

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

OCTOBER 18, 1947



Those wires on the desk are orders for Jack Owens' "How Soon," on the Tower label, one of the most popular recent indie diskings. Selected as a Billboard "Possibility," the platter has already rung up better than a quarter-million sale, according to Tower Prexy Richard (Dick) Bradley (center) and Sales Manager Arthur Kaye (left). When distributorships for Western territory, now being set, get rolling, the firm figures to sell plenty of "Soon" in that area too. Owens is the high-hooperated Breakfast Club (American Broadcasting Company) crooner and writer of other such click tunes as "Hi Neighbor," "The Hut Sut Song," and "Cynthia's in Love." And Tower has six additional sides by Owens which it plans to spring in near future.



That Sensational  
Box Office Combination

**FRED LOWERY**  
Whistling Virtuoso

America's Outstanding  
and Lovely

**DOROTHY RAE**  
The Girl With A Smile In Her Voice

NEW ALBUM

TO BE RELEASED DECEMBER 8th  
WHISTLING SOLOS

"TREES" "STAR DUST" "CAPRICE VIENOIS"  
"SONG OF INDIA" "LA GOLONDRINA" "LA PALOMA"

WHISTLING & VOCAL DUETS

"WHISTLE AND BE HAPPY"

"TAKE ME BACK TO MY  
BOOTS AND SADDLES"



Exclusive  
**Columbia**  
Recording  
Artists

They Keep Coming Back To Pack 'em In at Leading Theatres Hotels and Clubs

Management -



**GENERAL ARTISTS CORPORATION**

NEW YORK - CHICAGO - HOLLYWOOD - CINCINNATI - LONDON



The World's Foremost Amusement Weekly

## RADIO'S TOP PRESS AGENTS

### German Circuses in Comeback; Brave But Pitifully Skimpy

BERLIN, Oct. 11.—Despite the fact that good acts are a rarity and transportation problems a bigger headache than ever, there are now more circuses playing in Germany than before the war, and most of them seem to keep going and thrive. To be truthful, however, many of the new circuses are small and provide rather pitiful spectacles, most of them having no tents and playing in open-air arenas. Few of Germany's many big pre-war circuses have survived.

Circus Sarrasani, strongest competitor of the big Circus Krone for top rank in the country's roster of pre-war circuses, passed out of existence when the big arena it occupied in Dresden was bombed out in 1944 and most of the show's horses were killed. Trude Sarrasani, wife of the late Hans Sarrasani (who died in Berlin in 1941), saved a few horses and framed a high-school number with which she works the bigger circuses.

Circus Krone's fine building in Munich also was bombed several times and much equipment was destroyed. (See *German Circuses* on page 55)

### Showbiz Setting Up Nonpartisan Lobby

NEW YORK, Oct. 11.—A national theatrical nonpartisan club has been organized by Agent Jack Lewis. Purpose is to co-ordinate all the factions of the theatrical business into one large non-political group to protect the interests of the profession in State affairs.

According to Lewis, who claims an initial membership of 500, theatrical folk are regarded as a transient, indeterminate number of persons who are never set in one spot long enough to establish themselves politically. "Therefore," continues Lewis, "laws concerning the trade are bandied about, discussed and passed with no official recognition of the views of the majority."

Membership is limited to citizens of voting age who are in showbiz. No dues or assessments are contemplated.

### His 400G Locked Up, Strauss, 83, Has To Work for a Living

LONDON, Oct. 11.—Altho he has some \$400,000 in royalties locked up in various countries, the famous German composer and conductor, Richard Strauss, now 83 years old, has been living in poverty in Switzerland because he can't get any of his funds in allied countries released. Therefore, he has come to London to conduct several concerts of his works. (See *400G Locked Up* on page 16)

### London Amusements Are Boomed by Ban On Pleasure Driving

LONDON, Oct. 11.—Recent ban on the use of motor cars for pleasure trips in England has brought an unexpected boom to most London shows and niterias. All managements report a big improvement in attendances. Greatest profit so far accrued to flicks, who report full houses every evening for the first time since last autumn. Apart from perennial smash hits such as *Annie, Get Your Gun* and (See *London Biz Boomed*, page 16)

### CBS, Y&R, Coll-Freedman Winners in 10th BB Poll; 176 Radio Editors Voted

#### CBS Tops Web Flackeries for Ninth Year

By Jerry Franken

NEW YORK, Oct. 11.—For the 10th consecutive year the radio editors of the U. S. and Canada have voted in *The Billboard's* Annual Radio Publicity Survey, and for the second successive year Columbia (CBS) has won the network award; Young & Rubicam, the advertising agency prize, and Coll & Freedman, the independent press agent award. The wins are based on the votes of 176 radio editors. For CBS, this is more than just two years in a row; it's the ninth straight year the Madison Avenue flackery has topped its web competitors. Actually and for the record, there were almost 200

ballots returned by the radio editors, but of these almost two dozen were not counted. The reason was that these ballots, in every case, showed unmistakable signs of having been rigged in favor of one—or more—of the contestants. The electioneering in this year's survey hit a new peak, both on the part of some indie press (See *RADIO'S TOP* on page 7)

### 4-A's Will Seek To Avert Exit of IATSE From AFL

NEW YORK, Oct. 11.—Entertainment unions within the American Federation of Labor (AFL) are girding themselves for an all-out fight at the convention in San Francisco next week to see that the International Alliance of Theatrical Stage Employees (IATSE), 140,000 members, isn't forced out of the AFL by the recently organized coalition of John L. Lewis and William Hutcheson, head of the powerful carpenters'

union. The push will be on unless IATSE decides to play ball and accept the decision of a three-man tribunal giving the conference of studio employees, part of Hutcheson's carpenter brotherhood, jurisdiction in the Hollywood movie studios.

Associated Actors and Artists of America (4 A's), which holds the AFL charter for amusement biz, will lead the drive to work out some sort (See *4-A's To Avert Exit*, page 16)

### New Booking Combo To Offer Acts 40 Weeks

NEW YORK, Oct. 11.—A new booking combine that expects to be able to offer nitery acts a minimum of 40 weeks is in the process of formation. Plan is to run the org out of New York on the order of the old United Booking Office, with each booker in the combine contributing 5 per cent of the upkeep of the New York office.

Plan is still in the conversation stage, but according to well informed sources it already has four bookers committed. The New York rep, however, is still being dickered for.

Bookers said to be involved are Pete Iodice, Frank Sennes, Joe Hiller and Joe Daniels. It is estimated that (See *New Booking Combine*, page 38)

### Panto Platters New Pop Gimmick In Cocktaileries

CHICAGO, Oct. 11.—Phonograph records have even penetrated deeply into the cocktail combo and single field, with the latest trend in lounge entertainment the pantomime-platter gimmick, a survey of leading Midwest cocktail bookers revealed this week.

The trend toward cocktail entertainers, utilizing record-panto routines in their acts started a year ago, with one or two combos developing several platters, with which they coordinated animated delivery. But in the past three months, the trend has spread rapidly.

Currently, three record-panto singles are being booked, with promise (See *Panto-Platters* on page 38)

### NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 *On the Honor Roll of Hits*  
NEAR YOU
- No. 1. *Sheet Music Seller*  
NEAR YOU
- No. 1 *Most Played on Disk Jockey Shows*  
NEAR YOU by Francis Craig, Bullet 1001
- No. 1 *Disk Via Dealer Sales*  
NEAR YOU by Francis Craig, Bullet 1001
- No. 1 *Disk in the Nation's Juke Boxes*  
NEAR YOU by Francis Craig, Bullet 1001
- No. 1 *Popular Album Via Dealer Sales*  
AL JOLSON ALBUM by Al Jolson, Decca 575
- No. 1 *Classical Disk Via Dealer Sales*  
CHOPIN'S POLONAISE by Jose Iturbi, Victor 11-8848
- No. 1 *Classical Album Via Dealer Sales*  
RACHMANINOFF CONCERTO NO. 2 IN C MINOR, by Artur Schnabel, pianist, NBC ork; Vladimir Golschmann, conductor, Victor 1075
- No. 1 *Folk Disk in the Nation's Juke Boxes*  
SMOKE! SMOKE! SMOKE! (That Cigarette) by Tex Williams Western Caravan (Tex Williams-Trio), Capitol Americana 40001
- No. 1 *Race Disk in the Nation's Juke Boxes*  
BOOGIE WOOGIE BLUE PLATE by Louis Jordan, Decca 24104
- No. 1 *Sheet Music Best Seller in England*  
NOW IS THE HOUR
- No. 1 *Sheet Music Best Seller in Canada (For two major jobbers)*  
THE LADY FROM 29 PALMS  
NEAR YOU
- The Billboard's Best Bets for Future Disk Hits*  
MADE FOR EACH OTHER by Buddy Clark and Xavier Cugat's ork, Columbia 37939  
IT HAPPENED IN HAWAII by Kay Kyser's ork, vocal by Harry Babbitt, with Dorothy, Trudy, Jack and Max, Columbia 37925

Full score on leading tunes and disks in the Music Department

(MUSIC POPULARITY CHARTS THIS WEEK APPEAR ON PAGES 24 TO 33 IN THE MUSIC SECTION)



# 3,962,336 SAW SERIES ON TV

## Seven Ball Games Viewed by 3,514,749 in Bars in Four Cities; 447,587 in Homes

### First Hooper-Billboard Survey of World Series Tele

By Joe Csida

NEW YORK, Oct. 11.—An estimated total of 3,962,336 people in New York, Philadelphia, Washington and Schenectady saw the seven games of the 1947 World Series between the New York Yankees and the Brooklyn Dodgers (concluded Monday, 6) on television sets in homes and bars. That's the figure revealed by a projection of Hooperatings developed in the first coincidental study ever made for the television industry at large.

Last week (October 11 issue) *The Billboard* published exclusively the first portion of this joint C. E. Hooper-*The Billboard* study, a survey of 1,181 homes with television receivers, which was projected by *The Billboard* to show 63,941 persons looking at the third Series game (Thursday, 2) on home sets in the four above-mentioned cities. (Ratings, sponsor identification, etc., on that survey are republished in the chart accompanying this story). This week the results of a similar coincidental survey indicate that 502,107 persons saw the fifth Series game (Saturday, 4) in bars in the four cities in which telestations carried the ball games. But (for reasons to be dealt with later) the projections are not as statistically reliable as the rating figures themselves.

#### More Bars Than Homes

The bar-tavern survey shows that proportionately, twice as many such establishments with tele receivers had

the series tuned in as homes. The bars turned up a sets-in-use score of 90.2 as against a 40.3 figure for home viewers. But where the public-place survey really produced audience was in the viewers-per-set category. Here the staggering figure of 81.3 people per set was registered. (Previous week's survey showed the home count at 4.3 people per set.)

The 81.3 viewers-per-bar-set figure is a sensational one. Here, however, the fact that this was a Saturday (week-end) game must be taken into consideration, just as the somewhat disappointing 4.3 viewers-per-home-set figure may be attributed to the fact that the earlier survey was made on a weekday when men are at work.

Comparative station ratings in the bar study followed the pattern set earlier in the home set survey. WNBT, National Broadcasting Company outlet, again rang up the highest rating, 36.8, and snared a 40.3 share of the audience. WABD, DuMont station, placed second with a 29.4 rating and 32.1 share of the audience, and WCBS-TV, Columbia Broadcasting System, hit a 24.0 rating and garnered a 26.2 share of audience percentage.

#### Radio Lower in Bars

Radio (which in the home study showed WOR, with the exclusive broadcast rights to the series, hitting a 4.0 rating and snatching 10.0 of the audience in homes with tele sets) fared less well in the bar survey. WOR here registered only 1.3 as its rating and held only a 1.4 share of audience. This is the figure for telebars, not the regular Hooper radio figure. Sponsor identification, as might have been expected, showed a slight drop in pubs as against the home-viewer study. In the bars Ford clicked with a 61.0 sponsor identification, while Gillette hit 59.6. Home figures showed 69.6 and 61.6 for the two bankrollers, respectively. It must be pointed out that, in the bar survey, the person who answered the phone (and it might have been the owner of the spot, the bartender, the scullery maid or a guy named Leffingwell) (See *SERIES VIEWED* on page 15)

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## Broadway Review

### ALLEGRO

(Opened Friday, October 10, 1947)

#### MAJESTIC THEATER

A musical play. Book and lyrics by Oscar Hammerstein II. Music by Richard Rodgers. Direction and dances, Agnes De Mille. Settings and lighting, Jo Mielziner. Costumes, Lucinda Ballard. Orchestrations, Russell Bennett. Conductor, Salvatore Dell'Isola. Choral director, Crane Calder. Company manager, Peter Davis. Stage manager, Robert Calley. Press representative, Joseph Heidt. Presented by the Theater Guild.

Marjorie Taylor.....Annamary Dickey  
 Dr. Joseph Taylor.....William Ching  
 Mayor.....Edward Platt  
 Grandma Taylor.....Muriel O'Malley  
 Friends of Joey.....  
 .....Ray Harrison, Frank Westbrook  
 Jennie Brinker.....Roberta Jonay  
 Principal.....Robert Byrn  
 Mabel.....Evelyn Taylor  
 Bicycle Boy.....Stanley Simmons  
 George.....Harrison Muller  
 Hazel.....Kathryn Lee  
 Charlie Townsend.....John Conte  
 Joseph Taylor Jr.....John Battles  
 Miss Lipscomb.....Susan Svetlik  
 Cheer Leaders.....Charles Tate, Sam Steen  
 Coach.....Wilson Smith  
 Ned Brinker.....Paul Parks  
 English Professor.....David Collyer  
 Chemistry Professor.....William McCully  
 Greek Professor.....Raymond Keast  
 Biology Professor.....Robert Bryn  
 Philosophy Professor.....Blake Ritter  
 Shakespeare Student.....Susan Svetlik  
 Bertram Woolhaven.....Ray Harrison  
 Molly.....Katrina Van Oss  
 Beulah.....Gloria Wills  
 Minister.....Edward Platt  
 Millie.....Julie Humphries  
 Dot.....Sylvia Karlton  
 Addie.....Patricia Bybell  
 Dr. Bigby Denby.....Lawrence Fletcher  
 Mrs. Mulhouse.....Frances Rainer  
 Mrs. Lansdale.....Lily Paget  
 Jarman, a Butler.....Bill Bradley  
 Emily.....Jean Houloose  
 Doorman.....Lisa Kirk  
 Brook Lansdale.....Tom Perkins  
 Buckley.....Stephen Chase  
 .....Wilson Smith

SINGERS: Mary O'Fallon, Charlotte Howard, Lily Paget, Helen Hunter, Sylvia Karlton, Priscilla Hathaway, Gay Lawronce, Josephine Lambert, Julie Humphries, Patricia Bybell, Yolanda Renay, Devida Stewart, Nanette Vezina, Mia Stenn, Lucille Udovick, Glen Scandur, Gene Tobin, Walter Kelvin, Bernard Green, David Collyer, Joseph Caruso, Tommy Barragan, Victor Clarke, Edward Platt, Robert Reeves, Wilson Smith, Tom Perkins, James Jewell, David Poleri, Robert Neukum, Raymond Keast, Wesley Swails, Clarence Hall, Blake Ritter, Ralph Patterson, Robert Byrn, William McCully, Robert Arnold.

DANCERS: Jean Tachau, Evelyn Taylor, Mariane Oliphant, Patricia Gianinoto, Andrea Downing, Jean Houloose, Therese Miele, Frances Rainer, Susan Svetlik, Ruth Ostrander, Patricia Barker, William Bradley, Daniel Buberniak, Bob Herget, John Laverty, Ralph Linn, Harrison Muller, Stanley Simmons, Charles Tate, Frank Westbrook, Ralph Williams, Sam Steen.

SONGS: "Joseph Taylor Jr." "I Know It Can Happen Again." "One Foot." "Other Foot." "A Fellow Needs a Girl." "A Darn Nice Campus." "The Purple and Brown." "So Far." "You Are Never Away." "What a Lovely Day for a Wedding." "It May Be a Good Idea for

## Showbiz Hails Freedom Train At Worcester

WORCESTER, Mass., Oct. 11.—Showbiz joined with the rest of Worcester in a celebration to welcome the Freedom Train here Thursday (9).

The build-up got off to a bang-up start Sunday (5) with a two-hour parade viewed by 100,000 spectators. The American Guild of Variety Artists (AGVA) gave the parade committee the services of Happy Farrell and Nils Hagberg. As clowns, they preceded the parade along the mile and a half route, then entertained on the sidelines as the marchers and floats went by. That night the Worcester Musicians' Association presented a free patriotic concert by a 35-piece orchestra in the municipal auditorium.

The city's four radio stations, WTAG, WNEB, WAAB and WORC, also launched a series of pre-Freedom Train shows Sunday. Three of the stations, WTAG, WAAB and WNEB, aired the opening ceremonies at the train Thursday morning.

During Sunday's parade, the Worcester County Radio Association with mobile amateur units helped form the line of march and controlled traffic.

Joe. "To Have and To Hold." "Wish Them Well." "Money Isn't Everything." "Yatata, Yatata, Yatata." "The Gentleman Is a Dope." "Allegro." "Come Home."

Rodgers and Hammerstein have done it again. This time with something far off the beam of regular musical comedy pattern. Some people—those who are in search of a leggy, girly show—won't like it. But for everyone who won't there will be a thousand who will. With the biggest preem night advance—reported around 600G—in the history of Stem (See *ALLEGRO* on page 23)

## The Billboard

The World's Foremost Amusement Weekly

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The Billboard Encyclopedia of Music  
Vend

## Get on That Freedom Train

Since The Billboard believes that the American Heritage Foundation's rededication program, climaxed in each city by the arrival of the Freedom Train (full story in August 30 issue), gives show business an opportunity to participate in one of the most vital national drives since the recent war, the train's route for the current and following weeks will be published in this space regularly. September thru November route appeared in the September 13 issue of The Billboard. Quarterly routes will be published in full considerably in advance.

Date	This Week City & Exhibition Terminal	Date	Next Week City & Exhibition Terminal
October 19	Lowell, Mass. Boston & Maine	October 26	Lewiston, Me. Maine Central
October 20	(Open date in Lowell, Mass.)	October 27	Portland, Me. Maine Central
October 21	Lawrence, Mass. Boston & Maine	October 28	(Open date in Portland, Me.)
October 22	Haverhill, Mass. Boston & Maine	October 29	Fitchburg, Mass. Boston & Maine
October 23	Dover, N. H. Boston & Maine	October 30	Springfield, Mass. Boston & Maine
October 24	Augusta, Me. Maine Central	October 31	Pittsfield, Mass. B. & A. (N. Y. C.)
October 25	Bangor, Me. Maine Central	November 1	Schenectady, N. Y. New York Central

Show business personalities and organizations in these towns are urged to contact the local mayor's committee, which will be handling local details. Detailed stories of Freedom Train showbiz activity will continue to appear in The Billboard periodically thru the full run of the drive.





# INDIES CODE PROTESTS MOUNT

## Chi Officials Ban Code in Present Form

### Sill Spearheads Drive

CHICAGO, Oct. 11.—Practically unanimous agreement that the new code of standards now being considered by the NAB will not work unless drastically changed and that if it is not changed a lot of stations will drop out of the NAB, was voiced here this week at a meeting of the Chicago Radio Management Club (RMC). Both agency and station representatives, latter from both indie and network stations, agreed that code in present form is unworkable.

Principal among the agency reps' beefs was their complaint that agencies and advertisers will have no voice in the formation of the code, even tho they will be affected by it, and in the case of advertisers, actually pay the bill. Implied in their complaints was the threat that if advertisers could not get a good deal in radio, if the time allowed for commercials, for example, was cut, many of them would spend their budgets in other media. Fact that this point is also in station operators' minds was also brought out in remarks by station execs who indicated they feared other media would benefit from commercial restrictions of the code as now written. At one point a manager of an indie more or less summarized the attitude of indies when he said point blank, "The code stinks."

The club members also were in agreement with contents of a letter from Jerome Sill, executive vice-president of WMLO, Milwaukee independent, to Charles Caley, of WMBD, Peoria, Ill., and member of the code committee. The letter was read by John Carey, sales manager of WIND, Chi indie.

### Forced To Withdraw

At one point in his letter Sill said, "Should this code be adopted in its present form, we might be in the position of being forced to withdraw from the NAB or be dishonest in our tacit acceptance of a code to which we could not sincerely subscribe. Obviously, we would choose the former course."

After explaining the amount of public service his station does, Sill stated, "There is only one way we (See Chicago Officials on page 16)

## Kaiser-Frazer Biz Landed by Mutual

NEW YORK, Oct. 11.—Mutual Broadcasting System (MBS) this week scored a neat biz pick-up, signing Kaiser-Frazer autos and Kaiser Industries, Inc., to a \$1,250,000 annual contract. Deal calls for four 15-minute spots weekly, Tuesday, Thursday, Saturday and Sunday on 400 plus stations.

Program will feature Wendell Noble in a homespun news commentary. It's his first time coast-to-coast, as it is for the account. Commercials will plug the new Kaiser and Frazer autos and Kaiser Industries products.

Swaney, Drake & Bement, Chicago, is the agency.

## Jim Mead, Len Reinsch Lead So Far in FCC Sweepstakes

WASHINGTON, Oct. 11.—New York State's influential Democratic leadership has recommended to President Truman that former U. S. Sen. James M. Mead be appointed to succeed Charles Denny as chairman of the Federal Communications Commission (FCC). Mead's name was submitted informally to the White House late yesterday as a wide-open scramble began to develop for the \$10,000-a-year post which Denny will quit at the end of the month to accept a vice-presidency and general counselship of the National Broadcasting Company (NBC).

Indicative of the intensity of rivalry which is stirring for the FCC chairmanship, friends of J. Leonard Reinsch are beating the drums for the youthful radio executive who has been serving as radio consultant to President Truman. Reinsch is supported by a number of Southern Democratic leaders.

### Fitzpatrick Intervenes

According to political insiders here, Paul Fitzpatrick, chairman of the New York State Democratic Committee, is mapping an early conference with Truman in an effort to push the cause of Mead. Mead might face a confirmation fight in the Republican-controlled Senate. He served nearly two decades on Capitol Hill, first in the House and then for nine years in the Senate. It is highly uncommon for the Senate to refuse confirmation of a nomination of a former member to a federal post.

Some Republicans are expected

to make a perfunctory suggestion to Truman that a Republican be named to the chairmanship, but this is not being taken seriously. Tradition dictates that the choice of a Democratic President will be a Democratic FCC chairman, ruling out rumors in some GOP quarters that Commissioner Robert E. Jones, former congressman from Ohio and the latest appointee to the Commission, might be elevated to the chairmanship.

### Wheeler and La Follette

The names of former U.S. Sens. Burton K. Wheeler, of Montana, and Robert La Follette Jr., of Wisconsin, are being mentioned in connection with the appointment, but both are considered unavailable. Wheeler, a Democrat, and La Follette, a Progressive, have lucrative legal practices in Washington. Another being mentioned is Sen. Edwin C. Johnson (D., Colo.), ranking Democrat member of the Senate Interstate and Foreign Commerce Committee.

A number of powerful farm groups are urging the elevation of Commissioner Clifford J. Durr to the chairmanship. C. Maurice Wieting, director of information service of the National Council of Farmer Co-operatives (NCFC), issued a statement hailing Durr as "the ideal choice." Backing for Durr has come also from nabobs of the American Farm Bureau Federation and from the Farmers' Union. All three organizations have adopted resolutions urging representations of "rural interests."

Denny's department is not expected to result in any major change in FCC Blue Book policy, but it is uncertain what the effect will be on FCC relations with Congress. Denny has long been regarded as a smooth liaison with Congress on FCC matters. One of his last acts as chairman will be handing over a report to the State Department on the in- (See Mead, Reinsch Lead on page 16)

## WOR Invites Staffers To Voice Gripes

NEW YORK, Oct. 11.—An unusual step in employee relations will be taken here next week by WOR when it will conduct an "employee opinion" survey among its staffers. The study is to be made by an outside agency, Houser Associates, and replies are to be kept confidential.

In a memo to the station staff this week, Ted Streibert, WOR president, declared that the survey would be made for three days beginning October 15, and that the questions would elicit opinions concerning WOR policies, practices and working conditions. Streibert said the information obtained would be given to the station management in statistical form and only the researchers would have access to the questionnaires.

## "Beulah" Gets 7-7:15 Evening CBS Slot

NEW YORK, Oct. 11.—Procter & Gamble has bought *Beulah*, the Ken Dolan package, to replace *Mystery of the Week* over the Columbia Broadcasting System in the 7-7:15 p.m. slot across the board. The show is expected to move in late in November. Until recently, *Beulah* was on the American Broadcasting Company. Dancer-Fitzgerald & Sample is the agency.

## Many Demand Revisions, or They Will Bolt

### Screening Committee Busy

WASHINGTON, Oct. 11.—Opposition by independent stations to the projected new code of the National Association of Broadcasters is mounting steadily. At the same time, there are unmistakable signs that unless the code is revised to provide a sounder economic base for the indies, indies in great numbers will quit the national trade organization.

In the Midwest, Jerome Sill, of WMLO, already has gone on record as saying that the code, if not revised, would force his resignation. In Boston, a group of New England indies decided virtually the same thing. Strong opposition has been voiced in Chicago, too, as another story on this page details. In New York, WNEW has sent to NAB Prexy Justin Miller its version of a revised code. Even tho details are not available, it is known the WNEW code differs greatly from the provisions adopted at the recent NAB convention in Atlantic City. In Washington, Ben Strouse, of WWDC, also advised NAB that his station could not abide by the code.

### Ultimatums

In all the indie protests, there are two basic points being stressed. One was that they'll quit NAB if changes aren't forthcoming. The other is a refusal to give lip service to regulations they cannot abide by.

NAB already has moved to counteract the indies' discontent. A newly appointed 11-man committee of non-network stations was named this week and is to meet here October 23. Two of its members are Ted Cott, of WNEW, who started the indie pro- (See Many Demand Code on page 16)

## The PERFECT CHRISTMAS GIFT

# 9

... to send to your friends

SILENT NIGHT • THE FIRST NOEL • ADESTE FIDELIS • JOY TO THE WORLD • CAROL OF THE BELLS • 'TWAS THE NIGHT BEFORE CHRISTMAS • HARK! THE HERALD ANGELS SING • O LITTLE TOWN OF BETHLEHEM • GOD REST YE MERRY GENTLEMEN

CHRISTMAS CAROLS

by the HOUR OF CHARM

ALL-GIRL ORCHESTRA and CHOIR  
under the direction of PHIL SPITALNY



CHARM RECORDS, INC.

P.O. BOX NO. 40, RADIO CITY STATION, NEW YORK 19

PLEASE SEND TO:

ADDRESS

NUMBER OF ALBUMS (\$3.85 PER ALBUM)



Publicity Survey

# Coll-Freedman Repeats Last Year's Win

## Ferris Again Places Second

NEW YORK, Oct. 11.—It was Coll, Daly & Freedman last year, and it's Coll & Freedman this year, but the results, despite the nomenclative change, have been the same both years, with the firm coming out in the No. 1 spot in the indie press agent category in the Annual Radio Publicity Survey. George Daly has gone into business for himself, leaving Fred Coll and Zac Freedman to repeat the win.

Earl Ferris, who had copped seven firsts out of eight years, finished second last year and ditto this year. Ferris is one of the few press agents, however, who did no campaigning in this year's tussle. The difference in points between first and second is accounted for by the Coll-Freedman list of 32 first-place votes and Ferris's 13, respective point totals being 225 and 194.

There was a problem of interpretation insofar as some of the voting was concerned, since Bernie Milligan, Coast p.a. (he finished fifth), is affili-

ated with Ferris. However, since both operated individually as well and since the votes named Milligan specifically and not the combination, it was decided not to lump the Ferris-Milligan score. Had this been done, the team would have finished in first spot. Milligan, incidentally, is a newcomer to the indie flack roster insofar as the

survey is concerned.

Third placer is Dave Alber, who finished ditto last year, with Steve Hannagan, fourth, another repeater. Maggie Ettinger, fifth last year, yielded that spot to Milligan in '47, Miss Ettinger slipping down to ninth. Benn Sonnenberg, in sixth, is another to hold on to the same spot two years'

running, as is Allan Meltzer in seventh and the same for Jack Banner and Ed Grief, eighth. George B. Evans, who finished out of the running last year, came in 10th this year. Neither Tom Fizdale (out of the business for some time but just resuming) nor D. Linke, ninth and 10th in '46, made the top 10 this year.

# 10-YEAR RECORD IN PUBLICITY SURVEY

## NATIONAL NETWORKS

	'47	'46	'45	'44	'43	'42	'41	'40	'39	'38
Columbia .....	1	1	1	1	1	1	1	1	1	2
National .....	2	2	2	2	2	2	2	2	2	1
American .....	3	4	3	3	3	4	*	*	*	*
Mutual .....	4	3	4	4	4	3	3	3	3	3

## ADVERTISING AGENCIES

Young & Rubicam .....	1	1	2	2	1	2	2	2	3	11
J. Walter Thompson .....	2	2	1	1	2	1	1	1	1	1
N. W. Ayer .....	3	3	3	3	6	5	5	4	6	4
Benton & Bowles .....	4	4	4	4	3	3	3	3	2	2
Kenyon & Eckhardt .....	5	—	—	—	—	—	—	—	—	—

## INDEPENDENT PRESS AGENTS

Coll & Freedman** .....	1	1	3	5	9	7	—	—	12	—
Earle Ferris .....	2	2	1	1	1	1	2	1	1	1
David O. Alber .....	3	3	2	3	3	3	3	3	3	7
Steve Hannagan .....	4	4	4	—	4	4	4	—	—	—
Bernie Milligan .....	5	—	—	—	—	—	—	—	—	—

\* American Broadcasting Company had not been divorced from National Broadcasting Company in these years.  
\*\* Firm name last year was Coll, Daly & Freedman. Prior to 1946, Fred Coll was rated on his own, without partners.

# Editors in Radio Publicity Poll

A TOTAL of 176 U. S. and Canadian radio editors voted in The Billboard's 10th Annual Radio Publicity Survey, and photos of some of the participants are shown on this page. Virtually every key radio editor, in virtually every key city in the country, voted in this year's poll, these including both newspaper and magazine radio staffers. In addition to the stories in this issue, further stories dealing with the survey will be published for the next two weeks. Next issue will contain analyses of the radio editors' opinions on operational methods of the webs, ad agencies and indie flacks, and the following issue will include a listing of the photo needs of the editors using pix.



ANTHONY LEIGHTON, Register, Mobile, Ala.



MRS. ANTHONY LEIGHTON (Ann Leighton), Register, Mobile, Ala.



ELIZABETH D. BAKER, Daily Messenger, Homestead, Pa.



HARRIET VAN HORNE, World-Telegram, New York



STAN ANDERSON, Press, Cleveland



VEE KUZMANIC, Downtown Shopping News, Los Angeles



MILT HAMMER, Herald-Times, Irvington, N. J.



NICK KENNY, Daily Mirror, New York



H. G. RHAWN, News, Clarksburg, W. Va.



LOIS B. LUDOWIC, Observer - Budget, Troy, N. Y.



PAUL SPEEGLE, Chronicle, San Francisco



PAUL DENIS, Post, New York



MARTHA McHATON, News, Indianapolis



ROCKY CLARK, Post, Bridgeport, Conn.



JO BRADLEY REED, Citizen, Columbus, O.



THOMAS D. COOLICAN, Herald-Journal, Syracuse



SONIA STEIN, Post, Washington



CHUCK GAY, Daily News, Dayton, O.



HELEN WATERS, L.I. Daily Advocate, New York



# RADIO'S TOP PRESS AGENTS

## 10TH ANNUAL RADIO PUBLICITY SURVEY THE WINNERS

### NATIONAL NETWORKS

	Point Total	1sts	2ds	3ds	4ths
<b>1st</b> ★ <b>COLUMBIA</b> ..... (George Crandall, director of publicity)	591	84	28	15	7
<b>2d</b> ★ <b>NATIONAL</b> ..... (Syd Elges, vice-president in charge of press)	519	42	57	23	6
<b>3d</b> ★ <b>AMERICAN</b> ..... (Earl Mullin, director of publicity)	404	11	29	55	34
<b>4th</b> ★ <b>MUTUAL</b> ..... (James O'Bryon, director of publicity)	328	5	19	27	73

### ADVERTISING AGENCIES

Rank	Agency	Points	1sts	2ds	3ds	4ths	5ths
<b>1st</b> ★ <b>YOUNG &amp; RUBICAM</b> ..... (Harry Rauch, radio press head)	291	40	15	8	3	1	
<b>2d</b> ★ <b>J. WALTER THOMPSON</b> ..... (Al Durante, radio press head)	243	21	22	12	6	2	
<b>3d</b> ★ <b>N. W. AYER</b> ..... (Wauhilla LaHay, radio press head)	210	14	18	18	6	2	
<b>4th</b> ★ <b>BENTON &amp; BOWLES</b> ..... (Dick Bellamy, radio press head)	110	4	11	8	9	4	
<b>5th</b> ★ <b>KENYON &amp; ECKHARDT</b> ..... (Herbert Landon, radio press head)	61	7	1	3	5	3	
<b>6th</b> ★ <b>FOOTE, CONE &amp; BELDING</b> ..... (Jack Melvin, Coast radio press; George Wolfe, New York radio press)	45	—	—	7	8	8	
<b>7th</b> ★ <b>COMPTON</b> ..... (Virginia Travers, radio press head)	40	1	3	3	5	4	
<b>8th</b> ★ <b>B., B., D. &amp; O.</b> ..... (James McGarry, radio press head)	39	1	3	4	5	—	
<b>9th</b> ★ <b>TED BATES</b> ..... (Benson Inge, radio press head)	28	1	2	1	5	2	
<b>10th</b> ★ <b>DOHERTY, CLIFFORD &amp; SHENFIELD</b> .. (Dick Fehr, radio press head)	23	1	2	3	—	1	

### INDIE PRESS AGENTS

Rank	P.A.	Points	1sts	2ds	3ds	4ths	5ths
<b>1st</b> ★ <b>COLL &amp; FREEDMAN</b> ..... (Earl Freedman, radio press head)	225	32	10	7	1	2	
<b>2d</b> ★ <b>EARLE FERRIS</b> ..... (Earle Ferris, radio press head)	194	13	22	12	2	1	
<b>3d</b> ★ <b>DAVID O. ALBER</b> ..... (David O. Alber, radio press head)	181	21	8	11	5	1	
<b>4th</b> ★ <b>STEVE HANNAGAN</b> ..... (Steve Hannagan, radio press head)	56	2	4	7	2	5	
<b>5th</b> ★ <b>BERNIE MILLIGAN</b> ..... (Bernie Milligan, radio press head)	38	4	1	3	1	3	
<b>6th</b> ★ <b>BEN SONNENBERG</b> ..... (Ben Sonnenberg, radio press head)	31	1	3	3	2	1	
<b>7th</b> ★ <b>ALLAN MELTZER</b> ..... (Allan Meltzer, radio press head)	30	1	2	2	4	3	
<b>8th</b> ★ <b>BANNER &amp; GREIF</b> ..... (Banner & Greif, radio press head)	29	1	2	1	6	1	
<b>9th</b> ★ <b>MARGARET ETTINGER</b> ..... (Margaret Ettinger, radio press head)	24	2	1	2	2	—	
<b>10th</b> ★ <b>GEORGE B. EVANS</b> ..... (George B. Evans, radio press head)	19	2	1	1	1	1	

OTHER PRESS AGENTS WHO DREW VOTES IN THIS YEAR'S SURVEY, TOGETHER WITH THEIR TOTALS, ARE AS FOLLOWS:  
Yolen, Ross & Salzman, 10; Freedberg-Katz, 7; Harry Sobol, 5; Mal Boyd, 5; Jack Perles, 5; Jack Lawson, 4; Pettibone & Wachsmann, 4; Arthur Miller, 4; Coy Williams, 4; Wayne Varnum, 4; Ade Kahn, 4; Earl Foreman, 3; Eddie Jaffe, 3; M. Foladare, 3; Paul Moster, 2; Mack Millar, 2; Jane Barton, 2; Noel Corbett, 2; Howie Horowitz, 1; Dick Hyman, 1; Bill Treadwell (not an indie), drew four points.

Points distributed on this basis: Five for first, four for second, three for third, two for second and one for fifth.

## CBS, Y&R, Coll-Freedman Win BB Poll

176 Radio Editors Voted

(Continued from page 3)

agents and some ad agency staffs, who used personal contact, phone calls and wires among their forms of persuasion.

### Rejected Ballots

Among the rejected ballots in question were those sent to specific editors on the specific requests of some of the contestants. *The Billboard's* radio editor mailing list, it is believed, is the most complete in the business, representing a compilation based on the mailing lists of all four major networks. After the original ballot mailing, *The Billboard* was advised that some editors had not received their voting forms. Accordingly, ballots were sent to additional names and in almost every case, the contestant requesting the ballots was the favorite of those editors. One blow that really killed father, it was that the editors in question voted only in the category of the press agents furnishing the names.

All of which, quite obviously, cast high suspicion on this phase of the electioneering and the voting, and *The Billboard*, equally obviously, had no choice but to discard the ballots.

### Winners and Runners-Up

In the Radio Department of this week's issue are individual stories dealing with the network, ad agency and indie flackery phases of the 10th Annual Radio Publicity Survey. A quick summary is as follows: CBS and National (NBC) one-two in the network phase; Young & Rubicam and J. Walter Thompson, one-two in the ad agency score, and Coll & Freedman and Earle Ferris, first and runner-up in the indie field.

Lest those concerned think that all's well on the publicity front, the editors sounded off considerably in voicing their objections and criticisms concerning present information services. These opinions will be published in next week's issue of *The Billboard*, while a later edition will list picture and photo requirements of some of the editors.

### Plug Course

WASHINGTON, Oct. 11.—Blue Book or no Blue Book, one of the most popular courses at American University's new School of Communications is one in radio commercials. It's taught by Maurice Mitchell, sales director of WTOP, the Columbia Broadcasting System (CBS) outlet here. Mitchell is teaching to a full house which includes several college graduates—among whom is Sonia Stein, radio editor of *The Washington Post*. The course in radio commercial operations is regarded by students as one of the most attractive in the curriculum which leads to a Bachelor of Science degree in communications.



# Next BMB Study In March '48

## Interim Study To Be Under 15-Point Plan

### Publication Next March

NEW YORK, Oct. 11.—Hugh Feltis, president of Broadcast Measurement Bureau (BMB), this week notified station subscribers that the organization's next survey will be made in March of next year, for distribution and publication around August 15. The 1948 project will be an interim study authorized under the BMB 15-point plan and will be made in such areas as designated by the stations ordering the research.

March has been chosen so as to enable correlation between the 1948 statistics and the 1946 field work, also done in March. It also offers, Feltis pointed out, close relationship between signal characteristic transition from day to night.

Survey will use the same techniques and yardsticks as the original 1946 study. One underlying reason for the interim effort is to bring BMB data up to date, especially in areas of news stations and power boosts. Some experimentation as to additional questions may be made but these results will not be published.

Costs of the survey will be borne by the participating stations. If one station only orders field work in an area, it carries the freight alone, but if there are two or more the costs are split evenly. Charges depend on circulation in radio families, ranging from \$75 for less than 2,500 families to \$350 for over half a million.

Meanwhile, while BMB's subscriber list now has hit more than 500, the network situation remains in a Mexican standoff. Columbia, National and American will go if Mutual does, or NBC and ABC will if CBS alone does, but BMB wants all four. On the other hand, Mutual will not subscribe unless its listenability system of coverage measurement, or an adaptation thereof, is adopted by BMB. Mutual's big claim is that BMB figures become outdated too quickly to warrant such an expenditure, while the listenability method permits current coverage figures.

E. P. H. (Jimmy) James, Mutual veepee, this week presented the listenability story to the BMB technical committee which has since decided to explore the method further, from both a philosophical and a technical aspect.

## WOR Flacking Put Under Driscoll

NEW YORK, Oct. 11.—A change in its table of organizations was made this week by WOR, insofar as responsibility for its publicity department is concerned. In naming Bob Blake as the station's p.a. to succeed Dick Pack, shifted to WNEW, the WOR management placed the press department under the wing of the news and special events operation.

This now means that Blake will report to Dave Driscoll, WOR's news head, instead of to R. C. (Pete) Maddux, sales veepee. Maddux heretofore has been responsible for press and sales promotion.

## WGNB Sets Hefty FM Sales Pitch

CHICAGO, Oct. 11.—Strong pitch to sell FM to local radio set dealers will be made by WGNB, WGN FM outlet, at a special FM forum to be held in the station's studios October 15. The meeting, called by Marion Claire, director of *The Chicago Tribune's* FM outlet, will feature a panel of guest speakers and broadcast demonstrations of superior technical quality of FM.

Among the speakers at the meeting, which will be attended by about 500 dealers, will be Col. Robert R. McCormick, editor and publisher of the *Tribune*; Miss Claire; Dr. W. R. G. Baker, vice-president of General Electric Company; J. N. Bailey, executive director of FMA; William J. Halligan, president of Hallicrafters Company; and Judge Roy Hofheinz, president of KTHH and KOPY, Houston.

## Publicity Survey

### ABC Up to 3d, Mutual Down To 4th Place

#### CBS 1st 9th Straight Year

NEW YORK, Oct. 11.—Mutual Broadcasting System (MBS), which pulled itself up to third place in last year's radio publicity survey, moved down to fourth in this year's voting, while American Broadcasting Company (ABC), fourth last year, went up one notch. That is the only change in the standings of the four webs.

Columbia Broadcasting System (CBS), which gained first place for the ninth successive year—National Broadcasting Company (NBC) was first in '38, the first year the poll was conducted—scored by a margin of 72 points this year over NBC, which ranked second. CBS's point total this year was 591, NBC's 519. Points were accrued on a basis of 5 for first, 4 for second, 3 for third and 2 for fourth. In the voting last year CBS scored 461 and NBC 401.

#### Big Surge by ABC

Last year there were only four points separating Mutual and ABC, but ABC's gain this year represents a terrific surge, the point score being ABC, 404; Mutual, 328.

Personal contact is clearly a vital factor in wooing radio editors' affection. CBS for years has been the only web with a steady road representative, and until recently had Charles Pekor out as contact agent. The benefits are still accruing to the George Crandall crew, even though Pekor no longer is a CBS staffer.

The first place voting gives the key to the entire web picture. CBS romped off with 84 firsts; NBC got exactly half that number, 42; ABC picked up 11 firsts and Mutual 5.

The whys of the editors' votes will be explained in next week's issue.

## Publicity Survey

### Poll Shows Editors Appreciate Agencies' Contact Men; Y&R, JWT and Ayer Finish 1, 2, 3

#### Kenyon & Eckhardt in Big Surge To Cop 5th Place

NEW YORK, Oct. 11.—Perhaps the most important fact, from the standpoint of technique, to be learned from the voting in the ad agency category of this, *The Billboard's* 10th Annual Radio Publicity Survey, is that radio editors outside of the key cities appreciate—and remember—those agencies which send out contact men. Three top scoring agencies in this year's survey, Young & Rubicam, first; J. Walter Thompson, second, and N. W. Ayer, third, all follow this policy regularly, especially Y. & R. It's a repeat win for Y. & R., and the same thing for the three following agencies. JWT was second last year and Ayer third, with Benton & Bowles, fourth last year, finishing the same in this year's balloting.

#### K. & E. Up to Fifth

The first major change is in fifth place, copped this year by Kenyon & Eckhardt, an out-of-the-money entry last year, when Compton took fifth. This bears out last year's *Billboard* prediction that even tho K. & E. was far down on the list, the Hal Davis-Herb Landon tandem was due to soar. This combo, together with K. & E.'s acquisition of top programs and its creation of top stunts (flying cows to Greece, county fair paper-back punching gimmicks, etc.), is paying off publicity-wise.

There were 95 radio editors who participated in the ad agency phase of the voting. They gave Y. & R. 40 firsts; JWT, 21; Ayer, 14; Benton & Bowles, 4, and K. & E., 7. B. & B. finished ahead of K. & E. by virtue of its 11 seconds.

Compton fell off one notch, to finish sixth this year, with B., B., D. & O. coming in seventh, same as last year. Ted Bates, which was sixth in 1946, ranked ninth this year, eighth place going to Foote, Cone & Belding. F., C. & B. was ninth last year. Doherty, Clifford & Shenfield rated 10th in '46 and '47 alike.

## Schacht Sport Show Bows Next Saturday

NEW YORK, Oct. 11.—The *Al Schacht Sports Show* debuts over WOR next Saturday (18) in the 8:30 p.m. slot. The program will run 25 or 30 minutes, there being a deal pending for the 8:55-9 p.m. slot. It will include anecdotes by Schacht, a sports quiz and three or four sports celebrities as guests weekly. Babe Didrickson is set for the first shot. Keyes Perrin will direct.

Paul Gardner and Arthur Miller own the package.

## Dan Sutter Replaces Sylvia Lowy, Retired

NEW YORK, Oct. 11.—After nine years as casting director of Byrons Productions (*Mr. D. A., Christopher Wells*), Sylvia Lowy resigned this week. She has been succeeded by Dan Sutter, formerly with the production staff of the National Broadcasting Company.

Miss Lowy, who married two years ago and recently adopted a child, is quitting showbiz.

## FM Converter Tuner Orders Hit 100,000

CHICAGO, Oct. 11.—Proof that U. S. listeners are anxious to listen to FM stations was seen here this week when John Meck, president of John Meck Industries, announced that since his company had put on sale a few weeks ago at \$19.95 of an FM converter tuner which can be attached to any AM set in order to get FM reception, about 100,000 orders for the converter had been received by coast-to-coast distributors. Meck claims that the retailers and distributors have reported to his company that the sale of the converter is more than all FM sets built since the war. Company's production of the converter is expected to reach 50,000 a week in the near future.

This indicated demand for FM reception has prompted Meck to declare that "the public is now ready for something new in radio reception. It is fed up with commercials and singing jingles, static and the soap operas."

He warned, however, that FM stations still will have to change some of their programs. "Too much classical music," he said, "is tiresome. What is needed is more light, popular music, as well as children's programs and some round-table discussions, with emphasis on public service shows."

## Judith Lawton Made WJBK Program Head

DETROIT, Oct. 11.—Appointment of Judith Lawton as program director for WJBK this week is resulting in wholesale housecleaning of the station's sked with 23 new programs slated to start Monday (13). Miss Lawton made her first appearance at the station only Wednesday (8). She comes here from WTOP, Toledo, where she has been programing counselor, a type of job she recently held at several stations.

In addition to her programing work, Miss Lawton's background is a miniature encyclopedia of show business, including experience as stage and screen actress, talent scout, night club singer, script writer and announcer.



# FM Assn. Still Awaits Word From Petrillo

## FM Survey Findings Released

WASHINGTON, Oct. 11.—FM Association (FMA) is still awaiting word from President James C. Petrillo, of the American Federation of Musicians (AFM), on whether he will lift his ban on AM-FM music duplication, with reports current in union circles that the labor leader is not likely to reverse his stand.

Meanwhile, FMA is releasing findings of a survey of FM broadcasters, indicating significantly that 53 per cent of the FMers who responded said the major networks with which they were affiliated "would not permit the broadcast of musical programs on FM stations. Yet 43 per cent said their network agreements did not forbid such duplication."

"Some of the FM broadcasters placed responsibility for failure to give the public popular network programs on FM directly with the networks," stated FMA, while others blamed Petrillo, who since December, 1945, has refused to permit the major networks to duplicate.

### 37% Duplicating Web Service

"Despite the ban on musical programs for FM," continued FMA, 37 per cent of the network affiliated stations are duplicating full network service on the FM stations, thereby giving their listeners the favorite popular programs over the static-free method of FM broadcasting."

FMA reported that in many in- (See FMA Still Awaits on page 11)

## Husing Airport Seg Sold to Kolor Bak 5-Weekly on WHN

NEW YORK, Oct. 11.—New York Airport, with Ted Husing, debuts as a five-a-week show over WHN Monday (20), sponsored by Consolidated Drug of Chicago, on behalf of Kolor Bak. Program, which also will include Eileen O'Connell, will be recorded at LaGuardia Airport and aired in the 7-7:15 p.m. slot.

Show was sold, incidentally, before it was put together. Miss O'Connell was signed for the spot Thursday (9).

# AFRA Board of Election Slated for Hot Contest

NEW YORK, Oct. 11.—The American Federation of Radio Artists (AFRA) is expected to hold one of the most hotly contested elections in its history November 20 for 22 local board positions. The independents have formulated an incomplete ticket with the following nominees:

Actors—Les Damon, Carl Eastman, John Gibson, James McCallion, Ted Osborn, Virginia Payne, Ann Seymour (ex-artists committee), Karl Swenson and Lucille Wall; announcers—Nelson Case, George A. Putnam, Ben Grauer, Dan Seymour and Richard Stark; indie station announcers—Joe O'Brien; sound effects men—Walter Gustaveson.

No nominees have been chosen for the singers, but a committee of AFRA chirpers (independent) headed by John Neher is at work on it. Independents stress that none of the

# Better Rural Radio Service Via Clear-Channel Reshuffle Sought by Farm Federation

## Resolution Being Filed at October 20 Meeting in Washington

WASHINGTON, Oct. 11. — First major action at the upcoming session of the clear channel hearings, now slated to begin here October 20, is expected to be the filing of a resolution by the powerful American

Farm Bureau Federation (AFBF) asking for redistribution of clears and for designation of frequencies below 550kc. for rural radio service.

While taking no stand on demands of the clears for super-power stations, AFBF will urge the Federal Communications Commission (FCC) to require stations serving rural areas to devote "a fair portion of time to programs of a distinctly rural nature, particularly if super power of more than 50,000 watts is granted to any station." In addition, the farm group will go on record with a request for appointment to FCC of an individual with "a background of experience in agriculture and rural radio."

### Better Rural Coverage

AFBF will argue at the hearing that clear channel waves should be "more equitably distributed for rural and agricultural coverage throughout the United States," it was disclosed today. Proposal of AFBF for use of lower frequencies for rural radio runs into a number of difficulties amid current uncertainties as to what will develop at next year's North American Regional Broadcast Agreement (NARBA) conference. Altho Canada is backing a compromise proposal for 540 kc. as a Class 1-A channel and altho the recent International Telecommunications Conference in Atlantic City recommended (See Farm Group Seeks on page 11)

### Playing Hooky

Indications are that the campaign will make history for AFRA. Already rumors are flying about that the artists committee has offered to choose a compromise ticket with the independents, with the latter flatly rejecting the bait. Independents have gathered some interesting campaign ammunition, consisting of the attendance records of the present board members. Their records show that one board member attended three board meetings out of 12; another—a vice-president—four meetings, and a third, five.

Independents had a meeting Wed- (See Hot Contest Looms on page 10)



The men may **LOOK**

but the women **LISTEN**



Will you gentlemen please feast your eyes on the face, then forget it and face the facts? Because, frankly, we're not selling the lady's pulchritude. You get that gratis. We're selling her charm for the female radio listener. And women listen to Barbara Welles (Florence Pritchett) on her WOR show, every weekday afternoon at three. They listen — and ACT.

THEY ACT? Within one week, five days, some 6,045 women peppered Barbara for a sample of — of all things — paint! And not the kind they gild their faces with. Within two weeks, the number of requests piled up to 10,297. They came from folks from as far off as Maine and Virginia — and even New York. That's mighty pretty mail for a new show, don't you think?

BARBARA WELLES (Florence Pritchett) is such news that LOOK magazine gave her a fancy spread recently. She's something new in radio: a glamour girl with grey matter and a homey touch.

YOU PAY ONLY FOR BARBARA WELLES when you buy into her WOR show but you get bank-breaking talent as well. Luminaries like Bing Crosby, June Knight, Lucille Ball and others have been her guests.

IF YOU want to move in on what is proving to be one of radio's most productive daytime woman's shows, dial PE 6-8600 NOW.

MUTUAL **WOR** 1440 BROADWAY



# WEB'S TAKE OVER "VOICE"

## NBC and CBS To Broadcast For State Dept.

### Shows Will Be More Lavish

NEW YORK, Oct. 11.—The National Broadcasting Company (NBC) and Columbia Broadcasting System (CBS) are revising their short-wave operational set-ups in order to take over about 75 per cent of the State Department's *Voice of America* programming. Expansion of the webs' activities in this direction was indicated by Congress' recent cut in the *Voice of America* appropriation. This cut has had the effect of reducing the programming activities of the State Department and expanding those of the webs, so that under the present plan the State Department will handle only broadcasts to critical areas abroad.

Under the revised set-up, the webs will receive a considerably hiked sum of money for their share of the load. Contracts covering the exact appropriations to NBC and CBS are expected to be signed next week and will include sums of money for both facilities and for programming.

### Personnel Shake-Ups

Meanwhile, personnel shuffles have already begun. At NBC, Fred Bate, manager of the international division, has been appointed assistant to William F. Brooks, vice-president in charge of news and international relations, effective November 1. Also effective on that date, Stanley Richardson, assistant to Brooks, takes over supervision of NBC's short-wave service. Brooks will be responsible for programming, administration and operational activities. Bate will be responsible for maintaining contacts with NBC's foreign affiliates and with other stations and webs abroad. Cal Abraham, manager of station relations for the international division, will report to Bate.

In addition, NBC will add between 15 and 20 staffers to handle the expanded program load.

Comparable activity is taking place in the CBS short-wave department. Edmund Chester, director of short-wave broadcasting and Latin-American relations for the web, has named Merrill C. Phillips as short-wave program director, and Carlos Videla has been appointed editor of special programming in Spanish and Portuguese to Latin America. These posts are newly created.

### More Lavish Shows

According to web spokesmen, the nets under the old *Voice of America* operation produced news programs primarily and acted as transmitting agents for programs produced by the State Department. Under the revised set-up, the webs will be able to produce programs of a much more lavish nature. They will be primarily informational, and will include documentaries and news, also some drama. Entertainment will be a secondary feature. Altho the webs will produce most of the *Voice* programs, the programming will be along lines suggested by the State Department.

According to a State Department rep in New York, total broadcasting time of *Voice* under the new set-up is 32 hours and 15 minutes daily, of

## Free Speech

NEW YORK, Oct. 11.—The probabilities are that few of radio's critics are aware of the fact, the past week has demonstrated graphically how unhampered are commentators as regards what webs will permit them to say on their shows. Last week Fulton Lewis Jr. took a rap at Charles Luckman, president of Lever Bros., sarcastically calling him the "boy wonder of industry," and indicating that Luckman's plans as head of the Citizens' Food Conservation Committee were "hardly original." This week Ed Fitzgerald on the morning Mr. and Mrs. Show he does with Frau Pegeen, criticized Luckman's appointment on grounds that a soap man doesn't know anything about food and consequently can't be expected to do a good job. Considering that Luckman's firms last year spent close to \$6,000,000 in radio, ranking as the industry's seventh largest account, some observers raised eyebrows at the manner in which programs were slugging him around.

which NBC and CBS are apportioned 75 per cent. The State Department will continue programming to Austria, Bulgaria, Greece, Czechoslovakia, Hungary, Poland, Rumania and Russia in Europe, and China and Korea in the Far East. Private industry will handle all other *Voice* programs.

### Washington Announcement

WASHINGTON, Oct. 11.—Amid preparations by a congressional committee to report on America's short-wave broadcast operations, the State Department disclosed this week that it has completed transfer of a vast segment of its overseas activities to the National Broadcasting Company (NBC) and Columbia Broadcasting System (CBS), in keeping with requirements imposed by the last session of Congress. NBC and CBS, which have absorbed hordes of State Department short-wave personnel, are now sharing equally in slightly over three-quarters of all overseas broadcast programming, with the State Department handling the remainder of the work.

Under this year's curtailed budget of \$6,207,250 for the operations of the international broadcasting division, it is figured that network contracts will call for an outlay to the webs of around \$2,000,000. The operations are being handled on a "co-operative and co-ordinated" basis, with a State Department liaison man posted at the network studios and with the studio feeding back all programs to the State Department's master control.

### Far-Reaching Move

The step is seen as a far-reaching one, inasmuch as it is expected to point the way to a permanent system in which private broadcast agencies will be handling the bulk of activities in conjunction with State Department policy and with State Department consultation. This is the avowed objective of the policy pushed by recently resigned Assistant Secretary of State William Benton, who nevertheless found serious obstacles in getting his views across to the recent Congress.

## Spot Biz "Off on Wrong Foot," Sez Meighan; Holds Sale of Time Only Is Unsound

### CBS V.-P. Blames Reps for Lag in Developing Live Talent

NEW YORK, Oct. 11.—Inherent in the quarrel between the National Association of Radio Stations Representatives (NARSR) and CBS Radio Sales is a new philosophy concerning spot radio. Howard Meighan, CBS vice-president in charge of station administration, indicated that CBS philosophy at the recent National Association of Broadcasters' (NAB) convention in Atlantic City, where, at a session of the sales managers' executive committee, he plumped for the encouragement of local live talent programs via commissions or other incentives. Meighan this week outlined these ideas further, stating that the spot broadcasting business is "off on the wrong foot because it is based on selling time alone." At any hearing before the Federal Communications Commission (FCC) to consider the charges of the NARSR, Meighan will argue this cause. He will state that the rep business is changing, that some reps already realize it and some don't.

In some quarters, it's believed that Meighan's arguments will fall upon receptive FCC ears, inasmuch as the CBS radio sales operation accents the sale of local live talent programs rather than transcriptions or spot announcements. This aspect of the entire matter, of course, is strictly in line with the Commission's policy, as laid down in the Blue Book, and the book as reaffirmed by FCC Chairman Charles R. Denny in Atlantic City, is still policy.

### Trust Charge Discounted

The charge of the station reps that CBS is violating the Sherman Act and network-station regulations (last week's issue of *The Billboard*) is not given much credibility by CBS at this stage of the quarrel. "In all the meaningless talk," says Meighan, "nobody thinks of the station." He added, "the reason reps sell announcements is because the method of compensating a rep is based on the sale of time." As CBS see it, there's a necessity for considering as one item the sale of time and talent. The web, incidentally, is encouraging this on a network level via its package programs. Its necessity on a local plane, accord-

### HOT CONTEST LOOMS

(Continued from page 9)

nesday (8) at which there was prolonged discussion of the anti-Communist pledge which is an integral part of the statement of principles their members must sign. Objection was raised to the pledge, claiming that it was red-baiting, but the majority sustained the section. Those who wanted to annul their membership, others who refused to sign and still others who thought the signature was merely window dressing were allowed to withdraw from the organization.

Each of the nominees on the independent ticket will have to sign an affidavit stating he is not a member of the Communist Party or any other group that advocates the overthrow of the government by force or other illegal means.

ing to Meighan, is elemental to any one who is interested in the development of the radio industry generally and the programming of the local station in particular.

Stating that very little has been done in the past five years toward the development of local live talent, Meighan held the reps partly responsible for this. He pointed out that prior to the advent of radio advertising, salesmen sold space and didn't care very much what went into it—because it had little effect on circulation. The station rep field—many of whom came from such organizations as Conde Nast and Collier's—always have been imbued with much of the same philosophy, according to the web veepee, who added that if they don't change more and more stations will be unhappy.

## Union To B.R. Gaeth on MBS

NEW YORK, Oct. 11.—The United Electrical and Machine Workers of America (UE), affiliated with the Congress of Industrial Organizations (CIO), will sponsor Arthur Gaeth, Mutual Broadcasting System (MBS) reporter, Wednesday night at 7:30 p.m. over 55 MBS and indie stations, starting October 22. The show, originating in Washington, will try to present behind-the-scenes news via interviews with ordinary people, leaders in public life, etc.

Sponsorship of Gaeth by UE begins the second half of the union's national radio program, the first half having started in April with the union's sponsorship of Leland Stowe. UE is the first union to sponsor a regular weekly broadcast over a national web.

## James-Shore Air Seg Bow Date Set Back

HOLLYWOOD, Oct. 11.—Starting date of the new Dinah Shore-Harry James stanza for Philip Morris has been set back until January of next year so that Miss Shore (Mrs. George Montgomery) can give birth to an expected child and recuperate before returning to work. Meanwhile, the Biow Agency will hold on to *It Pays To Be Ignorant* until the Shore-James opus is set.

Format, writing and production staff are still nebulous, despite reports that Joe Bigelow, ex-J. W. Thompson exec, would hold the production reins. Biow office stated nothing definite had been set, but indicated that Bigelow would definitely not take on the production chore. Format is expected to be straight musical with guests from the music world, plus addition of a male vocalist to the regular cast. Dick Farney, currently holding down the crooning slot on the Milton Berle show, is the hottest contender for the vocal job.



## 90% of Homes Tune In Series, Smash Record

NEW YORK, Oct. 11.—The World Series this year broke all baseball broadcast records, according to a special audience study conducted by Crossley, Inc., which used the recall technique. Carried by 437 affiliates of the Mutual Broadcasting System (MBS) plus 99 non-MBS stations, it is estimated that the Series was made available to 32,561,000, or 90.7 per cent, of the radio homes in the United States.

According to figures on the study released by MBS, persons in seven out of every 10 homes in America, plus millions in offices and taverns, heard the Series. More than one-third of the persons who reported listening to at least one game listened to all seven. The seven-day average rating figures of 36.7 and 73.7 share of audience are all-time highs.

The Series hit a peak rating of 57.6 with a share of audience of 87.9 for Sunday's game. This is the top daytime commercial rating ever recorded. Average rating for the last two games was 51.7, with a share of audience of 85.9.

Closest approach to the record 36.7 average rating for seven games occurred in 1938, when an average of 33.2 was recorded in a four-game series between the New York Yankees and Chicago Cubs. These were carried by all networks.

The Yankees last played the Dodgers for the championship in 1941, when the average rating for five games was 32.8—the second highest Series rating on record until 1947.

## Farm Group Seeks Better Radio Service

(Continued from page 9)

ed authorization of use of 540 kc., Canada will register sharp opposition to use of that clear channel by U. S. in any section that threatens interference with Canada's exceptionally powerful and widely-heard 540 kc. station in Saskatchewan.

### CCBS Renewing Plea

Clear Channel Broadcasting Service (CCBS) is readying to renew its plea at the upcoming hearings for a number of super-watt stations. CCBS is contending that rural service can be improved only by FCC authorization of some 20 clear stations with power in excess of the present 50,000-w. limit. The organization nevertheless has indicated willingness to accept a compromise of two such stations—one on each coast—to serve as "guinea pigs" for the more extensive scheme.

Altho the currently scheduled clear channel hearings have been deferred half a dozen times in recent months, talk prevails that a new deferment might be called at the last minute due to the prospect that all the commissioners may not be able to attend. Complicating the situation is the possibility of a conflict in dates set for international discussions, altho a conference of government and industry representatives, set for October 17, is expected to have been completed by the time the clear channel proceedings get under way. The October 17 meeting has been called by the State Department to provide opportunity for discussion of proposals of signatories of NARBA as a preliminary to treaty revision scheduled for next August in Canada.

Guy Hedlund, who some years ago broadcast over WTIC, Hartford, with Guy Hedlund Players, dramatic group, has announced formation of a new radio dramatic company. He's taking applications for the show at his home in Old Lyme, Conn.

## Canadian FM Projects Slowed By Petrillo, Equipment Lack

TORONTO, Oct. 11.—How far the Canadian Broadcasting Corporation (CBC) has gone in the development of frequency modulation, was revealed recently by Dr. Augustin Frigon, general manager.

Apparently, according to Dr. Frigon, equipment and Petrillo were the two main problems Canadian radio men had to face in planning any venture into FM. He said CBC plans called for FM transmitters at Winnipeg and Vancouver, but so far it had not been possible to obtain equipment to carry out the projects.

However, the big worry is not equipment, but rather what the chief of the American Federation of Musicians (AFM) is intending to do about FM broadcasting. It's clear that CBC can't make any plans until it hears what the U. S. webs are going to do.

Furthermore, as far as can be learned, CBS has not as yet made any provision if Petrillo decides to throw the same duplication broadcast monkey-wrench into Canadian FM plans. According to Walter Murdoch, Canadian AFM rep, the radio industry will generally have to follow the behavior pattern set by Petrillo in the U. S. If that happens, FM in Canada will be stalled for years. Radio in this country pays pretty low for AM broadcasting, so it will be pretty tough for CBC and indies to double

## FMA Still Awaits Word From Petrillo

(Continued from page 9)

stances FM broadcasters who responded to the surveysaid that "while their contracts did not expressly forbid duplication of musical program on FM, they had been instructed verbally by their networks not to carry musical programs on FM." J. N. (Bill) Bailey, executive director of FMA, who directed the survey, said: "That the network affiliate contracts as written do not preclude duplication of certain programs appears evident in the fact that 55 per cent of the FM broadcasters reported they are carrying network programs except those with music on FM stations."

One broadcaster expressed belief that the Department of Justice has ample precedent to "move vigorously against AFM."

Of significance in the music duplication, according to FMA officials, is the fact disclosed in the survey that 93 per cent of the independent FM stations without AM or network affiliations believe the duplication of network musical programs on FM stations which are affiliated with networks would stimulate listening to FM." Only 7 per cent of the independents felt it would not.

With 86 per cent of the responding FM'ers declaring themselves operating at a loss, 8 per cent reported they were making a profit and 6 per cent said they were breaking even, according to Bailey. "Gross billings for time sales have increased at 25 per cent of the stations, indicating a growth of FM audiences," Bailey stated.

"Even tho FM stations as a whole are losing money," FMA's report continued, 24 of them reported employing a total of 121 union musicians in attempts to give their listeners good programs. The FM broadcasters generally feel that the duplication of popular network program on FM stations will encourage listening to FM, stimulate the manufacture of FM sets in vast quantities and create a large field of employment for live talent.

the bite for both AM and FM airing.

CBC's policy, so far as granting of FM licenses is concerned, is to green-light the indies on FM if the broadcasts go out over AM nets. The corporation now operates FM stations in Montreal and Toronto and there are a few indies who've also entered the field. Receiving sets, very expensive are slowly starting to dribble on the market.

## It's the Same Down Under

SYDNEY, Oct. 11.—Controversy over what is suitable entertainment for children in radio programs has stirred trenchant criticism by the Parents and Citizens Association at Newcastle, where a move has been made to urge the government to restrict the use of crime serials over radio stations to after 9:30 p.m. The minister for education has been asked to receive a deputation on the subject.

The Brisbane Daily Courier, the only morning paper in the Queensland capital, also carried a vigorous article condemning the use of these serials and claimed they were a stimulant to juvenile crime. Radio stations in Australia have the air crammed between 7 and 8 p.m. with this type of material, and critics claim that juvenile crime is on the increase and the serials interfere with the children's homework lessons.

## CBC Spending \$1,500,000 On Expansion

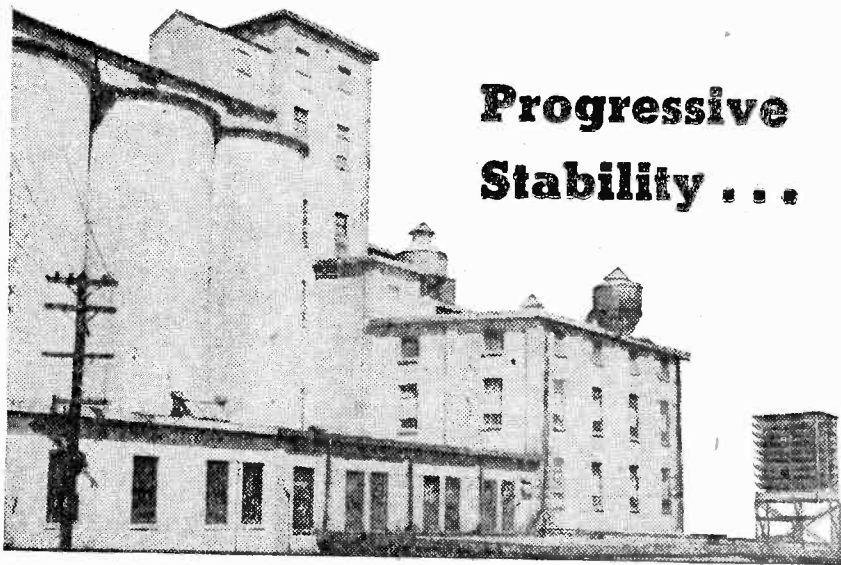
CALGARY, Alta., Oct. 11.—The Canadian Broadcasting Corporation (CBC) has under way projects calling for expenditure of close to \$1,500,000 in order to carry out plans for national coverage originally laid down in 1936 but suspended during the war, according to CBC General Manager Dr. Augustin Frigon following the recent board of governors' meeting here.

Projects include construction of four-power transmitters, further development of existing CBC frequency modulation stations in Montreal and Toronto and inauguration of FM broadcasting in Vancouver.

New 50-kw. transmitters, as powerful as any elsewhere in Canada or the United States, are being built in Alberta, Manitoba, and at Toronto, while a 10-kw. transmitter is being installed at Chicoutimi, Dr. Frigon said. The work at Chicoutimi and Toronto is to replace existing smaller facilities.

Regarding FM, Dr. Frigon said that experimental stations of ¼-kw. power in Montreal and Toronto will be replaced by 3-kw. units. Vancouver's installation will be a 1-kw. unit.

Dr. Frigon also dealt with several policy changes outlined by the board of governors, pointing out that certain restrictions have been lifted for applicants wishing to operate television stations and high-power radio stations of the regular type.



## Progressive Stability . . .

This Marshall, Texas, milling company turns out more than 1,200 barrels of milled grain and 250 tons of stock feeds daily. Marshall is the county seat of Harrison County, one of the most on-its-toes manufacturing and commercial centers in East Texas. Marshall's flour mill, big railroad shops, foundries and other industries, all bear out the community's slogan "Progressive Stability." Harrison County retail sales in 1946 topped the \$22,000,000 mark. . . . BMB gives KWKH 88% of Harrison's radio families. To sell Harrison and the 48 other counties and parishes of the \$1,000,000,000 Ark-La-Tex, use the 50,000 watts of KWKH — heard by most and preferred by most in a big tri-state market.

Part I

The Billboard



NETWORK PROGRAM Reviews & Analyses

Rating figures used are supplied by the C. E. Hooper organization. Data concerning advertiser expenditures, campaign themes, etc., is compiled by interviews with agencies and advertisers and is based on latest available information.



The Fred Allen Show

Reviewed October 5, 1947

STANDARD BRANDS, INC.  
C. B. Stetler, Adv. Dir.

Thru J. Walter Thompson Co.  
L. W. Baillie, Acct. Exec.

Via NBC

Sundays, 8:30-9 p.m.

Estimated Talent Cost: \$20,000; producer-director, Howard Reilly; writer, Fred Allen; announcer, Kenneth Delmar; cast and talent, Fred Allen, Portland Hoffa, Minerva Pious (Mrs. Nussbaum), Parker Fennelly (Titus Moody), Kenny Delmar (Senator Claghorn), Peter Donald, (Ajax Cassidy), DeMarco Sisters (vocal quintet), Al Goodman's orchestra; guests this program, Jay Jostyn (Mr. District Attorney), and Len Doyle (Harrington of "Mr. District Attorney").

Last Hooperating for the program (June 15, 1947)	12.1
Average Hooperating for shows of this type (Variety)	8.0
Current Hooperating of show preceding (Edgar Bergen)	13.9
Current Hooperating of show following ("Manhattan Merry-Go-Round")	11.7
<b>CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS</b>	
ABC: Sustaining	None
CBS: "Crime Doctor"	10.4
MBS: Jimmy Fiddler (8:30-8:45)	3.0
Sustaining (8:45-9)	None

ABOUT THE ADVERTISER

Mammoth Standard Brands is one of advertising's chief patrons, with a \$2,000,000 radio time appropriation in 1946 and almost that much for magazines. Its talent budget, too, is enormous, with Fred Allen and Edgar Bergen among those on the pay roll. From a time aspect, the account is 20th in the roster of top advertisers, with commercial time going to Chase & Sanborn coffee, Tenderleaf tea and Sheford cheese, among other products.

The foremost wit of our time, Fred Allen, year in and year out has maintained a higher degree of originality and a higher level of comedy and wit than any other humorist on the American scene. The big, essential difference between Allen and his radio contemporaries is that Allen is primarily a wit and secondly a comedian-performer. It's the other way around with the others, who in most cases cannot conceivably be classed other than as comedians alone. But in keeping with other laugh-provokers who came back to the air this week, Allen too, was off form. Essentially, the basic idea of the show, that of having Mr. D.A. and Harrington (Jay Jostyn and Len Doyle) on a manhunt for Allen for murdering radio humor, just didn't seem sound enough.

The denizens of Allen's Alley remain unchanged from last year, and in order are Senator Claghorn (Kenny Delmar), Titus Moody (Parker Fennelly), Mrs. Nussbaum (Minerva Pious) and Ajax Cassidy (Peter Donald). Of these, Moody is still far and away the best of Allen's creations, and each broadcast gives further proof that the character is one written with high perception and that it will be the most durable of the alley folk.

Claghorn Wears Off

Much of the novelty of the Claghorn stentor has worn off, but Mrs. Nussbaum's malapropisms and oc-

Jimmy Durante Show

Reviewed October 1, 1947

THE REXALL DRUG COMPANY  
Thomas H. Lane, Dir. Adv. and Sales Prom.

Thru N. W. Ayer & Son, Inc.  
T. Arthur White, Acct. Exec.

Via NBC—160 Stations

Wednesdays, 10:30-11 p.m.

Estimated Talent Cost: \$15,000; producer, Phil Cohan; writers, Stanley Davis, Eldon Packard, Bud Pearson, Les White; musical director, Roy Bargy; announcer, Howard Petrie; cast, Jimmy Durante, Arthur Treacher, Peggy Lee, Candy Candido, Tom Harmon; guest this program, Greer Garson.

Last Hooperating for the program (June 26, 1947)	6.8
Average Hooperating for shows of this type (Variety)	5.8
Current Hooperating of show preceding ("Big Story")	6.8
Current Hooperating of show following (Not Available)	
<b>CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS</b>	
ABC: (Special Event)	4.8
CBS & MBS: Sustaining	None

Jimmy Durante program in the preem session Wednesday displayed an engaging brand of hoke. This, together with good musical support by Roy Bargy's orchestra and vocalist Peggy Lee, made up a pleasurable half hour. The session was marked by a rather heavy commercial pattern, Rexall's blurbs packing plenty of impact via singing and straight commercials. Various products were plugged, but in addition there was a strong institutional factor pointing up the general aspects of Rexall quality.

Durante, of course, did his usual type of turn, including zany songs and malapropisms. He scored plenty of boffs, and in the hoke sequences he received first-class support from Arthur Treacher, a regular on the show, and guest Greer Garson. The battery of scripters hit a fine comedy level in putting together the chatter, and it was the type of material which Durante does so well. A high point was the burlesque version of a domestic triangle, with Miss Garson playing an English lady married to "Rodney" Treacher but actually in love with "Windermere" Durante. Nutty stuff, but indubitably productive of plenty of laughs. Incidentally, Treacher, who was with the Campbell Soup's Jack Carson show last year, fits into the Durante show excellently. "Jimmy," he said, "needs me to add a cultural touch."

Paul Ackerman.

asionally inspired twists, sharpened by Minerva Pious's sock performance, are still boff. The last character, Ajax Cassidy (Peter Donald), has yet to jell either as a person or as a laugh-getter, and the dialog this week contained an ill-advised reference to some of the Italian players on the Brooklyn Dodgers.

Al Goodman is one of the air's most reliable conductors, the musical aspects of the Allen show have never been notable. Goodman seldom plays a complete number, or so it seems, and the DeMarco gal quintet is not especially noteworthy.

Jerry Franken.

Fibber McGee and Molly

Reviewed October 7, 1947

S. C. JOHNSON & SON, INC.

Thru Needham, Louis & Brobry  
Jack Louis, Acct. Exec.

Via NBC

Tuesday, 9:30-10 p.m.

Estimated Talent Cost: \$12,500; producer, Frank Pittman; writers, Don Quinn and Phil Leslie; announcer, Harlow Wilcox; cast: Marion and Jim Jordan, Bill Thompson, Gail Gordon, Arthur Bryan, Bee Benaderet; orchestra conducted by Billy Mills; vocals by Kings Men.

Last Hooperating for this program (June 15, 1947)	13.6
Average Hooperating for shows of this type (Variety)	8.0
Current Hooperating of show preceding ("Call the Police," now off, with "Amos 'n' Andy" returned to the air but not rated)	10.1
Current Hooperating of show following (Bob Hope)	16.0
<b>CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS</b>	
ABC, CBS and MBS: Sustaining	None

One characteristic of many top air comics is a seeming need to get three or four shows under their belts before they achieve their usual form. No matter how well a show may have been clicking when it turned June lammaster, the summer vacation manages to louse things up, and this applies not only to performers but also to such top writers as Don Quinn and Phil Leslie, script parents for Fibber McGee and Molly. So it was with the return of this wonderful show Tuesday (7); both lines and situation were below par.

But even when the Jordan-Quinn-Leslie combo is off beat, it's still top-drawer radio. This merely adds up, in all probability, to the fact that since they have delivered so well in the past, we expect a far higher standard from this show than from most. Thus, while one script may be below norm, the program itself has that fine air of a true big-leaguer, and this in itself delivers a definite amount of satisfaction to the listeners.

Doc Gamble Right There

The McGee cohorts are some of the best conceived and best executed stooges in radio, and it's a tight toss-up whether Bill Thompson's Mr. Wimple or Fred Allen's bucolic Titus Moody (Parker Fennelly) is the best of all such supporting inventions. None of the others comes up to that, of course, but for laugh purposes, they're boffo, for sure. Arthur Q. Bryan is doing his pungent job as Doc Gamble as usual this year, but Gail Gordon, for years established as the highly combustible mayor of Wistfall Vista, is doing a new one, the local weather man. Off the first show, the character does not seem to have the longevity the others possess.

Musically, the preem was even better than usual, via a Billy Mills-Kings Men treatment of *Freedom Train*, with a sort of "recitativo" by the McGees.

The show has been an outstander for its commercials almost since its inception, with Harlow Wilcox's gag-handling of the integrated middle spot, as always, a standout.

Jerry Franken.

"Club 15"

Reviewed October 1, 1947

THE CAMPBELL SOUP COMPANY  
R. M. Budd, Advertising Manager

Thru Ward Wheelock Company  
Arthur A. Bailey, Acct. Exec.

Via CBS (150 Stations)

MTWTF, 7:30-7:45 p.m.

Estimated Talent Cost: \$8,000; producer, Diana Bourbon; director, Cal Kuhl; writer, Carroll Carroll; emcee-vocalist, Bob Crosby; The Andrews Sisters (MWF), Margaret Whiting (Tu, Th); Jerry Gray's orchestra.

Current Hooperating for the program	3.8
Average Hooperating for shows of this type (Popular Music)	5.6
Current Hooperating of show preceding ("Jack Smith")	4.3
Current Hooperating of show following ("Robert Trout")	3.7
<b>CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS</b>	
ABC: "Lone Ranger" (MWF, 7:30-8)	6.1
"Green Hornet" (Tu, 7:30-8)	4.9
Sustaining (Th, 7:30-7:45)	None
MBS: Henry J. Taylor (MF, 7:30-7:45)	1.8
Arthur Hale (Tu, Th, 7:30-7:45)	2.5
Leland Stove (W, 7:30-7:45)	2.3
NBC: Sustaining	None

ABOUT THE ADVERTISER

For the past five years the Campbell soup firm has spent the bulk of its budget on the air. It jumped its radio appropriation from a little better than a million and a half in 1943 to close to two and a half million in '46, while its '46 magazine budget was just short of \$1,700,000. With the current across-the-board pop music show called "Club 15," the firm continues to pour out its "Hmmm, Hmmm, Good..." theme with the steady, smooth insistency which has made it one of the most successful organizations of its kind in industry.

Working the "club" formula (Chesterfield Supper, etc.) which in itself is a virtual guarantee of a good, standard Hooperating for budget expended, the soupmakers sew it up for all practical purposes by a happy mating of talent. Bob Crosby is, as always, a smooth, easy-going emcee who additionally does a capable job of baritoneing a ballad. Abetted on the MWF stanzas by the Andrews Sisters, still the No. 1 fem songselling trio, the show falls pleasantly on the ear. Production caught showed smart pacing in that it avoided montony in tune selection and mixing up its vocal talent (Crosby solo, Andrews threesome, Crosby-Patti duet, etc.).

Crosby followed a brief talk intro with *Ol' Debbil Moon* and then the girls took *Lady From 29 Palms* and *Tallahassee*, after which Bob and Patti did the boy-girl routine on the *Gimme a Little Kiss* oldie, Crosby wound up the tune with *I Have But One Heart*. The Vic Schoen influence, of course, is evident in the girls' handling of their material and backing, tho the general musical backgrounding here is excellently supplied by Jerry Gray and a studio ork. Carroll Carroll's wordage, cueing in vocalistics, are in keeping with the light, relaxed mood of the segment. And Del Sharbutt's commercial readings, mainly on the theme that Campbell's tomato soup costs just as little as it did last year, fit into the pattern as well. This 15-minuter could easily get to be a habit with plenty of pop music devotees.

Joe Csida.



Jergens' Journal With Walter Winchell

Reviewed September 28, 1947

THE ANDREW JERGENS COMPANY

Chester T. Birch, Vice-Pres. in Charge of Advg.

Thru Robert W. Orr & Assoc., Inc. Peter Schaeffer, Acct. Exec.

Via ABC

Sundays, 9-9:15 p.m.

Estimated Talent Cost: \$7,500; producer, John Hoagland; director, Paul Scheffels; writer, Walter Winchell; announcer, Ben Grauer; cast, Walter Winchell.

Current Hooperating for the program...10.2 Average Hooperating for shows of this type (News).....4.2

Current Hooperating of show preceding (Sustaining).....None Current Hooperating of show following (Louella Parsons).....7.6

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

CBS: "Corliss Archer" (9-9:30).....7.0

MBS: Sustaining.....None

NBC: "Manhattan Merry-Go-Round" (9-9:30).....8.6

Every other week the Who's Whooper traditionally lifts Walter Winchell out of the class of the common-taters. The show caught made it easy to understand why (alho the airing was on a no-rating night), since for build-up, drama and delivery this was one of WW's top airings.

The bullseye or bull's-head in this case was Andrei Vishinsky, Russia's deputy foreign minister and United Nations delegate, who a few days earlier grabbed headlines by blasting prominent Americans (including Winchell) as warmongers. Such an attack awakened expectancy that Winchell would answer on his show, and he did.

Cites Arms Race

Said Winchell: The Russians are building up combat army strength to outnumber us 15 to 1, and combat planes at a 5 to 1 ratio.

Then came suggestive attack: Take the Russians out of Europe, we'll take the Americans out and then let the people abroad vote for their own style of government.

Finally WW posed a challenge wherein he offered to lead a press expedition into Russia if Vishinsky would guarantee the group the same privileges extended to Tass Agency scribes in America.

Tremendous Tension

The tension of this show was nothing less than tremendous. Here was the feeling that a top radio and press voice was showing deep concern for the most critical problem of the people today.

The Jack Benny Show

Reviewed October 5, 1947

THE AMERICAN TOBACCO CO.

George W. Hill Jr., Vice-Pres. in Charge of Advg.

Thru Foote, Cone & Belding Stephen Czufin, Acct. Exec.

Via NBC-160 Stations

Sundays, 7-7:30 p.m.

Estimated Talent Cost: \$22,500; producer-director, Hilliard Marks; writers: Sam Perrin, Milt Josefsberg, George Balzer, John Tackaberry; announcer, Don Wilson; orchestra leader, Phil Harris; cast: Jack Benny, Mary Livingstone, Phil Harris, Eddie Anderson (Rochester), Dennis Day, Arty Auerbach, Sportsmen Quartet, Mel Blanc.

Last Hooperating for the program (May 18, 1947).....17.5

Average Hooperating for shows of this type (Variety).....8.0

Current Hooperating of show preceding ("Ellery Queen," since taken off the air, replaced by "Hollywood Star Preview").....5.0

Current Hooperating of show following ("Rogues Gallery").....8.2

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC and MBS: Sustaining.....None

CBS: Gene Autry.....5.4

A week which saw the return of three of radio's top comedy shows—Jack Benny, Fred Allen and Fibber McGee—served also to accent the perennial criticism of radio, that is, it's stereotyped, highly formulated humor. There is an old show-business axiom that it's the height of folly to tinker with a successful formula and it appears that for assorted reasons radio's comics are ardent adherents and supporters of that belief.

Of the three stars back this week (see other reviews), Jack Benny's program clung most grimly to the standard pattern. There were the inevitable cracks about Jack's admiration for moola; Don Wilson's girth; Phil Harris's propensity for likker and gals, and so on down the line. Yet, despite the repetitive quality of the gags and the sources whence they originate, truth is that it is this very familiarity as characters which is a basic factor in the success of the Bennys, Allens, et al.

So, Benny is back, same time, same station, and give him a few weeks and he'll undoubtedly be top man again on the Hooper totem pole. Jerry Franken.

ethering was one of the conspicuous "bests" of the season.

ABC has offered Vishinsky equivalent radio time to answer Winchell. Joe Carlton.

The Ford Theater

Reviewed October 5, 1947

THE FORD MOTOR COMPANY

Jack R. Davis, Vice-Pres. Chg. Sales and Advg.

Thru Kenyon & Eckhardt, Inc.

Wilder Breckenridge, Acct. Exec.

Via NBC

Sundays, 5-6 p.m.

Estimated Talent Cost: \$11,000; director, George Zachary; this program adapted from Mark Twain's "Connecticut Yankee in King Arthur's Court," by Lillian Schoen; script editor, Howard Teichmann; continuity, George Faulkner; musical director, Lynn Murray; narrator, Howard Lindsay; cast: Mason Adams (the Yankee), Ian Martin (Clarence), Karl Swenson (King Arthur), Neil Fitzgerald (Sir Launcelot), Horace Braham (Sir Mordred), Charita Bauer (Sandy), Santos Ortega (Merlin), Reese Taylor (a man).

Current Hooperating for the program (started October 5).....None

Average Hooperating for shows of this type (Dramatic).....7.8

Current Hooperatings of shows preceding and following (Sustaining).....None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: "Darts for Dough" (5-5:30).....3.5

"Counterspy" (5:30-6).....5.9

CBS: "Family Hour" (5-5:30).....3.6

"Jan Sablon" (5:30-5:45).....3.1

Sustaining (5:45-6).....None

MBS: "The Shadow" (5-5:30).....7.6

"Quick as a Flash" (5:30-6).....5.2

ABOUT THE ADVERTISER

Ford, in recent years, has shifted its advertising accent from radio to magazines, tripling a million-dollar magazine budget in the 1944-'46 three-year stretch. Radio, contrariwise, totaled more than \$2,500,000 in '44, but for '46 was down a million. With its "Ford Theater" series, however, the radio budget is due to go up, in all likelihood, since the time and talent alone on "Theater" run to \$1,250,000, if not more.

A second air series, featuring Meredith Willson, was canceled recently.

It will indeed be an interesting radio study to watch the Ford Theater go by. Few new programs are on the radio agenda this year, and of those none has been more eagerly awaited or more extensively bally'd than this one. Actually, it is not the sort of program one can judge on the basis of the initial effort alone—nor for that matter, the sort one can judge in any other manner but to observe and listen for some weeks. In all the glitter attending the debut, the two most important factors are that the Ford Theater will differ from its two other hour-long radio contemporaries, Lux Radio Theater and Theater Guild on the Air, in two directions. For one thing, it will not emphasize stars as the basic marquee appeal. For the other, it hopes to develop original radio material, in addition to using plays, books and pictures as source material.

The first play in the series was Mark Twain's classic Connecticut Yankee, dramatized, according to narrator Howard Lindsay, for the first time on the air. Lillian Schoen, who did the adaptation; Howard Teichman, the script editor; George Faulkner, the continuity editor, and George Zachary, the director, did more, however, than merely adapt the play for radio. They refurbished and ultra-modernized it, and by overdoing the latter they provided a continually jarring note, i.e., the rescue of King Arthur from the gallows by a squadron of parachuting knights, or "thee hast me behind the eight ball." In the book (the rescue was via motorcycle, if memory serves), Twain always man-

aged to keep from going overboard in his Yankee-medieval England contrast. No such restraint, or perhaps judgment, was shown in the radio version, which omitted only radar and a molybdenum-chrome Excalibur.

Adventure Story

There are two interpretations possible of the original Twain story. One is basically to read the book as a story of adventure and ingenuity; the other as an indictment of a social pattern—democracy versus dictatorship, to modernize it. This production decided to accent the former, with some overtones of the second factor. It probably was the wiser course to adopt radiowise. Unhappily, it also affected adversely the projection of key characters; the Yankee emerged basically as a mechanical Merriwell; Arthur had virtually no texture and Merlin was scarcely more than a cackling fool. The warm bond between Clarence and the Yankee was in no way indicated. As an adventure story, however, the production more than satisfied.

Director George Zachary kept the story going with a good degree of pace and fluidity, alho the classic eclipse scene, the more memorable of the Twain inventions, lacked the electric air it needed. Lynn Murray's music was satisfying in most of its functions, alho it, too, could have been more incisive. There were good performances all around by the leads, Mason Adams as the Yank; Karl Swenson as the king and Ian Martin as Clarence.

There were no commercials as such, merely a midway talk by Henry Ford II, who in a brief spiel outlined the nature of things to come. Judging from Ford's talk, the commercials will be brief and institutional in nature.

Jerry Franken.

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## KTLA Program Bonanza Spurs Coast Telemen

HOLLYWOOD, Oct. 11.—Hollywood's prospective video station execs are openly champing at the bit in anticipation of a reasonably early air debut for at least three of town's five allotted stations. Sparked by Philco's juicy \$100,000 program plum tossed in the lap of Paramount's KTLA, other outlets are known to be putting the heat on equipment suppliers to get own stations going in time to reap portions of the lush commercial dough harvest. Despite added push evident in last two weeks, there is still no tangible proof that any of town's new outlets will be beaming telecasts before December at the earliest.

Hottest prospect for early telecasting is the Earl C. Anthony-KFI outlet. Station execs had originally set deadline of September 1, but transmitter failed to come thru. Pressure has been put on RCA and equipment is now expected soon. Outlet already has acquired four cameras and other equipment and should be on the air 60 days after transmitter arrives. National Broadcasting Company (NBC) is still promising "big announcements" but as yet building plans are still up in the air, nor has station equipment arrived on the Coast. NBC-TV station, to which call letters KNBH were recently assigned, had originally hoped to telecast Rose Bowl game New Year's Day. Trade talk now has it that web outlet won't be ready to go at that time, in which case video rights to Bowl classic will be leased out to competing tele station, probably KFI.

Third contender for top honors is *The Los Angeles Times'* video outlet which has received partial deliveries of cameras, but no transmitter equipment. *Times* station doesn't expect much before year's end, but will begin closed circuit telecasting from Pasadena Playhouse in October, using cameras on hand for training personnel.

With commercial field limited at present only to KTLA, all commercial dough is being directed to the Paramount station. Don Lee's W6XAO is still without commercial license, pending decision of Federal Communications Commission (FCC) on whether Don Lee Broadcasting System (DLBS) had violated network practices. Reliable trade reports this week indicated that favorable government ruling would soon be handed down. In anticipation of FCC okay, Don Lee execs were reportedly soliciting commercial biz promising clients commercial video license "within 30 days." A check with Don Lee veepee Willet Brown indicated, however, that skein was still in the dark as to when FCC would act, altho Brown was hopeful that long awaited decision would soon be made. Intensely secretive regarding any plans for commercial operation, Don Lee is said to be offering prospective sponsors especially attractive deals tying in regular an airtime with video on a special basis.

Town's two other video aspirants, American Broadcasting Company (ABC) and Thackrey-owned KLAC, are still many months away from air debuts and not in the current swim.

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QUANTITIES

### You'll Be Sorry

Reviewed Saturday (4), 7-7:30 p.m. Style—Audience participation show. Sponsored by Gough Industries (Southern California Philco distributor). Agency, Cecil Noble. Produced by Larry Finley. Directed by Albert Cole. KTLA (Paramount), Hollywood.

Already sponsoring eight other tele-segs on this station, Gough, local Philco distrib, turns to an audience-participation show for its Saturday night offering.

*You'll Be Sorry*, injected with new material and trimmed down, could develop into a sure-fire eye-holder. As it stands now, seg is passable but remains as little more than a watered-down air pic carbon of *Truth or Consequences*.

Beryl Wallace, Earl Carroll headliner, is in the featured spot as emcee. Seg opens with a three-minute sequence showing Earl Carroll's cabaret at night. Film camera moves viewer in on the nitery from across the street and brings him to the door. Movie camera continues to move in, entering the dining room during wind-up of a typical Carroll production number and goes on girls until it reaches a close-up of Beryl Wallace. Film close-up dissolves into tele close-up of the live Miss Wallace, neatly introing the show.

Miss Wallace, who is capably assisted by Terry O'Sullivan, ad libs in an easy and informal manner. Gimmick of show is for studio audience contestants to guess what's hidden under a Philco carton. O'Sullivan offers each contestant a clue. Anyone guessing correctly gets a Philco portable radio as a prize. Home audience is asked to also enter the guessing game, with the first viewer calling the station with the right answer receiving a ditto prize.

Show's chief weakness is the unimaginative stunts pulled on the contestants. Such time-worn material as making married couples re-enact their proposals, emptying a woman's purse and telling what's in it, etc., are too stale to impress the wide-awake tele set owner. Show is badly in need of fresh gimmicks, and instead of picking up material cast aside by radio, should develop new stunts which are better suited for the visual medium. Seg pilots should take advantage of the fact that their show can be seen, as well as heard, and let the picture tell the story rather than throw emphasis on what is heard.

The Philco commercial is well-handled, as it is integrated into the show. The Philco name on a carton is in full view of the audience, as is the portable, reminding lookers during the entire telecast the identity of the sponsor. Such sugar coating of plugs is far superior to knock-down, drag-out drum beating for a product. However, purpose of the Gough plug remains unexplainable. Title slides reading: "Gough Industries, the world's largest distributor of Philco products presents..." appears useless, inasmuch as the show is slanted at consumers, not at dealers.

Lee Zhito.

**50,000 Tele Sets,  
300,000 Audience  
In NYC, Says CBS**

NEW YORK, Oct. 11.—More than 50,000 television receivers were in the Greater New York area as of September 1, according to an estimate made by the research department of the Columbia Broadcasting System (CBS). About 15 per cent of this number of receivers represent installations in bars and similar establishments.

Total potential video audience as of

### The Importance of Being Earnest

Reviewed Tuesday (30), 8-9:55 p.m. Style—Stage play. Sustaining on WPTZ, Philadelphia.

Altho Philco's WPTZ has often brought the thespians into the studio to stage one-actors, this is the first time that the station has taken its television cameras directly to the playhouse to bring the viewers at home a full evening at the theater. For the first pick-up, Philco went to one of the more competent little theaters in town, the Germantown Theater Guild.

*The Importance of Being Earnest*, presented here under the auspices of the American National Theater and Academy (ANTA), was entirely on professional par. And with the skillful and even artful placements of the camera eye, made it entirely enjoyable to stay close to the cathode tube for almost two hours and without lulls.

While the emphasis was on full-stage views, with continuous close-ups of the characters carrying the action of the play, there were just enough shots from the back of the audience to remind the viewer that he was enjoying an aisle-seat experience. Sound pick-ups of audience laughs and applause also helped to bring the charm and intimacy of the little theater and its stage to the television screen.

#### Backstage Fill-In

Between the acts, staff announcer John Franklin filled in backstage with a coving mike, interviewing a representative of the ANTA and one of the members of the selective audience invited to observe television's first pick-up of a complete drama. The reviewer, of course, took his dramaturgy at home via the tele screen. Only a curtain break spaced the second and third acts, with the flipping of program page credits for the sign-off.

Preem pick-up proves that the legitimate stage has much to offer television and will undoubtedly encourage the televising of more theatrical productions. And while it may not be able to sustain the interest of the video audience at taps and taverns, it's excellent program fare for the folks at home who may not fancy a steady diet of horse racing, football, baseball, boxing and the like. This creditable tele first, for Philadelphia at least, brings a round of salvos to WPTZ program chief Ernest Walling, who handled the television direction, and to Clarence Thoman, station's special events director, who manned the cameras.

Maurie Orodnenker.

September 1 was at least 300,000, according to CBS, which bases this figure on an estimated average evening audience of between six and seven persons per receiver.

### Seven Arts Quiz

Reviewed Thursday (9), 8-8:30 p.m. Style—Quiz. Sponsor, General Foods. Agency, Young & Rubicam. Station, WNBT (NBC) New York.

*Seven Arts Quiz*, based on a tome written by Jo Ranson and Dick Pack, local flacks, is in for a four-week tryout by General Foods. Program draws its questions from the various arts, music, theater, dancing, etc., and it has two advantages over run-of-the-mill brainbusters. First, the questions by and large are a couple of intellectual notches above the teasers on radio programs; secondly, the nature of the video medium makes possible an appealing method of posing the questions.

In the presentation of clues, for instance, great emphasis is placed upon eye-appeal in addition to the expository treatment familiar to AM listeners. The effect of this multi-angled appeal, of course, is to hold the listener securely. When the program turns to such fields as art and comic strips, the superiority of a well-handled video quiz to its radio counterpart stands out sharply.

*Seven Arts Quiz* presents a panel of four experts in various fields, with Bill Slater as emcee. Slater is quite urbane and on the debut show exchanged chatter on popular and mors classical arts with Bob Sylvester, drama editor of *The Daily News*; Russell Maloney, critic and writer; Charles Payne, editor and publisher of *Ballet Theater Magazine*, and Gwenn Lux, winner of the recent national lithography competition. A bevy of talent was used to brighten up the presentation of the questions. For instance, a question on music was not only played instrumentally—it was interpreted via the art of terpsichore by the team of Ellsworth and Fairchild. Questions on the ballet had similar treatment.

Some of the questions possessed a nostalgic charm, notably those having to do with the first comic strips. Examples of these were shown, including *The Yellow Kid* and *Mutt and Jeff*. Additional captivating clues had to do with the theater, reviving memories of Jeanne Eagles in *Rain* and Nazimova in *Doll's House*.

All in all a bright show.

Paul Ackerman.

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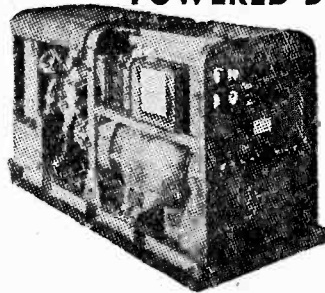
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# SERIES VIEWED BY 3,962,336

## Games Viewed By 3,514,749 In 4-City Bars

447,587 at Home Sets

(Continued from page 4)

was the only one queried. The survey assumes that the other 80.3 viewers per bar set were at least equally capable of identifying the sponsors as the phone-answerer.

While psychological factors and others beyond the statistical ken seemed to be at work to make last week's home-study figures unusually low and conservative (a weekday game: Yankees had made the series appear a walkaway in two preceding games, etc.), the same factors must be reckoned as working in favor of somewhat higher-than-normal figures in the bar study.

As is pointed out in the accompanying chart, this study was made from 1.30 to 3.30 p.m. on Saturday (4) in the first two hours of the fifth game. A Saturday afternoon, of course, found thousands of male ball fans with free time, unlike a weekday p.m. Also, in the two previous games the Brooklyn club had beaten the Yankees to tie the classic at two all. And the Bums had tied it up under the most spectacular circumstances in the history of the series. Friday (the day before the survey game) Lavagetto's two-out, ninth inning, pinch-double not only tied the teams, but beat Bill Bevens out of what for eight and two-thirds innings held up as the first no-hitter in any World Series. And the day before that the fantastic Flatbushers had edged thru a 9-8 win, which see-sawed right down to inning nine.

Saturday's game itself, to top it all, was a tight 2-1 duel, from which only a Russian called by Stalin himself could possibly have torn away. All these factors unquestionably contributed in some measure to the high viewers-per-set figure, if not to the sets-in-use score.

Projection of the survey rating figures, however, must always (as was pointed out in the first study), and particularly in the bar-tele field, be rather loose. To begin with, there is wide range variance in the most informed quarters between estimates of the number of bars with tele sets in the four cities. RCA, for example, estimates that there are some 3,500 bars and/or taverns with video receivers in the greater New York area. CBS, on the other hand, has just completed a survey which shows 50,000 sets (homes and public places) in Greater New York, and CBS maintains that of these 15 per cent are in "bars and other places." That would make the CBS bar-tavern figure 7,500, or more than double the RCA figure. Another smaller manufacturer of television sets, who has specialized in bar installations, reports from what seem fairly reliable records that the New York figure is about 5,200. *The Billboard*, then, chose to accept as its base New York projection figure an average of three, or 5,400 sets. The figures for the other three cities are even more difficult to ascertain accurately, but *The Billboard's* best guess for these is: Philadelphia, 750 sets; Washington, 525 sets; Schenectady, 175.

### C. E. HOOPER - THE BILLBOARD COINCIDENTAL RATING STUDY OF 1947 WORLD SERIES TELECAST (BAR-TAVERN SETS ONLY)

TELEVISION SETS IN USE 90.2\*

VIDEO STATIONS	RATING	SHARE OF AUDIENCE
WNBT	36.8	40.3%
WABD	29.4	32.1%
CBS-TV	24.0	26.2%
RADIO STATIONS **		
WOR	1.3	1.4%

Total number of persons in each bar with television set in use looking at telecast .....81.3

#### SPONSOR IDENTIFICATION

Ford .....61.0  
Gillette .....59.6

\*175 bars and taverns in widely scattered sections of the metropolitan New York area were phoned during the hours of 1:30 to 3:30 p.m. Standard Time during the game played at Ebbets Field, Saturday, October 4.

\*\*This refers to bars which had television sets but did not have such sets tuned in. Instead they were listening to the WOR broadcast of the game.

#### HOME SETS ONLY

Note: These home set rating figures and the full analytical story concerning them originally appeared in *The Billboard*, October 11 issue. They are reprinted here simply to enable the reader to make easy comparison between the home and bar studies.

TELEVISION SETS IN USE 40.3\*

VIDEO STATIONS	RATING	SHARE OF AUDIENCE
WNBT	14.1	35.1%
WABD	11.5	28.5%
WCBS-TV	8.9	22.1%
RADIO STATIONS **		
WOR	4.0	10.0%
Other Stations (combined)	1.8	4.3%

Total number of persons in each home with television sets in use viewing game .....4.3

Number of Men .....2.9  
Number of Women .....1.1  
Number of Children .....0.3

#### SPONSOR IDENTIFICATION

Ford .....69.6  
Gillette .....61.6

\*1,181 television set owners (list supplied by WNBT) in the Metropolitan New York area were phoned during the hours of 1:30 to 3:30 p.m. Standard Time during the game played at Ebbets Field, Thursday, October 2. This happened to be the game which ran 3 hours and 5 minutes, longest time for a nine-inning World Series game in the history of baseball.

\*\*This refers to AM stations tuned in, in homes interviewed in which there were television receivers. (See accompanying story for details.)

#### Breakdown of Projection

Accepting these figures, then, the projection works as follows:

##### NEW YORK

5,400 bars with sets.  
.902 pct. of sets in use.

4,870 sets in use.  
81.3 viewers per set.

395,931 people saw game on bar sets in New York.

##### PHILADELPHIA

750 bars with sets.  
.902 (unlike the home survey, *The Billboard* arbitrarily chose "not" to cut the sets-in-use figure nor the viewers-per-set figure for cities outside New York on the theory that there are enough ball fans in all three cities to fill to practical capacity any saloon with a video set on a Saturday afternoon.)

676 sets in use.  
81.3 viewers per set.

54,958 people saw game on bar sets in Philly.

##### WASHINGTON

525 bars with sets.  
.902 pct. sets in use.

473 sets in use.  
81.3 viewers per set.

38,454 people saw game on bar sets in Washington.

##### SCHENECTADY

175 bars with sets.  
.902 pct. sets in use.

157 sets in use.  
81.3 viewers per set.

12,764 people saw game on bar sets in Schenectady.

#### Seven-Game Total

Or, taking the total number of people who saw the game Saturday on bar sets in all four cities, you have 502,107 viewers. Arguments concerning proportion of this number which should be used to project the Saturday game viewers to the full seven games of the series would probably last until the '48 series, so *The Billboard* arbitrarily and simply multiplied the 502,107 figures by seven to get 3,514,749 persons who saw the seven games in bars. And handling the conservative home set game figure of 63,941 in the same manner you get 447,587 persons who saw the contests on home receivers, or the grand total of 3,962,336 persons who caught the first World Series ever televised on video.

When you look at the ball park box-office figures—an all-time high seven-game paid attendance of 389,763, a dollar net of \$2,021,348.21—it is easy to see that tele will attract an audience, but not at the expense of the live show box-office (if the live show is a hit). And the two million plus taken in by the diamond dynamos doesn't include the \$175,000 they got for the radio rights nor the \$65,000 Ford and Gillette kicked in for the video rights. No wonder MacPhail had tears in his eyes when he announced his retirement!

## AFRA & WBKB In Cuffo Deal To Aid Chi Tele

CHICAGO, Oct. 11.—In an attempt to strengthen its afternoon programming and help sell television receivers (*The Billboard*, October 11), WBKB, local B&K video station, will begin airing two new series next week. One series, a co-operative effort of AFRA, the station, and RCA, Philco, GE and Crosley distributors, will be presented Monday thru Friday from 3 to 4 p.m. The other, a high budgeted show sponsored by the RCA-Victor Distributing Company, will be aired Monday thru Friday from 5 to 6 p.m. Altho execs at the station and the agency involved, J. Walter Thompson, would not reveal exactly what the budget on this 13-week series would be, estimates of those connected with the program indicate it could be a package costing as much as \$50,000 for the series.

Co-operative series, it has been estimated, will cost about \$800 to \$900 a week. Low cost will be possible because AFRA members and other talent appearing on the show will work for nix and the station will charge less than its card rate for time. Don Meier and Lorraine Larson will direct this series.

Co-op shows, to be titled *Chicago Television Showcase*, will each day feature a well-known local AFRA member who will act as emcee of fashion showings, interview well known personalities and conduct man on the street airings. On Tuesdays the 3 to 3:30 p.m. seg will be utilized by the Commonwealth Edison home economics show, *Jane Foster Comes To Call*.

RCA-Victor series, directed by Lewis Gomavitz and Beulah Zachary, will be titled *Junior Jamboree*. This series will be aimed at the high school and junior high school audience and will feature Fran Allison, featured comedienne on ABC's *Breakfast Club*, and Burr Tillstrom and his puppet, Kukla. Interviews with celebrities from sports and entertainment fields, dramatic bits and instructions in hobbies will be included. It is also planned to have the Chicago Board of Education Radio Council co-operate in this series and provide top students of public schools who will make appearances on the series periodically.

NEW YORK, Oct. 11.—Among earliest casualties among smaller television receiver manufacturers here is Viewtone Radio & Television Corporation, which filed in bankruptcy last week and is now in the hands of receivers. The bankruptcy action followed the bow-out of Irving Kane, the firm's prexy, after a series of top-level management - vs. - stockholder disagreements.

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Fan Mail Photos	20" x 30" \$2.50 EA.
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U. S. A.'s LARGEST REPRODUCTION HOUSE

**"WE DELIVER WHAT WE ADVERTISE"**

### Chicago Officials Ban Code as Is

(Continued from page 5)  
can afford to continue rendering such service. Any radio station can perform a public service out of profit—not out of loss. The sad experience of WQQW in Washington tends to prove that. We can make a profit by giving advertisers in this market what they want, which is more commercial time to make more sales than they can do on the gravy train network stations.”

Summarizing his stand, and, judging by opinions expressed at the RMC meeting, the opinion of many other station execs, Sill declared, “Let’s be practical. We go along with any code that sets a day-long balance of commercial vs. sustaining. We will not go along with any other artificial tub thumping that makes the networks and their affiliates happy.”

#### No League of Nets

“We do not want to see the NAB become a league of networks and their affiliates. Neither do we want to hypocritically do something that would, were we to follow it, bankrupt us in a short order.”

The RMC at this time is not officially going on record as a group not in favor of the code. Individual members are being asked to send in their opinions to the NAB. Next week, heads of the four networks here are going to appear before the club to answer charges that the code is net backed. Later a member of the code committee will appear. Then the club might go on record. Judging by tone of comments made to date, the club will send a strong vote rejecting the code as now written.

#### 4-A’S TO AVERT EXIT

(Continued from page 3)

of a compromise so that IATSE can remain in the AFL. The 4 A’s unions, especially Actors’ Equity, have strong ties with IATSE since the latter’s co-operation in Equity’s formation in 1919 was extremely helpful in getting recognition for the actors’ org.

At times IATSE has proven difficult to work with for AE and other entertainment labor groups, but the

## Blair Hits Nat’l Rep Org’s Trade Restraint Action

CHICAGO, Oct. 11.—Finding fault with action of the newly formed national radio rep org, particularly in sending to the Federal Communications Commission (FCC) a complaint that Columbia Broadcasting System (CBS) was representing affiliated stations in a move the reps called a restraint of trade and in blankety endorsing the proposed National Association of Broadcasters (NAB) code of standards, John Blair, head of the Blair station rep org, this week issued a statement explaining his disagreement. Seeking to correct the impression that all station reps had backed sending of the complaint to FCC and endorsement of the code, Blair made it clear that Dick Buckley, vice-president in charge of the Blair New York office and the company’s representative at the meetings at which the national rep association was formed, did not vote for either action. In a letter to managers of the 31 stations he represents Blair stated, “It is our opinion that if a spot-selling organization of a network can do a better job than the established representatives, and if the station considering their appointment is willing to place the responsibility for all their sales efforts, other than local, in the hands of the network, they should be free to do so. We do not think it is the commission’s business to tell you who you can or cannot appoint as a national representative.”

Blair also stated that he was not against formation of a national rep org as long as it was interested only in promoting spot radio. But he said he did not intend to back any organization that concerned itself with matters that were out of its scope and that did not pertain to over-all spot biz promotion.

fact that the unions were part of the same federation always had a bearing in mitigating their interests. However, with IATSE on the outside as a maverick, the feeling is that jurisdictional troubles aplenty probably would arise to plague the 4 A’s execs.

### New Act

DETROIT, Oct. 11.—Now it’s Lowell Thomas Jr. on the air. When WJR tried to arrange a special broadcast Sunday for Lowell Thomas, who was appearing for a Detroit lecture course, the famed traveler decided to bring in his son as a substitute. Young Thomas has just returned from four months in Turkey. Program was conducted as a father and son interview.

## Sam L. Levitan Joining WMIN

MINNEAPOLIS, Oct. 11.—Sam L. Levitan, whose fish contest won *The Billboard’s* first place award for single campaign among clear channel network affiliates for KSTP a month ago, has resigned as promotion chief for that outlet to become director of operations for WMIN, Twin City indie. Changeover is set for November 1.

KSTP flack for seven and one half years, Levitan goes over to Ed Hoffman’s indie as counselor on advertising, in addition to handling production and other duties. His “planalyzed promotion” program combining promotion and merchandising, which Levitan originated at KSTP seven years ago, will be used at WMIN, he said.

Levitan’s fish contest caused a nationwide stir in radio, newspaper and conservation circles thruout the nation, probably more than any other single flack stunt in radio.

## Joan Davis Co-Op Adds 3 Bankrollers

NEW YORK, Oct. 11.—The Joan Davis co-op show, which debuts tonight over the Columbia Broadcasting System (CBS), added three sponsors this week. They are Washington Motor Sales, the Kaiser-Frazer distributor in Washington, over WTOP in that city; Pittsburgh Milk Company, over WJAS, Pittsburgh, and the local Bendix distributor in Birmingham, over WAPI.

Comedian Danny Thomas, scheduled to guest on the debut show, also is booked for the second session.

#### 400G LOCKED UP

(Continued from page 3)  
and the concerts will be broadcast. Strauss will also do several diskings for His Master’s Voice.

The British Treasury has given him permission to transfer 1,000 pounds (\$4,003) to Switzerland as profits of this visit. Strauss commented: “It’s hard at my time of life to have long journeys and conduct orchestras in order to earn one’s living.”

This is the composer’s first visit to Britain since 1930. It is estimated that in England alone in those 17 years, royalties of \$180,000 have piled up for him—but he can’t collect them.

## MEAD, REINSCH LEAD

(Continued from page 5)  
ternational meeting held recently in Atlantic City.

Mead is a close friend of Truman, whom he succeeded as chairman of the Senate War Investigating Committee. He has always had a strong interest in radio and administrative affairs and, as already reported in these columns, has been weighing for some months an offer by a group of 30 New York independent radio stations to become a commentator on national affairs via thrice-weekly platters from Washington.

## Many Demand Code Revisions

(Continued from page 5)  
tests at the Atlantic City meeting, and Strouse, of WWDC.

The committee, appointed by A. D. Willard, executive veepee of NAB in the absence of Prexy Miller, consists of Cott, Strouse and the following: Elliott Sanger, WQXR, New York; Calvin J. Smith, KFAC, Los Angeles; Ralph Weil, WOV, New York; Edward Lamb, WTOD, Toledo; Frank Blair, WSCR, Scranton, Pa.; Arthur Harre, WJJD, Chicago; Wayne Coy, WINX, Washington; Eugene Weil, WLAW, Rome, Ga., and Harold B. Shaw, WOAY, Oak Hill, W. Va.

As a follow-up to the October 23 meeting of this committee, the FM executive committee will meet here October 24 to discuss the document. This committee is headed by Leonard Asch, who is also on the board of directors of FM Association.

Meanwhile, the special screening committee created to study all recommendations for changes in the code is starting to catalogue proposed revisions. Of a sampling of 20 letters received by this committee from broadcast stations and from district NAB directors relaying broadcast station communications, five were reported as fully in support of the code, with the balance suggesting revisions, the bulk of which, according to NAB, are minor. “Where major changes are suggested,” an NAB spokesman pointed out, “fullest possible consideration will be given in open sessions.”

The screening committee is expected to complete its analysis early in November preparatory to a meeting of the NAB board of directors. The committee, it was explained, will take into consideration all suggestions made by the special independent station committee and by the FM executive committee of NAB. The program executive committee also will have a final voice prior to the NAB board’s action.

NAB Prexy Miller, who is due back in Washington November 1 from a vacation on the West Coast, will direct an attempt to consolidate opinions and suggestions. It is possible the NAB board will defer final judgment on the proposed code until a later meeting if serious difficulties develop in the “jelling” process. NAB spokesmen explained that the association’s leadership favors “slow and cautious” action on a “final code acceptable to all,” rather than “a hasty judgment on a code failing to get full support.”

#### LONDON BIZ BOOMED

(Continued from page 3)  
*Oklahoma*, other shows too have come out of the red which, for most of them, had lasted ever since last winter’s fuel crisis.

Average attendance since the petrol-for-pleasure ban came into force has been 90 per cent of capacity seating, whereas the average during recent months never exceeded 60 per cent. Niteries, restaurants and dance halls all report improvement since the ban.

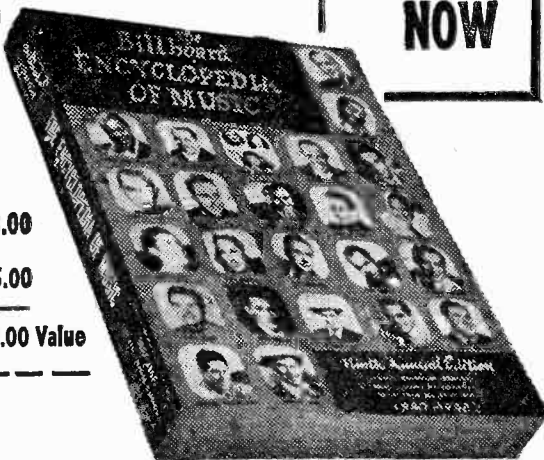
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# DEC. 31 DISK BAN DUE HOURLY

## Govt. May Sit On Sidelines In AFM Fight

### Undecided on Waxing Ban

WASHINGTON, Oct. 11.—Whether or not the American Federation of Musicians (AFM) ceases making records when contracts expire December 31, the Justice Department may do little more than sit on the sidelines, top officials indicated to *The Billboard* this week.

Authoritative spokesmen said that even in the event of AFM's going into record-making on its own hook, it is doubtful if the Justice Department can take action under existing laws. At the same time, Justice officials are keeping close watch on the situation.

One official echoed the music trade's belief that AFM Prexy James C. Petrillo has abandoned the idea of starting a disk business as set forth in AFM's Chicago convention in July. However, it was asserted that there is no law to prohibit a union from going into business, altho Justice Department attorneys emphasized that such action might result in the union's loss of protection as a labor organization under the Wagner Act.

### Disk Ban Analysis

As for AFM's threat to cease making records, Justice officials said that tactics outlined at the AFM conclave might succeed in circumventing attempts by the government to crack down on AFM under the Taft-Hartley Act. With AFM prepared to call any record-making ban a simple intention to stop work, rather than a strike, the course of governmental action appears problematical at present, according to Justice spokesmen.

It is considered certain that the Justice Department will come in for heavy congressional pressure to act. Rep. Richard Nixon (R., Calif.), a member of a House subcommittee investigating AFM, has stated that he will see that the union is cited for violations of anti-trust laws that bar conspiracy in restraint of trade.

At the time of open hearings on AFM, Chairman Carroll Kearns told *The Billboard* that if present laws couldn't stop Petrillo from halting the record industry, "we'll write some new ones."

## London Label Benefits From Petrillo Ban

NEW YORK, Oct. 11.—Disk trade here is pointing up one firm as surely benefiting from a Petrillo ban; namely, the newly launched London label, English Decca-owned pop company which will deliver its first releases in this country November 15. London firm, put into biz by E. R. Lewis (head of English Decca) as part of the drive to get more dollars flowing into England, will be marketing platters by English artists—Beryl Davis, Anne Shelton, Gracie Fields, Denny Denis, Vera Lynn and Salvador (Tootie) Camarata. Since all records (not masters) will be im- (See *London Label Benefits*, page 34)

## Petrillo Ban Sidelights

THAT the James C. Petrillo December 31 recording deadline had left the realm of speculation was borne out by the activity and planning of lowliest and biggest in the record industry. Almost all diskers claimed their "secret" spies in and around Petrillo reported the ban was definite.

Bob Thiele, prexy of Signature diskery, said he planned to move some of his activity into Mexico and other countries, both recording and pressing. Other diskers (small label) were talking about moving to Jersey City, Mexico (ahem).

Bigwigs at Decca Records spent the latter part of the week discussing and laying plans for the ban if and when.

A flock of chieftains from the smaller diskeries called Jack Pearl, temporary chairman of the Phonograph Record Manufacturers' Association, asking that a special meeting of the org be called in the early part of the week to discuss the Petrillo edict.

Some publishers were handing out lead sheets on plug songs for February, March and April. Others were figuring even further ahead in order to get the best possible waxings of their future stuff before the ban.

Tradesmen began to think about a cappella waxings and conducting talent hunts for harmonica players, sweet-potato artists and jew's-harp virtuosos.

The easiest-breathing diskers were those who have deals to press foreign masters. Most relieved was Keynote which recently completed a deal to press some 10,000 Czech masters over here.

Diskers opined that the death of Joe Padway, AFM attorney and bigwig lawyer for the American Federation of Labor (AFL), might have a telling effect on Petrillo's future negotiations with wax and radio execs. Padway was conceded to have spearheaded the legal thinking about AFM's "no records, no radio" attitude developed shortly after the Lea-Vandenberg and Taft-Hartley laws came into being.

Thinking on the disk ban from lawyers close to the scene still followed the line that Petrillo would be satisfied only with a combined settlement of his radio and record problems. The ban would stick past February, they claimed, when AFM contracts with radio expire and nets probably would jump into the cauldron along with the diskers.

Specific demands from Petrillo have never been broached to any diskery to date, but it is known that the AFM prexy is concerned with the preservation of his royalty fund (prohibited under T-H Law unless jointly administered by the union and the employer with benefits accruing directly to those musicians working for the disk firms which pay the royalties to AFM) as well as with the possibilities of getting higher scales from the disk manufacturers. Solution may approach the already-voiced suggestion that the T-H Law be by-passed. The diskers, it is said, instead of paying their 3/4-cent per record royalty to AFM direct, might pay the musicians employed on disk dates an extra royalty (plus scale) for each platter sold. The musician in turn would be the recipient of something like a 90 per cent union tax on the royalties he received. This would be a complicated booking operation, but the net result would be: (1) The diskers would give the same or little more royalty-money to AFM; (2) the AFM could legitimately declare it had no "royalty fund" and could probably do as it wished with its "unemployment" fund, since the monies collected for this fund came only from member musicians, and not from diskers direct. Whether the diskeries would consent to such a dodge or whether Petrillo would okay it, remains to be seen.

Most diskers and e. t. lads were confident that "old man Petrillo" would start negotiations sooner or later and were expecting the usual opening demand for a 500 per cent jump in scale. Petrillo started that way last year and wound up with 37 1/2 per cent.

## Larry Spier Move Points Way To Wax Before Petrillo Ban

NEW YORK, Oct. 11.—An unusual move by Larry Spier, general manager of the Dreyfus-Chappell group, may set a trend for music publishers anxious to get material waxed before the Petrillo ban but desirous of retaining protection against future release-date scuffles.

Spier, who was the center of the recent *Allegro* score fracas, sent out a letter to all diskeries this week ad- (See *Larry Spier Move* on page 34)

## Three May Run For Padway Job

CHICAGO, Oct. 11.—Death of Joseph A. Padway, general counsel of the American Federation of Labor, a position in which he worked as chief legal counsel for the American Federation of Musicians (AFM) in all its important legal battles in the past decade, has left plenty of conjecture here as to his successor.

Currently two Chicagoans are top-money favorites to succeed to Padway's post. Daniel D. Carmell, general counsel for the Illinois and Chicago Federation of Labor, was sum- (See *3 Seek Padway Job* on page 34)

## Petrillo Nix On Recordings Held Certain

### Nov. 1 "Sotto Voce" Ban?

By Joe Carlton

NEW YORK, Oct. 11.—Sources close to American Federation of Musicians (AFM) Prexy James C. Petrillo aver that official word will be passed along within the next three days (October 13 meeting of AFM exec board probably will issue the notice to locals) that a recording ban will be slapped on December 31 for sure.

Altho reports from usually well-informed top brass in the music biz swept the East Coast and Hollywood that a sotto voce ban also might be imposed effective November 1, union reps in New York vehemently denied that any word from Petrillo would be passed along to members "suggesting" that musicians stop recording after November 1, rather than December 1 when contracts with most record companies expire.

Meanwhile, indications were that AFM would stick to its work stoppage plan first revealed at the musicians' convention in Detroit during the summer. The belief here was that to circumvent requirements of the Taft-Hartley Act and possible action from the Department of Justice, Petrillo would call no "strike" but would rely on his powerful say in the union to have musicians "merely quit work."

Whether the recording ban will take the nature of work stoppage or become an official strike will be determined for sure on or before November 1. That day represents the deadline when notice of termination of a collective bargaining agreement must be served on an employer in accordance with National Labor Relations Board (NLRB) provisions of the T-H Act. The NLRB provisions require a union to serve the employer with notice 60 days before the contract expires and 30 days after such notice to file notice with NLRB of inability to reach agreement. If a union fails to follow this procedure in calling a "strike," the employer can file charges of unfair labor practice with the government.

If notice does not come to diskers before November 1 it will be assumed that the AFM will go along with its previously announced legal move of avoiding a "strike" but claiming, meanwhile, that its members have the constitutional privilege to stop work when they wish.

With most diskers already adjusted to the prospect of a December 31 "strike" or "stop-workage," the only really sharp reaction from wax execs followed the unverified reports of a possible sotto voce ban on November 1. One larger disk firm topper opined that this "would be flouting the law" and offered his belief that "when Petrillo makes a suggestion, it's a command within his union." If AFM were to pull a November 1 ban, he said, "that would be against the law and we'll have to do something about it."

It is known that the diskeries are piling up master records against the imminent December 31 stoppage. The purpose of the November sotto voce ban would be to foil this effort to build up a backlog.

# Upheaval in Remotes Threatens

## Pick-Ups Seen Pushed Off Air By Disk Shows

### Webs Hunt for Solution

By Norman Weiser

NEW YORK, Oct. 11.—The music industry, faced with a recording ban in the near future, is also facing a radical revision of the network remote policies of the four national broadcasting networks, a situation which has already seen the Columbia Broadcasting System (CBS) slash its remote sked from about five hours a night to a possible three and one-half. Too, all networks have been noting a steady decline for the past few months in the number of stations picking up the remote broadcasts because of the addition of disk jockeys in those time slots and the use of electrically transcribed network features on American Broadcasting Company (ABC) and Mutual Broadcasting System (MBS) facilities.

### On Jock's Bandwagon

Basing their arguments on cold figures, stations now point out to the webs that the stations have increased individual revenues by using the recorded airers and selling the time that was formerly turned over to the remote pick-ups. Pointing out that these increased dollars are in many cases the difference between profit and loss to the smaller web affiliates, the stations have been jumping on the disk jockey band wagon and cashing in while they can.

The networks, at first puzzled by the situation, are now looking for a solution, and one official has stated that if the stations will not pick up the remotes sent out nationally over his network, he will recommend either that they be eliminated entirely and the time be turned over to local outlets for whatever use they are to make of it (he indicated this would mean more disk jockeys), or that the web should set up regional coverage for remotes and sell them to advertisers.

(See An Upheaval on page 47)

## "Look, Ma" Score Arouses Strong Advance Interest

NEW YORK, Oct. 11.—The Hugh Martin score for the coming legit musical, *Look, Ma, I'm Dancing* (goes into rehearsal November 6), already has fanned up major pub interest. Frank Sinatra, who put in a long-distance phone bid to the songwriter before planing East, was to pass on the tunes today on behalf of his pub firm, Sinatra Songs. Chappell & Company, publisher of Martin's last Broadway opus, *Best Foot Forward*, is also on the make for the up-coming show songs, and several other publishers have been perking ears in Martin's direction.

*Look, Ma* originally was an Oliver Smith-Dick Dorso proposition, but they failed to raise the necessary coin and operations were stalled for many months until the writers interested George Abbot. This is the first solo words and music venture for Martin, who formerly worked with Ralph

## Rumba Orksters Swing Into Action With New Org To Make Nation 1-2-3 Kick-Conscious

NEW YORK, Oct. 11.—The Latin-American Music Society (LAMS), a new trade group that may eventually include most of the country's rumba maestros, kicks off Tuesday (14) with a meeting of five charter members who will elect initial officers. LAMS, brain child of the Ackerman-Lieberman legal office (Ackerman is also p. m. of band leader Noro Morales), incorporated September 23 with a group composed of Morales, Machito, Bartolo, Jose Curbello and Carlos Varela. All are top-line rumba band leaders. Announced purpose of LAMS is to solicit the support of all Latin-style orks in

## Goldsen Offers Free Piano Ads on Sheets

NEW YORK, Oct. 11.—Altho old-line members of the Music Publishers' Protective Association (MPPA) long have resisted attempts of younger pubs to stimulate pop music sales thru an industry promotion tie-up, Mickey Goldsen, of Criterion Music, stepped out on his own this week in an independent attempt to do something about a souring sheet market.

Goldsen, via a letter to Robert A. Hill, of the National Piano Manufacturers' Association in East Rochester, N. Y., offered free space to any piano company in the association on all of his music copies. In his missive Goldsen pointed out: "The reason I feel it is necessary to cooperate with the Piano Manufacturers' Association is that for every piano sold there is created a new customer for the sale of our music and anything we do to promote the sale of the piano is to our advantage . . . over a period of a year, we may sell a million copies of music of various songs . . . I would like to sit down with one of your advertising directors to work out a plan to supply free cuts, which will help promote the sale of pianos so that we can benefit mutually."

### Resistance Cracked

MPPA members over the past few years have declined to participate in promotion drives launched by music orgs such as the National Association of Music Merchants (NAMM) and member piano-maker groups. Standard music pubs who compose the Music Publishers' Association (MPA) have gone along with NAMM, tossing in dough to an industry fund, but the pops pubs have resisted participation on the ground that pop sheet sales would hardly benefit.

Goldsen, Lou Levy (Leeds) and others have consistently tried to crack the MPPA objection to paid promotion. Goldsen, in his letter to Hill, points out that "music publishers are not too co-operative when it comes to forming groups to combat the falling off in the sale of sheet music" and adds: "I have made various attempts to form groups and have approached our MPPA, but have never received one bit of co-operation from any other publisher."

Discussing his move with *The Billboard*, Goldsen indicated he might soon approach instrument manufacturers and offer them ad space, cuffs, on all of his orchestrations.

Blane on such numbers as *Trolley Song*, *Boy Next Door*; *Buckle Down*, *Winssocki*, etc.

stimulating public interest in south-of-the-border music. This will be done thru rumba demonstrations and instruction tied in with personal appearances in smaller cities thruout the country. Up to now, admits LAMS, the maraccas mob has been n. s. g. for one-nighters in the hinterlands because payees are not familiar with Latin-styled dance steps. They'll remedy this booking handicap, they say, by lining up various dance instruction groups to go along and show the natives how.

### Ackerman's Idea

Idea for the formation of LAMS started last summer when Bernie Ackerman, p. m. of Morales, found himself in the middle of a large-scale fuss between Morales and Bobby Byrne over billing, radio wires, etc., at the Glen Island Casino, where the bands were jointly booked. Morales came out on top. It had been the other way round several years before, with Morales strictly in the relief band role. Ackerman showed that Morales was the No. 1 attraction by current standards, but he figures he has to buck this kind of thinking all along the line and hopes that LAMS can take the relief band stigma off all Latin-American combos.

The new group figures on approximately 60 leaders of the 1-2-3-kick school in New York alone and will send out membership invites to all of them immediately after Tuesday's election meeting. They figure the over-all national count should run into the hundreds and will concentrate on them at a later date. All in all, LAMS is going to pull out all stops to make the country rumbaconga conscious, figuring it will open up new markets for more business.

## GAC Adds Sherock; Chester, Hudson Out

NEW YORK, Oct. 11.—General Artists Corporation (GAC) this week added one ork to its roster and dropped a couple. Shorty Sherock's band was the addition. Bob Chester, who immediately went with Mus-Art Agency, and Dean Hudson were the deletions.

Sherock was with GAC when he started as an orkster, but since had disbanded and re-formed. He records for the new Commodore pop label.

## Carroll to Vitacoustic

NEW YORK, Oct. 11.—Singer Jack Carroll, who formerly recorded for National Records, this week inked a new waxing pact with Vitacoustic diskery. New waxing deal is for one year with two yearly options and guarantees Carroll no less than 12 sides annually plus a minimum of \$6,200 per year in royalties. Carroll leaves for Chicago immediately to cut his first eight sides for Vitacoustic.

## Music Interest Soaring; Phono, Radio Sales Up

CHICAGO, Oct. 11.—National interest in music mounted greatly during the fiscal year, ended June 30, 1947, according to a survey just completed by Louis G. LaMair, prexy of the National Association of Music Merchants (NAMM).

Biggest jump turned in during the NAMM survey was in phonograph and radio sales, where \$638,562,920 worth of sets were purchased, against \$133,851,320 for the previous year. The almost 500 per cent jump was tabulated in radio and phonograph sales and the NAMM survey did not break down phonos into a single classification.

Next in percentage hikes was the sale of musical instruments, which showed up 400 per cent above the previous year. Up to June 30, 1947, \$101,513,380 worth of instruments of all types had been purchased as against \$28,391,450 during the previous 12 months. The post-war musical boom is indicated in the fact that in 1939, the last normal pre-war year, sales totaled \$40,238,000.

Platters showed up with only a 200 per cent increase, with \$84,915,430 in record sales totaled up to June 30, 1947, as against \$39,021,920 a year before.

LaMair attributed the music boom to the spread of music education and appreciation in the schools and the construction of more housing, which resulted in bigger radio and phono and musical instrument buying.

## Venturo Haunted By Booking and Union Headaches

NEW YORK, Oct. 11.—Band leader Charlie Venturo, currently playing the Three Deuces Club on 52d Street here, is still finding it tough to shake off union trouble and booking office headaches.

No sooner had the band leader cleared with Local 802 here over the booking snarl involving two 52d Street clubs (Troubadour and Three Deuces), both claiming prior rights to the appearance of his six-piece combination, than Chicago's Local 10 forwarded an old complaint (against Venturo's summer guest shot on the Dave Garroway NBC show) to AFM headquarters. Yesterday Venturo received the Chicago union's charge thru AFM channels along with instructions to file his version of the radio mix-up.

Venturo will argue that he believed the matter of his guesting with Garroway had been straightened out by NBC. He has already appeared before Local 10's trial board, its decision being to pass the matter along to higher echelon. As a result of the Venturo case, Local 10 slapped a ban on the Garroway program, permitting only members of its local to guest.

### Booking Snarl, Too

Venturo is also in the middle of booking complications, with his personal manager, Don Palmer, setting some deals, and Harry Moss, who holds Venturo's contract, setting others. Venturo and Palmer are attempting to buy back their contract, saying that they feel Moss is too tied up with his new Willard Alexander affiliation, but they're having trouble raising the \$3,000 price Moss is asking for the return of the paper. Meanwhile, both Billy Shaw, of the Moe Gale Agency, and Mus-Art Agency are said to be interested in landing Venturo, troubles or no troubles.



# Dinah, Loesser Pub Deals On

## Chirp Dickers With 3 Firms For Pub Tieup

### Cleffer Talks to Morris

NEW YORK, Oct. 11.—It is considered certain here that Columbia disk queen Dinah Shore shortly will become the latest platter biggie to dip into the music publishing biz. Reports to such effect say the inside track is held by the E. H. (Buddy) Morris firms which already have part interests spread among Bing Crosby and Frank Sinatra.

But Henry Jaffe, Dinah's attorney here, told *The Billboard*: "We're dickering with three publishing companies who want Dinah to go into their business." Claiming that no decision had been reached and stressing that "Dinah would never accept a song that wasn't good for her program," Jaffe said he was going to California next week to confer with the Shore gal before a decision would be reached as to which pub deal would go thru.

### Loesser Pub Talk

Meanwhile, the Morris firms were known to be figuring in "long conversations" with songwriter Frank Loesser, whose short-lived Susan pubbery venture with Famous-Paramount dissolved by Mutual agreement. Tho far from set, the deal with Loesser is believed to be similar to the original Susan set-up, where Loesser was to come in as a 50-50 partner, share profits and liabilities and get his copyrights back at the end of 10 years.

The current Morris bid is said to be similar except that Loesser, at the end of the 10-year period, could not ask for his copyrights back unless, in the event of a red-ink ledger, he would pay off all the liabilities.

### Bing's Influence

The Loesser tie with the Morris firms is said to reflect the influence of Bing Crosby, who reputedly owns about 20 per cent of the pub group. Crosby stars for Paramount Pix, Loesser clefs for Paramount, and The Crooner is said to want Loesser's stuff to go the Morris way.

It is recalled in the trade that the tie between Johnny Burke and Jimmy Van Heusen (also Paramount Studio scribes) and Bing led to the Burke-Van Heusen pub offshoot of the Morris group, the latter financing 50 per cent of the B-VH operation.

### RICH TO WM

NEW YORK, Oct. 11.—Buddy Rich this week went with the William Morris (WM) Agency after release from a Music Corporation of America (MCA) paper as a consequence of an incident two weeks ago which left the maestro stranded in Spokane. The conflict between the orkster and MCA arose when the agency refused to forward money to Rich in time for him to make his next date.

Rich, who joined WM Thursday (9), has been set to follow Hal McIntyre's ork into the Post Lodge, Larchmont, N. Y., October 15 for at least two weeks. He also has been set for a stage package with singer Vic Damone in a Broadway house (probably the Strand) around Christmas time.

## Big Air Plug for 'Refugee's Lullaby'

NEW YORK, Oct. 11.—*The Refugee's Lullaby*, the Jack Yellen-Sammy Fain dirge based on the plight of European minorities, will get a big radio push thru Mel Allen's disk jockey debut over WINS. Sports-caster Allen begins a three-hour daily stint on the Crosley-owned independent Monday (13) and has made a deal with the Yellen-Fain pubbery and Joe Davis' Songbird Records to feature the ballad every day at 4 p.m., feeling that the number has significance and may turn into a good first for him.

Allen has the new platter, sung by Mary Small with Dave Mann's ork, on an exclusive basis and will make a strong pitch for dialers' reaction to the unusual material. WINS is taking space in the local dailies to herald Allen's new stint and will call attention to the serious overtones of the ballad, hoping it may prove to be another *Gloomy Sunday*.

## Finley Wins 45G In MCA Suit

HOLLYWOOD, Oct. 11.—The Larry Finley-Music Corporation of America (MCA) \$3,000,000 damage suit was reportedly settled today for \$45,000.

Finley sued MCA in 1945 asking \$3,000,000 in damages, charging the bookery with violation of the Sherman Anti-Trust Law for allegedly booking name artists and bands into a competitive ballroom under an exclusive deal with his rival. After a federal jury had awarded Finley \$55,000 damages, U. S. Judge Paul McCormick trimmed the amount, granting Finley \$1,500 damages and \$7,500 attorneys' fees.

A subsequent suit followed after both sides were denied appeal on the ruling.

## Calif. Peatman Sheet Data To Be Curbed

HOLLYWOOD, Oct. 11.—Complaints from a committee of the Music Publishers' Contact Employers (MPCE) union following up a letter from the Music Publishers' Protective Association (MPPA) have led to a change in listings supplied by the Radio Checking Service of Los Angeles for use of the Peatman Sheet in New York.

From now on it is understood the California "sheet," which is run by Walter Van Birge, will list only musical selections played over the four major networks and heard in the Los Angeles area. Previously, it was reported that programs emanating from San Francisco, Portland, Ore., and other areas had been included on the "sheet"—clearance being obtained via phone—altho these may never have hit L. A.

## BING'S BIG XMAS ALBUM

HOLLYWOOD, Oct. 11.—Decca Records has reported an unprecedented advance sale of more than 500,000 albums of the Bing Crosby Christmas package, *Merry Christmas*, currently being reissued for a third year. Crosby's plattering of Yuletide classics, including *White Christmas*, is expected to pass the 1,000,000 album mark shortly, with single pressings of *White Christmas* already sold far over the 2,000,000 marker. Shipments of the Crosby album in August, with demand from dealers not nearly met at this time, Decca execs stated.

## Mus-Art Bags Fields, Clifton, Chester Orks

NEW YORK, Oct. 11.—Mus-Art Agency this week took its best hold to date as a band booking enterprise when it added at one fell swoop Shep Fields' new rippling rhythm ork, the new Larry Clifton ork (which debuts at Frank Dailey's Meadowbrook in mid-November) and Bob Chester's ork, which this week obtained a release from General Artists Corporation. The agency also reports that negotiations are close to completion which Francis Craig, the pianist-composer of *Near You* fame, for Mus-Art to build an ork around the currently hot property. Craig has been booked by the William Morris Agency on a series of theater dates which began this week in Baltimore.

Howard Christensen, newest exec in the Mus-Art group, is handling the Craig deal.

The agency will handle bookings for the new additions via verbal deals, with contracts pending. Mus-Art also will submit the Three Suns for dates, acting for George Walker, who is going into his own biz after leaving Music Corporation of America (see other story this section).

## MPHC, Majestic Patch Up Rift

NEW YORK, Oct. 11.—Herman Starr's Music Publishers' Holding Corporation and Majestic Records apparently kissed and made up this week, with word leaking out that Majestic star Eddy Howard was set to wax the Remick (MPHC-affiliate) song, *It Happened in Hawaii*.

Starr-Majestic spat some weeks ago led to the diskery's paying out \$16,000 in royalties due, rather than yield to demands that certain artists be assigned to MPHC tunes. Majestic's payment to Starr came only after lawyers for the diskery contacted Harry Fox, publisher trustee here, and received an okay on the deal. Fox's agreement with the firm called for so much percentage payment of back royalties due each month but allowed him to revise his demands upward if Majestic altered similar deals with other non-Fox-represented pups.

## GRANZ HAULS \$9,640


DETROIT, Oct. 11.—Norman Granz's *Jazz at the Philharmonic* unit came close to breaking the house record for popular musical attractions when it grossed \$9,640 last Saturday (4) at the Masonic Temple Auditorium here. The jazz concert drew 4,900 people, including 350 standees, and 1,000 were turned away.

## MOONEY, MOFFET PART

NEW YORK, Oct. 11.—The Joe Mooney Quartet and personal manager George Moffet this week agreed to sever their relationship. Mooney, at the Raleigh Room of the Warwick Hotel here until November 3, hopes to get a new management deal before then.

Plattery will do little or no promotion on the album, contending disks are well established and sell easily. West Coast Decca distributors are launching a special campaign, however, heralding album as "the nation's Christmas card."

**A NEW HIT**  
ON *Modern* RECORDS



**Gene Phillips**

20-527  
**"BIG LEGS"**

20-519  
**"BIG FAT MAMA"**

*Modern* RECORDS  
686 NORTH ROBERTSON BOULEVARD  
*hollywood*

## "NEAR YOU"

the FRANCIS CRAIG-BOB LAMM piano and vocal is  
**THE NATION'S NUMBER ONE HIT!**

Now we've got **FOUR MORE**, right in a row!

## FLAMIN' MAMIE

by Ray Pearl and His Orchestra

backed by

"Dear Old Donnegal"

on Bullet Record No. 1007

## YOU SURE LOOK GOOD TO ME

by the Big Three Trio

backed by

"Signifying Monkey"

on Bullet Record No. 275

## KEEP YOUR MAN HOME

by Sherman Williams

backed by

"Sherman's Boogie"

on Bullet Record No. 276

## COAL MINER'S BLUES

by Zeb Turner

backed by

"You Never Done Me Right"

on Bullet Record No. 636

**HOW CAN WE STAND IT?  
WE'RE SNOWED UNDER WITH HITS!**

Watch that Mamie **FLAME!**—and get these while they're **HOT!** Order from your distributor. He's listed below.

Cherry Distributing Co., Jacksonville, Fla.  
Record Sales, Monroe, N. C.  
Allen Distributing Co., Richmond, Va.  
Barnett Distributing Co., Baltimore, Md.  
Kayler, Inc., Philadelphia, Pa.  
Major Distributing Co., New York City.  
Massachusetts Music Distributors, Inc.,  
Boston, Mass.  
Mohawk Music Sales, Gloversville, N. Y.  
Niagara Midland, Buffalo, N. Y.  
Standard Distributors, Pittsburgh, Pa.  
Associated Distributing Co., Marietta, Ohio.  
W. E. Harvey Co., Cleveland, Ohio.  
W. E. Harvey Co., Detroit, Mich.  
Tennessee Music Sales Co., Nashville, Tenn.  
Southland Distributing Co., Atlanta, Ga.

Monarch Sales Co., Birmingham, Ala.  
Music Sales Co., New Orleans, La.  
Music Sales Co., Memphis, Tenn.  
Commercial Music Co., St. Louis, Mo.  
Chord Distributors, Chicago, Ill.  
Chord Distributors, Minneapolis, Minn.  
Davis Sales Co., Denver, Colo.  
Oklahoma Music Co., Oklahoma City, Okla.  
Black and White Distributors, Dallas, Tex.  
Macy's Record Distributing Co., Houston,  
Tex.  
Sunland Distributing Co., El Paso, Tex.  
Sunland Distributing Co., Phoenix, Ariz.  
Wilfred Brothers, Los Angeles, Calif.  
LeRoy H. Bennett, San Francisco, Calif.  
Love Electric Co., Seattle, Wash.

## Bullet Recording Company

Postoffice Box 1002, Nashville, Tennessee

## Assignment Clause Dropped In AFM Band-Agency Pacts

NEW YORK, Oct. 11.—The new American Federation of Musicians (AFM) band-agency pact not only shortens agency management contracts from seven to five years and adds a four-week unemployment clause to nullify the paper (*The Billboard*, October 4), but eliminates the assignment clause and clarifies some problems in calculating commissions, it was learned this week. By eliminating the assignment clause (which provided that a contract could be passed on to a second booker by assignment resulting from a reorganization, merger or consolidation involving the original booker), an unofficial legal interpretation indicates that a booking pact may now be avoided should the signee booker pass on or sell the papers.

### Commissions on Net

Collection of commissions, which in the old contract was determined from the gross and which in general practice since the issuance of an AFM notice about three years ago allowed for the commissions to be drawn after transportation costs and AFM taxes and surcharges were paid, is considerably cleared up in the new pact. The new paper states clearly that commissions are to be paid on the net money collected for a date and stipulates that the term "net" refers to the gross after deduction of transportation costs, union taxes, AFM local fees or surcharges. The commission figures remain at 10 per cent for all dates except those on which orks draw double or more union scale. For double scale dates agencies are still entitled to 15 per cent, while the 20 per cent commission clause for engagements of less than three days is retained.

The new pact also provides for filing of signed copies with AFM within 30 days of executing or else becoming invalid. Altho this stipulation has been taken for granted by most, it did not appear in the old contract.

## Six Objectives Are Listed by Disk Jock Org

NEW YORK, Oct. 11.—The newly formed National Association of Disc Jockeys finally drew up a constitution at the second New York gathering of the jocks last week. With Barry Gray presiding, the jocks drew up a paper outlining six purposes for the NADJ operation:

(1) Promote understanding and good will.  
(2) Disseminate information. (3) Exchange ideas among members. (4) Provide more effective public service. (5) Render assistance, financial or otherwise. (6) Establish standards of professional ethics.

NADJ constitution also set up a national board of directors (national president, national secretary, national treasurer and four members at large voted on by entire membership), nine regions of control and a yearly election date, set for the second Friday of January. Dues were permanently fixed at \$10.

The financial assistance purpose quoted may wind up as a pension for the jocks when and if lay-offs occur.

# Jerry Cooper



◆ DISK JOCKEYS, JUKE BOX OPERATORS,  
◆ DEALERS AND THE PUBLIC  
◆ ACCLAIMED HIS RECORDINGS!

◆ Now . . .

◆ . . . his latest on **DIAMOND RECORDS**

◆ **DIAMOND**  
◆ RECORD #2083 . . . **AND MIMI**

◆ **HAVE YOU EVER BEEN LONELY?**

◆ — THE BOTTOM LINE —

◆ **584 Juke Box Ops out of 715 sent in**  
◆ **repeat orders for his records in 30 days!**

◆ **Personal Manager**

◆ **Exclusive Recording Artist**  
◆ for

◆ **TEDDY**  
◆ **BROOKS**

◆ **DIAMOND**  
◆ **RECORDS**



## Miller To Head MPCE Again

NEW YORK, Oct. 11.—The Music Publishers Contact Employees (MPCE) held its general membership meeting last night to make nominations for the union's elections. Bob Miller, current MPCE prexy, was sole nominee for the prexy spot again and will be elected unanimously. Joe Santly was nominated for

of the meeting was spent in discussing to whether a member of a union committee could also hold an exec post in the org. It was determined he could not. Another section of the meeting was devoted to reviewing MPCE activities of the past two years.

## 100 Stars Lined Up For Bellevue Benefit; Build-Up Powerful

NEW YORK, Oct. 11.—At least 100 stars of stage, screen, radio, sports and night clubs are scheduled to appear at the Show of Shows October 30 in Madison Square Garden.

The combined branches of showbiz have planned the show to aid the Institute of Rehabilitation and Physical Medicine of the New York University-Bellevue Medical Center. Night clubs are scheduled to contribute announcements, and radio has pledged many free hours of advertising of the show. Theater chains will make use of screen trailers, display posters and spot special box offices for the sale of tickets.

The planners are Gen. John Reed Kilpatrick, president of the Garden, general chairman; Sam Rauch, chairman of the entertainment committee; Leon Leonidoff, entertainment counsel; William White, head of theaters, and Harry Mandel, chairman of publicity.

## Falk Not Out of MCA; Will Take New Duties

DETROIT, Oct. 11.—Rumors circulating from coast to coast that Mike Falk had left the Detroit office of Music Corporation of America (MCA) were denied today by D. G. Barton, MCA veepee here. Barton said that Falk not only would stay with the office but would assume added responsibility in its management, permitting the veepee to spend more time in the Cleveland territory. Falk has been with MCA for a number of years, having sold his own management biz to the agency to create the nucleus for an MCA Detroit office.

Barton remarked that the false rumor may have stemmed from a pending reduction of office personnel in economy move by MCA.

## JAMES BIG AT PALLADIUM

HOLLYWOOD, Oct. 11.—Harry James, who established the Palladium attendance record here in 1943, broke all other records but his own when he opened at the swank Hollywood dancery Tuesday (7), attracting more than 5,100 dancers.

The Horn's aggregation came into the Palladium following a Coast swing of one-nighters. When he closes here November 16, James will do nine one-nighters en route to the Click, Philadelphia, where he will appear from November 27 to December 16. This will be followed by another one-nighter trek back to his Hollywood homegrounds, arriving here in time for the kick-off of the coast-to-coast airing of his radio show the first of the year.

# ALBUM REVIEWS

### HAWAIIAN MELODIES—Harry Owens (Columbia C-141)

It's the dance rhythms of Harry Owens and His Royal Hawaiians, the electric steel guitar strums embellishing the smooth ensemble playing of the fully-instrumented band. In the strict dance tempo contrasting the dreamy and vigorous rhythms, these eight sides coming from early masters offer the comedy singing of Hilo Hattie for *Hilo Hattie*, *Princess Poo-Poo-Ly* and *The Cockeyed Mayor of Kuanakakai*; the soft and dreamy romantic singing of Gil Mershon for *Hawaii Will Be Paradise Once More*, *Song of the Islands*, and with a male trio, *Aloha Oe* and *Song of the Mynah Bird*, and Eddie Bush's wide-ranged tenor voice polishes off the set with *Ua Like No a Like*. For those seeking out the hula music for the dancing, this dinking will be desired. Cover is a simple title page with picture of the maestro and notes on the music for the inside cover page.

### YOUNG AMERICA (Mayfair M-6)

This dinking on two plastic platters, set in hard-back cover envelopes, tells the holiday story for youngsters of Abraham Lincoln's, George Washington's and Christopher Columbus's birthday, with a fourth holiday to *Old Glory* (Flag Day) filling out the set. June Winters (*The Lady in Blue*), with a moppet voice asking her the history questions, tells each story in simple style. And for each side, the orchestra and chorus directed by Al Rickey adds a patriotic song appropriate for the particular holiday. Entire production written and scored by Hugh E. Perette, and apart from its educational features, the spinning packs a fair measure of entertainment to hold the youngster's attention. Each record label gives the holiday date and designed with appropriate patriotic figures to match. Cover design uses Uncle Sam as a pied piper.

### THE LAND OF THE LOST (Columbia MJ-38)

Holding a full measure of fascination as it spins out on three records for the younger folk, *The Land of the Lost* tells the enchanting and exciting story of Isabel and Billy who are taken to the magical kingdom at the bottom of the sea. Isabel Manning Hewson, who wrote the child classic, produced the recorded version and adds to the fascination in her own narration and play-acting, and the spinning is a cinch to be a top favorite with the juvenile set. Organ provides the incidental gackground music and the play-acting of the fish and toy folk is all in keeping with the charm of the fantasy. Symbolic fish-in-sea design makes for the cover design with story synopsis printed on the inside page.

### THE MIGHTY MAGIC MANDARIN—Wendy Barrie (Ca-Song AP-1)

An old Chinese fable for the setting of this fantasy by James Ralph Boyle, movieland's Wendy Barrie reads it expressively but with proper restraint to arrest the attention of the young set. Bringing the charm of the East to her storytelling, interspersing with several story songs to add to the interest, it's the fascinating saga of the mysterious mandarin who brought life to the goldfish carved out by a Chinese goldsmith of yore. Moreover, Miss Barrie's appealing manner, narrating with a full measure of sincerity, makes the plattering just as pleasurable for the older folk as well. Graydon Thornton, playing his own mood music at the Novachord, sustains the mood of the charming story. Package, spinning out two vinolytes, was produced and directed by James Ralph Boyle. An attractive lotus land scene to which a picture of Miss Barrie is

added, makes for album cover attractions. Photos and bio notes of all those responsible for the plattering attractively arrayed on the inside page.

### LISZT: CONCERT FOR PIANO, NO. 1.—Artur Rubinstein-Dallas Symphony Orchestra (Victor DM-1144)

A virtuoso concert piece for the piano. Artur Rubinstein gives a brilliant interpretation with a full flair and feeling for the Liszt music in this package of two 12-inch records covering the master's *Concerto for Piano, No. 1, in E-Flat*. While the piano holds full sway in the scoring, the orchestral passages are played with full restraint to showcase the Steinwaying by the Dallas Symphony Orchestra under the direction of Antal Dorati. Photo of the piano master and a shadow sketching of the composer make for album cover attraction with notes on the music covering the inside page.

### BRAZILIAN PIANO MUSIC—

#### Guiomar Novaes (Columbia MM-692)

The artistic and technical piano fancies of Guiomar Novaes lends special distinction to the folk melodies of her native country in this set of three 10-inch records of *Brazilian Piano Music*. Achieves remarkable percussive effects in her keyboarding of her own arrangement of nine folk songs by Heiter Villa-Lobos, Brazil's best-known classical composer, and for the same composer's *The Three Maries*. Set also includes an entirely charming *Memories of Childhood* suite by Octavio Pinto, Mme. Novaes' husband; and Camargo Guar-

## 30G Talent Budget To Regale Druggists In A. C. Convention

NEW YORK, Oct. 11.—The major portion of a \$30,000 budget for talent and production costs has been spent by Marty Goodman for the National Wholesale Druggists' convention in Atlantic City October 20-23. Five rooms operating simultaneously will give two shows nightly, allowing the 1,000 leaders in the drug industry, radio's top talent users, to view the various acts on display during the three-day session.

In the two more prominent showcases, Jimmy Savo, Eileen Barton and Dick Wilson's ork will head one package, while the other will feature Georgie Price with his *Stars of Tomorrow*, including Marilyn Cantor and the Buddy Williams band. Irwin Corey will be seen in a third room and the Kirby Stone Quintet will top the attractions in the fourth spot. Still another will feature a gypsy band and associated talent.

John McPherrin, general chairman of the entertainment committee, plans to present the acts as people, not merely as talent come to entertain the members. A daily newspaper to be published by the committee will play up the past history of the acts and emphasize their human qualities as well as their ability to entertain.

Goodman said he accepted the job not as a normal club date but rather as an important showcase for radio talent.

nieri's rapid-fire *Toccata*. Piano and Spanish cape figures add to the attraction of the album cover page, with photo of the concert pianist and notes on her native music filling the inside page.

(Continued on page 125)

# Savoy PARADE OF HITS

THAT BOUNCING BEAT THAT ROCKS THE HOUSE BY A NEW "SAXOPHONE KING" AND HIS BAND

## PAUL WILLIAMS

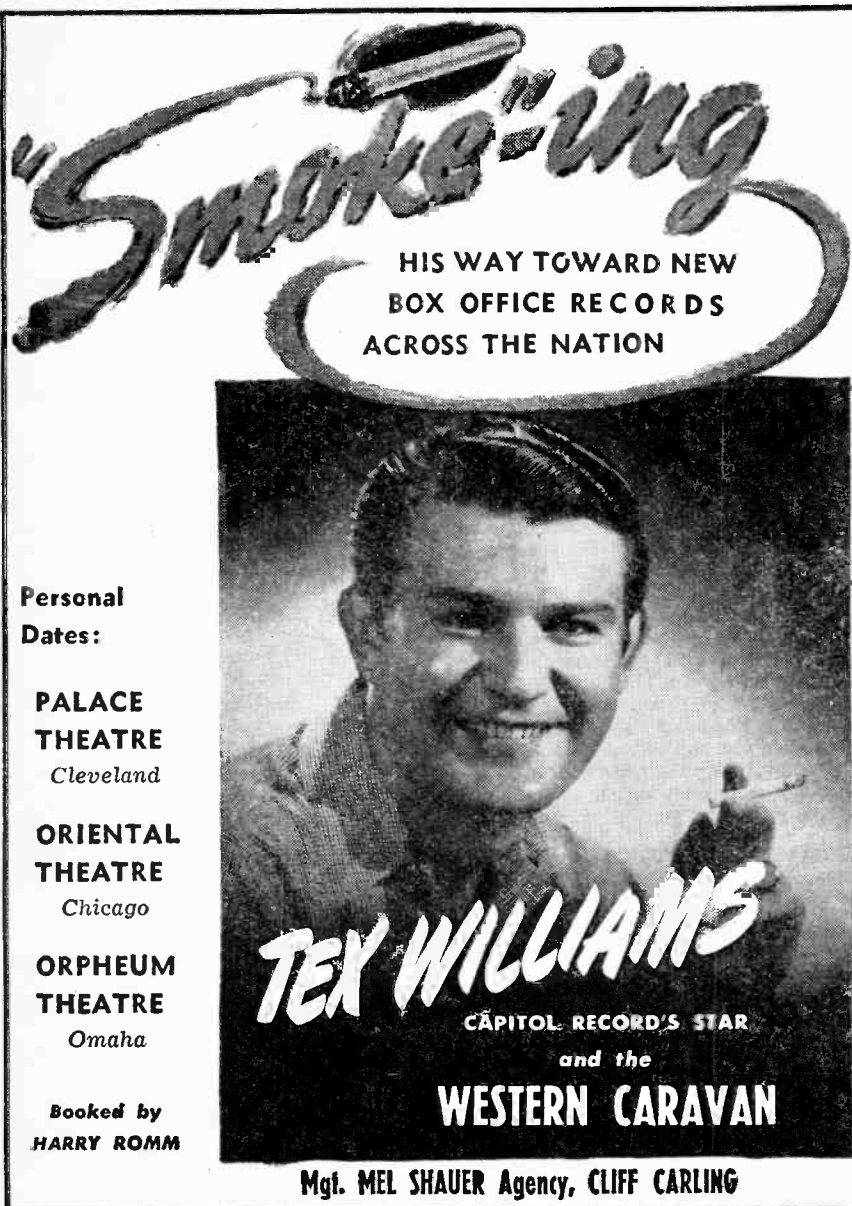
AND ORCHESTRA

- |       |   |                                    |
|-------|---|------------------------------------|
| # 659 | "HASTING ST. BOUNCE"<br>"WAY LATE"      | VOCAL BY<br>MUDDY WATER            |
| # 654 | "STARDUST"<br>"O. K. SARGE"             | HERBIE FIELDS<br>AND HIS ALL STARS |
| # 656 | "I'M LIVING FOR YOU"<br>"I'M ALL ALONE" | THE TOPPERS                        |
| # 653 | "LIGHTS OUT"<br>"RAISIN' THE ROOF"      | THE BEALE STREET<br>GANG           |
| # 647 | "GLOOMY SUNDAY"<br>"SOLITUDE"           |                                    |

Get the original by the girl who revived the tune  
MISS BILLIE STEWART, our Lady of the Day

DEALERS! WRITE FOR OUR COMPLETE CATALOG  
CHOICE DISTRIBUTOR TERRITORIES AVAILABLE

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**"Smoke"ing**

HIS WAY TOWARD NEW  
BOX OFFICE RECORDS  
ACROSS THE NATION

**TEX WILLIAMS**  
CAPITOL RECORD'S STAR  
and the  
**WESTERN CARAVAN**

**Personal Dates:**

**PALACE THEATRE**  
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Omaha

Booked by  
**HARRY ROMM**

Mgt. MEL SHAUER Agency, CLIFF CARLING

## Music—As Written

### New York:

Madeline Russell, recently with Tommy Tucker's band, joined Vaughn Monroe's ork October 10 to chirp at the Hotel Commodore. . . . Promotion between Columbia Records and Coca-Cola has Elliot Lawrence throwing afternoon coke parties in local record stores on his one-nighters prior to terpfest.

Vic Damone cut *Ave Maria* and *Silent Night*, backed by a vocal choir, for Mercury. The singer also goes into the Hotel Commodore for 11 days between the current Vaughn Monroe run and Stan Kenton's November 25 arrival.

Randy Brooks ork due to break back into activity in mid-December at the Paramount Theater here on the bill with the King Cole Trio. . . . Desi Arnaz ork's skedded two-week stand at the Click nitery in Philadelphia has been canceled because of the orkster's film commitments. Charlie Barnet's ork due to fill in on November 4 thru 7; it's a toss-up between Shep Fields and Art Mooney to complete the remaining time. . . . Connie Haines goes into the Paramount Theater with Frankie Laine's show. . . . Gala Records cut wax with impressionist Sheila Barrett and song spinner Dwight Fiske.

Alex Steinweiss, album-cover artist who won acclaim for his Columbia Records work, will have a one-man art show on display at the A. D. Gallery beginning October 14. . . . Diskery invoices on the Bullet waxing of *Near You* by Francis Craig reached a total of 909,064 copies shipped as of last October 4. . . . Disk jockey Freddie Robbins father of a baby girl. . . . Jerry Colonna cut some kidisks for Capitol. . . . Singer Gordon MacRae signed a Warner Brothers flick pact.

Lena Horne, who sails for Europe on October 22 on the Mauretania, sliced her first sides for MGM this week (14), accompanied by Luther Henderson and a pick-up group. . . . Henry Reichhold's Detroit Symphony reported interested in adding Stan Kenton's jazz crew to the regular longhair personnel for a performance of a new Otto Cesana opus. Concert probably would be aired on the symphony's Sunday ABC spot. . . . National Association of Disk Jockeys will hold its first public clambake January 25 at the Metropolitan Opera House. Affair, tagged *Jubilee of Stars*, will be a fund-raising project and will feature Sinatra, Como, Berle, etc. . . . Songstress Nellie Lutcher bows out of Cafe Society Downtown on November 12 and into Apollo Theater, Harlem, two days later. . . . Gale's Billy Shaw and Mus-Art office both reported eyeing Charlie Ventura's contract.

Sinatra's got nothing on Haymes. The latter's bought himself an airplane, use of which will be shared by Haymes's Beverly Music staffers. . . . Dave Dreyer back from Chicago this week-end.

Disk jockey Paul Brenner made a deal with the Walco Needle firm to give \$1,500 worth of \$2.50 needles as prizes each week on his daily *Requestfully Yours* ayem ainer on Station WAAT. . . . Maxine Sullivan and Teddy Wilson debuted a Columbia Broadcasting System weekly sustainer Saturday (11) at 10:45. . . . Dolores Parker is the new fem chirp with Duke Ellington's ork, with Al Hibbler returning to fill Chester Crumpler's male vocal spot. . . . William Morris Agency signed cowboy singer Ernest Tubbs to a management contract for radio and theaters.

### Chicago:

Universal platters going into the race and rustic fields, with George Tasker, talent chief, inking the Richmond Quartet, Negro harmonists, and Flash and Whistler, hillbilly comedy duo. . . . Ellen White, new Universal chirp, goes on the Tommy Bartlett ABC web show October 25 as permanent singer. . . . Warren Durrett's ork waxed four sides for Universal, with Benny Strong cutting a similar number for Tower.

Bob Weems, local General Artists' office chief, monopolized College Inn's (Hotel Sherman) next three shows, inking pacts for the Dinning Sisters, October 17; Mel Torme, November 21, and Nellie Lutcher, December 19. . . . Tex Williams and His Western Caravan intend to be back at work at the Palace Barn, Santa Monica, Calif., November 15. . . . Don Reid makes a fast return to the Peabody Hotel, Memphis, where he closed last week, moving back December 9.

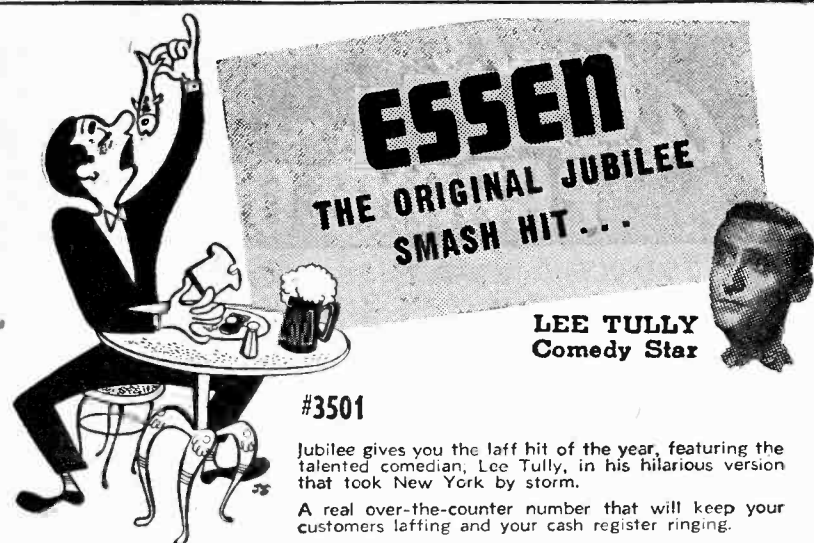
Sherman Hayes's band closes at the Blackhawk November 24, with Phil Levant set for the follow-up and Art Kassel going in January 2. . . . Ben Lejcar inked Will Back's band to follow George Winslow into Melody Mill, Willow Springs, Ill., February 25. . . . Joe Kayser Jr., son of the veteran MCA one-night skedder, joins Frederick Bros. here in the location band department. Kayser left Griff Williams's ork as road manager recently. . . . Teddy Phillips band gets its first Eastern break November 14 when it goes into the Syracuse Hotel, Syracuse, N. Y.

### Hollywood:

Duchess Music will publish tune tagged *Jungle Rhumba*, a first tune cleffing by Toni Beaulieu. . . . Harry Sachs combo moves into Red Feather later this month. . . . Three Lind Brothers, nitery vocal act, have been pacted for four sides by Constellation Records, new indie being set up by Ida Berlin.

Leonard Sues, back in Hollywood after stint with Olson and Johnson show, will trek to Honolulu if comics take package to the Islands. . . . Arthur Lee Simpkins will bow into Charley Foy's November 4. . . . The ever-working Page Cavanaugh Trio landed a pic stint in MGM's *The Big City*. . . . Sam Rosey is the new road manager for Russ Morgan's ork. . . . Evelyn Knight will take on an added chore to her Tony Martin air show, opening at Ciro's end of month.

Howard Krause, former Enterprise Records topper and more recently with United Artists' Records, has bowed out of the UAR set-up. . . . Cleffers Sidney Miller and Inez James landed a lush assignment with U-I Pictures. Pacted to do eight tunes for film version of *Are You With It?* . . . Mark Warnow reported hot contender for new Plymouth air show, which would be in addition to recently acquired stanza for Borden's. . . . Slim Gaillard resumed record activities after a lull, waxing four sides for MGM. . . . Mitchell Ayres, Columbia Records recording exec, due in Hollywood soon, at which time the plattery is expected to name a new coast record session supervisor.



**ESSEN**  
THE ORIGINAL JUBILEE  
SMASH HIT . . .

**LEE TULLY**  
Comedy Star

#3501

Jubilee gives you the laff hit of the year, featuring the talented comedian, Lee Tully, in his hilarious version that took New York by storm.

A real over-the-counter number that will keep your customers laughing and your cash register ringing.

### WHY DO THEY FALL IN FALLSBURG

#3503

A hilariously funny hit from the heart of the Jewish Alps. A vacation in itself, with laffs from start to finish. Hear the inimitable Lee Tully in this fast moving number that brings out all the racy humor of a week in Fallsburg.

### TODAY I AM A MAN

#3502

The laffigest record ever played. For sparkling humor and popular appeal, Lee Tully's version of this famous Jubilee fast seller can't be beat.

### I FOUND GOLD

#3504

A new Jubilee comedy sensation. Already a national seller, Lee Tully, the brilliant Jubilee comedian, blends clever lyrics with smart, racy comedy to make this a sure-fire nickel grabber.

TERRITORIES OPEN FOR LIVE WIRE DISTRIBUTORS



**Jubilee** RECORD COMPANY  
Manufacturers of Phonograph Records  
760 TENTH AVENUE, NEW YORK 17, N. Y.



**ALLEGRO**

(Continued from page 4)

show business, *Allegro* obviously can't miss. But advance cash in the till or no, it would still be a smash.

Authors describe *Allegro* as a "musical play," which precisely covers it—a simple tale, told in song, story and dance, with the score in a integral part of the proceedings. The story is one of the oldest in the world, the tale of a wife who makes her husband forsake his ideals for material success. Of course, comes his final awakening and a happy ending. It has its serious implications and poignant moments, and its comedy is packaged in the form of satire. But there is a simple, homey *Our Town* technique employed. Its satirical twists are a delight and its characters grow in stature and reality as scene follows scene. In sum it is the life story of a young doctor—from birth to his 35th year. It takes him thru childhood, adolescence, college, small-town doctoring, and then via the machinations of his wife to a successful city practice. Finally, he discovers that his wife is no good—which the audience has known all along—and he returns to the small town and his medico father where he really belongs. His nurse, who really loves him, goes along.

**Out of the Ordinary**

It is not of such stuff that ordinary musicals are made. But *Allegro* is the work of experts in their various trades. Aside from Hammerstein's book and lyrics, which are at once tender and jibing, Rodgers has written one of his best over-all scores, and Agnes De Mille has outdone herself with the dances. Jo Mielziner's projection settings, backgrounding a three-level stage, are exactly right for the multiple scene changes involved, and the use of a traveler and treadmill in one keeps matters from lagging for a moment. From the choral singing on—and one of the novelties of the production is the use of a sort of Greek chorus which

points up much of the action—everything about *Allegro* smacks of canny professionalism. It is a finished job from beginning to end, with an appeal and charm that is entirely its own.

Castwise, many of the players are comparatively new to the Stem, but more than a few will be solid in the future. John Battles builds the young medico with a sure touch from puppy love to maturity. It's a fine performance. Roberta Jonay makes an auspicious Stem debut as his not-too-scrupulous sweetheart and wife. It is pleasant to hear her sing and even pleasanter to watch her dance. Gloria Willis also is a standout in a bit which offers opportunity to sell what should be a hit number. *So Far*. Annamary Dickey and William Ching contribute excellently as the lad's mother and father, as does also John Conte as his pal. Lawrence Fletcher adds another good portrait as a city-slicker doctor. But on the chant side it is Lisa Kirk, making her first Stem musical appearance, who really carries off the palm. *The Gentleman Is a Dope*, a really sock torch number, falls to her lot, and she puts it over for a smash.

**Other Pop Numbers**

Aside from numbers mentioned above, those headed for a pop play are two ballads, *A Fellow Needs a Girl* and *You Are Never Away*, and *Money Isn't Everything*, an amusing novelty.

The De Mille dance patterns are once more off her top shelf and give the proceedings a terrific lift. Also, this time she has a show-stopper in the stepping of Kathryn Lee. Latter is sensational in solo routines and tops when stepping with Ray Harrison. Evelyn Taylor and Harrison Muller also contribute admirable terping.

In sum, everybody concerned is to be congratulated for giving the Stem something new and fine in musical entertainment. *Allegro* is here to stay. *Bob Francis.*

**JUST RELEASED!**

*Invitation to Love*

**BY BARBARA CAMERON**

**THE MOST SENSATIONAL ALBUM OF THE YEAR**



Barbara Cameron, former singing star of the WLW "Moon River" program, brings you eight beautiful songs for your listening pleasure. A selection of ballads by the torchiest voice on records.

**GET YOUR KING K4 ALBUM TODAY**

Write — Wire — Phone

**KING RECORD DIST. CO.**

1540 Brewster Ave., Cincinnati 7, Ohio  
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**The Christmas Song**

by MEL TORMÉ and ROBERT WELLS

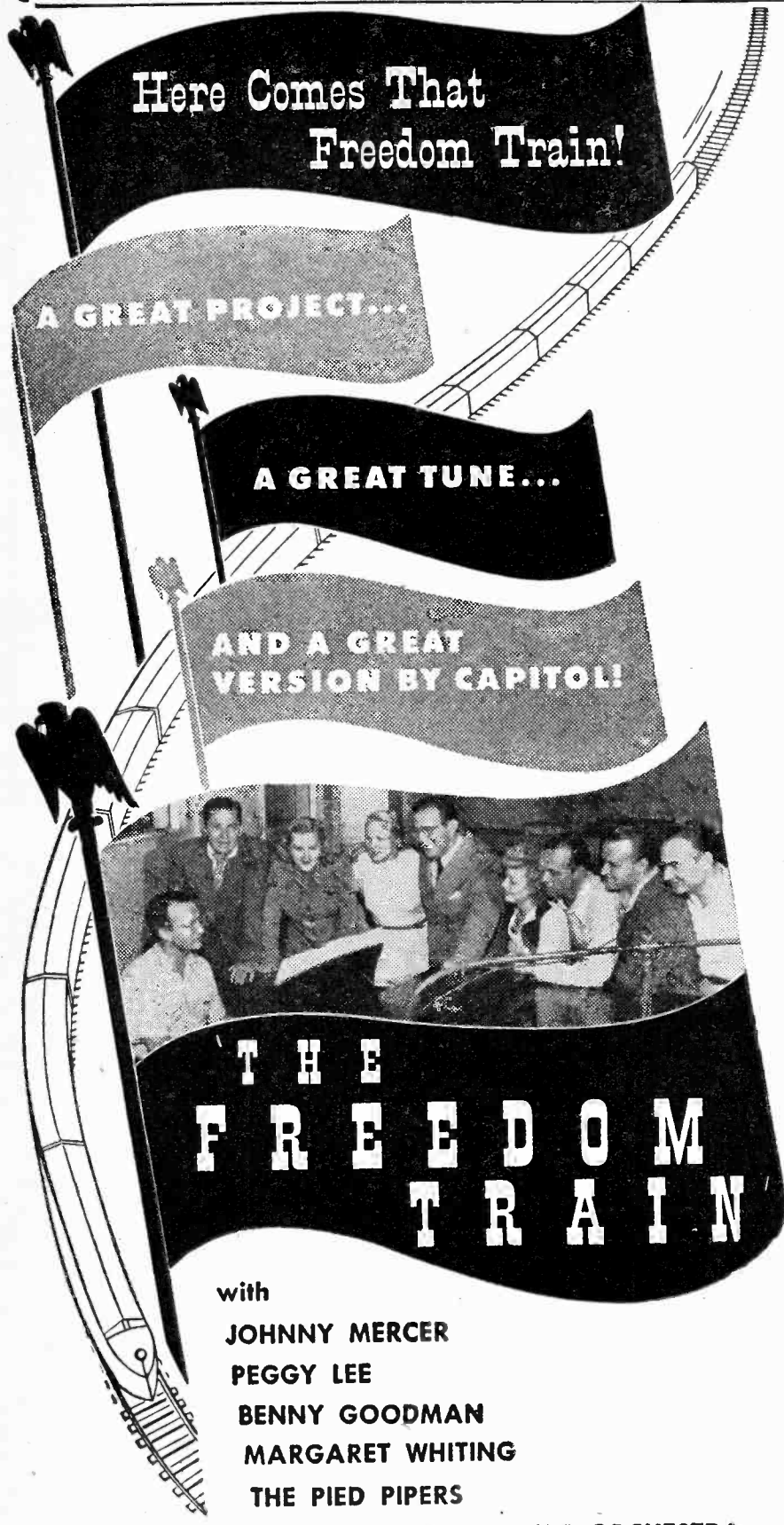
Bigger than ever this year with these GREAT NEW recordings

- |  |                                  |
|--|----------------------------------|
| BING CROSBY . . . . . Decca                      | EDDY HOWARD . . . . . Majestic   |
| DICK HAYMES . . . . . Decca                      | TONY MARTIN . . . . . Victor     |
| KATE SMITH . . . . . M.G.M.                      | MONICA LEWIS . . . . . Signature |
| DORIS DAY and LES BROWN . . . Columbia           |                                  |
| <i>and re-issued this year by popular demand</i> |                                  |
| The KING COLE TRIO . . . . . Capitol             |                                  |

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 MUSIC PUBLISHERS

1619 Broadway

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with  
**JOHNNY MERCER**  
**PEGGY LEE**  
**BENNY GOODMAN**  
**MARGARET WHITING**  
**THE PIED PIPERS**  
**PAUL WESTON AND HIS ORCHESTRA**

FLIPOVER:

# 'GOD BLESS AMERICA'

**MARGARET WHITING AND THE PIED PIPERS**  
 With Paul Weston And His Orchestra

CAP. 15003



## The Billboard MUSIC POPULARITY CHARTS

PART I

### The Nation's Top Tunes

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.

Week Ending  
October 10



## HONOR ROLL OF HITS

(TRADEMARK)

The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

This Week Last Week

- 1. NEAR YOU** 1  
 By Kermit Goell and Francis Craig  
 Published by Supreme (ASCAP)  
 Records available: Francis Craig Ork, Bullet 1001; Larry Green Ork, Victor 20-2421; Elliot Lawrence, Columbia 37838; Alvino Rey, Capitol B-452; Andrews Sisters, Decca 24171; The Auditones, Rainbow 10025; Dolores Brown-Auditones, Sterling 3001; Victor Lombardo, Majestic 7263; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502.  
 Electrical transcription libraries: Music of Manhattan Ork, NBC Thesaurus; Lawrence Welk, Standard; Eddy Howard, World.
- 2. I WISH I DIDN'T LOVE YOU SO** 3  
 By Frank Loesser  
 Published by Paramount (ASCAP)  
 From the Paramount film "Perils of Pauline."  
 Records available: Dick Farney, Majestic 7225; Helen Forrest, MGM 10040; Dick Haymes, Decca 23977; Betty Hutton, Capitol 409; Vaughn Monroe, Victor 20-2294; Dinah Shore, Columbia 37506; Phil Reed, Dance-Tone 120; Carol Gable, Radio Artist 211; Phil Brito, Musicraft 15117.  
 Electrical transcription libraries: Mindy Carson, Associated; Eddy Howard, World; Lenny Herman, Lang-Worth; Music of Manhattan Ork-Louise Carlyle, NBC Thesaurus.
- 3. I WONDER WHO'S KISSING HER NOW** 2  
 By W. M. Hough, F. R. Adams and J. E. Howard  
 Published by E. B. Marks (BMI)  
 Records available: Perry Como, Victor 20-2315; Jerry Cooper, Diamond 2082; D'Artega Ork, Sonora 2012; The Dinning Sisters, Capitol 433; Bobby Doyle, Signature 15057; The Hollywood Rhythm-aires, Hollywood Rhythms 1552; Jack McLean Ork, Coast 8002; Ray Noble, Columbia 37544; The Four Vagabonds, Apollo 1055; Ted Weems-Perry Como, Decca 25078; Foy Willing, Majestic 6013; Marshall Young, Rainbow 10002; Glenn Davis, Skating Rhythms, SR-239; Frank Froeba, Decca 23602; Joe Howard, DeLuxe 1036; Joseph Littau Ork, Pilotone 5132; Ben Yost Singers, Sonora 1084; Danny Kaye, Decca 24110; Larry Vincent, Pearl 15; Phil Reed, Dance-Tone 119; Jack McLean Ork-Wayne Gregg, Coast 8013; Jean Sablon, Victor 25-0101.  
 Electrical transcription libraries: Chuck Foster, Lang-Worth; Ozle Waters, MacGregor; Randy Brooks, Lang-Worth; Billy Butterfield, Capitol; Frank Froeba, World; Hollywood Serenaders, Capitol; Music Hall Varieties, NBC Thesaurus; Merle Pitt, Lang-Worth and World; Claude Sweeten, Standard; George Towne, Associated; Al Trace, Lang-Worth; Artie Wayne, MacGregor; Lawrence Welk, Standard.
- 4. FEUDIN' AND FIGHTIN'** 5  
 By Al Dubin and Burton Lane  
 Published by Chappell (ASCAP)  
 Records available: Tex Beneke, Victor 20-2313; Dorothy Shay, Columbia 37189 (also in Dorothy Shay Sings Album, Columbia C-119); Rex Allen, Mercury 6049; Bing Crosby, Decca 23975; Georgia Gibbs, Majestic 12011; Kate Smith, MGM 10041; Jo Stafford, Capitol B443; Phil Reed, Dance-Tone 133.  
 Electrical transcription libraries: The Song Spinners, World.
- 5. PEG O' MY HEART** 4  
 By Alfred Bryan and Fred Fisher  
 Published by Robbins (ASCAP)  
 Records available: Buddy Clark, Columbia 37392; Glenn Davis, Skating Rhythms SR-235; Clark Dennis, Capitol 346; the Harmonicats, Vitacoustic 1 & 2; Dolph Hewitt, Dixie 115; Eddie Heywood Ork, Decca 23960; Art Lund, MGM 10037; Ted Martin, DeLuxe 1080; Red McKenzie, National 9027; Glenn Miller Ork, Decca 25075; Miff Mile Nicksteland Band, Commodore C-1518; Danny O'Neil, Majestic 7238; Phil Regan, Decca 25076; Floyd Sherman-the Chickering Four, Signature 15119; The Three Suns, Victor 20-2272; Ted Weems, Mercury 5052.  
 Electrical transcription libraries: The Ambassadors, Lang-Worth; The Novatime Trio, NBC Thesaurus; Allen Roth, NBC Thesaurus; Eddie Skrivaneck Ork, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Paul Martin, Standard; Lawrence Welk, Standard; Russ Morgan, World.
- 6. WHEN YOU WERE SWEET SIXTEEN** 6  
 By James Thornton; published by Shapiro-Bernstein (ASCAP)  
 Records available: Perry Como, Victor 20-2259; Mills Brothers, Decca 23627; Dick Jergens, Columbia 37803; Phil Reed, Dance-Tone 120; Herb Kern, Temp TR 1034; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502.  
 Electrical transcription libraries: Phil Brito, Associated; Foursome Quartet, MacGregor; Emile Cote, Lang-Worth; Collins Driggs, Standard; Knickerbocker Four, NBC Thesaurus; Lawrence Welk, Standard.
- 7. THE LADY FROM 29 PALMS** 9  
 By Allie Wrubel  
 Published by Martin (ASCAP)  
 Records available: Andrews Sisters, Decca 23976; Henry Busse, Vitacoustic 6; Victor Lombardo Ork, Majestic 7250; Freddy Martin, Victor 20-2347; Curt Massey, Coast 8011; Tony Pastor, Columbia 37562; The Pied Pipers, Capitol B460; Phil Reed, Dance-Tone 133.  
 Electrical transcription libraries: Eddy Howard, World; Tony Pastor, Lang-Worth; Sweetwood Serenaders, NBC Thesaurus; Vic Damone-Ted Dale Ork, Associated; Lawrence Welk, Standard.
- 8. AN APPLE BLOSSOM WEDDING** 7  
 By Jimmy Kennedy and Nat Simon; published by Shapiro-Bernstein (ASCAP)  
 Records available: Kenny Baker-Russ Morgan, Decca 24117; Phil Brito, Musicraft 15112; Buddy Clark, Columbia 37488; Jerry Cooper, Diamond 2081; Hal Derwin Ork, Capitol 430; Joe Dosh, Continental C-1101; Eddy Howard, Majestic 1156V; Sammy Kaye, Victor 20-2330; Ginny Simms, Sonora 3044.  
 Electrical transcription libraries: Nat Brandwynne Ork, World; Lenny Herman, Lang-Worth.
- 9. YOU DO** 8  
 By Mack Gordon and Josef Byrow  
 Published by Bregman-Vocco-Conn (ASCAP)  
 From the 20th Century-Fox Film "Mother Wore Tights."  
 Records available: Bing Crosby-Carmen Cavallaro, Decca 24101; Larry Douglas, Signature 15144; Helen Forrest, MGM 10050; Georgia Gibbs, Majestic 12011; Jerry Gray Ork, Mercury 5056; Vaughn Monroe, Victor 20-2361; Dinah Shore, Columbia 37587; Margaret Whiting, Capitol 438.  
 Electrical transcription libraries: Nat Brandwynne Ork, World; Phil Brito, Associated; Music of Manhattan Ork-Louise Carlyle, NBC Thesaurus.
- 10. THAT'S MY DESIRE** 8  
 By Carroll Loveday and Helmy Kresa  
 Published by Mills (ASCAP)  
 Records available: Ray Anthony Ork, Sonora 2019; Hadda Brooks, Modern Music 147; The Cats and the Fiddle, Manor 1064; Ella Fitzgerald, Decca 23866; Golden Arrow Quartet, Continental C-6048; Woody Herman, Columbia 37329; Sammy Kaye, Victor 20-2251; Frankie Laine, Mercury 5007; Curtis Lewis, Apollo 1056; Art Mooney Ork, MGM 10020; The Scamps, Modern Music 20-516; Martha Tilton, Capitol 395; Glenn Davis, Skating Rhythms, SR-235; Phil Reed, Dance-Tone 118.  
 Electrical transcription libraries: Barclay Allen, MacGregor; Lenny Herman, Lang-Worth; Art Mooney Ork, Associated; The Music of Manhattan Ork, NBC Thesaurus; Charlie Spivak, World; Leighton Noble, Standard; Skinny Ennis, Standard.



**RCA VICTOR'S  
FREDDY MARTIN!**

**Hora Staccato**

Novel treatment of the well-known melody, featuring Gene Conklin's whistling. A wow success on Martin's cross-country tour.

**On the Santa Claus Express**

Stuart Wade and The Martin Men in a brand-new Christmas song that's slated for big plugging.  
RCA Victor 20-2476

**RCA VICTOR'S  
LOUIS PRIMA!**

New popular tune with a catchy vocal arrangement. Flip: a novelty "gang" song in heavy demand wherever the Prima outfit appears.

**I'll Never Make  
the Same Mistake Again**

AND

**You Can't Tell  
the Depth of the Well**

RCA Victor 20-2477

**RCA VICTOR'S  
TONY MARTIN!**

with Earle Hagen and his Orchestra

**The Christmas Song  
(Merry Christmas to You)**

A number that's become a standard hit . . . for year-in, year-out popularity.

**Begin the Beguine**

Tony's best performance . . . the famous Cole Porter song that took him to stardom.  
RCA Victor 20-2478

**RCA VICTOR'S  
GLENN MILLER!**

Sales of P-148 prove the phenomenal demand for Miller's pre-war recordings. Response on Vol. II should be bigger still!  
(RCA Victor Musical Smart Set "Glenn Miller Masterpieces, Vol. II" P-189)

**Chattanooga Choo Choo  
AND Johnson Rag**

RCA Victor 20-2410

**Missouri Waltz  
AND Pavanne (Gould)**

RCA Victor 20-2411

**My Isle of Golden Dreams  
AND Perfidia**

RCA Victor 20-2412

**Runnin' Wild  
AND Bugle Call Rag**

RCA Victor 20-2413

**RCA VICTOR'S  
LARRY GREEN!**

Two novelty songs . . . both tailor-made for Larry's piano style and June Robbins' vocals.

**The Old Ferris Wheel  
AND  
Sipping Cider  
by the Zuyder Zee**

RCA Victor 20-2479

**DIZZY RCA VICTOR'S  
GILLESPIE!**

Critics hail Gillespie as the most important new figure in the music world. A tremendous cult of fans are waiting for this coupling.

**Oopapada**

Dizzy, Kenneth Hagood and the Ensemble lay down a terrific Be Bop chant.

Ow!

Featuring the famous Gillespie trumpet solos.  
RCA Victor 20-2480

**RCA VICTOR'S  
EDDY ARNOLD!**

and his Tennessee Plowboys

**To My Sorrow**

Leisurely lovelorn lyrics with strong guitar backing.

**Easy Rockin' Chair**

Eddy and his guitar hum along in fast-paced rhythm . . . another number that's pulling in record crowds at his appearances!

RCA Victor 20-2481

**CHET RCA VICTOR'S  
ATKINS!**

and his Colorado Mountain Boys

Colorado's terrific singin' and strummin' star in his first RCA Victor record. "A" has a distinctive flavor with unusual rhythm. Flip gets off a torrid pace for the hoe-down fans.

(I Know My Baby Loves Me)

**In Her Own Peculiar Way**

AND Canned Heat

RCA Victor 20-2472

**WASHBOARD SAM**

and his Washboard Band

**Soap and Water Blues**

AND

**You Can't Make the Grade**

RCA Victor 20-2440

THE STARS WHO MAKE THE HITS ARE ON



**RCA VICTOR**



**RECORDS**

# 12345 Smash Hit Songs!

From BVC-

## YOU DO

Recordings

- BING CROSBY with CARMEN CAVALLARO (Decca) • VIC DAMONE (Mercury)
- LARRY DOUGLAS with RAY BLOCH (Signature) • HELEN FORREST (M-G-M)
- GEORGIA GIBBS (Majestic) • VAUGHN MONROE (Victor)
- DINAH SHORE (Columbia) • MARGARET WHITING (Capitol)

From BVC-

## KOKOMO, INDIANA

Recordings

- DICK "TWO TON" BAKER (Mercury) • BING CROSBY (Decca)
- FOUR CHICKS AND CHUCK (M-G-M) • VICTOR LOMBARDO (Majestic)
- VAUGHN MONROE (Victor) • DINAH SHORE (Columbia) • MEL TORME (Musicraft)

From Lombardo Music, Inc. -

## THE ECHO SAID "NO"

Recordings

- ART KASSEL (Mercury) • SAMMY KAYE (Victor)
- ELLIOT LAWRENCE (Columbia) • GUY LOMBARDO (Decca)

From Supreme Music Corporation -

## NEAR YOU

Recordings

- THE ANDREWS SISTERS (Decca) • DICK "TWO TON" BAKER (Mercury)
- DOLORES BROWN - AUDITONES (Sterling) • FRANCIS CRAIG (Bullet)
- FOUR BARS AND A MELODY (Savoy) • LARRY GREEN (Victor)
- ELLIOT LAWRENCE (Columbia) • VICTOR LOMBARDO (Majestic)
- ALVINO REY (Capitol)

From Supreme Music Corporation -

## HOW SOON? (WILL I BE SEEING YOU?)

Recordings

- BING CROSBY with CARMEN CAVALLARO (Decca) • DICK FARNEY (Majestic)
- JOHN LAURENZ (Mercury) • VAUGHN MONROE (Victor)
- JACK OWENS (Tower) • DINAH SHORE (Columbia)

**JACK BREGMAN**  
**ROCCO VOCCO**  
**CHESTER CONN**

# The Billboard MUSIC POPULARITY CHARTS

PART II

## Sheet Music

Week Ending October 10



### 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.

Weeks to date	Position Last Week	Position This Week	Song	Publisher
7	1	1	NEAR YOU (R)	Supreme
10	5	2	I WISH I DIDN'T LOVE YOU SO (F) (R)	Paramount
10	3	3	FEUDIN' AND FIGHTIN' (R)	Chappell
13	2	4	I WONDER WHO'S KISSING HER NOW (F) (R)	E. B. Marks
10	4	4	AN APPLE BLOSSOM WEDDING (R)	Shapiro-Bernstein
6	7	5	THE LADY FROM 29 PALMS (R)	Martin
4	8	5	YOU DO (F) (R)	Bergman-Vocco-Conn
21	9	6	PEG O' MY HEART (R)	Robbins
14	6	7	WHEN YOU WERE SWEET SIXTEEN (R)	Shapiro-Bernstein
7	—	8	THE WHIFFENPOOF SONG (R)	Miller
23	10	9	THAT'S MY DESIRE (R)	Mills
8	11	10	I HAVE BUT ONE HEART (R)	Barton
1	—	11	ALL MY LOVE (R)	Harms, Inc.
4	12	12	KATE (R)	Berlin
2	14	13	KOKOMO, INDIANA (F) (R)	Bergman-Vocco-Conn
1	—	14	NAUGHTY ANGELINE (R)	George Simon
1	—	15	AIN'TCHA EVER COMIN' BACK (R)	Sinatra Songs

### ENGLAND'S TOP TWENTY

Weeks to date	Position Last Week	Position This Week	Song	English	American
11	1	1	NOW IS THE HOUR	Keith Prowse	Leeds
19	2	2	COME BACK TO SORRENTO	Ricordi	Public Domain
7	3	3	CHI-BABA, CHI-BABA	Sun	Oxford
10	5	3	THE LITTLE OLD MILL	Irwin Dash	Shapiro-Bernstein
8	4	4	GUILTY	Francis Day	Feist
9	—	5	I BELIEVE	E. H. Morris	Sinatra Songs
14	7	6	ON THE OLD SPANISH TRAIL	Peter Maurice	Peter Maurice
21	8	7	PEOPLE WILL SAY WE'RE IN LOVE	Chappell	Williamson
13	7	7	MAMSELLE	Francis Day	Feist
17	18	8	DEAR OLD DONEGAL	Leeds	Leeds
2	11	9	MY FIRST LOVE, LAST LOVE AND ALWAYS	Irwin Dash	*
6	10	10	A GARDEN IN THE RAIN	Campbell-Connelly	Melrose
1	—	11	DANGER AHEAD, BEWARE	Yale	*
24	9	12	AMONG MY SOUVENIRS	Lawrence Wright	T. B. Harms
16	12	13	I GOT THE SUN IN THE MORNING	Chappell	Berlin
38	13	14	ANNIVERSARY SONG	Campbell-Connelly	Mood
1	—	15	MY LOVELY WORLD AND YOU	Cinephonic	*
1	—	16	AU REVOIR	Chappell	Chappell
15	15	17	THEY SAY IT'S WONDERFUL	Chappell	Berlin
1	—	18	I'LL MAKE UP FOR EVERYTHING	Peter Maurice	*

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

### CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the two largest wholesalers in the dominion, Canada Music Sales and Gordon V. Thompson. Since both firms are also American publishers' representatives and publish songs themselves (and consequently push different songs), The Billboard presents the song titles and the sales rank order in which each of the two firms rate the song. In other words, while the No. 1, 2, 3, etc. songs as listed by Canada Music and by Thompson may vary, the full list does represent the tunes which are selling best in Canada.

SONG	Rank Order According to CMS	Order GVT	SONG	Rank Order According to CMS	Order GVT
THE LADY FROM 29 PALMS	1	7	PEG O' MY HEART	14	6
I WONDER WHO'S KISSING HER NOW	2	2	THE STORY OF SORRENTO	15	—
AN APPLE BLOSSOM WEDDING	3	4	COUNTRY STYLE	16	—
ALL MY LOVE	4	18	COME TO THE MARDI GRAS	17	—
WHEN YOU WERE SWEET SIXTEEN	5	3	LINDA	18	—
I WISH I DIDN'T LOVE YOU SO	6	—	APRIL SHOWERS	19	—
THAT'S MY DESIRE	7	11	MY ADOBE HACIENDA	20	—
NEAR YOU	8	1	NAUGHTY ANGELINE	—	5
ASK ANYONE WHO KNOWS	9	—	I HAVE BUT ONE HEART	—	8
ANNIVERSARY SONG	10	15	THE ECHO SAID "NO"	—	9
FEUDIN' AND FIGHTIN'	11	12	YOU DO	—	10
WHAT ARE YOU DOING	12	—	ALMOST LIKE BEING IN LOVE	—	13
NEW YEAR'S EVE?	12	—	ACROSS THE VALLEY FROM THE ALAMO	—	14
MY HEART IS A HOBO	13	—	TALLAHASSEE	—	16
			KOKOMO, INDIANA	—	17
			I WONDER, I WONDER, I WONDER	—	19



The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

PART III TRADE SERVICE FEATURE

Week Ending October 10

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, October 3, 8 a.m., and ending Friday, October 10, 8 a.m.) Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index...

The Top 30 Tunes (plus ties)

- Ain'tcha Ever Comin' Back (R) Sinatra Songs-ASCAP
All My Love (R) Harms, Inc.-ASCAP
All of Me (R) Bourne-ASCAP
Almost Like Being in Love (M) (R) Sam Fox-ASCAP
An Apple Blossom Wedding (R) Shapiro-Bernstein-ASCAP
And Mimi (R) Shapiro-Bernstein-ASCAP
As Long as I'm Dreaming (F) (R) Burke-Van Heusen-ASCAP
Cecilia (R) Peer-BMI
Come to the Mardi Gras (R) Robbins-ASCAP
Don't Tell Me (R) Chappell-ASCAP
Feudin' and Fightin' (R) Dreyer-ASCAP
For Once in Your Life (R) Santly-Joy-ASCAP
Fun and Fancy Free (F) (R) Barton-ASCAP
I Have But One Heart (R) Paramount-ASCAP
I Wish I Didn't Love You So (F) (R) E. B. Marks-BMI
I Wonder Who's Kissing Her Now (F) (R) Campbell-Porgie-BMI
Just an Old Love of Mine (R) E. H. Morris-ASCAP
Just Plain Love (R) Berlin-ASCAP
Kate (R) Burke-Van Heusen-ASCAP
My Heart Is a Hobo (F) (R) George Simon-ASCAP
Naughty Angelina (R) Supreme-ASCAP
Near You (R) Peter Maurice-ASCAP
On the Old Spanish Trail (F) (R) Robbins-ASCAP
Peg O' My Heart (R) Bloom-ASCAP
Sipping Cider By the Zuyder Zee (R) Williamson-ASCAP
So Far (M) (R) Famous-ASCAP
Tallahassee (F) (R) Mills-ASCAP
That's My Desire (R) Berlin-ASCAP
The Freedom Train (R) Martin-ASCAP
The Lady From 29 Palms (R) Harry Warren-ASCAP
The Stanley Steamer (F) (R) Shapiro-Bernstein-ASCAP
When You Were Sweet Sixteen (R) Bregman-Vocco-Conn-ASCAP
You Do (F) (R)

The Remaining 18 Songs of the Week

- Ask Anyone Who Knows (R) Witmark-ASCAP
Christmas Dreaming (R) Leeds-ASCAP
Civilization (R) E. H. Morris-ASCAP
Dardanella (R) Fisher-ASCAP
Don't You Love Me Anymore? (R) Oxford-ASCAP
Golden Earrings (F) (R) Paramount-ASCAP
I Wonder, I Wonder, I Wonder (R) Robbins-ASCAP
If It's True (R) Mills-ASCAP
Kokomo, Indiana (F) (R) Bergman-Vocco-Conn-ASCAP
Love for Me (R) Witmark-ASCAP
My, How Time Goes By (F) (R) Chappell-ASCAP
On the Avenue (R) Leeds-ASCAP
The Echo Said "No" (R) Lombardo-ASCAP
The Turntable Song (F) (R) Miller-ASCAP
The Whiffenpoof Song (R) Miller-ASCAP
There'll Be Some Changes Made (R) E. B. Marks-BMI
What Are You Doing New Year's Eve? (R) Famous-ASCAP
You're Not So Easy To Forget (R) Feist-ASCAP

RECORDS MOST-PLAYED ON THE AIR

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 1,200 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

Table with columns: POSITION, Week Last, This, Title, Artist, Label, Copyright. Includes 'Going Strong' section with records like 'NEAR YOU' by Francis Craig and 'I WISH I DIDN'T LOVE YOU SO' by Betty Hutton.

(Continued on page 123)

SIGNATURE'S PLATTER PLAYBOY MIKE RICH

Mike spins the shellac over Troy's WTRY nightly at 12. A quick man with an ad lib, Mike also takes phone calls.



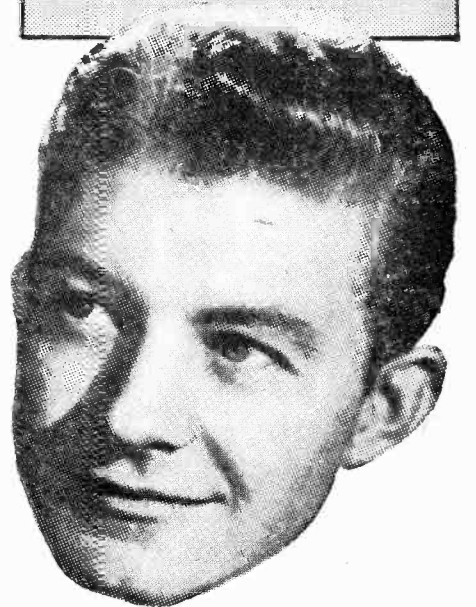
Hey Ops!

Sure I'm rushing the season, but you would too if you had this hit tune in your bag.

S. Claus

Johnny Long

and his Orchestra



JINGLE BELLS

Vocal by Francey Lane and the Ensemble

WINTER WONDERLAND

Vocal by Francey Lane and the Ensemble

on Sig 15150

Signature records

DISTRIBUTED BY GENERAL ELECTRIC SUPPLY CORPORATION

See your GESCO distributor or write direct to Signature Records, 601 W. 26th St., New York 1, N. Y.

# MERCURY MEANS BIGGER BUSINESS

## EDDIE CLEANHEAD VINSON

AND HIS ORCHESTRA



- 8051 { "LUXURY TAX BLUES"  
"GONNA SEND YOU BACK" } \$
- 8029 { "OLD MAN BOOGIE"  
"KIDNEY STEW BLUES" } \$
- 8039 { "BONUS PAY"  
"LAZY GAL" } \$

\$

## DINAH WASHINGTON



- "SINCE I FELL FOR YOU"  
"YOU CAN DEPEND ON ME"  
8057
- "MEAN AND EVIL BLUES"  
"FOOL THAT I AM"  
8050

\$

## GENE AMMONS

AND HIS ORCHESTRA

- "RED TOP"  
"IDAHO"  
8048



# MERCURY RECORDS



## The Billboard MUSIC POPULARITY CHARTS PART IV Retail Record Sales

Week Ending  
October 10

### BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in *italics*.

Weeks to date	Last Week	This Week	POSITION	Record	Label
7	1	1	1	NEAR YOU <i>Red Rose</i> .....	Francis Craig.....Bullet 1001
5	5	2	2	I WISH I DIDN'T LOVE YOU SO (F).....	Vaughn Monroe (Moon Maids) Victor 20-2294
8	3	3	3	Tallahassee (F)..... I WONDER WHO'S KISSING HER NOW (F).....	Ted Weems-Perry Como.....Decca 25078
2	—	4	4	<i>That Old Gang of Mine</i> ..... NEAR YOU <i>Pic-a-Nic-In'</i> .....	Larry Green Ork...Victor 20-2421
2	6	5	5	NEAR YOU <i>How Lucky You Are</i> .....	Andrews Sisters (Vic Schoen Ork).....Decca 24171
12	2	6	6	WHEN YOU WERE SWEET <i>Chi-Baba, Chi-Baba</i> .....	Perry Como (The Satisfiers-Lloyd Shaffer Ork)...Victor 20-2259
1	—	7	7	I WISH I DIDN'T LOVE YOU SO (F).....	Betty Hutton (Joe Lilley Ork).....Capitol 409
1	—	8	8	<i>The Sewing Machine</i> ..... AN APPLE BLOSSOM WEDDING.....	Sammy Kaye (Don Cornell-The Glee Club)...Victor 20-2330
7	8	9	9	<i>The Echo Said "No"</i> ..... FEUDIN' AND FIGHTIN' (M).....	Dorothy Shay (Mischa Russell Ork).....Columbia 37189
1	—	10	10	<i>Say That We're Sweethearts Again</i> ..... FEUDIN' AND FIGHTIN' (M).....	Jo Stafford (The Starlighters-Paul Weston Ork).....Capitol B-443
2	9	10	10	<i>Love and the Weather</i> ..... NEAR YOU <i>How Lucky You Are</i> .....	Elliot Lawrence (Rosalind Patton).....Columbia 37838

### BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	Album	Label
10	2	1	1	Al Jolson Album.....	Decca 575
26	1	2	2	Dorothy Shay (The Park Avenue Hillbilly) Sings Album.....	Columbia C-119
2	4	3	3	From Date.....	Victor P-183
84	5	4	4	Tex Beneke-Miller Ork.....	Victor P-183
3	3	5	5	Glenn Miller..... Glenn Miller..... The Three Suns Presents Three Suns.....	Victor P-148 Victor P-185

### BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	Last Week	This Week	POSITION	Record	Label
121	3	1	1	Chopin's Polonaise..... Jose Iturbi.....	Victor 11-8848
106	1	2	2	Clair de Lune..... Jose Iturbi.....	Victor 11-8851
22	5	3	3	The Whiffenpoof Song..... Robert Merrill.....	Victor 10-1313
79	2	4	4	Jalousie..... Boston Pops; Arthur Fiedler, conductor.....	Victor 12160
95	4	5	5	Warsaw Concerto..... The Boston Pops; Arthur Fiedler, conductor; Leo Litwin, pianist.....	Victor 11-8863

### BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	Last Week	This Week	POSITION	Album	Label
57	1	1	1	Rachmaninoff Concerto No. 2 in C Minor..... Artur Schnabel, pianist; NBC Ork; Vladimir Golschmann, conductor.....	Victor 1075
112	2	2	2	Rhapsody in Blue..... Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor.....	Columbia X-251
38	—	3	3	Tchaikowsky Nutcracker Suite..... Eugene Ormandy, conductor; Philadelphia Ork.....	Victor DM-1020
24	3	4	4	Rhapsody in Blue..... Paul Whiteman.....	Signature GP-1
41	—	5	5	Music to Remember..... Jose Iturbi.....	Victor M-1110
12	—	5	5	The Student Prince..... Al Goodman Ork (Earl Wrightson, Mary Martha Briney, Donald Dame, Francis Greer and the Guild Choristers).....	Victor P-180



**The Billboard**  
MUSIC POPULARITY CHARTS

PART  
V

**Juke Box Record Plays**

Week Ending  
October 10

**MOST-PLAYED JUKE BOX RECORDS**

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

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
7	1	1.	NEAR YOU.....Francis Craig.....	Bullet 1001
10	2	2.	I WONDER WHO'S KISSING HER NOW (F).....Ted Weems-Perry Como.....	Decca 25078
3	4	3.	NEAR YOU.....Andrews Sisters (Vic Schoen Ork).....	Decca 24171
4	9	4.	I WISH I DIDN'T LOVE YOU SO (F).....Vaughn Monroe (Moon Maids).....	Victor 20-2294
14	3	5.	SMOKE! SMOKE! SMOKE! (That Cigarette).....Tex Williams Western Caravan (Tex Williams-Trio).....	Capitol Americana 40001
15	7	5.	WHEN YOU WERE SWEET.....Perry Como (The Satisfiers-Lloyd Shaffer Ork).....	Victor 20-2259
17	6	6.	PEG O' MY HEART.....Three Suns.....	Victor 20-2272
25	8	7.	PEG O' MY HEART.....The Harmonicats.....	Vitacoustic 1
3	12	8.	SUGAR BLUES.....Johnny Mercer (Paul Weston Ork).....	Capitol B-448
4	13	9.	FEUDIN' AND FIGHTIN' (M).....Jo Stafford (The Starlighters-Paul Weston Ork).....	Capitol B-443
21	5	10.	THAT'S MY DESIRE.....Sammy Kaye (Don Cornell-The Kaydets).....	Victor 20-2251
1	—	11.	NEAR YOU.....Larry Green Ork.....	Victor 20-2421
1	—	12.	NEAR YOU.....Alvino Rey (Jimmy Joyce).....	Capitol B-452
7	—	13.	PEG O' MY HEART.....Buddy Clark.....	Columbia 37392
1	—	14.	NEAR YOU.....Two Ton Baker.....	Mercury 5066
8	—	15.	FEUDIN' AND FIGHTIN' (M).....Dorothy Shay (Mischa Russell Ork).....	Columbia 37189
7	15	15.	THE LADY FROM 29 PALMS.....Freddy Martin (The Martin Men).....	Victor 20-2347

**Coming Up**

AN APPLE BLOSSOM WEDDING.....Eddy Howard.....Majestic 1156  
THE LADY FROM 29 PALMS.....Andrews Sisters (Vic Schoen Ork).....Decca 23976

**MOST-PLAYED JUKE BOX HILLBILLY RECORDS**

Records listed are hillbilly records most played in juke boxes according to The Billboard's weekly survey among juke box operators.

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
17	1	1.	SMOKE! SMOKE! SMOKE! (That Cigarette).....Tex Williams Western Caravan (Tex Williams-Trio).....	Capitol Americana 40001
9	2	2.	I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms).....Eddy Arnold and His Tennessee Plowboys.....	Victor 20-2332
21	4	3.	IT'S A SIN.....Eddy Arnold and His Tennessee Plowboys.....	Victor 20-2241
3	5	4.	THAT'S WHAT I LIKE ABOUT THE WEST.....Tex Williams and His Western Caravan.....	Capitol Americana A-40031
18	3	5.	TIMTAYSHUN.....Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle).....	Capitol 412

**MOST-PLAYED JUKE BOX RACE RECORDS**

Records listed are race-type disks most played in the nation's juke boxes, according to The Billboard's weekly survey among juke box operators.

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
8	1	1.	BOOGIE WOOGIE BLUE PLATE.....Louis Jordan.....	Decca 24104
6	3	2.	HURRY ON DOWN.....Nellie Lutcher and Her Rhythm.....	Capitol Americana 40002
4	2	2.	HE'S A REAL GONE GUY.....Nellie Lutcher.....	Capitol Americana 40017
2	3	2.	SNATCH AND GRAB IT.....Julie Lee and Her Boy Friends (Julie Lee).....	Capitol Americana 40028
19	5	3.	JACK, YOU'RE DEAD.....Louis Jordan.....	Decca 23901
3	4	3.	SINCE I FELL FOR YOU.....Paul Gayten and His Trio (Annie Laurie).....	De Luxe 1082
4	5	4.	TRUE BLUES.....Roy Milton Ork (Roy Milton).....	Specialty SP-510
1	—	5.	TRUE.....Paul Gayten.....	De Luxe 1063

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WITH THIS FAVORITE SINGER  
**BUDDY CLARK**  
WITH ORCHESTRA UNDER DIRECTION OF MITCHELL AYRES



"THE FREEDOM TRAIN"

"SINCERELY YOURS"

(With Vocal Group)

COLUMBIA 37889

"DON'T YOU LOVE ME ANYMORE"

"THE LITTLE OLD MILL"

(Went 'Round and 'Round)

COLUMBIA 37920

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HITS THE JACKPOT AGAIN!

GREATER THAN EVER!



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The  
**Billboard**

MUSIC POPULARITY CHARTS

PART  
VI

## Record Reviews and Possibilities

Week Ending  
October 10

TRACE  
SERVICE  
FEATURE

### RECORD POSSIBILITIES

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.

**IT HAPPENED IN HAWAII**.....Kay Kyser's Ork. vocal by Harry Babbitt, with Dorothy, Trudy, Jack and Max.....Columbia 37925

This pleasant Dubin-Wayne specialty was nipped by Pearl Harbor but is now ticketed for some heavy revival thru platters by the late Glenn Miller, Jimmy Dorsey and this one, all shelved in 1941. Eddy Howard also is in for a new cutting of the tune. The ole prof gives this his usual neat treatment, opening with a strong beat and James-like trumpet, segueing into Harry Babbitt's silky-smooth vocal. The mood is easy to take and performance shows no sign of age.

**MADE FOR EACH OTHER**.....Buddy Clark and Xavier Cugat's Ork.....Columbia 37939

Another Latin fave (fitted with English lyrics) gets a workmanlike going over by full-voiced Buddy Clark, with able support from the beguine tempos of Xavier Cugat. Song is due to get heavy exploitation via the Southern Music pubbery route and this disk should get solidest push in the drive on basis of the combination of two strong disk names. Backing is the rumba version of Tschalkowsky's "Caprice Espagnol," which is dressed up and delivered in typical Cugat fashion under the heading of "Rumba Fantasy."

### RECORD REVIEWS

Lightface portion of reviews is intended for information of all record and music users. Boldface portion is intended for guidance of juke box operators.

#### DINAH SHORE

(Columbia 37850-37884-37932)

**The Stanley Steamer**—FT; V.  
**I'm Out To Forget Tonight**—FT; V.  
**That's All I Want To Know**—FT; V.  
**Lazy Countryside**—FT; V.  
**The Gentleman Is a Dope**—FT; V.  
**Golden Earrings**—FT; V.

Running the gamut of lyrical emotions in these six sides, Dinah Shore is at her singing best in almost every instance. There's full charm in her chant for the dreamy ditty, with a likable lilt added to the rhythm numbers. And on every score, with Sonny Burke's music shading an attractive accompanying carpet, displays an overflowing measure of lyrical projection. While the song itself is not geared to popular appeal, Dinah makes it a classical cutting in lyrical sophistication for the torch-tainted specialty song, "The Gentleman Is a Dope," from the "Allegro" staghorn score. And for forthright commercial approbation, it's her spirited singing with the assisting voices of The Modernaires for "The Stanley Steamer." Also in the rhythmic frame, and just as engaging, is her easy and relaxed piping for the "That's All I Want To Know" ballad. Companion cuttings are all in the slow ballad spin, giving its lyrical due to the "I'm Out To Forget Tonight" torch and the "Lazy Countryside" lullaby, with the warmth of her song individuality all the more pronounced for the dreamy gypsy melody, "Golden Earrings," a movie title tune.

"The Stanley Steamer" spins brightest for the coin catching altho Miss Shore makes 'em meaningful for each musical measure on these six sides.

#### BING CROSBY (Decca 25229 and 25231)

**It Must Be True**—FT; V.  
**I Surrender Dear**—FT; V.  
**Be Honest With Me**—FT; V.  
**Goodbye, Little Darlin', Goodbye**—FT; V.

These are re-issues of Bing Crosby in all his singing glory. Going way back, label brings back the everlasting Crosby chanting for "I Surrender Dear," coupled with the liting "It Must Be True" evergreen for which he adds a lick of whistling while the Music Mads add vocal gloss to the grooving. John Scott Trotter's music creates the musical bank, the maestro using a Dixieland octet of swingsters as Crosby chants it rhythmically and right for a pair of hillbilly favorites in "Be Honest With Me" and "Goodbye, Little Darlin', Goodbye."

The hillbilly rhythms spin bright enough to catch a few extra coins.

#### ARTHUR GODFREY (Columbia 37921)

**For Me and My Gal**—FT; V.  
**Too Fat Polka**—FT; V.

Radio's "talent scout," making his bow on this label, uses his bellowy folksie pipes to advantage for a humorous and thoroly enjoyable novelty, "Too Fat Polka," making much needling sense for the nonsensical ditty. Boys in Archie Bleyer's accompanying band join in on the fun for added effect. For the flip, it's Godfrey's characteristically jolly chanting in deep voice for the old-time "For Me and My Gal."

Coupling of Godfrey's air popularity and the "Polka" plattering spells a bumper crop of coins.

#### JOE BEDNAREK (Standard F-3031)

**On a Bus Polka**—FT.  
**Surprise Polka**—FT.

Adept at interpreting the Polish dance rhythms, Joe Bednarek's band, full-fashioned with clarys, trumpets, accordion, tuba and drums, whips it out with full polka spirit and rhythm for both of these tuneful Polish folk dance melodies.

Both sides spin bright for the nationality spots.

#### DICK POWELL (Decca 25250)

**On, Brave Old Army Team**—FT; V.  
**Don't Give Up the Ship**—FT; V.

This is a re-issue of the army and navy academy marching songs with movieland's Dick Powell singing 'em in spirited fashion, getting vocal assists from a male octet and musical backing from Harry Sosnik's ork. While not grooved with as much gusto as found on the campus cuttings of more recent vintage, and little of the hip-hip-hooray spirit, spinning is easy enough to take.

For campus locations when the army or navy football team comes to town.

#### WOODY HERMAN (Columbia 37885)

**Boulevard of Memories**—FT; V.  
**Civilization**—FT; V.

Once he gets by the slow and draggy ditty for the moody "Boulevard of Memories" melody, Woody Herman hits into his real element for the "Bongo, Bongo, Bongo" specialty on the mated side in "Civilization." Singing with a jungle heat and a blending beat, Herman exacts the full flavor of rhythm and humor contained in this commentary on the virtues of primitive life.

"Civilization" is the attention-getter for coin-box grooving.

#### BILLIE HOLIDAY (Columbia 37836)

**Body and Soul**—FT; V.  
**Them There Eyes**—FT; V.

Brushing up the old masters, these sides spin out the rich and righteous rhythmic phrasings of Billie Holiday, replete with an overflowing measure of sultry overtones. Takes it at a moderate pace for "Body and Soul," with Roy Eldridge's trumpet sparking the background, and at a lively clip, with Tad Smith on alto and Charlie Shavers on trumpet contributing the hot notes for "Them There Eyes."

Billie Holiday fans will lap up both sides of the label.

(Continued on opposite page)

### Album Reviews

In a continuing effort to review as much of the output of all record manufacturers as manpower and paper limitations permit, The Billboard this week reviews recently released albums in a special ALBUM REVIEW section on page 21. These album reviews of course, are in addition to the reviews on this and the facing page, and those in the Music Machines department this week.



**RECORD REVIEWS**

(Continued from opposite page)

**MAXINE SULLIVAN (Columbia 37818)**

*Loch Lomond*—FT; V.  
*I'm Coming Virginia*—FT; V.

A re-issue of the swing phrasings of Maxine Sullivan that brought so much attention to her singing in the earlier days. Moreover, there's sympathetic understanding in the great little band rounded up for support by Claude Thornhill that includes Buster Bailey's clarinet, John Kirby's walking bull fiddle, Frankie Newton's trumpet and the saxes of Pete Brown and Babe Russin.

Should replenish the hot jazz collections.

**SARAH VAUGHN (Musicraft 503)**

*I Cover the Waterfront*—FT; V.  
*I Don't Stand a Ghost of a Chance*—FT; V.

Two early ballad favorites whipped up with a marked jazz feeling for the singing by Sarah Vaughn. Makes her distinctive phrasings, with the George Treadwell band sustaining a rhythmic pace, count for the "Ghost of a Chance" chant. However, she strains her singing and is without the sultry overtones for "Waterfront."

For those saving the jazz singing sides.

**BEATRICE KAY (Columbia 37922)**

*Hooray, Hooray, I'm Goin' Away*—FT; V.  
*Mention My Name in Sheboygan*—FT; V.

The comedy chanting and lyrical mugging of Beatrice Kay makes it a dandy for the doubling of these song specialties. Wraps it up handily with her lusty lyricizing for the "Mention My Name in Sheboygan" specialty, and only her overdoing and overbearing of a laughing chorus that makes it lose the laugh punch, keeps her "Hooray, Hooray, I'm Goin' Away" from being tops in novelty needling. Mitchell Ayres cuts in with the musical requirements for her song.

Enough novelty appeal in this pairing to have phono circuits pitch coins.

**GEORGIA GIBBS (Majestic 12013)**

*Fool That I Am*—FT; V.  
*I Feel So Smoochie*—FT; V.

The soft and sultry lyrical phrasings of Miss Gibbs spin strikingly for both sides, and more so when bringing a warm and intimate touch to the slow-spinning "Fool That I Am" torch. Maintains the same measure of intimacy as she imparts a lyrical lilt to the bouncy Harlemaese rhythm novelty, "I Feel So Smoochie." Accompanying studio orchestra provides a subdued setting in keeping with the character of her chanting.

Song popularity will make either side suitable for phono play.

**ART LUND (MGM 10082)**

*Jealous*—FT; V.  
*—And Mimi*—FT; V.

Imparting a romantic and rhythmic feel for the ballad wordage to make it an engaging contrast in his chant, the full-voiced baritone of Art Lund handles both ballads with éclat. Takes it at a bright tempo for the "Jealous" evergreen, marking the romantic flavoring ever more for the slower spinning "—And Mimi." Johnny Thompson's music provides good instrumental background color.

For the Art Lund fans who will favor the more current "—And Mimi" to pick up where "Mam'selle" left off.

**JIMMY ATKINS**

(Continental 11002 and 11003)

*Heart of My Heart*—FT; V.  
*On the Old Spanish Trail*—FT; V.  
*I Think I'm Gonna Cry Again*—FT; V.  
*I'm Forever Blowing Bubbles*—W; V.

Staging it sweetly and tenderly, with a full measure of smoothness and intimacy in his baritone pipes, Jimmy Atkins takes it in easy stride for the four sides. Fine rhythmic and subdued pickings of the guitar plus piano and bass of the accompanying Billy Mure Trio add much to the intimate flavor of the spinning. Contrasts in the slow ballad and moderate rhythm tempo for "Heart of My Heart," sustaining a slow ballad for the sweet serenading on "Old Spanish Trail." Again makes for delightful contrast of waltz and lively rhythm tempo for the "Blowing Bubbles" evergreen, projecting it nicely for the mated sentimental ballad in "I'm Gonna Cry Again."

Everlasting "Heart of My Heart" and "Blowing Bubbles" favorites for the phono play.

**BERYL DAVIS (Victor 20-2483)**

*Pass That Peace Pipe*—FT; V.  
*The Best Things in Life Are Free*—FT; V.

When wrapping up the wordage of the ballad, it's honey drippings from the pipes of Beryl Davis. And with Russ Case's music creating a rhythmically subdued background, she sings it feelingly in and out of tempo for "The Best Things in Life Are Free" from the "Good News"

musical stage score of yesteryear. For the flip, it's a subdued but fully rhythmic expression for the wigwam wordage of the Indian rhythm specialty in "Pass That Peace Pipe."

They'll listen better to these at home.

**JOHNNY CLARK (Whimsy 321)**

*The Loveliness of You*—FT; V.  
*Yuletide*—FT; V.

Johnny Clark's sugar-coated tenor piping styled in the manner that has meant so much for Eddy Howard makes for a liquid flow of words and music in this waxing. Taken at a moderate tempo with the guitar, piano and bass of the Carl Fisher Trio providing satisfying support, Clark chants it with full pash feeling for a tuneful and romantic ballad in the minor-strained "The Loveliness of You" for which the melody is lifted entirely from an old traditional Russian folk waltz. With the same measure of hyper-smoothness and intimacy, Clark makes it count as much for a bright-spinning holiday ballad of attraction in his own "Yuletide."

If any of the songs hit pay dirt, Johnny Clark's dittying is bound to create coin attention.

**DANNY O'NEIL (Majestic 7270)**

*Peggy O'Neil*—W; V.  
*Mama, Won't You Dance With Me*—FT; V.

Sweet tenor voice of Danny O'Neil, in spite of the lyrical namesake in "Peggy O'Neil," spins without lyrical luster or warmth for the waltz melody. Moreover, the playing of The Twilight Three (organ, accordion and guitar) is as colorless and listless as his lullabying. Nor is there the spirit of the polka song in his singing on the mated side for "Mama, Won't You Dance With Me" from the "High Button Shoes" musical, altho the musical threesome does come to life on this side of the label.

Nothing to hold coin attention in this needling.

**BOBBY DOYLE (Signature 15147)**

*Where Or When*—FT; V.  
*Why Was I Born?*—FT; V.

Bobby Doyle's full-voiced baritoneing out of tempo projects the ballad wordage effectively for these two selections. Adding to the listening appeal is the rich and colorful musical frame etched by maestro Ray Bloch.

Those impressed will play these on their parlor phonos.

**QUARTETTO ECCELSIOR (Standard F-6033)**

*Maria Pia*—W.  
*I Drink Because I'm Happy*—FT.

A quartet of mandolin, guitars and accordion, the Quartetto Eccelsior whips out two Italian folk dance melodies in fine folk dance fashion. It's a lively mazurka dance melody for "Marie Pia" with a tuneful and terpsichorean dish in "I Drink Because I'm Happy" ("Bevo Perche Son Felice").

For the nationality spots in Italian quarters.

**ERSKINE HAWKINS (Victor 20-2470)**

*Fool That I Am*—FT; VC.  
*Wiggle Worm*—FT.

The band providing a sustained background at a slow tempo, it's the forthright torch chanting of Laura Washington to make it count for the wordage of Floyd Hunt's "Fool That I Am." Erskine Hawkins reserves the mated side for himself and his band, kicking out at a fast clip for an original "Wiggle Worm" instrumental. Band gets off to a bounce beat, but tightens up along the stretch. But fortunately, there's the Hawkins trumpet, blowing it hot and high, to sustain the instrumental interest.

Race spots will favor the torching in "Fool That I Am" for their coins.

**TEX BENEKE (Victor 20-2497)**

*A Girl That I Remember*—FT; VC.  
*Surprise Symphony*—FT.

The reed blend setting forth the sweet melody of the "Girl That I Remember" ballad, Tex Beneke provides a soft and subdued musical bank as Garry Stevens sings it romantically and with full nostalgic feeling. For the flip, the Beneke band is burdened down with a heavily scored riff ensemble arrangement fashioned from the theme of Haydn's "Surprise Symphony." And while the ensemble whips up a feverish pitch after the maestro blows out some tenor sax smoke, the classical theme hardly lends itself to such riding. Band boys lay it on heavy, making it all powerhouse, but hardly pleasant for the ears and almost too frightening for the hoof.

If the song catches, phono ops should catch coin with "A Girl That I Remember."

(Continued on page 122)

ANNOUNCING  
**UNIVERSAL RECORDS'**  
**DISTRIBUTORSHIP**  
**COAST . . . . .**  
**. . . . . TO COAST**

- ★ Mass. Music Distributors . . . . . Boston
- ★ Paul H. Milemore, Inc. . . . . New York
- ★ David Rosen Company . . . . . Philadelphia
- ★ Barnett Distributing Company . . . . . Baltimore
- ★ Niagara Midland Company . . . . . Buffalo
- ★ Triangle Record Distributors . . . . . Pittsburgh
- ★ W. E. Harvey Company . . . . . Cleveland
- ★ W. E. Harvey Company . . . . . Detroit
- ★ Taran Distributing Company . . . . . Jacksonville, Fla.
- ★ Record Sales Company . . . . . Atlanta
- ★ Klayman Distributing Company . . . . . Cincinnati
- ★ Record Sales Company . . . . . Birmingham
- ★ James H. Martin, Inc. . . . . Chicago
- ★ Music Sales Company . . . . . New Orleans
- ★ Griffin Music Company . . . . . Jackson, Miss.
- ★ Music Sales Company . . . . . Memphis
- ★ Millner Record Sales . . . . . St. Louis
- ★ Crowe-Martin Distributing Company . . . . . Houston
- ★ Millner Record Sales . . . . . Kansas City
- ★ Dobbs-Skinner, Inc. . . . . Dallas
- ★ Davis Sales Company . . . . . Denver
- ★ Sunland Supply Company, Inc. . . . . El Paso
- ★ Melody Sales Company . . . . . San Francisco

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**THE HITS—"MY GAL SAL"**

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**HENRY BUSSE**  
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in

**"The lady from 29 palms"**  
6A

**"Jalousie"**  
6B

**LEO DIAMOND**  
Harmonicartist

9A "MY SIN"  
9B "They Called it Dixieland"

11A "DONKEY SERENADE"  
11B "Tonight You Belong to Me"

**MEL HENKE**  
& HONEYDREAMERS

5A "HONKY TONK TRAIN"  
5B "IN A MIST"

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The **Billboard** MUSIC POPULARITY CHARTS  
PART VII  
Advance Information  
Week Ending October 10

ADVANCE RECORD RELEASES

Records listed are generally approx- mately 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

- A TUNE FOR HUMMING.....Eddy Howard (MY BLUE)...Majestic 1177  
A TUNE FOR HUMMING.....Hoagy Carmichael (PUT YOURSELF)...Decca 24247  
AFTER YOU.....Johnny Lane (Dave Rhodes Ork) (NAUGHTY ANGELINE)...Regent 108  
AN EVENING WITH SPIVY ALBUM..Spivy.....Gala 50  
Auntie's Pace.....Gala 5004  
I Didn't Do a Thing Last Night.....Gala 5002  
Madame's Lament.....Gala 5003  
100% American Girls.....Gala 5005  
Surrealist.....Gala 5001  
Wife of an Acrobat.....Gala 5001  
—AND MIMI.....Jerry Cooper (HAVE YOU)...Diamond 2083  
—AND MIMI.....Art Lund (Johnny Thompson Ork) (JEALOUS)...MGM 10082  
(They Made it Twice as Nice as Paradise) AND THEY CALLED IT  
DIXIELAND.....Leo Diamond (MY SIN)...Vitacoustic 9  
BALLERINA.....Mel Torme (WHAT ARE)...Musicraft 15116  
SHEILA BARRETT ALBUM.....Sheila Barrett.....Gala 70  
Death in the Afternoon (Daytime Radio).....Gala 7003  
Night Club Menace.....Gala 7006  
Professional Southern Belle.....Gala 7002  
Sheila Barrett's Hit Parade.....Gala 7005  
The Brooklyn-Continental Chanteuse.....Gala 7004  
Victoria Station.....Gala 7001  
BIM BAM BUM.....Jan August (THE GOLDEN)...Diamond 2079  
BRAND NEW WAGON.....Count Basie (Jimmy Rushing) (FUTILE FRUSTRATION)...Victor 20-2529  
BUBBLES IN THE WINE.....Air Lane Trio (MICKEY)...De Luxe 1119  
CASTANETS AND LACE.....Johnny Lane (Dave Rhodes Ork) (MY GUITAR)...Regent 107  
CHICKASHAW LIMITED.....Martha Tilton (SINCERELY YOURS)...Majestic 1174  
CHRISTMAS DREAMING (A Little Early This Year).....Blue Barron (THE STANLEY)...MGM 10081  
CIVILIZATION.....Ray McKinley (THOSE THINGS)...Majestic 7274  
DARK EYES.....John Bock (LA CINQUANTAINE)...Manor 1088  
\*DEEP PURPLE.....Bing Crosby (STAR DUST)...Decca 25285  
DONKEY SERENADE.....Leo Diamond (TONIGHT YOU)...Vitacoustic 11  
\*FIVE FEET OF SWING ALBUM (5 by 12).....Decca A-600  
Dogtown Blues (Bob Crosby Ork).....Decca 29237  
Drifting Apart (Glen Gray).....Decca 29241  
Hallelujah! (Chick Webb Ork) (Ella Fitzgerald-The Little Chicks).....Decca 29239  
I Cried for You (Jimmy Dorsey Ork).....Decca 29240  
I Want To Be Happy (Chick Webb Ork) (Ella Fitzgerald-The Little Chicks).....Decca 29239  
Sleepy Time Gal (Glen Gray).....Decca 29241  
Solitude (Dorsey Brothers' Ork).....Decca 29238  
Song of the Volga Boatman (Jimmy Dorsey Ork).....Decca 29240  
South Rampart Street Parade (Bob Crosby Ork).....Decca 29237  
Weary Blues (Dorsey Brothers' Ork).....Decca 29238  
FOOL THAT I AM.....Georgia Gibbs (I FEEL)...Majestic 12013  
FORGIVING YOU.....Jerry Cooper (SOMEDAY YOU'LL)...Diamond 2084  
FUTILE FRUSTRATION.....Count Basie (BRAND NEW)...Victor 20-2529  
GOLDEN EARRINGS.....Jack Fina Ork (Harry Pine) (SO FAR)...MGM 10085  
GOLDEN EARRINGS.....Dinah Shore (Sonny Burke Ork) (THE GENTLEMAN)...Columbia 37932  
GONE AGAIN.....Lionel Hampton (HAMP GOT)...Decca 24248  
HAMP GOT A DUKE.....Lionel Hampton (GONE AGAIN)...Decca 24248  
HAVE YOU EVER BEEN LONELY?...Jerry Cooper (—AND MIMI) Diamond 2083  
\*HAWAIIAN PARADISE.....Guy Lombardo (The Moon)...Decca 25189  
I FEEL SO SMOOCHIE.....Georgia Gibbs (FOOL THAT)...Majestic 12013  
I NEVER LOVED ANYONE.....Perry Como (Russ Case Ork) (TWO LOVES)...Victor 20-2545  
I'M IN THE MOOD FOR LOVE.....Lou Terras Ork (Anne Lorraine) (MY LOVE)...Metrotone 1000-5  
I STILL GET JEALOUS.....Dick Farney (Jack Matthias Ork) (THE WILDEST)...Majestic 7271  
I WISH I DIDN'T LOVE YOU SO...Phil Brito (Ted Dale Ork) (KATE)...Musicraft 15117  
JEALOUS.....Art Lund (Johnny Thompson Ork) (—AND MIMI)...MGM 10082  
\*JELLY BEAN (He's a Curbstone Cutie) Ted Weems-Red Ingle (THE MAN)...Columbia 25287  
KATE (Have I Come Too Early, Too Late) Phil Brito (Ted Dale Ork) (I WISH)...Musicraft 15117  
LA CINQUANTAINE.....John Bock (DARK EYES)...Manor 1088  
LET'S PICK UP WHERE WE LEFT OFF...Tommy Dorsey (Stuart Foster) (LIKE A LEAF IN THE WIND)...Victor 20-2546  
LIKE A LEAF IN THE WIND...Tommy Dorsey (Stuart Foster-The Sentimentalists) (LET'S PICK)...Victor 20-2546  
MAMA (Papa), WON'T YOU DANCE WITH ME?...Danny O'Neil-The Twilight Three (PEGGY O'NEIL)...Majestic 7270  
MICKEY.....Air Lane Trio (BUBBLES IN)...De Luxe 1119  
MOVIE PARADE ALBUM.....Bobby Byrne Ork.....Rainbow 305  
As Time Goes By.....Rainbow 30502 | Spellbound Concerto.....Rainbow 30503  
It Can't Be Wrong.....Rainbow 30503 | Tara.....Rainbow 30502  
Laura.....Rainbow 30501 | The Lost Weekend.....Rainbow 30501  
\*MUSIC FOR ICE SKATING ALBUM..Ruby Newman Ork.....Decca A-660  
1. Basin Street Blues; 2. Memphis Blues.....Decca 29244  
1. Nights of Gladness; 2. Two Hearts in Three Quarter Time.....Decca 29242  
1. Our Director; 2. Washington Post.....Decca 29243  
1. Forque? (Why?); 2. Chitarra Romana (Roman Guitar).....Decca 29244  
1. Semper Fidelis; 2. National Emblem March.....Decca 29243  
1. Valse Bluette; 2. Sari Waltz.....Decca 29242

(Continued on opposite page)

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### ADVANCE RECORD RELEASES

(Continued from opposite page)

#### POPULAR

- MY BLUE HEAVEN..... Eddy Howard (A TUNE)..... Majestic 1177
- MY GUITAR IS MY SWEETHEART..... Johnny Lane (Dave Rhodes Ork) (CASTANETS AND)..... Regent 107
- MY LAST AFFAIR..... The Auditones-Mort Kahn Trio (THE WILDEST)..... Rainbrow 10026
- MY SIN..... Leo Diamond (AND THEY)..... Vitacoustic 9
- MY LOVE FOR YOU..... Lou Terras Ork (Anne Lorraine) (I'M IN)..... Metrotone 1000-5
- NAUGHTY ANGELINE..... Johnny Lane (Dave Rhodes Ork) (AFTER YOU)..... Regent 108
- OH, LADY BE GOOD..... Frankie Laine (YOU CAN)..... Atlas 148
- PAPA, WON'T YOU DANCE WITH ME?..... Skitch Henderson (Nancy Reed) (PUT YOURSELF)..... Capitol 471
- PEGGY O'NEIL..... Danny O'Neil-The Twilight Three (MAMA, WON'T)..... Majestic 7270
- PUT YOURSELF IN MY PLACE, BABY..... Skitch Henderson (Nancy Reed) (PAPA, WON'T)..... Capitol 471
- PUT YOURSELF IN MY PLACE, BABY..... Hoagy Carmichael (A TUNE)..... Decca 24247
- RED WING..... Sam Donahue (Shirley Lloyd) (THE WHISTLER)..... Capitol 472
- REFUGEE'S LULLABY..... Mary Small (David Mann Ork) (THE JEWS)..... Song Bird 100
- SINCERELY YOURS..... Martha Tilton (CHICKASHAW LIMITED)..... Majestic 1174
- SO FAR..... Jack Fine Ork (Harry Pine) (GOLDEN EARRINGS)..... MGM 10085
- SOMEDAY YOU'LL WANT ME TO WANT YOU..... Jerry Cooper (FORGIVING YOU)..... Diamond 2084
- S'POSIN'..... Frankie Laine (YOU'VE CHANGED)..... Atlas 147
- \*STAR DUST..... Bing Crosby (DEEP PURPLE)..... Decca 25285
- THE GENTLEMAN IS A DOPE..... Dinah Shore (Sonny Burke Ork) (GOLDEN EARRINGS)..... Columbia 37932
- THE GLIDER..... Artie Shaw (WHEN YOU'RE)..... Musicraft 512
- THE GOLDEN DREAM..... Jan August (BIM BAM)..... Diamond 2079
- THE JEWS HAVE GOT THEIR IRISH UP..... Gus Van (David Mann Ork) (REFUGEE'S LULLABY)..... Song Bird 100
- \*THE MAN FROM THE SOUTH (With Ted Weems-Red Ingle) (JELLY BEAN) a Big Cigar in His Mouth..... Decca 25287
- \*THE MARTINS AND THE COYS..... Ted Weems (THE YOUNG)..... Decca 25286
- \*THE MISADVENTURES OF 'ERBERT AND SAM SMALL..... Pat O'Malley..... Decca A-618
- 'Erbert and the Electricity..... Decca 29248
- 'Erbert and the Kidnappers..... Decca 29249
- 'Erbert Tinwinkle's Ride..... Decca 29248
- Old Sam (Sam Pick Oop Tha Musket)..... Decca 29250
- Sam Small and Paul Revere..... Decca 29249
- Sam Small and the Ancient Mariner..... Decca 29250
- \*THE MOON OF MANAKOORA..... Guy Lombardo (HAWAIIAN PARADISE)..... Decca 25189
- THE STANLEY STEAMER..... Blue Barron (CHRISTMAS DREAMING)..... MGM 10081
- THE WHISTLER..... Sam Donahue (Shirley Lloyd) (RED WING)..... Capitol 472
- THE WILDEST GAL IN TOWN..... The Auditones-Mort Kahn Trio (MY LAST)..... Rainbrow 10026
- THE WILDEST GAL IN TOWN..... Dick Farney (Jack Matthias Ork) (I STILL)..... Majestic 7271
- \*THE YOUNG 'UNS OF THE MARTINS AND THE COYS..... Ted Weems (THE MARTINS)..... Decca 25286
- THOSE THINGS MONEY CAN'T BUY..... Betty Rhodes (Charlie Dant Ork) (WHY SHOULD)..... Victor 20-2547
- THOSE THINGS MONEY CAN'T BUY..... Ray McKinley (CIVILIZATION)..... Majestic 7274
- TONIGHT YOU BELONG TO ME..... Leo Diamond (DONKEY SERENADE)..... Vitacoustic 11
- TWO LOVES HAVE I..... Perry Como (Russ Case Ork) (I NEVER)..... Victor 20-2545
- WHAT ARE YOU DOING NEW YEAR'S EVE?..... Mel Torme (BALLERINA)..... Musicraft 15116
- WHEN YOU'RE AROUND..... Artie Shaw (Lillian Lane) (THE GLIDER)..... Musicraft 512
- WITH THE ROSES IN HER HAIR..... Dick Haymes-Gordon Jenkins Ork (THAT'S ALL)..... Decca 24225
- WHY SHOULD I CRY OVER YOU?..... Betty Rhodes (Charles Dant Ork) (THOSE THINGS)..... Victor 20-2547
- WRAP YOUR TROUBLES IN DREAMS (The Mystery Disk)..... Eddie Getz Quintet..... Chord 638
- YOU AND YOU..... Phil Reed (TALES FROM)..... Dance-Tone 51
- YOU BELONG TO MY HEART..... Phil Reed (PAPER DOLL)..... Dance-Tone 42
- YOU CAN DEPEND ON ME..... Frankie Laine (OH, LADY)..... Atlas 148
- YOU'RE THE DREAM OF A LIFE-TIME..... Bill Johnson and His Musical Notes (Gus Gordon and Trio) (CHICKASAW LIMITED)..... Victor 20-2498
- YOU'VE CHANGED..... Frankie Laine (S'POSIN')..... Atlas 147

#### HOT JAZZ

- BARRELHOUSE STOMPS ALBUM..... George Zack-George Wettling-Danny Alvin..... Commodore CR-9
- Boogaboo..... Commodore C-598
- Farewell Blues..... Commodore C-599
- Hood Stomp..... Commodore C-598
- BLUE SKIES..... Mel Powell Ork (WHEN DID)..... Commodore C-543
- BOPPIN' THE BLUES..... Lucky Thompson and His Lucky Seven (JUST ONE)..... Victor 20-2448
- \*BY THE LIGHT OF THE SILVERY MOON..... Fats Waller-Deep River Boys (COME AND)..... Victor 20-2448
- CHICKEN SHACK SHUFFLE..... Dan Burley and His Skiffle Boys (Dan Burley (SKIFFLE BLUES) Arkay DB-101
- CLARINET BLUES..... Jess Stacy's All-Stars (I CAN'T)..... Commodore C-601
- \*COME AND GET IT..... Fats Waller Ork (BY THE)..... Victor 20-2448
- DEDICATION..... Coleman Hawkins-The Chocolate Dandies (SMACK!)..... Commodore C-533
- I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME..... Jess Stacy's All-Stars (CLARINET BLUES)..... Commodore C-601
- I CAN'T ESCAPE FROM YOU..... Benny Carter Ork (PRELUDE TO)..... Capitol Americana 40048
- JUST A RIFF..... "Big Sid" Catlett Quartet (Ben Webster) (MEMORIES OF)..... Commodore C-1515
- JUST ONE MORE CHANCE..... Lucky Thompson and His Lucky Seven (BOPPIN' THE)..... Victor 20-2504
- MEMORIES OF YOU..... "Big Sid" Catlett Quartet (Ben Webster) (JUST A)..... Commodore C-1515
- MY BLUE HEAVEN..... Stuff Smith Ork (MY THOUGHTS)..... Commodore C-600
- MY THOUGHT..... Stuff Smith Ork (MY BLUE)..... Commodore C-600
- PRELUDE TO A KISS..... Benny Carter Ork (I CAN'T)..... Capitol Americana 40048
- REUNION IN HARLEM..... Joe Marsala and His Delta Four (THREE O'CLOCK)..... Commodore C-1524
- ROSE OF THE RIO GRANDE..... Jonah Jones Ork (STOMPING AT)..... Commodore C-602

\*Reissue.

(Continued on page 108)

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**LANSON JOINS MERCURY**

NEW YORK, Oct. 11.—Warbler Snooky Lanson this week joined the ever-growing Mercury Records' roster of male vocalists which already includes Frankie Laine, John Laurenz, Vic Damone and Robert

Scott. Lanson, who currently has his own sustaining weekly NBC airer emanating from Nashville's WSM, formerly sang and recorded with Ray Noble's ork. The singer will fly to Hollywood to wax his initial sides for Mercury, with an ork conducted by Earle Hagen.

**WM Stymies Raeburn Deal**

NEW YORK, Oct. 11.—Bandleader Boyd Raeburn's reported deal to enter the Willard Alexander fold was stymied today when the William Morris Agency sent Alexander a warning that it intended to "reinstate" and "recapture" its band property. Raeburn, said the WM ultimatum, is too much in debt to the agency for it to let him go at this time and it will continue to book the band thru GAC, hoping to whittle down the nut sooner or later. Alexander agreed to stop all negotiations with Raeburn.

Alexander formerly was top man of the William Morris band department and relations have not been exactly palsy-walsy between the two offices since his departure several years ago.

**LARRY SPIER MOVE**

(Continued from page 17)

vising them that manuscript copies of Cole Porter's score for the MGM pic, *The Pirate* (to be released in 1948), were available. The letter specified, however, that the "delivery of such material is not to be taken as a request to record or as permission or acquiescence in the recording of said musical compositions or any of them."

**Must Await License**

Letter also advises that diskeries cannot put out any part of the score until written licenses are issued by the pub, and states that material will only be sent on this express condition. It also reads: "At this time we can give you no idea as to the approximate date when we will be in position to issue licenses."

Some diskers reported that the letter was delivered by a messenger who waited while they signed an endorsement to the epistle which bound them to the conditions outlined.

Extreme caution shown by Spier re delivery of the material is believed to stem out of the *Allegro* shuffle when one of the diskers involved claimed he had broken no release date since *Allegro* song material had been in his possession long before a release date was slapped on.

**3 SEEK PADWAY JOB**

(Continued from page 17)

moned to San Francisco, where Padway died while addressing a convention meeting Wednesday (8), to take over as legal adviser for the AFL's national convention there. However, it's likely that Carmell will not take the post permanently, for he already represents nine AFL international unions and nearly 300 Chicago AFL unions and would have to shift his permanent headquarters to Washington to succeed Padway.

Also being mentioned is J. Albert Woll, former U. S. attorney who recently became a partner of Padway. A son of Matthew Woll, an AFL v.-p., Woll is currently acting as AFL attorney. Also being mentioned for the post is Francis X. Sullivan, a Gotham attorney.

**'2 Loves' in and Out Of Robbins Catalog**

NEW YORK, Oct. 11.—The *Two Loves Have I* ballad did a fast shuffle in and out of the Robbins catalog when the pubbery this week decided to swing into action on *Forever Amber* instead. Priority of the latter tune, a Johnny Mercer-Dave Raskin opus, followed necessary tying-in with the long-heralded film which is set for national release later this month.

Abe Olman had yanked the *Two Loves* tune out of Miller Music after Frankie Laine's Mercury platter started interest in the number and Robbins was set to go to town on it. With *Amber* in the Robbins upcoming No. 1 spot, Olman returned the *Two Loves* number to Miller Music, where Norman Foley will again pick up the cudgels.

**LONDON LABEL BENEFITS**

(Continued from page 17)

ported from England, free use of music and musicians is at the London firm's command despite a Petrillo stop-workage here.

London company meanwhile is moving into pop American biz rapidly. With national distribbng headed by Dudley Hales Toller-Bond, director of London Gramophone Corporation, which will distrib in New York territory, outlets are being picked up thruout the country. Elliot Wexler's Kayler Company already has been delegated to peddle London produce in the Philly area.

**Lewis Back to England**

His initial organizational work completed, Lewis will return to England this week to supervise pressing and shipment of the disks from England. Delivery will be made via ocean liner with a 10-day period figured between English depots and American point of receipt.

With Camarata, who has been named musical director for the firm, picking up new American pop tunes, the London label's position in the event of an American Federation of Musicians walkout here looks favorable. Label, which debuts at 85 cents list plus tax, will stress as a selling point the high percentage of shellac used in its records—24 per cent. Company claims the shellac content gives its records twice the durability of any pop disk going into the homes of juke boxes today.

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|--------------------------|------------------|
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| The Bold Soldier         | Blue Tail Fly    |
| The Sow Took the Measles | Buckeye Jim      |
| Black Is the Color       | Henry Martin     |

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| Illinois Jacquet | Joe Guy       | Ulysses Livingstone |
| Charles Ventura  |               | Red Callender       |

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## ON THE STAND

Reviews of Orchestras Playing Hotels, Night Club and Ballroom Locations and One-Nighters

### Neil Golden

(Reviewed at the Normandie Roof, Mount Royal Hotel, Montreal, September 26. Booked by May Johnson Associates.)

VIOLINS: Bill Andrews, Frank Gula.  
SAXES: Mac MacCullen, Bob Harrington (brass clarinet); Tom Palm De Lucca, Bob Hahn, (accordion)  
TRUMPET: Bix Salci.  
RHYTHM: Jimmy Lalng, piano; Neville Clement, bass; Morrie Strvzer, drums.  
LEADER: Neil Golden, violin.  
VOCALIST: May Ellen.  
ARRANGERS: Bob Harrington, Bob Hahn, Jimmy Lalng.

On the basis of performance thus far, Golden may find it tough following the Buddy Clarke ork. With some more show and big-room experience under his belt, Golden should be able to shape the band into something more worth listening to (he seems to have the goods) but now it's a question of wrapping it up.

Showmanship-wise the band could develop a fresher and slicker personality. Those tuxes the sidemen wear, for example, are from below the corn belt. A snappy outfit would put more zip into the whole combo.

Musically, the combo stands correcting. For example, more than one (See Neil Golden on page 47)

### David LeWinter

(Reviewed at the Pump Room of the Ambassador East, Chicago, October 5. Personally managed by Sam Lutz.)

SAXES: Charles Kelecic (oboc, flute, English horn, clarinet and tenor); William Uher, alto and clarinet, and Vincent Micko, tenor and clarinet.  
TRUMPET: Jackie Hall.  
RHYTHM: David LeWinter, piano; Tony Lofrano, drums, and Al Saber, bass.  
ARRANGERS: Tony Iavella, David LeWinter and William Uher.

David LeWinter, former accompanist for a number of musical greats, has changed the style of his band considerably to fit the current trend. The LeWinter 88-ing gets the spotlight on most arrangements, with his distinctive pianistics rating the solo parts. Besides playing top dance and society piano, LeWinter has developed an authentic feel for the pulsating Latin and Castilian ditties that pulled and kept dancers on the crowded floor here.

LeWinter is succeeding more and more in building a different sounding small band which plays an almost unique library in addition to the standards and pops so oft demanded. (See David LeWinter on page 47)

### Shep Fields

(Reviewed at Glen Island Casino, Rye, N. Y., October 7. Personal management, Jerry Levy. Booked thru Mus-Art Agency.)

TRUMPETS: Rusty Dedrick, Freddie Shears and Charles Guiri.  
REEDS: Norman Rosner, James Sands, Nick Sands, Jimmy Gemus and Sol Schlinger.  
STRINGS: George Koch, Bernie Chebot, Marty Eshelman and Stanley Carpenia.  
ACCORDION: Joe Cricchio.  
RHYTHM: Ziggy Hurwitz, piano; Fred Noble, drums, and Ellsworth Benson, bass and tuba.  
VOCALISTS: Toni Arden, Bob Johnstone, and Three Beaus and a Peep.  
ARRANGERS: Fred Noble, Dick Rhodes, Lewis Harris and Rusty Dedrick.

Shep Fields is back and so is "rippling rhythm"—but this version of the Fields of almost a decade ago is hardly a throwback. This is a good, sound dance band that only occasionally dips into the bouncy sax figures with accordion fill-ins (for identification purposes) and which, despite the "rippling rhythm" cognomen, left the punch bowl and straw hat at home. And to supplement the modern and superior version of the old Fields style, the orkster is blessed with one of the best vocal teams currently in band captivity—Toni Arden and Bob Johnstone.

Mind, this is not an outfit that will (See Shep Fields on page 47)

### Vaughn Monroe

(Reviewed at the Hotel Commodore, New York, October 7. Personal manager, Jack Marshard. Booked by William Alexander).

SAXES: Andy Bagni, Ziggy Talent, Wedo Marasco, Babe Feldman.  
VIOLINS: Earle Hummel, Edmund Braghittoni, Seymour Berman, Ed Sodero, Irving Raymond.  
TRUMPETS: Johnny Messina, Richard La Sala, Bert Pederson, Sal Gennett.  
RHYTHM: Eddie Julian, drums; Mike Shelby, piano; Bucky Pizzarelli, guitar; Jack Fay, bass.  
TROMBONES: Sam Hyster, Joseph Connle, Bill Mustard.  
ARRANGERS: Gene Hammett, Frank Ryonson.  
VOCALS: Vaughn Monroe, the Moon Maids.

A new shuffle for the Commodore appears in the cards. Big-name Vaughn (one of the few maestri to mint real moo on the jumps) makes a big-band showing impressive and tees off what should be a healthier season for a spot which has had its share of box-office doldrums. The room itself has been refurbished and vastly improved (bandstand now projects lengthwise, as should be, rather than from the center of the wide wall in a narrow room) and with Monroe to give it pace, the cover totals should pick up steadily, if slowly.

Sounding musically as good as before, a full retinue of 21 pieces turns out a wholesome job both for dinner, when the waltzes predominate, and for supper, when the beat thickens and the terps youthen. As ever, the mixed book provides room for rhythm-novelty-Latins, but keeps the accent on ballad with the powerhouse usually bowing to the reed, altho the effect varies with the tempo type.

The Monroe forte—the low-in-the- (See Vaughn Monroe on page 47)

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"EVENING LAMENT"

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**100G Blaze Hits  
 Quincy Casino;  
 McGrane a Loser**

CHICAGO, Oct. 11.—An early morning fire swept thru the Casino, Quincy, Ill., nightery-dancery, Saturday (4), almost completely ravaging the 40-year-old entertainment landmark and causing considerable damage to the instruments and library of band leader Don McGrane. Bob Christ, op of the Casino for the past 19 years, told *The Billboard* that the flash-fire caused damage, estimated at \$100,000, leaving only the four walls of the building standing. The Casino was one of the few terperies in the Midwest hinterlands which played semi-name orks on a full-week basis. The ork schedule had been set up to January 1, with dates for Jimmy Ellyn, Ray Pearl, Kenny Sergeant and Don Ragon now canceled.

The fire started in the unused upper ballroom, which was being renovated and redeccored so that the night club-dancery in the basement, which had been used since the start of the war, might be turned into bowling alleys. Christ said his plans for re-building are still vague. The McGrane band lost a portion of its library and all its instruments.

**L. Vannerson Quits  
 Gastel To Run Club**

NEW YORK, Oct. 11.—Leonard Vannerson, former Benny Goodman and Claude Thornhill manager, has dropped his association with the Carlos Gastel office to concentrate on his operation of the West Coast Club Bocage. This was revealed here when Gastel arrived in town to check up on Eastern bookings of his Kenton-Cole-Torme-Lutcher-Lee stable and brought along his sister, Chiquita Gastel, formerly with Capitol Records, to assist in the paper work and on follow-up.

Gastel is laying some groundwork for the forthcoming Stan Kenton concert tour in Eastern cities, around the end of the year, and trying to line up a radio show for Torme who exits from the Toni program at the end of its current 13-week run.

**NIGHT JOCK SPOT OPEN**

NEW YORK, Oct. 11.—WOV's upcoming all-night disk show was still the subject of much speculation on the late watch with the news that both Barry Gray and Eddie Newman, ex-WOR jocks, were not in the running. Gray turned thumbs down on the yawn patrol stint, and Newman, who followed Gray at WOR's platter post, also was no dice, according to station reps. WOV currently is prepping a 1-2 a.m. disk session featuring Eddie Kane, who will ankle around to various late spots (Sammy's Bowery Follies, Greenwich Village Inn, etc.) on different nights of the week. Station is still on the prowl for the jock who will fill the 2-5 stretch.

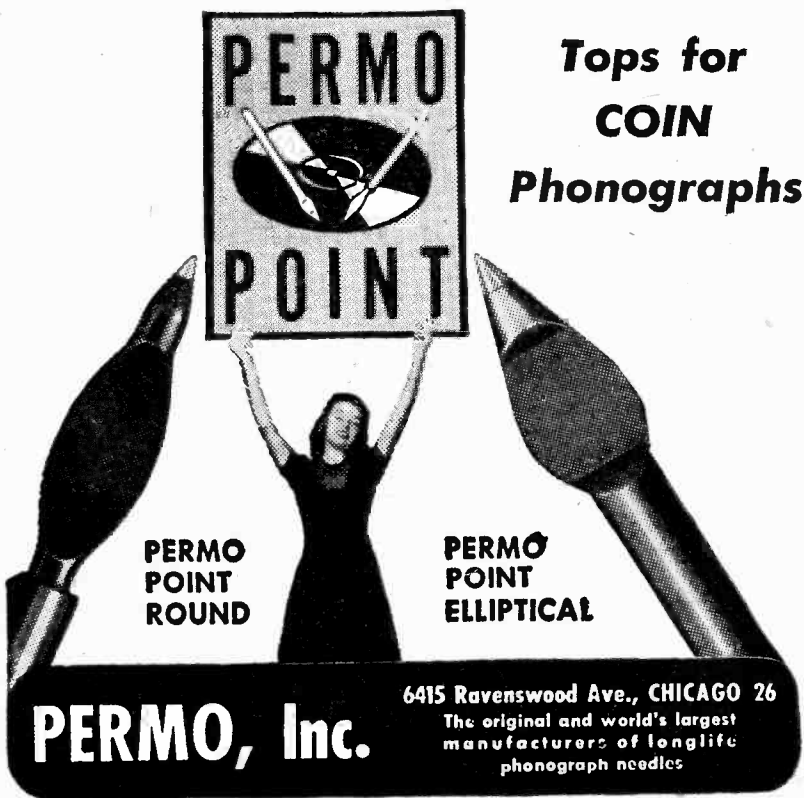
**FIELDS TO MUSICRAFT**

NEW YORK, Oct. 11.—Shep Fields this week signed a term recording paper with the Musicraft diskery. The maestro, who only six weeks ago took another dip into the ork biz, returning with a modified version of his old "rippling rhythm" ork, will get in several waxing sessions in the next couple of weeks in order to build up a backlog of masters in the event the threatened Petrillo ban materializes. Fields at one time recorded for the old Bluebird label.

**Glen Island Casino  
 On Week-End Basis,  
 At Least Till Jan. 1**

NEW YORK, Oct. 11.—Glen Island Casino at Rye, N. Y., will shutter tonight and revert to a week-end policy for the winter. This ends many weeks of indecision on the part of the operator and current podium maestro, Shep Fields. Final decision came after Fields had failed in his effort to install a name act-ork policy to hype a lagging biz. It is said he had negotiated for the King Cole Trio and Vic Damone, but couldn't get either when he wanted them.

The Casino may be redeccored during the winter, with estimates for terracing the large room now being considered by the orkster-op. If the room is redone, it is likely Fields will reopen the Casino around January 1 on a full-week basis. Meanwhile the room is skedded to open week-ends and also has a number of mid-week private parties pending which will be played in the spot by Fields's ork.

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# Walker, Tyson Latest To Exit From MCA

## Band Dept. Salesmen Quit

NEW YORK, Oct. 11.—The Music Corporation of America (MCA) personnel exodus—about 15 bookers in the last six-month period—was brought down front-and-center again this week when George Walker and Jimmy Tyson, long time MCA band department salesmen, resigned almost simultaneously. Walker was Southern location and traveling salesman for the agency while Tyson was in charge of New England, Jersey Shore and Southern one-nighters. Their spots in the agency's New York office will be taken over by the recently hired Erv Brabec and Jack Denney, with Brabec already at work in Ty- (See Walker, Tyson Exit on page 47)

## Jack Kearney Joins Music Ent. Agency

NEW YORK, Oct. 11.—Jack Kearney, who has been holding down the fort at the Harry Moss Agency since Moss moved over to Willard Alexander office, took a walk himself yesterday, joining Music Entertainment Agency (Charlie Busch-Bill Peterson-Walter Bloom combine). Kearney brought with him several cocktail combos and small groups, including Jack Palmer, Kirby Stone and Johnny Morris.

Moss and Kearney will continue with several old contractual obligations, booking from their new posts, while several holdings will be dropped.

## Goldstein, Santly To George Simon

HOLLYWOOD, Oct. 11.—Sidney Goldstein, for 11 years with Famous Music, last week quit his post as Coast head of the Paramount pubbery to join George Simon Music. Goldstein was given an interest in the Simon pub house and will serve as general manager of its Coast office.

Simon's latest pop chart climber was *Naughty Angelina*, and is currently touting *I'll Dance at Your Wedding* as its top plug. Replacement for Goldstein in the Paramount firm will be named next week.

NEW YORK, Oct. 11. — Harry Santly, ex-Shapiro-Bernstein song pusher, joins the George Simon pub office here as Eastern professional manager. Santly's switch was effected this week while Simon was in Gotham.

Meanwhile Eddy Wolpin, general pro manager of the Famous-Paramount pub group, was to leave for the Coast Wednesday (15) to find a replacement for Sid Goldstein. Sy Manus, of the Beverly Music link in the F-P chain, will accompany Wolpin.

## AGENCY'S CUFFO DISK

NEW YORK, Oct. 11.—A new high in agency push behind a record has been set by General Artists Corporation (GAC) with a drive behind the Bob Houston-MGM waxing of *A Tune for Humming*. Agency is offering free copies of the disk to spinners who ask for it via the regular GAC press release, which goes out once weekly to the jocks. This is the first known cuffo-platter offer in the agency field.

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# NEW BOOKING COMBINE LOOMS

## Iodice, Sennes, Hiller and Daniels Reported Involved In Set-Up Offering 40 Weeks

### Org To Operate Out of New York; Major Offices Skeptical

(Continued from page 3)

Iodice has about 20 weeks in and around Michigan. Sennes has about 12 weeks thruout Ohio, West Virginia and Buffalo. Joe Hiller has about 10 weeks in and around Pittsburgh and Joe Daniels has about 15 weeks on the Coast and the Northwest regions. A man will be brought in to take care of the Chicago area, but, like the New York rep, no decision has been made.

Plan is an outgrowth of the dissatisfaction arising out of the net deals by some of the major talent offices that left local bookers out in the cold. Net deals are no longer a major problem except where the big-name acts are concerned. Real headache now is the inability or difficulty of getting splits on standard or semi-name acts sought by indie bookers for their various spots.

#### Bookers' Beef

Bookers' big beef is the charge that the large offices will not submit their acts to the bookers, preferring to make their offers direct. This leaves the bookers in a tough spot to collect splits, and with business getting tougher every day indies see no reason why they should forego their cuts.

Insiders say that if the org is capable of getting started it may eventually cause a dent in the big offices, because acts which can get a minimum of 40 weeks, will obviously sign with the new outfit.

Major talent offices pooh-poohed the potential competition. They said Iodice has only one week at the Bowery for any real act and the rest is small stuff. Sennes, they said, has two to four weeks at the Beverly Hills Country Club, while the rest of his spots call for \$150 top. Hiller has the William Penn Hotel, Pittsburgh, and the rest of his clubs are small

## TD Sets New Record At Orpheum, Mpls.

MINNEAPOLIS, Oct. 11.—Tommy Dorsey's ork set a new house record at RKO Orpheum here (2,880 seats) for the week ended Wednesday (8) with a gross of \$32,500 to beat his own former house record of \$29,500 set in 1943.

TD show, first flesher at house since last March, indicated hunger of local customers for stagshows. On closing night house had to turn away customers, shutting down the box office before 9 p.m. On Saturday and Sunday the standees set a new record for waiting time. Pic was Riff Raff.

Tex Beneke's Glenn Miller band opened yesterday for one-week run at Radio City Theater (4,000 seats).

### 2 A.M. Dance Bill Okayed

SAN FRANCISCO, Oct. 11.—Board of supervisors has okayed an ordinance permitting the police department to allow holders of night club permits to allow dancing until 2 a.m., provided chief of police concurs. Local regulations now call for a 1 a.m. closing.

budget operations. Big offices admit that, while the jobs offered would not lure the \$750 to \$2,000 performers, they might attract the \$100 to \$350 act. It was emphasized, however, that it was almost impossible to move the lower bracket acts and if they could do better with other offices, they were free to do so.

## Panto-Platters Invade Combo, Single Fields

(Continued from page 3)

of a number of singles and duos coming up. The acts are similar to record-panto teams and singles which started in vaude five years ago, except that the lounge platter-panto turns are equipped with libraries running up to 80 records, which they have worked out, with plenty of props thrown in to carry out the illusion. One booker reported a single, who is grabbing off \$250 weekly, with the other two considerably under that figure. Cocktail lounge time schedules are rough on record-panto acts. Most Midwest lounges operate on the half-hour on, half-hour off schedule, four to six hours nightly so that record-panto acts must have a much larger repertoire for lounge work than was needed for vaude.

Approximately 18 vaude-type units have worked a number of record-panto bits, ranging from five to 20 numbers, into their acts. Sidemen in the units find the record-panto routines a worth-while addition, not only because an act which has such talent can add from \$75 to \$125 weekly to its take, but also because the record-impreses make it possible to discard their instruments for a short time and better pace their programs. Bookers reported that up to now most cocktail outfits using records are working with disks which lack originality, featuring ditties like the Andrews Sisters' *Sonny Boy* and numbers by Jerry Colonna and Betty Hutton, which are heard too often, so they are urging their talent to find new platters as the basis of their mimicry.

Several spots are swinging heavily to the record-panto trend, with the Dome Stables, Chicago, currently headlining a platter-panto single and a unit, which uses a majority of the same kind of numbers. Op reports that the swing to record-panto has revived interest in his spot. Andy and Gus Mavros, ops of the Kentucky Lounge, major Chi spot, are trying a record single, Ronnie Eastman, starting in two weeks, where previously the lounge never used any entertainment under a three-piece combo.

Platter acts are still hampered financially by the Local 10, AFM ruling, which demands that any act, even one made up entirely of AFM members, must hire an AFM member at scale to turn the panto-platters.

## Two Maxies Take Licking in Date At Newark Adams

NEW YORK, Oct. 11.—The Baer-Rosenbloom package took it on the chin at the Newark Adams Theater the week of October 2. Flesher went in on a straight split, but after the totals were tallied the take was \$14,000. Out of that the house got \$7,000 and Baer and Rosenbloom \$7,000.

Show with Bonnie Baker, the Jansleys, Floria Vestoff and Art Mooney band, cost \$6,000. That left the two Maxies with \$1,000 to split between them. Working in cafes the two guys usually get \$3,000-\$4,000.

## Interest in Fleshers Gaining in Detroit

DETROIT, Oct. 11.—Interest in stagshows among Detroit theaters is strong but tentative at present. The only house slated to play on a regular stagshow basis this season will be the Paradise, where major Negro attractions and first-run films will have a season of 25 weeks.

Duke Theater, a Wisper & Wetman house, is using Negro stagshows three nights a week and an amateur show on a fourth night. On the other hand, the Paradise has dropped its amateur shows, which were an added attraction last year.

Downtown and Michigan theaters are slated to use a few weeks of stage shows during the winter, but present plans indicate that this will be strictly on an intermittent basis.

Several neighborhood theaters, the De Luxe, operated by Rosen & Fine, and the Allen Park, operated by Nicholas George, are experimenting with stage shows occasionally.

## Fem Impersonators Irk Florida Court

TALLAHASSEE, Fla., Oct. 11.—Florida Supreme Court has upheld the closing of the Club Ha Ha in Broward County, on Florida's Gold Coast, as a public nuisance because of the preponderance of female impersonators in the club. However, the decision was made without prejudice to the operators (Charles "Babe" Baker and the Federal Amusement Company) to apply for a modification of the injunction against "lewd, indecent or nasty" performances.

There is no lawful objection to men impersonating women, the court said, but "the lawful evidence presents a dirty picture; the Ha Ha Club looks as if it were a cross between a honky-tonk and a speakeasy. . . . The fact that it is alleged to have been frequented by governors, senators, county officers and others of responsible status does not help it."

## New Vaude House For New Britain

HARTFORD, Conn., Oct. 11.—Glackin and LeWitt Theaters, operating film houses in Connecticut, have decided to build a 1,000-seat vaude-movie house in near-by New Britain. Starting date on construction hasn't been announced.

The only vaude-flick house now operating in this area is the 4,000-seat State, in Hartford.

## 802 and Ops In Deadlock On Stand-Bys

### Theaters Claim Petrillo's OK

NEW YORK, Oct. 11.—Huddle between major theater ops and a committee from Local 802, American Federation of Musicians (AFM), Wednesday (8) culminated in a stalemate, with neither side giving way on the issue of stand-bys.

The theater ops, Bob Weitman (Paramount), Oscar Dobb (Metro) and Frank Phelps (Warner) contend they had been told flatly by James C. Petrillo, AFM topper, not to pay the stand-by fees. The local denied that such instructions had ever been issued and said the theater men must be victims of a misunderstanding. Ops retorted that if there was a misunderstanding, 802 had better take it up with Petrillo. So far, the operators said, they were acting legally and on instructions from the AFM national office.

Union insiders insist that if it comes to a showdown, Petrillo will back the local. In any case, Dick McCann, 802 prexy; Charles Lucci, 802 secretary, and Hyman Jaffe, executive board member, left for Chicago for a hurried conference with national AFM. Next confab with New York theater ops is set for Friday (17).

## Olsen and Johnson Set Hawaiian Tour

CHICAGO, Oct. 11.—Olsen and Johnson, plus a company of seven stooges, and three supporting acts, will pocket \$15,000 plus all transportation and living costs when they take a two-week trip to the Hawaiian Islands during the middle of November. Booked by Victor Rickey and Tom Kettering, of Frederick Bros. act section, the Olsen and Johnson show will work November 22 to 30 in a tour of the Islands, with promotion being handled by private Hawaiian promoters.

Initial plans called for the troupe to travel by air, but present plans call for a steamer trip to the Islands.

## Cornell Rhythm Seminars

NEW YORK, Oct. 11.—Jazz, folk music and modern classic individualists are being invited to lecture before the Cornell Rhythm Club, a university org to promote understanding of modern music. Duke Ellington, Dizzy Gillespie, the Collegiate Chorale, the Hootenany's, Burl Ives, Hazel Scott and Stan Kenton are on the agenda this coming semester.

## Rambeau Leaves Lookout

CINCINNATI, Oct. 11.—Clay A. Rambeau, managing director of the Lookout House, Covington, Ky., since his release from the army air corps over two years ago, resigned that post effective September 28. He plans to return to the hotel business. Before the war Rambeau was associated with the Hotel Alms, suburban hostelry, as assistant manager and manager of the hotel's Club Villagenitery.



**Loew's State, New York**

(Thursday, October 9)

Capacity, 3,500. Prices, 50 cents-\$1.10. Four shows daily, five Saturdays. House booker, Sidney Piermont. Shows played by Louis Basil's house ork.

Comedy song and dance equally distributed thruout made for a pleasant over-all bill which rolled at an even pace. Bill Robinson topped the acts, doing his perennial standard routine, interspersed with new material for the usual big pay-off. Bojangles still manages to deliver sock entertainment at every re-appearance, never relying on past ability or old time's sake to go over. Robinson nonchalantly told his fables, as only he can with nary a one laying an egg. The champ tapster did his old-man routine, winding up with the customary ovation.

The other par value acts on the bill held their spots adequately. Console and Melba came up with some neat ballroomology, majoring in lifts and spins. Team did two fast and two slow routines showing smart change of pace and competent versatility. All got mitts with an added display for the *Turkey in the Straw* number. Dave and Dorothy Workman offered musical novelties using bells, glasses, a fine muted horn and a gimmick instrument. Their fingers rambling over delicate glasses made for some resonant musical results. Act is well flashed, with the lights coming out of the glasses on a dark stage and creating a good face-shadow effect. The bell encore made melodic sense.

**Jim Wong Troupe**

Jim Wong Troupe (four men, one girl) was typical Chinese, nimble gymnastics for a good show wind-up. Group performed difficult feats, contortions and balancing combinations in rapid succession, allowing no stage (See *Loew's State, N. Y., on page 42*)

**Radio City Music Hall, New York**

(Thursday, October 9)

Capacity, 6,200. Price range, 80 cents to \$2.40. Four shows daily; five Saturdays. House booker, Leon Leonidoff. Show played by Alexander Smallens' ork.

This stagershow is below the house standard, its best moment being in the finale when the Rockettes come on to do their customary unison terps. But unlike the original caterpillar routines, the kids do a flamenco this time that is as exciting as it is original. To see that line do the heel clicks and torso tosses in unison is an experience that brings bigger hands than usual. The Gene Snyder choreography is magnificent.

The show was broken up into three parts, starting with a dull ballet in which only the set was standout. Next came a rah rah scene with gal cheerleaders on tiered steps which segued into a football field on stage with grid heroes making with glee club effects on one pop, an oldie and the perennial *Sweetheart of Sigma Chi*, winding up with *Winsocki*. Dorothy Keller, skillful hooper, worked with the lads, doing some excellent spin taps and walkovers and finishing to good hand.

Next came a series of theme songs from shows like *Show Boat*, *Sally*, (See *Radio City on page 42*)

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**VAUDEVILLE REVIEWS**

**Million Dollar, Los Angeles**

(Tuesday, October 7)

Capacity: 2,400 seats. Prices: 55-98 cents. Four shows daily. House Booker, Bill McElwain. Show played by name ork.

English-speaking vaude-g o e r s found little to please them in Leo Carrillo's stint. In fact, the pic character actor proved a flop as a flesh attraction, his performance being marred from start to finish with unfunny routines. Carrillo's 20 minutes was much too long.

Leo's entrance was corned up by gunfire, with headliner coming on thru darkened house at midway mark to intro acts. Cowboy regalia gave Carrillo a rough-and-ready appearance, but material lacked originality and intelligent humor. Carrillo directed most of his remarks to the Spanish-speaking audience in their native tongue. While the amigos tittered at his apparently funny asides, non-Spanish-speaking customers could only stifle yawns. Material included typical "I've just come from Hollywood" routine (certainly not appropriate in Los Angeles) plus a dull recitation on the trials and tribulations of movie life. All in all, it was a sad act for the headliner.

Carlos Molina's ork shares top billing with Carrillo, delivering a standard Latin show. Band is only average but Molina's personality and wise choice of tunes help crew over the rough spots. Highlight was a medley of tunes representing various Latin-American countries, which registered well. Vocal stints were shared by balladist Ramon and a Latin swingster tagged Yo Yo, who dances, sings, and plays bongo drums with plenty of zip and sparkle.

Standout supporting act was Manuel Viera and Martita, with their two trained monkeys. Act has built a solid local following and the antics of the monks never fail to amuse.

Latin terpssters, Iris and Pierre, spotted twice during bill, displayed plenty of talent and class with their colorfully costumed, skillfully executed south-of-the-border routines.

Pic, *King of the Bandits*; biz, n.s.h. Alan Fischler.

**Chicago, Chicago**

(Friday, October 10)

Capacity, 3,900. Price 95 cents straight. Five shows daily; six on week-ends. House booker, Nate Platt. Shows played by Lou Breese's house ork.

Booking of Frankie Carle's smooth and commercial band during the showing of the fast-paced *Variety Girl* was a smart piece of business, for the casual Carle stage presentation is the breather that's needed after the talent-jammed flicker.

Carle's band shows little change since its last trip thru Chicago, except for improvement in the sax and rhythm section. Reed quartet gets an exceptional blend, especially noticeable in one number, *The Chick With the Band*, while Frankie's featured pianistics spearhead one of the best co-ordinated rhythm teams in a commercial ork. Vocalists, with another year under their belt, are on a par with any fem and male with a band today. Gregg Lawrence has an unusual-toned voice that shows shades of tenor and baritone inclinations and his piping of a current pop and a standard was tops. Marjorie Hughes is doing a much better job of selling the up-tempo and novelty ditties.

Supporting acts are as top caliber as the band presentation. The Clark Brothers ran thru their standard bounce tempo rhythm opener, saving a horse-race tempo jumper for closer. Pair amaze, for they work in their splits and leaps to this way-up tempo bit, while most other teams work at (See *Chicago, Chicago on page 42*)

**Philharmonic Auditorium, Los Angeles**

(Monday, October 6)

Here is Spike Jones at his zaniest. The washboard virtuoso takes 15 of his better known tune executions, adds a string of entertaining acts, and comes up with a palatable recipe for more than two and a half hours of side-splitting stage fare.

Jones adheres closely to items he has waxed and which have become identified with the Slicker treatment, program including *Hot-Cha Cornya*, *Chloe*, *You Always Hurt the One You Love*, *Minka*, *Holiday for Strings*, *I'm Forever Blowing Bubble Gum*, *Glow Worm*, *Cocktail for Two*, *Sheik of Araby*, and *Black Magic*. Presentation methods and Jones' gags while emseeing, show little change from when he appeared at the Trocadero here more than a year and a half ago. However, it's still sock stuff and ticket holders roll in the aisles over the riotous routines.

Doodles Weaver, featured comic, takes part in a number of the above named tunes, as well as pulling yocks as solo gagster. Goes best on stage. When he's a plant in one of the box seats tho, he reveals a lack of suitable material.

Freshest of the comedy lot is Carl Bennet, who possesses good timing sense and know-how when it comes to milking a situation for all the laughs. His best is a kid and bartender dialog routine. Fare is supplemented by Bill King's expert juggling and Betty Jo Huston's flawless acro work. George Rock takes the spotlight to emulate the James, Spivak, Busse and McCoy trumpet styles in a convincing (See *Philharmonic on page 42*)

**Oriental, Chicago**

(Thursday, October 9)

Capacity: 3,200. Price 95 cents straight. Five shows daily, six on week-ends. House booker, Charley Hogan. Shows played by Carl Sands' band.

After an absence of four years, rustic music got another try at Chicago vaude here this week and judging from first-show response, passed the test with flying colors. Tex Williams and his *Smoke, Smoke, Smoke* outfit, working in closing slot, had to try hard at the beginning, but the combination of comedy, a contagious beat and enthusiastic delivery sold the cowboy combo after the first two numbers. Williams, who has Spade Cooley's string band now that Cooley has switched to a brassier combo, selected a wide variety of music, ranging from a bouncing *One o'Clock Jump* to *Timtaysun* to score solidly. Outfit (three fiddles, two guitars, plus harp doubling guitar, accordion, drums, bass and piano doubling vibes) spotlights Smoky Rogers (Four Star Records) in banjo and mandolin solos and teams up with Deuce Spriggins (Coast platters) for comedy. Working on smart specially contrived stand, which had two glistening juke boxes at either end, with a solid wall of records as base of the stand, the Williams combo generated a solid half-hour of up-tempo music and comedy that was a contrast to the listless straight music policies of many of the touring names. Closing rendition of *Smoke* merited call-back hand, but time limit forced closing curtains.

First portion of the bill sagged a bit in comparison, for unreceptive crowd needed the warm-up, which Williams group provided, at the beginning of the show. The apparent nervousness of stage band frontier, (See *Oriental, Chicago on page 42*)

**CARL SANDS**  
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**Meadowbrook, Cedar Grove,  
New Jersey**  
(Wednesday, October 8)

Capacity, 1,600. Price policy, \$1.50-\$2.50 minimum. Shows at 8:30 and 11:30. Operator, Frank Dailey. Booking policy, non-exclusive (tho GAC gets first crack). Publicity, Vince Dailey and George Pall. Estimated budget, \$3,800.

Considering the capacity of the room the spot figures to make a buck with its policy of name bands and name and standard acts. Getting to the club from New York is, of course, a real problem. It's an hour-and-a-half drive on poorly marked roads. This means that a lot of the spot's business has to come from locals. Stem customers really must find the bill attractive if they are to make the safari.

The evening's first show played to about 75 people who were lost in this gigantic room. Crowds started coming in later, but it is doubtful if more than 250 or 300 were there for the second show.

The bill itself packs plenty of wallop, tho the booking seemed a little odd. Skitch Henderson plays the piano and so does Benny Desmond (Mack and Desmond). Desmond finishes with a spirited boogie piano bit and Henderson follows with *Warsaw Concerto* dropping pace down to a crawl.

**Henderson Is Tops**

Skitch Henderson is far and away the most refreshing band fronter to come up in recent years. His band (to be reviewed in a subsequent issue) is good, tho this department is primarily concerned with his appearance and performance before the ork, and in those categories the tall blond lead is a standout. He works with the ease of a Crosby and has the looks of a Sonny Tufts. Opening night gremlins upset the p.-a. system, but the gracious way Henderson handled it was not only top showmanship but good for laughs as well.

The band fronter has a couple of  
(See Meadowbrook on opposite page)

## NIGHT CLUB REVIEWS

**400 Club, St. Louis**

(Wednesday, October 8)

Capacity, 550. Prices \$1-\$1.50 cover charge. Operator, Mack Barnholtz. Manager, Joe Keegan. Publicity, Charlie V. Wells. Estimated budget, \$4,500.

Formerly a set-up spot, this newly reopened club is now catering to an exclusive clientele, serving mixed drinks and specializing in food. It opened its season with Connee Boswell and is now getting well under way with a bill headed by comic Ben Blue.

The Winnie Hoveler Girls (6), attractive, well costumed, well trained, opened the show with a military routine. They did another number later in the show and scored a hit with the customers.

Chanteuse Anne Russell came on to click as comedienne. Her song parodies were clever and her timing and delivery were just about tops. She scored with impressions of Mae West, Katherine Hepburn, Sophie Tucker and Hildegard.

The ballroom team of Pierce and Roland made a good impression with neat, clean routines, with the usual lifts and spins.

Still one of the funniest comics around show business and certainly one of the top funny men to play this club is Ben Blue. His act this time consisted mainly of old burlesque blackouts, but Blue's sense of comedy and showmanship made them seem funnier than they really are. Assisting Blue thruout were stooges Sid Fields, Eddie Lynch and an unbilled redhead. Blue and company took over proceedings to give the show a hilarious wind-up.

Nick La Banic and his ork (8) cut for shows and also came up with some pleasant danceable music.

Abie L. Morris.

**Village Barn, New York**

(Thursday, October 9)

Capacity, 250. Price policy, \$2.50 minimum Saturdays. Shows at 8, 11 and 2. Owner, Meyer Horowitz. Manager, Larry Horowitz. Publicity, Richard Gilbert. Booking policy, non-exclusive. Estimated budget this show, \$1,600. Estimated budget last show, \$1,400.

This 18-year-old bistro, typically decorated with all the farm yard paraphernalia, including Oscar, the live rooster in his perch, sports a cleverly balanced 55-minute show which starts on a high level and keeps building up until Harry Ranch and his maniacal fun-makers (a show in themselves) move it right out of this world. Ranch, the trumpeting ork leader, is surrounded by Charlie Harmon on sax; Don Tanner, drums; Slim Tanner, bass; Sid Davis, piano, and Floyd Bennett, trombone. The group filled the wind-up spot with speedy take-offs of name bands, using quick changes into wierd wigs, hats and coats. Assorted props in rapid succession were employed, including a fishing pole, shotgun, cowbells, horns, sirens, whistles, bells, lantern, pistol and broom. It all made for good, clean fun of the boistrous variety, seemingly having no semblance of order but pulling yocks in crafty fashion. Toni Palmer, band chirp, opened the act with a novelty arrangement of *I'm a Big Girl Now*, aided by the boys in the band. She received a fine mitt. The band also played straight for dancing.

**Corday and Triano**

Corday and Triano, returning to the local scene after a two-year absence caused by an accident, showed flashes of their old dexterity as ballroom terps. New routines being broken in had good timing. However, spark of the act was the lifts and the whirlwind turns by Triano (male), which  
(See Village Barn on opposite page)

**Mayfair Room, Blackstone  
Hotel, Chicago**  
(Friday, October 3)

Capacity: 325. Price policy: \$1 cover and a \$2 minimum. Headwaiter: Emile Hollner. Publicity: Evelyn Nelson. Shows at 9:15 and 11:30. Estimated budget this show, \$5,200.

This swank hostelry estaminet opened auspiciously, despite late arrival of the new grapes which are to cover the four walls, for the presence of the new team of Peter Lind Hayes and Mary Healy kept all eyes glued on the intimate stage and off any interior decorating.

The very fresh looking Mr. and Mrs. Hayes, who have been working together only four weeks, unveiled a nitery act which needs only a little polishing to compete with the biggest crowd-pullers in the business. Hayes opens solo, doing a routine cavalcade of singers, which stands out because of his aping of such unusual subjects as Arthur Tracy and Ethel Waters, the latter an amazing impress because of its close resemblance to the original. Hayes would do well to drop such hackneyed bits as the Groaner, Bob Burns and Vaughn Monroe, for anyone who can do the difficult Waters' bit, should have no trouble in digging up original personalities.

Hayes and la Healy worked the second part of the show, opening with a very subtle mimicking of Hildegard, pulling a hinterland lumber tycoon, played by Hayes. Bit pulled big yocks, for it's been duplicated often previously by Hildy herself in Chicago stands. Next two bits missed fire a bit, when Mr. and Mrs. Hayes tried Ethel Merman and Ray Middleton and Noel Coward and Gertrude Lawrence. *Annie, Get Your Gun* has never played Chi, so only a handful knew Middleton, while the same reaction was true of the Coward-Lawrence impress. La Healy, in a short coiffure that's a big improvement over the longer one she once wore, closed this portion of the show  
(See Mayfair Room on opposite page)

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**The Biltmore Bowl, Biltmore Hotel, Los Angeles**

(Thursday, October 9)

Capacity, 850. Price policy, \$1 cover weekdays; \$1.50 Saturdays. Owner-operator, Biltmore Hotel. Manager, Joseph Faber. Booking policy, non-exclusive. Publicity, Maury Foladare. Estimated budget this show, \$1,500. Estimated budget last show, \$1,500.

Latest Bowl offering is short and easy to take, offering four standard vaude acts coupled with the debut of Jan Garber's ork, who follows on the heels of Russ Morgan's year-long location date. Show is chock-full of laughs and variety.

Opening act featured the Ambassadors, three gals whose acro terping is flashy and skillful. Fems open with a soft-shoe routine, switching to a bag of acro tricks climaxed by a novel twist to a familiar rope jumping routine. Instead of ropes, however, the gals work with a long, elastic wire, calling for split-section timing and perfect co-ordination.

Juggler Anita Martel, young, smart-looking fem, scored with a better-than-average bag of tricks. Gal augments typical ball-juggling routines with some clever biz using three top-hats, building solidly for laughs. Miss Martel's dialog, however, falls flat, thus taking the edge from an otherwise good offering.

High spot of the bill is Bob Williams and His Canine Pals, a holdover from last show. Williams's act is one of the best dog groups in the biz today, bristling with smart patter and amazing stunts.

Closer is a familiar threesome, Lowe, Hite and Stanley, whose record pantomime (down to Andrews Sisters and Ella Fitzgerald disks) are doubly funny because of the contrast between the dwarf, giant and average-sized man in the group. Hilarious take-off on the Andrews Sisters' famed *Sonny Boy* waxing proves to be the biggest laugh-getter.

Jan Garber cut an excellent show and handled emcee chores amiably. Band is smooth and listenable, tailor-made for the Bowl's lush atmosphere.

Alan Fischler.

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**Normandie Roof, Montreal**

(Friday, September 26)

Capacity, 475. Price, \$1.50 minimum before 10:30; \$1.50 cover after 10:30. Shows, 8:30 and 11:30. Operator, Cardy Hotels. Booker, May Johnson Associates. Press representative, Colin A. Gravenor. Estimated budget this show, \$900. Estimated budget last show, \$1,300.

The smart thing for May Johnson to have done when she knew the new Neil Golyden band would be subjected to jury criticism (with the popular Buddy Clarke outfit having been given the thumb), would have been to book a sock show, if for no other reason than as a diversionary tactic.

Instead, what comes out is one of the weakest parlays ever to play this room. Actually, it's no fault of cowboy-style singer Boyd Heath's that he would fit better in a Saturday matinee for kids with a Roy Rogers film, but at the Roof he belongs as much as a pair of button shoes belongs on Lana Turner. The other performers, a tapster and ballroom team, are just as weak.

**Too Much Economy**

The weak show may be a result of the reported economy wave on the part of the hotel management (the reason given for Clarke's going) but the fact is that if future layouts aren't better—much better—the economy is going to boomerang, driving the folks away. Too much economy is bad business.

Heath is a genial chap with a fairish voice, but his drawling, way-down-yonder personality just doesn't belong. *Donkey Serenade* and *Shadrach*, tho strictly from Dixie, are tolerable, but when he takes his bow and comes back in high boots and a cowboy shirt to sing *Wagon Wheels* in boogie-woogie, well, that's the pay-off.

George and Jo Ann, ballroomologists, fail to click in their stint. They do get across in some of the flash bits, but generally the act gets nowhere. Maybe it's the fault of the music, or maybe it's the big room which bothers them, but whatever it is, the act doesn't go over.

Ruth Day in the tee-off spot shows promise and a nice personality, but her tap stuff needs working on. Also, a change of costume might be in line, since her gams, so important to a dancer, aren't the best part of her anatomy.

Neil Golden's band was weak in the showcutting, but should do okay once Golden gets a few more days' work under his belt. Vocalist May Ellen was clicko. Charles J. Lazarus.

**VILLAGE BARN**

(Continued from opposite page) brought them back for two encores and a beg-off. Numbers included Chopin's *Nocturne*, *Fine and Dandy*, *Mazurka* and *The Girl That I Marry*.

Bob Harter, in Wild West regalia, opened the show with some dandy cowboy yodeling and authentic range numbers. He delivered in leisurely fashion, accompanying himself on the guitar, with one foot resting on a chair. Harter's rich voice brought him back for three encores.

Emsee Gerald Griffin Jr. is a good looking youngster with a powerful voice. He throated several standards for good mitting, and then wound up with a *Brigadoon* medley.

Between dance sets Tex Gentry played the organ for the audience-participation games which have now become fixtures at the spot. The hobby-horse race, the square dance, the musical chairs and the bottle gimmick (all genially supervised by Harter) attracted surprising patronage. Jack Tell.

**MAYFAIR ROOM**

(Continued from opposite page) with a vocal on a standard that won her two call-backs.

Hayes closed the show with a set which included his standard Punchy Callahan, which showed the clip-haired comic off best, when, near the end of his comedy routine, he

**Ink Spots Extend London Casino Run Plus Side Dates**

LONDON, Oct. 11. — After the storm which blew up in the third week of the Ink Spots' stay at the Casino—over doubling dates at suburban houses for which they had originally been booked—has been pacified, the boys have now made it up with Bernard Delfont of the Casino, who is retaining them for a further fortnight at \$2,000 a week.

Meanwhile, Leslie Posher, Gaumont-British Film's variety director, was able to get the act on three successive Sundays (when Casino is closed) at the mammoth Trocadero, Gaumont-Empire and Gaumont-Hammersmith movie houses. The appearance at the Empire tomorrow will be the farewell appearance by the Ink Spots to the British public. House (2,400 seats) has been sold out for these Sunday stands (afternoon and evening). The Ink Spots will be accompanied by the Harry Parry Sextet.

Setting a new precedent, the Ink Spots also agreed to appear Sunday afternoon and evening at the Lyceum Dance Palais. This represents a new policy for the Mecca Dancing Company, who owns the Lyceum and 45 big dance halls all over the country and who has always refused to book foreign acts relying on giving its resident bands and vocalists a build-up. Admission charges for the Ink Spots were double the usual price at the Lyceum (room for 6,000).

**MEADOWBROOK**

(Continued from opposite page) singers who can warble in any league. Nancy Reed, a slim brunette, showed a sweet pair of pipes and a phrasing that sent chills down listeners' backs. Her looks are only fair but could be improved by better costuming. Andy Roberts, the band's boy singer, a tall, thin, dark clean-cut lad, was aces in the male vocal department. He handled his tunes with an assurance and a skill that won him plenty of hands.

**Mack and Desmond**

Mack and Desmond, eccentric comedy dance team, turned in a fine job with Desmond's dead-panned frightened double takes and Miss Mack's sparkle selling all the way. Desmond bounced and loped around, and even looked like a younger Gil Lamb. The first half of the act was sock. The latter part, with the boy pounding out a boogie piano beat while his partner did a hoofing single, was also okay. It was on their finish that they missed. The straight hoofing duet was a let-down from their comedy pacing. The finale needs laugh bits to hold up the initial pace.

Johnny Desmond was obviously bought for his name value. As a singer he was adequate and if he didn't register too well it was probably because of the lack of a juve audience. Some of the fault, however, lay in his unimaginative routine. His opener, *There's Gonna Be a Great Day*, was fair and his medley wind-up, including oldies, was also good. It was the middle that sagged. Bill Smith.

switched suddenly and decisively into his patriotic ending that brought tears to many eyes. Closing bit was a caustic study of typical headliners, who specialize in song. His kidding of Phil Regan and the French singer, with the zany smoking of the cigarette, brought down the house.

Ray Morton's band (three saxes, two fiddles and three rhythm) played an excellent show and played the most danceable music heard here in some time. Morton, a singing fronter, is a nice change from the usual stick-waving maestros who work here. This band is the first in a long string to use a vocalist during dance sets to break the monotony of long sets of instrumental music.

Johnny Sippel.

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## LOEW'S STATE

(Continued from page 39)

waits and winning admiration with each stunt.

Platinum blonde Wynn Murray sold flash more than voice in the singing spot, warbling two numbers, and barely made the encore. Chirp has talent but probably couldn't keep up with the opening day, early morning rehearsal ordeal. She received a fair mitt.

Joey Rardin proved to be a hard working little fellow with a great delivery. He overcame his mediocre material and not-too-strong voice with enthusiastic presentation which caught and held the audience with him all the way. His auto-horn renditions were the only novel touch.

Louis Basil ork backed up the show in its usual splendid fashion. Basil brought his voice out of retirement for the first time at this theater when he opened the show with a vocal. He sang *Let's Get a Job for Purple Heart Joe* for the Veterans' Administration with the sanction and approval of Petrillo. It's a plug for the deserving vets and well intended.

Pic, *Living in a Big Way*.

Jack Tell.

## RADIO CITY

(Continued from page 39)

etc., with a boy (unbilled) doing the warbling while different girls undulated across the stage. The number was slow, and the only different thing about it was the fact that the house used the broad platform in front of the pit as a runway for the gals to strut on. The only lift in this scene was from Elizabeth Talbot—Martin's take-offs of standard flicker names, winding up with a caricature of Eleanor Roosevelt.

The finale was the *Rio Rita* number in which the Rockettes did so well.

Pic, *Song of Love*. Bill Smith.

## CHICAGO, CHICAGO

(Continued from page 39)

much slower pace when they go into the showmanly clearing.

Nip Nelson has worked out a bigger repertoire of personalities and is leaning away from the instrument impressions he did here last time. Turn packs better continuity and material in general, with Nelson saving his only instrumental impress, a Harry James trumpet bit, to win a good call-back mitt.

Johnny Sippel.

## PHILHARMONIC

(Continued from page 39)

job. Helen Grayco injects the sole note of sanity, singing a Latin-pulsed number.

To give show a *Helzapoppin'* flavor, Jones liberally dishes out plants, asides, etc. Already moving at a high pace, stager would be improved if the weaker spots were eliminated. Ax should fall on Weaver's unfunny routines pulled from one of the boxes, as well as some of the stage business pulled by Slicker inmates.

Lee Zhitto.

## ORIENTAL, CHICAGO

(Continued from page 39)

Carl Sands, didn't help show along either, for the leader got jumpy when the pit mike which he used to intro acts failed to respond and the tenseness didn't leave him until a half-hour later. Sensationalists, who did their standard roller-skate routine, which previously has grabbed good mitts locally, snared only mild response, even tho they have added a couple of new bits which further enrich their thrill presentation. Joan Edwards got only a mild ovation after her intro and it took until her next to closing number to really get the stubborn pew-sitters with her. La Edwards, now a blonde, showed a versatility that makes for vaude click. Gal did a varied group of

## Series, Rodeo Dent Stem; Big 106G for Roxy; MH 104

NEW YORK, Oct. 11.—Stem over-all gross of \$426,000 in the six vaudepic houses showed a 38G drop from the previous stanza's \$464,000 take. The subway World Series, which stretched out for a full seven games, winding up Monday (6), cut heavily into the matinee trade. The Saturday-Sunday usually good afternoon biz was dented also by the competition of the rodeo at Madison Square Garden—a set-up for the children on non-school days.

The Strand (2,700 seats; average \$40,000) opened to a fair \$58,000 for Joey Adams, Tony Canzoneri, Mark Plant, Blue Barron's ork and Tari

numbers, with her work on slow, soulful ballads hitting hardest. Her material was way above par, with even the ballads carrying special lyrics. Her patter about her uncle, Gus Edwards, the star-maker, was the spark that ignited hefty audience reaction and she left to strong mitt, considering mood of the crowd.

Ross Wyse Jr. has a new and much better foil in statuesque Peggy Womack, and the act, except for a crude spot, was much improved over last time here. The striking brunette, in addition to doing okay job of handling the straight lines for Wyse, is a fine acrobatic dancer, whose work is even more striking because of her height. The team's comedy, acro dancing and each member's solo bits went over well, except for one short attempt at a two-man stand, where Wyse's caressing of the fem's gam gets a little too torrid and brought only a few uncouth guffaws and some embarrassed titters.

Johnny Sippel.

Vance. *The Unsuspected* on the screen.

Radio City Music Hall (6,200 seats; average \$100,000) wound up a four-weeker with an above par \$104,000 after registering \$148,000, \$135,000 and \$115,000, respectively, for a total of \$502,000. Stage bill had Patricia Bowman, Rudolph Kroeller, Esther Borja, Brunhilda Rogue and Salici Puppets. Pic, *Down to Earth*. New show (reviewed this issue) has Elizabeth Talbot-Martin, Paul Franke, Lucile Cummings and Dorothy Keller. Pic, *Song of Love*.

Roxy (6,000 seats; average \$85,000) hit a juicy \$106,000 after opening for a smash \$126,000, making the two-period total a hefty \$232,000, with Milton Berle, Nancy Donovan, Four Moroccans, Stan Fisher, the Vikings and *The Foxes of Harrow*.

Loew's State (3,500 seats; average \$25,000) wound up with \$28,000 for Myron Cohen, Hal LeRoy, Beverly Tyler, Zarco and Beryl, Bunin Puppets, the Juggling Jewels and *The Perils of Pauline*. New show (reviewed this issue) has Bill Robinson, Wynn Murray, Consolo and Melba, Joey Rardin, Dave and Dorothy Workman and Jim Wong Troupe. Pic, *Living in a Big Way*.

Paramount (3,654 seats; average \$85,000) hit a weak \$70,000 after a fair \$83,000 opener for a 14-day total of \$153,000 with Desi Arnaz, Marion Hutton, Rudy Cardenas, the Three Nonchalants and *Desert Fury*.

Capitol (4,627 seats; average \$72,000) slid to \$60,000 for the second stanza after a good \$73,000 opener. The fortnight total was \$113,000 with Gene Krupa, Rose Marie, the Vagabonds, Cardini and *Desire Me*.

Thank You,  
Mr. Balaban



September  
Twenty-fifth  
1947

OFFICE OF  
A. J. BALABAN

Jerry Murad's Harmonicats,  
c/o Mutual Entertainment Agency,  
203 North Wabash Avenue,  
Chicago, Illinois.

Dear Boys:

May I take this opportunity to express to you my sincerest thanks for re-arranging your bookings so that you were able to appear in our theatre with Jack Haley, Ella Logan and the Betty Grable picture "Mother Wore Tights".

Your outstanding entertainment value proved itself by the enthusiastic applause you received at every show. However, what impressed me most was the fact that you have built up such a large following in so short a time. The reception you received when you appeared on the stage, and with the announcement of the playing of your hit recording "Peg O' My Heart", was well deserved.

May the future bring you continued success.  
With kindest regards, I am

Sincerely,  
A. J. Balaban  
A. J. Balaban

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**Magic**

By Bill Sachs

JOHN CALVERT takes his full-evening show of magic and hypnotism into the Taft Theater, Cincinnati, October 18-20. . . . Collins the Miracle Man is back at his home in Durham, N. C., after a season with the James M. Rafferty Shows, where he had the side show. Collins was forced to leave before the conclusion of the org's regular outdoor season, due to a broken wrist, but will be back next season in the same capacity. Collins netted considerable publicity and free air time along the shows' route this summer on the strength of his headline prediction stunt and the hex story which won him nationwide recognition in the newspapers last March. . . . Houdini Club of Wisconsin held its annual get-together and show September 19-21 at the Pabst Theater, Milwaukee. Well-filled houses greeted the entertainers on the bill, which included Bill Baird, Del Breese, Jack Gwynne, Okita, and Ralph Cook, among others. . . . Valdo and Princess Pat, mentalists, have just concluded a two-weeker at the Nixon Cafe, Pittsburgh. *The Pittsburgh Press* of October 1 gave them an interesting human-interest yarn with photo showing them doing their stuff. . . . Landrus posts from Taylor, Tex., that the Lone Star State is still turning out in force for his novelty turn featuring magic, vent and mentalism. . . . King and Zorita, currently on a two-week holdover in the Continental Room of the Hotel Jefferson, St. Louis, had as visitors during their first two weeks there Lucille and Eddie Roberts, Ray Amy,

**German Vaude Has Post-War Staggers, With Bookings Few**

BERLIN, Oct. 11. — Showbiz in Germany is still crawling on its belly. Here and there some of the old pre-war theaters have managed to open, but by and large their capacities are limited, acts are far from pre-war standard, and work is limited.

Berlin theaters as a rule play 52 weeks, with the Scala and the Palast getting most of the business and using flesh for four-week runs. The Scala will probably stay around, but the Palast lost its license recently, even tho it had a permit to run for three more years. The Palast was operated by Marion Spadoni, who put a bundle of cash into the house to rebuild it and called it the "biggest and leading variety hall in Berlin." Authorities took over the house, charging that the operator had staged soldier shows for the German Army during the war. Marion Spadoni denies any Nazi connection.

**Will Try Operettas**

The house is still operating under former house inspector, N. Lupo, but policy will change this month from flicker-vaude to operettas. International Artisten Lodge (IAL) has petitioned authorities to continue the old policy, but nothing has been done. IAL has about 12,000 members, with about 500 registered in Berlin alone (latter mostly magicians). Any per-

former who wants to become a member of IAL has to pass a test of his ability before a committee of the union. Despite the barriers to overflooding the showbiz market, there are more layoffs than there are jobs.

Hamburg, the second biggest showbiz center in Germany before the war, now has only the new Hansa operating. The old Hansa, with a capacity of 7,500, was destroyed. The new house capacity is only 350. The theater plays fairly good shows, but they cannot be compared to bills headlined in the old days by Houdini, Ethel Levy, W. C. Fields and others in that class. Before the war Hamburg had a million population to draw from and was able to support three big-time theaters, a dozen smaller vauders and some 10 cabarets. Most of them are no longer around.

**19 Spots in Munich**

Munich still has 19 theaters and cabarets, with the Colosseum, the oldest fletcher in the city, restored and opened some weeks ago.

A new agents' org was formed in Hamburg some weeks ago. It will represent the interest of German vaude and circus agents in America and in the British Zone of Germany. In the Bizone (U. S. and British zone) there is in existence a circus managers' association and a vaude managers' association. Similar orgs operate out of Duesseldorf and Frankfurt. In the East Zone (the Soviet area) and also in Berlin, employers' associations are not recognized.

Norvelle, Jack Lippincott, Don Lawton, Ernie Heldman, Harold Struss, Terry Lynn, and Norma West. . . . Bob Nelson, of the Nelson Enterprises, Columbus, O., continues to garner reams of free publicity in the dailies. His latest plug scoop is an article, with four photos, in the October 5 issue of *The Columbus (O.) Citizen*. The piece, headed "Want Your House Haunted," was done by Gertrude Wolf, of *The Citizen* staff.

LUCILLE AND EDDIE ROBERTS close Thursday (16) at the Baker Hotel, Dallas, and four days later begin a fortnight's stand at the Statler Hotel, Cleveland. On November 11 they return to the Cotillon Room of the Hotel Pierre, New York, for a minimum of four weeks. . . . J. J. Musselman (The Great Aska), of Louisville, is employing an attractive new eight-page herald as a mailing piece to acquaint program buyers with his large and lavish new magic turn. The herald also gives space to Aska's assistant, Pauline, and her trained love-bird turn. When he's not magicking, Musselman manages the Rialto Theater, Louisville. . . . Vernon Colbert, in Honolulu with an E. K. Fernandez vaude revue, pencils under date of October 3: "Visited with Tenkai; Andy Parks, known as Hawaii's Prince of Magic and formerly with John Calvert; Mr. Zane, and *The Billboard's* Harry Hanoaka, all swell fellows and well schooled on manipulation. We have been playing theaters, and Sunday night we fly to Moni for the fair for four days, then on to Hilo for seven days. We return to Honolulu about November 14." . . . C. A. George Newmann, veteran mentalist-magician, is back in Minneapolis after concluding his 51st road tour with his own attraction. Despite the extreme heat, his receipts were excellent thruout the summer, Newmann says. . . . Magic Hobby Club of Ohio, Columbus, is sponsoring the second of a series of educational lectures on magic at the Fort Hayes Hotel, Columbus, October 25, with Arthur Buckley, author of *Card Control and Gems of Mental Magic*, as the speaker. A combination \$5 ticket covers a testimonial banquet to Buckley beginning at 6:30 p.m. and the lecture which gets under way at 8:30 p.m. Bob Nelson, of Nelson Enterprises, is in charge of arrangements, and Dr. William T. Palchanis is general chairman.

**Lyte and Hogan Form Chi Org**

CHICAGO, Oct. 11.—A new talent combine got under way this week, when Ray Lyte, who left Music Corporation of America's act department last week to go on his own, switched his plans and joined Frank J. (Tweet) Hogan in a partnership deal. The new agency, as yet unnamed, will function in both the personal management and booking field. The new firm has five prominent Midwest exclusive booking deals with niteries. Jack Lau will continue with the Hogan-Lyte combine in the cocktail skedding department, where he formerly worked with Hogan.

Lyte and Hogan previously worked together five years ago with the David P. O'Malley office.

**Agents' Org Recommends Dropping Segal Penalties**

NEW YORK, Oct. 11.—A special board of the Associated Agents of America, Inc. (AAA), after censuring Jack Segal for booking spots which AGVA had declared unfair during the borsht belt mix-up last spring and for which his franchise was suspended for three months and he was fined \$250, has recommended that Segal's franchise be returned to him and that the time be canceled. Segal's suspension has about two months more to run. The recommendation of the 3 A's board will go to Matt Shelvey and Dave Fox, of the American Guild of Variety Artists (AGVA). The board also passed a resolution to attempt to obtain a ruling that no member of the 3 A's may belong to any other organization of agents.

**Kay Vernon Subs at State**

NEW YORK, Oct. 11. — Wynn Murray, chirp in the Loew's State bill, was replaced after the opening day (9) by Kay Vernon. Miss Murray bowed out with a sore throat.

**Burlesque**

By UNO

GLORIA GLAD opened October 6 for two weeks in the featured spot at the Glorious night club in Schenectady, where Stubby Vernon is comic-emsee. . . . Terry Tracy, strip teaser out of Manhattan niteries, is making her debut in burly with the Ferguson-Gore unit on the Midwest Circuit. . . . Vernon Hoff, female impersonator, held over two weeks at the Ring Cafe, Dayton, O., as featured strip. . . . Jessie Sullivan, a recent arrival from Australia, has been booked by Dave Ross at the Club Milwaukeean, Milwaukee, as headline attraction. Co-principals are Cele Devine and Phil Keatin. Eddie Jones is ork leader. . . . Dona Leslie has switched from the Stinky and Shorty unit to the Brown-Carr cast on the Hirst Circuit. She vacationed all summer at her grandparents' farm in Laurel, Md. Dona continues her hobby of crocheting pocketbooks backstage between scenes. . . . Bert Carr, comic, is going to build a home on property near Pittsburgh, a wedding gift from the parents of Wilma Haydon, whom he married recently. The new Mrs. Carr is a commercial model. . . . Lou Miller, of the Hirst Manhattan headquarters, celebrated his birthday October 4.

MACK FERGUSON, straight, and Vivian Keenan, strip and talking woman, are newcomers on the Hirst wheel. Ferguson, in 1935, was one of the Four Harmonizers in vaude. Later he traveled with tab and rep shows and worked three seasons on the Midwest Circuit. Miss Keenan, before teaming with Ferguson, was in stock at the Fox, Indianapolis. . . . Mei Ling returned to featured spot on the Hirst wheel after two seasons in niteries on the Coast. . . . Jean Weaver, all summer at Tirza's show at Coney Island, N. Y., is a new Billy Koud show girl at the Hudson, Union City, where Rose Londyn is doubling as singer and in the parade line. . . . Al Blanc, harmonica wizard, back from a USO tour in the South Pacific, is now a show-stopper on the Hirst Circuit and has just finished a record for the Rainbow firm. . . . Abe and Harold Minsky returned from New Orleans, where they operated the St. Charles Theater the last few years. Abe is now in a new home in Lawrence, L. I., and Harold is off on a trip to the Coast. . . . Winsome Wynette is playing club dates in Milwaukee, where husband Don Hart, who is the local AGVA representative, has succeeded in organizing every niterly and booking agent to make Milwaukee 100 per cent unionized. . . . Ray Kolb and Sid Rogers are new comics at the Gayety, Norfolk. Jack Sobel exited. Held over are Walter Budd, Smoky Burns, Roberta Lee, Ned Crane, Georgia Reese, Judy Lee Oliver, Bernice Benson and Princess Tullane. Jimmy Oliver, who has the candy concession, was with Tirza's, Coney Island, N. Y., show season before last. Ditto Judy Oliver.

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## Expect League To Resist Hike In Scenic Fees

NEW YORK, Oct. 11.—The Scenic Artists' Union may find itself involved in a tilt with the League of New York Theaters next week when it informs the producers' association of the new hike in minimum scenery designing rates. The fees, which will go into effect about November 15, make the minimum for the first set \$850 instead of the \$500 prevailing now, \$400 for the next four sets and \$250 thereafter instead of \$250 for all sets after the first.

SAU initially asked \$1,000 for the first set and \$500 for the second. However, the producers' org rejected the union's demands. The new rates are a compromise, but the labor outfit isn't asking the League—it's telling it.

Union also wants \$850 for designers for supervising lighting, getting props, etc., when a producer does a show on a bare stage. Designers figure they are entitled to hikes because they haven't had raises in minimum fees for about 18 years.

### New Designing Fees

Designing fee for unit sets will now be \$1,000 for the first phase, \$250 each for the next nine and \$100 each for the next 10. Former price was \$500 for the first phase and \$250 each for all others.

Costume designers want \$150 for the first 15 costumes chosen and \$10 for each additional one, instead of \$100 for choosing 20 costumes. They also are asking a \$20 designing fee per costume for dramas, musicals and revues and \$5 for every repeat, instead of \$15 per costume and \$2.50 per repeat as in the past.

From now on a designer will have four weeks to complete his work on a straight play and six weeks for musicals and revues. When plays are sold abroad, the union wants to be notified by producers so that it can make its own deal with the foreign manager.

## Worcester Barns Run Four Months

WORCESTER, Mass., Oct. 11.—This city can lay claim to one of the longest summer stock seasons anywhere. Silo circuit fans here were offered 18 weeks by two companies, Guy Palmerton's at the Playhouse and Robert Daggett's at the Red Barn.

Palmerton's opening here May 23 was the year's first strawhat opening in the United States. Daggett finished the Red Barn's 10th season September 28 with *Laff That Off*.

Both houses had excellent box offices, despite a hot and humid summer and a cold September. Daggett reported the year's business as the best ever.

### Shuberts Mull British Revue

NEW YORK, Oct. 11.—The Shuberts are considering importing Sid Fields and his Palladium revue from England. Deal is obviously sparked by the fairly satisfactory business of the latest importation *Under the Counter*.

### Harman Buys Chapel House

GULLFORD, Conn., Oct. 11.—Lewis Harman, who has been operating the Chapel Playhouse here since before the war on a lease, has purchased the theater, it was announced this week.



## BROADWAY SHOWLOG

Performances Thru October 11, 1947

### Dramas

	Opened	Perfs.
A Young Man's Fancy... (Cort Theater)	4-29, '47	191
All My Sons... (Coronet)	1-29, '47	294
Anna Lucasta... (National)	9-22, '47	1,011
Born Yesterday... (Lyceum)	2- 4, '46	712
Command Decision... (Fulton)	10- 1, '47	13
Happy Birthday... (Broadhurst)	10-32, '46	392
Harvey... (48th Street)	11- 1, '44	1,246
Heiress... (Biltmore)	9-29, '47	16
How I Wonder... (Hudson)	9-30, '47	15
John Loves Mary... (Music Box)	2- 4, '47	287
Our Lan'... (Royale)	9-27, '47	17
Voice of the Turtle, The... (Morosco)	12- 3, '43	1,463

### DRAMA REVIVALS

Burlesque... (Belasco)	12-25, '46	834
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### Musicals

Annie, Get Your Gun... (Imperial)	5-16, '46	588
Brigadoon... (Ziegfeld)	3-13, '47	244
Call Me Mister... (National)	4-18, '46	623
Finian's Rainbow... (46th Street Theater)	1-10, '47	315
Music in My Heart... (Adelphi)	10- 2, '47	12
Oklahoma... (St. James)	3-13, '43	2,060
The Telephone and The Medium... (Barrymore)	8- 2, '47	187
Under the Counter... (Shubert)	10- 3, '47	11

### ICE SHOWS

Icetime of 1948... (Center)	5-23, '47	179
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### OPENED

Allegro... (Majestic)	10-10, '47	3
Dear Judas... (Mansfield)	10- 5, '47	8
The erix thumbed this down by 8 to 1. Yes: Brooks Atkinson (Times); No: John Chapman (News); William Hawkins (World-Telegram); Ward Morehouse (Sun); Robert Garland (Journal-American); Louis Kronenberger (PM); Howard Barnes (Herald Tribune); Richard Watts Jr. (Post); and Robert Coleman (Mirror).		
Duet For Two Hands... (Booth)	10- 7, '47	7
This script received a unanimous veto. No: Ward Morehouse (Sun); William Hawkins (World-Telegram); Robert Coleman (Mirror); John Chapman (News); Brooks Atkinson (Times); Howard Barnes (Herald Tribune); Richard Watts Jr. (Post); Robert Garland (Journal-American); and Louis Kronenberger (PM).		
High Button Shoes... (Century)	10- 9, '47	4
The tab here was 7 to 2 in favor. No: Robert Garland (Journal-American); Robert Coleman (Mirror); Yes: Louis Kronenberger (PM); Richard Watts Jr. (Post); William Hawkins (World-Telegram); Ward Morehouse (Sun); John Chapman (News); Howard Barnes (Herald Tribune); and Brooks Atkinson (Times).		
Man and Superman... (Alvin)	10- 8, '47	5
This was an occasion for an all-out huzzah! Yes: Ward Morehouse (Sun); Robert Garland (Journal-American); William Hawkins (World-Telegram); Howard Barnes (Herald Tribune); Brooks Atkinson (Times); John Chapman (News); Robert Coleman (Mirror); Richard Watts Jr. (Post); and Louis Kronenberger (PM).		

### CLOSING

Duet for Two Hands... (Booth)	10- 7, '47	7
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## Clifford Fisher's Revue At Playhouse October 30

NEW YORK, Oct. 11.—Clifford Fisher's *French Revue*, starring Edith Piaf, comes into the Playhouse October 30. Show will be sold at a \$4.80 top, but execs at the theater may add several performances to the regular eight. Revue is without a book and the producer figures to make his dough on the novelty angle.

## League Reports 4 Achievements In Past Season

NEW YORK, Oct. 11.—During the 1946-'47 season the League of New York Theaters was responsible for opposition to four matters that might have cost producers plenty of dough if the managers' association hadn't kept on its toes, according to a report made by James Reilly, executive secretary of the org.

### League opposed:

(1) Five per cent tax on legit theater admissions proposed by members of the city administration to raise additional tax revenue.

(2) Increase in the baggage car and transportation rates which finally were given the nation's railroads. However, the fight the League made delayed imposition of the rates about eight months.

(3) Proposal by the city that producers pay the salaries of firemen stationed at theaters during performances. Administration also asked theater owners to employ engineers during the summer season when the freon in pipes for air conditioning was in use.

(4) Existing fidelity bond rate for theater employees and had it reduced by 50 per cent.

Membership Thursday (9) voted in favor of an amendment to have theater owners and producers vote on only those issues concerning them and to drop the required quorum of one-third to one-quarter of the board membership present in order to avoid postponements of meetings.

## Board of Estimate Creates School of Performing Arts

NEW YORK, Oct. 11.—Board of Estimate Thursday (9) voted \$55,753 to remodel a former public school into a high school of performing arts. New school is located in the heart of the theatrical district and will provide vocational training in drama, music, dancing, radio and television.

It may be in operation in 1948 and will provide facilities for 300 pupils.

### "Alice in Wonderland"

#### May Hit Road Again

NEW YORK, Oct. 11.—There is a good possibility that *Alice in Wonderland* will take to the road again. Rita Hassan, producer, is now trying to get guarantees from several theaters in Midwest cities and if she succeeds the company will begin its trek.

*Alice* rolled up about 19G in its first week in Boston, but the show still lost money. However, the theater did make dough and the producer is trying to get the theaters to slice their percentage to the point where the show can make money.

## Library Theater in New Form Opens Registrations Oct. 30

NEW YORK, Oct. 11.—The former Equity Library Theater, on about October 30, will open registration of actors for scripts to be performed this season. Plays will not be done in any of the former Library theaters, but will hit the boards at four other definite locations, the Lighthouse for the Blind, Hotel Des Artistes, Society of Illustrators and Greenwich Mews Theater. Outfit also is dickering for Steinway Hall, but the deal hasn't been set.

Several new members have joined the Equity committee managing the

## Equity Members Grab Annie Oakleys

NEW YORK, Oct. 11.—The cuffo derby is on in earnest at Equity headquarters, with legit-starved actors chasing the union execs around the office desks to get free ducats to the several shows offering them. Already *How I Wonder*, *Dear Judas*, *Anna Lucasta*, *Our Lan'*, and *Young Man's Fancy* have come thru with tix. *Born Yesterday* and *Brigadoon* offer seats when they are available, which is seldom and generally a Wednesday matinee.

Clarence Derwent, Equity prexy and originator of the plan, has sent a letter to the collector of internal revenue asking that he eliminate the ticket tax to the actors because the program is an educational one for theshps out of work. Feeling in the trade is that the government won't go along on this. However, many producers who haven't shows on the boards now have pledged themselves to co-operate with the programs when they do produce.

## "Swing Mikado" Folds, Strands Non-Equity Cast

NEW YORK, Oct. 11.—The *Swing Mikado* revived memories of the old days (and they weren't good) among the Equity greybeards when it closed Monday (6) in St. Paul, stranding members of its cast with \$35 due each of the 50 chorus members and \$60 owned the principals. Thesping in the troupe was performed by non-Equity actors, so it looks as tho they won't get their dough.

*Mikado* is the first instance of a legit taking advantage of the Taft-Hartley Law. Even tho union stagehands were employed, Equity did not wish to give Jules Pfeiffer, the producer, the chance to invoke the law against the union by applying pressure on the grips to walk out on the show. The actors' union felt all along that the show would fold, and played a cagey game which paid off.

### Elsie Beyer Leaves Tennent

LONDON, Oct. 11.—Elsie Beyer, general manager for H. M. Tennent, Ltd., tabbed "the best brain in London theater business," is leaving the organization. She was second only to Henry Tennent himself in making H. M. Tennent one of the top names in the West End. Now she is going to the Old Vic Drama Company (headed by Sir Laurence Olivier and Vivien Leigh) as general manager. The company will leave early in 1947 on a tour of Australia and New Zealand and Miss Beyer will be in charge of all booking and travel.

legit unit, including James Sauter, Margalo Gillmore, Elliot Nugent and Vernon Rice. Each member of the committee will be responsible for a show this season. John Golden is responsible for this new system and expects eventually to bring the shows to local high schools on an admission-scale basis if they are of a sufficiently high standard.

Meanwhile, the original Equity Library Theater is formulating plans to appear in the libraries next season when repair work on the locations has been completed.



**HIGH BUTTON SHOES**

(Opened Thursday, October 9, 1947)  
NEW CENTURY THEATER

A musical. Book, Stephen Longstreet. Music and lyrics, Jule Styne and Sammy Cahn. Directed by George Abbott. Settings, Oliver Smith. Costumes, Miles White. Lighting, Peggy Clark. Dances, Jerome Robbins. Musical direction, Milton Rosenstock. Vocal arrangements, Bob Martin. Orchestrations, Philip Lang. Company manager, Jesse Long. Stage manager, George Hunter. Press representative, Karl Bernstein. Presented by Monte Proser and Joseph Kipness.

Harrison Floy.....Phil Silvers  
Mr. Pondue.....Joey Faye  
Uncle Willie, Mama's Brother.....Paul Godkin  
Henry Longstreet, Papa.....Jack McCauley  
Gen'l Longstreet, Gramp.....Clay Clement  
Stevie Longstreet.....Johnny Stewart  
Fran, Mama's Sister.....Lois Lee  
Sara Longstreet, Mama.....Nanette Fabray  
Nancy, the Maid.....Helen Gallagher  
Hubert Oglethorpe (Oggle).....Mark Dawson  
Shirley Simpkins.....Carole Coleman  
Elmer Simpkins.....Nathaniel Frey  
Elmer Simpkins Jr.....Donald Harris  
Coach.....Tom Glennon  
Mr. Anderson.....William David  
A Boy at the Picnic.....Arthur Partington  
His Playmate.....Sondra Lee  
A Popular Girl.....Jacqueline Dodge  
A Betting Man.....George Spelvin  
Another Betting Man.....Howard Lenters

CORPS DE BALLET: Misses Jean Marie, Caples, Jacquelin Dodge, Virginia Gorski, June Graham, Betty Hyatt, Elena Lane, Sondra Lee, Audrey Peters, Gloria Smith, Tomi Stuart, Eleonore Treiber. Messrs. Vincent Carbone, Raul Celada, Lenny Claret, Evans Davis, Fred Hearn, Ray Kirchner, Tommy Morton, Arthur Partington, William Pierson, William Sumner, Don Weismuller.

SINGERS: Misses Nancy Babcock, Gloria Casper, Estelle Gardner, Ronnie Hartmann, Dorothy Karrol, Hannah O'Leary, Fay Moore, Helene Whitney. Messrs. Edward Cole, Ray Cook, Erno Czako, John Dennis, Nathaniel Frey, Nell Harwood, Edward Hayes, Ben Murphy.

SONGS: "He Tried To Make a Dollar," "Can't You Just See Yourself in Love With Me?" "There's Nothing Like a Model T," "Next to Texas I Love You," "Security," "Bird Watcher's Song," "Get Away for a Day in the Country," "Papa, Won't You Dance With Me," "On a Sunday by the Sea," "You're My Girl," "I Still Get Jealous," "You're My Boy," "Nobody Ever Died for Dear Old Rutgers."

"High Button Shoes is another turn-of-the-century musical, adapted by Stephen Longstreet from his novel, *The Sisters Liked Them Handsome*. Not having read the book, this reporter is not prepared to say how closely the song-and-dance plot follows the original, but there seems ample opportunity in the material selected to framework a full evening of musical antics.

In a measure, *Shoes* fills the bill. There is a tuneful, fresh score from Jule Styne and Sammy Cahn. There are fine, fresh dance-patterns conceived and staged by Jerome Robbins. Cliver Smith's sets and Miles White's costumes leave nothing to be desired. There are also some excellent performances. Nanette Fabray, from this reporter's pew, has never looked or sounded better. *Shoes* is her dish and she makes it definitely her own. She puts across her numbers with warmth and charm and somewhere in between jobs has developed a fine sense of comedy. She is more than ably abetted by Jack McCauley, and their two numbers together, *Papa, Won't You Dance With Me* and *I Still Get Jealous*, are two of the show's standouts. Mark Dawson and Lois Lee as the younger love interest also swing their weight in the beat. Both have good voices and handle the ballad chores admirably.

**Short on Comedy**

Where *Shoes*, however, falls woefully short is in the comedy department. This is particularly unfortunate, inasmuch as Longstreet has elected to revolve his plot around the antics of a comic confidence man and his pal, who return to the old home town of New Brunswick, N. J., to become mixed up in a phony real estate deal and the Rutgers football team. Somehow or other the antics are never very funny. It is possible that, given better material to work with, co-star Phil Silvers could carry the comic ball thru two acts. As is, he comes thru only in flashes. Same may be said for Joey Faye, who can be plenty funny in his own right on occasion, but currently is capable of only a feeble assist.

However, la Fabray, McCauley,

**BROADWAY OPENINGS**

**DEAR JUDAS**

(Opened Sunday, October 5, 1947)

**MANSFIELD THEATER**

A drama from the poem by Robinson Jeffers. Adaptation and staging, Michael Myerberg. Music, John Sebastian Bach. Arrangements, Lehmann Engel. Dances and mimes, Esther Junger. Setting, Albert Johnson. Costumes and masks, Mary Percu Schenck. General manager, Matilda Stanton. Stage manager, Martin Cooke. Press representatives, Bill Doll and Tom Weatherly. Presented by Michael Myerberg.

The Carpenter.....Ferdie Hoffman  
Judas.....Roy Hargrave  
The Woman.....Margaret Wycherly  
Lazarus.....Harry Irvine  
The Mutes: Peter.....Tony Charmoli  
Simon.....Richard Astor  
John.....Betts Lee  
DANCERS: Clara Cordery, Eva Desca, Annie Ferris, Beatrice Seckler, Emy St. Just, Anne Widman.

PRESTES: David Fulford, Joseph Mego.  
ROMAN GUARDS: Larry Buchanan, Douglas Haden.

TORCHBEARERS: Jean Pugsley, Jacqueline Soans, Hope Zee.

SINGERS: Karl Brock, Jane Davis, Warren Gajour, Louise Gerard, Morris Gedzel, Arlene Hershey, Kaye Janice, Angela Lappart, Dorothy Page, Helen Rice, Walter Rinner, Cecile Sherman, Vicki Starr, Peter Sozio. Assistant conductor, Morris Gedzel.

As a producer of integrity who will fly in the face of Broadway commercialism, no one will question the courage of Michael Myerberg. For more than half a dozen years, it is reported, he has been bent on adapting Robinson Jeffers's poem, *Dear Judas*, to stem staging. So now he has done it. Such a venture would seem commercially doomed from the start, but putting all that aside, this muddled, untidy masque-like production, backgrounded with stylized choral dancing to chanted Bach accompaniment, can't be anything but sleep-provoking, even for the intelligentsia. This is one time that Myerberg has carried sincerity and courage to an extreme.

The Jeffers apologia for Judas, which paints him as a gentle, kindly soul who has lost faith in his leader, and a portrait of a Christ turned arrogant and domineering, must of necessity be offensive. Fortunately, in the terms of the Myerberg stage transition, much of this is lost. *Dear Judas* emerges as too much of an oratorical bore for anybody to care.

All of this is narrated by Ferdie Hoffman, Roy Hargrave, Margaret Wycherly and Harry Irvine. One or another achieves moments of distinction, but it is evident that all are wasting their time. They won't be wasting it long. **Bob Francis.**

Dawson and Miss Lee go a long way to offset these deficiencies and another tremendous lift comes from the dances. High point in the terp department is a sock second act ballet lampooning the Keystone Cops and the Mack Sennett bathing beauties—one of the top stepping production numbers to be seen hereabouts in a long time. There are earlier pleasant patterns, danced effectively by Arthur Partington, Sondra Lee, Jacqueline Dodge and Raul Celada. Helen Gallagher and Paul Godkin also contribute a laugh-getting, correspondence school tang.

**Pop Possibilities**

Pop possibilities in the tune sector can easily be two ballads, *Can't You See Yourself in Love With Me?* and *You're My Girl*. Also there is the polka-tempoed *Papa, Won't You Dance With Me* and the aforementioned *I Still Get Jealous*.

In sum, it is too bad that *Shoes* falls short of being the hearty song-and-dancer that it might have been. George Abbott has paced it ably and there is otherwise so much to recommend it. But it just isn't funny, where it should be. However, with hefty advance already in the till, it will doubtless withstand competition for some time. **Bob Francis.**

**MAN AND SUPERMAN**

(Opened Wednesday, October 8, 1947)

**ALVIN THEATER**

A comedy by George Bernard Shaw. Staged by Maurice Evans. Associate director, George Schaefer. Sets, Frederick Stover. Costumes, David Ffolkes. General manager, Robert Rapport. Stage manager, Ralph Edington. Press representatives, Sol Jacobson and Robert Hector. Presented by Maurice Evans.

Roebeck Ramsden.....Malcolm Keen  
Maid.....Miriam Stovall  
Octavius Robinson.....Chester Stratton  
John Tanner.....Maurice Evans  
Ann Whitefield.....Frances Rowe  
Mrs. Whitefield.....Josephine Brown  
Miss Ramsden.....Phoebe Mackay  
Violet Robinson.....Carmen Mathews  
Henry Straker.....Jack Manning  
Hector Malone Jr.....Tony Bickley  
Hector Malone Sr.....Victor Sutherland

Forty-two years haven't left any moth holes in *Man and Superman*. Time has marched since the comedy was first produced at the Hudson in 1905. True, there are passages which move with turn-of-the-century deliberation. But the barbs of Shavian wit are still just as sharp and Shaw's clinical observations on the deadliness of the female of the species clock the laughs as of yore. At least, that's the way it comes across at the Alvin with Maurice Evans making a transition from Shakespeare to high comedy—and making a most excellent job of it. *Superman* should stack up successively with the best of the recent comedy-of-manners revivals and should tenant the house for a long time to come.

*Man and Superman*, of course, is a field day for Shaw to jibe at a variety of social foibles current to the period. Chiefly, his observations are directed at a smart, fast-talking bachelor and an even smarter gal who sets out to hook him—and does. With them is grouped another young lady whose methods are less circuitous but who winds up with an American husband and a million-dollar bank roll. Half a dozen other characters have a hand in forwarding these proceedings, and as Shaw is not one to draw paper-doll figures, all of them come in for a share of laugh lines and fat scenes. Since Evans has picked a well nigh perfect cast and his direction of it is excellent, results at the Alvin are out of the top drawer.

**Frances Rowe Scores**

With the star himself setting a pace that should convince anybody of his right to a top slot in the theater on the score of versatility, the rest of Evans' troupe follows thru with some performances that even Shaw couldn't carp at. Frances Rowe is delightful as the predatory Miss. Carmen Mathews adds another amusing portrait as the gal who likes a little coin with her romance. Jack Manning's chauffeur is a masterpiece of lower-middle class British independence. Chester Stratton gets all the comedy out of a dim-witted loser in the romance sweepstakes and Malcolm Keen likewise from a stock role of a portly middle-ager. There are good contributions also from Josephine Brown, Phoebe Mackay, Victor Sutherland and Tony Bickley.

Frederick Stover's three sets are nicely in keeping for a turn-of-the-century period piece, and David Ffolkes's costumes are once more a delight. There is no question that the Evans version of *Superman* has what it takes. **Bob Francis.**

**ROUTES  
Dramatic and Musical**

An Inspector Calls (Plymouth) Boston.  
Annie Get Your Gun (State Fair) Dallas.  
Another Part of the Forest (Erlanger) Chicago.  
Blackstone (Walnut St.) Philadelphia.  
Call Me Mister (Biltmore) Los Angeles.  
Carousel (Shubert) Chicago.  
Chocolate Soldier (Blackstone) Chicago.  
Cornell, Katharine (Hanna) Cleveland.  
Druid Circle (Wilbur) Boston.  
Fatal Weakness, with Ina Claire (Davidson) Milwaukee.  
For Love or Money (Shubert) New Haven, Conn., 16-13.

**DUET FOR TWO HANDS**

(Opened Tuesday, October 7, 1947)

**BOOTH THEATER**

A melodrama by Mary Hayley Bell. Staged by Reginald Denham. Set and lighting, Charles Elson. Costumes, Helene Pons. General manager, Richard E. French. Stage manager, Robert Payson. Press representative, Willard Keele. Presented by Robert Reud.

Abigail Sarclet.....Joyce Redman  
Herda Sarclet.....Wynne Clark  
Fletty.....Ruth Vivian  
Edward Sarclet.....Francis L. Sullivan  
Stephen Cass.....Hugh Marlowe

*Duet for Two Hands* may be able to raise the fanciest sort of goose pimples on a West End audience, but it's just skim-milk melo as far as American customers are concerned. In addition, its premise is so ridiculously far-fetched as to be completely unbelievable.

Author Mary Bell would have you believe that a sottish medico-megalomaniac has grafted the hands of an executed murderer on the wrist stumps of a young poet. The new appendages cause a lot of trouble, since their previous owner seems to have bequeathed his successor a job to do along with them. Further involvements ensue when the medico brings the lad to visit his daughter and sister at his home in the Orkneys. Poet and daughter are immediately drawn to each other until the lass's father in a drunken frenzy tells her that the new hands belonged to the man she loved—the gent who was hanged for murdering his actress-sweetheart.

**"Surprise" No Surprise**

Of course, it has been obviously sign-posted by this time that the gent's conviction was phony. So it is no surprise when the doctor gets oiled up again and confesses to the poet that he was responsible, because the easy-going actress was in the family manner and about to plant the blame on him. Doc is really quite a heel.

Meanwhile, daughter has run away, and when the lad announces he is off to find her and publish the whole yarn, papa puts up quite a tussle before apoplexy or a heart attack gives him his come-uppance. Apparently this lays the hanged gentleman's ghost to rest, and the young man is off to straighten matters out with the daughter.

If a customer can swallow all this, thin as it is, he may get an assortment of chills out of *Duet*. But in spite of the atmosphere and momentary tensions which Reginald Denham's staging has managed for it, *Duet* rings as phony as its murderer's conviction.

**Cast Is Able**

What slim chances it has for staying on at the Booth stem from some excellent performances by visiting Britishers. Francis L. Sullivan chalks up a dominating portrait as the neurotic, egotistical doctor. Joyce Redman crowds him for acting honors as the daughter and in several scenes shows the stuff that won her critical acclaim with the Old Vic troupe last year. Wynne Clark and Ruth Vivian also score with what material comes their way. The cast's sole home talent, Hugh Marlowe, is somewhat heavy handed with the poet, but then, of course, the author tells you that they are not his own hands.

Charles Elson's set of an Orkney Island living room is effective, as are Helene Pons's costumes (circa 1904). But over all, *Duet* hasn't the class for Stem competition. **Bob Francis.**

Girl of the Golden West (Curran) San Francisco.  
Harvey (Royal Alexandra) Toronto.  
I Remember Mama (Mayfair) Portland, Ore., 15; (Capitol) Salt Lake City 17-18.  
Kolb & Dill (Belasco) Los Angeles.  
Lady Windermere's Fan (Forrest) Philadelphia.  
Musical Repertoire (Shubert) Philadelphia.  
Medea (Locust St.) Philadelphia.  
Oklahoma (Colonial) Boston.  
Private Lives (Harris) Chicago.  
Red Mill (Nixon) Pittsburgh.  
Song of Norway (American) St. Louis.  
State of the Union (Strand) Elmira, N. Y., 15; (Erlanger) Buffalo 16-18.  
Sweethearts (Shubert) Boston.  
This Time Tomorrow (Selwyn) Chicago.  
Tobacco Road (Cox) Cincinnati.  
Topitzky of Notre Dame (Studebaker) Chicago.  
Voile of the Turtle (Geary) San Francisco.  
Winslow Boy (National) Washington.

## THE FINAL CURTAIN



In Memory of Our Beloved Brother

**A. E. DODSON**

Who Passed Away Oct. 19, 1928

C. G. DODSON  
M. G. DODSON

In Memory of  
**W. E. SULLIVAN**

Inventor of the BIG ELI Wheel  
President of the BIG ELI Co.



who passed away Oct. 15, 1932  
15 years have now passed since "Dad" Sullivan left us. The wise policies which he established still guide BIG ELI decisions and progress.

"A good man's works do follow him."  
BIG ELI Company and Employees

In Memory

Of My Dear Husband

**CLARENCE D. DAVIS**

who passed away one year ago  
October 15, 1946.

Memories are treasures no one can steal.  
Death is a heartache nothing can heal.  
Some may forget you since you are gone,  
But I shall remember, no matter how long.

Ken—Esther—Bill

In Memory of

**C. J. BELTON**

Who passed away Oct. 6, 1946

MR. AND MRS. C. L. RAMSEY

Gone But Not Forgotten

"SNOOKS" EILEEN HOS-DUNLAP

Died October 7, 1945.  
MOTHER, MARCEL, CHUCK, LEE & PAT HOS.

ADAMS—Charles F., 71, multi-millionaire sports promoter and sportsman, in Boston October 2. (Details in General Outdoor Section.)

ALBIN—George P., 46, stagehand, recently at his home in Buffalo of a heart attack. He was a member of Local 10 (Buffalo) of the Stagehands' Union. Survived by his widow, Fannie, and a daughter, Pearl.

ANDELHOF—Auguste, 65, conductor of the Brussels Opera Theater and a member of the Belgian National Broadcasting Institute, in Brussels, October 6.

BEECHER—Fred, 68, veteran showman, manager of the Sioux Falls (S. D.) Coliseum and former vice-president of the International Auditorium Managers' Association, September 27 in Sioux Falls of a heart attack. He formerly managed the Majestic, Egyptian and Orpheum theaters in Sioux Falls. Survived by his widow, two sons and a daughter.

BRAHAM—Lionel, 68, stage and screen actor, October 6 in Hollywood. Beginning his career in London in 1909 with *A Persian Princess*, he came to this country in 1914 and appeared on Broadway for 18 years before entering films. His shows included *The Garden of Paradise*, *The Miracle*, *Everyman*, *Androcles and the Lion*, *The Doctor's Dilemma*, *Henry VIII* and *The Man Who Reclaimed His Head*.

BROW—Harold, 51, veteran vaude and tab performer, October 5 in General Hospital, Wyandotte, Mich., of a heart ailment. His theatrical career began at the age of 11 as a member of the song and dance team of Hoye and Brow. He played the Pantages and

Keith-Albee vaude circuits both as a single and in a team. He later appeared with tab shows and formed the *Yankee Girls Company* which played theaters in the Detroit area for a number of years. From 1923 to 1930 he operated a booking office in Detroit and in 1934 formed the Amusement Booking Service there. In 1946 he was with Captain Ritz's *Hell on Wheels* show and this year he operated concessions on the Lee United Shows. Survived by his sister. Burial in Holy Sepulchre Cemetery, Detroit.

CARLSON—Lloyd R., 47, concessionaire and cookhouse operator, at the University of California Hospital, San Francisco, October 5, after a long illness. At one time he was connected with Cal Enfield's California Fair Shows. He was a member of the Pacific Coast Showmen's Association. Burial in Showmen's Rest, Evergreen Cemetery, Los Angeles, October 8. His widow survives.

CAUFMAN—Guy, widely known in repertoire and tent show circles and manager of the Guy and Constance Caufman Players, who played the East and Midwest under canvas and in theaters for many years, at his home in Flint, Mich., September 19 of a heart ailment. Burial in Holton, Kan. His widow, Constance, survives.

CHATTERDON—Arthur E., 62, former leading man, October 9 in Abesecon, N. J. He retired from the stage in 1927 after 24 years.

COLKITT—Alvin G., 30, midget auto racing driver, October 7 in Bridgeport, Conn., of injuries sustained when his car crashed at the Candlelite Stadium in that city.

DEMPSEY—Thomas, 79, old-time vaude and Mack Sennett comedian, recently in Los Angeles. Burial at Holy Cross Cemetery, Los Angeles, October 9.

DIRIENZO—Alexander, 47, former stagehand, in Worcester, Mass., September 25. He traveled for many years as electrician with the road shows *Castles in the Air* and *Stoopnagle and Bud's Revue*. His widow, Marian; daughter, Shirley, and brother, Gerald, survive.

DOOLEY—Corinne Sayles, 61, former vaude performer, September 30 in Baltimore. She and her husband were billed in a feature comedy act, Dooley and Sayles, for 40 years. Her husband and daughter survive.

DREW—Harry A., owner of the Drew Motor Company, Waynesboro, Ga., and brother of Harvey D. and James H. Jr., well known in outdoor show circles, in Waynesboro October 9. He also leaves his wife and two children, James and Helene. Burial in Wrightsville, Ga., October 10.

FISHMAN—Bernard (Barney), 45, Penny Arcade owner, at Cedars of Lebanon Hospital, Los Angeles October 7 after a short illness. In show business most of his adult life, he operated Penny Arcades and was a novelty supply distributor. At the time of his death he was owner of the Sportland Arcade, Ocean Park, Calif. He was a member of the Pacific Coast Showmen's Association, Los Angeles. His widow survives. Services in Los Angeles October 10.

GILMORE—Helen, 47, former actress and for 10 years editor of *Photoplay*, October 8 in New York. Her first stage appearance was with Henry Hull in *When We Were Young*, in 1922. She later joined the George Cukor Stock Company in Providence and toured with Bette Davis, William Hodge and Spencer Tracy. In 1933 she left the theater and went into the magazine field. Survived by her husband, Richard, and her mother.

GIRARD—John, 45, actor, October 7 in Trenton, N. J. He was the husband of Margaret Linley Girard, legit casting director.

GOWER—Frank C., 40, director of Station WROL, October 6 in Knoxville. He was formerly with stations in Boston and New York. Survived by his widow, Sarah.

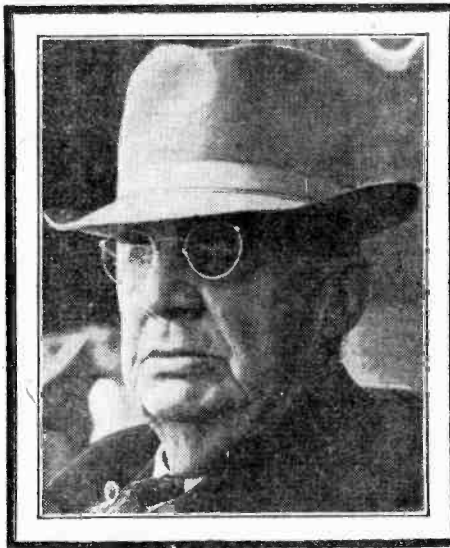
GREENING—A. J., of Morningsport, La., and performer with Roy Rodgers's Rodeo, in Chicago October 8.

HAMBOURG—Jan, 65, eldest member of the Hambourg Trio, October 2 in Tours, France. Two brothers and a sister survive.

HARRISON—Early M., 65, retired minstrel show operator, October 1 in Benton, O. His Harrison Minstrel Shows toured the Midwest and New York. Survived by his widow, Lena.

HASSLER—Frederick J., 38, with

## In Memoriam



**FRED BECKMANN**

DIED OCTOBER 17, 1941

BECKMANN & CERETY WORLD'S BEST SHOWS  
B. S. CERETY

## I WISH TO THANK

Everyone who sent flowers when my dear husband passed away, also to the friends who sent me such kind messages and gave their time and efforts to help me when I needed help so much, my most sincere and grateful thanks. To the pallbearers, Mr. Hayes, Mr. Cheek, Mr. Wehmas, Mr. McGee, Mr. Blackburn and Mr. Meisensawl, who did so much to help me, and to Mr. and Mrs. Floyd Kile, my very good friends, my heartfelt gratitude.

HELEN WASON

In Memory

Of a True and Loyal Friend

**C. J. BELTON**

Passed away Oct. 6, 1946.  
Sadly missed by all.

MR. AND MRS. U. H. THOMPSON

THANKS

To Gene Renee, Dick Best, Cleo Renee, Doral Deshon, Wonder City Shows and others for floral designs, assistance and consolation rendered at the death of my dearest friend.

**Jesse E. (Tex) Putegnai**

Oct. 5, 1947.

"Gone but will never be forgotten"

By His Partner,

**Billy Logsdon**

In Loving Memory of My  
Darling Son

**Lt. Harley W. (Buster) Shoat**

Killed in Plane Crash Oct. 18, 1942  
**NORA ANN SHOAT**



the Joseph J. Kirkwood Shows, recently in Murphy, N. C. Survived by a sister, Mrs. Marie Carey, of Indianapolis. Burial in Sunset Cemetery, Murphy, N. C.

**HOFFENSTEIN**—Samuel, 57, film writer, in Hollywood October 6 of a heart attack. He was on the editorial staff of *The New York Sun* 20 years ago.

**HUGHES**—Thomas A., 82, former clarinetist with John Philip Sousa, October 3 in Long Branch, N. J.

**KLEMM**—Gustav, 50, superintendent of the Preparatory Department of the Peabody Institute and composer of many numbers for concert performers and the movies, September 5 in Baltimore. His music was used in *The Jazz Singer*, *Cimarron* and *Little Caesar*.

**LEEDOM**—Chilton Jr., apartment-hotel operator and pianist at the Empire Theater, Cincinnati, during silent picture days, October 9 in that city. Survived by his widow, Ada; a son, Robert; four brothers, Robert, John, Henry and Louis; two sisters, Mrs. Mary Shelton and Mrs. William Wooley, and his father. Burial in Manchester, O.

**LEVY**—Mrs. Lena, 76, mother of Sam Levy, co-owner of the Lawrence Greater Shows, October 1 at her home in the Bronx, New York. Other survivors are two sons, Harry and Morris, and two daughters, Mrs. William Berknap and Mrs. Sam Pistrank, all of the Bronx. Interment October 2 in Mount Hebron Cemetery, L. I., N. Y.

**MORAN**—James F., 63, former juggler, recently at his home in Lawrence, Mass., of a heart attack. Survived by a brother, Bill, recently of the team of Moran and Wiser, and the father of George Moran, formerly of the Three Hardigs.

**POWERS**—Mrs. Ada Weigel, 84, pianist and composer, October 6 in Nutley, N. J. Two daughters and a son survive.

**PUTEGNAT**—Jesse E. (Tex), 43, carnival trouper for the past 24 years, in Warren, Ark., October 5 of a cerebral hemorrhage. At the time of death he operated Billy Logsdon's Side Show on the Wonder City Shows. Putegnat had been with Royal American, Eubin & Cherry, American United, Rogers Greater, Dick's United and Johnny J. Denton shows and the Tom Mix Circus and had been a side show talker for Dick Best, Pete Kortess and Ray Marsh Brydon and others. Burial in Warren Cemetery.

**ROBINSON**—Bill, 82, veteran performer, in Cincinnati October 9 after a lingering illness. Deceased toured for years with old-time roadshows and later played the major vaude houses in this country and abroad in a single and double comedy act. He also appeared with various minstrel orgs and on showboats. Before his retirement five years ago due to ill health, he served for a number of years as elevator operator at *The Billboard* in Cincinnati. Services and interment in Cincinnati October 11. He left no known survivors.

**SHEPHERD**—Mrs. Frank, former circus trapeze performer, in a hospital at New Rockford, N. D., October 1. Survived by her husband, her parents, and a son, Tommy. Burial in New Rockford.

**WARDELL**—Thomas Francis, 50, vaude performer, October 1 in New York. He first appeared in a comedy act with his brother, Johnny, now retired, and recently with his wife, Jean Castro.

**WEIF**—Frank W., 47, sports editor of *The Illinois State Register*, Springfield, Ill., recently in that city. An authority on motorcycle racing, he spent much time publicizing such events at fairs.

**WRAY**—Cyril, 42, pianist with the *Four Dukes*, musical combo at the State Show Bar, Detroit, for the past three years, October 6 in that city. Survived by his widow.

## Marriages

**BLACKMON-PARNELL**—Thomas A. Blackmon and Esther Parnell, both of the *Palace of Wonders* unit with the J. J. Kirkwood Shows, October 4 in Blairsville, Ga.

**BRENNAN-PETKA**—Fred Brennan and Violette Petka in Detroit recently. Bride is a former concessionaire.

**CAIN-MacBETH**—James N. Cain, novelist and film writer, and Florence MacBeth, former prima donna of the Chicago Civic Opera Company, in San Marino, Calif., September 19.

**CASPARIS-SUND**—William Casparis and Sunny Sund, owner of the Beachcomber, Los Angeles nitery, September 20 in that city.

**CRAFTON-MALONEY**—Patrick H. Crafton, television director at station WRGB, Schenectady, N. Y., and Marilyn F. Maloney, at Meriden, Conn., September 20.

**DAY-VAN**—Tiny Day, night club entertainer and organist, and Bette Van, musical comedy actress, in Bridgeport, Conn., September 9.

**ELLIOTT-CHASE**—John Stephen Elliott, actor appearing in *Command Decision*, to Nancy Penrose Chase, actress, October 9 in Yonkers, N. Y.

**MAIOLA-CROSS**—Frank A. Maiola, manager of Rollaway Skating Rink, Riverside Park, Agawam, Mass., and Susan J. Cross, of West Springfield, Mass., recently.

**MARSH-SPEARS**—Charley Marsh, character actor and former straight man for Jack Pearl, and May Belle (Jackie) Spears, formerly in vaude with Bee Ho Gray, in Los Angeles, October 4.

**OTIS-CARTER**—Hal Otis, violinist, and Margaret Carter, nonpro, September 30 in Milwaukee

**WELLS-FAZIO**—Charlie V. Wells and Sunday Fazio in East St. Louis, Ill., October 4. Wells is publicity director for Club 400 and Top o' Town night clubs and Tune Town Ballroom, St. Louis.

## Births

A son to Mr. and Mrs. James Gustafson in St. Peter, Minn., October 4. Mother is the daughter of Milt Herriott, horse trainer with Cole Bros.' Circus.

A daughter, Grace Virginia, to Ruth and Harry R. Swank, of Bailey Bros.' Circus, September 28 in St. Vincent's Hospital, Kansas City, Mo.

A daughter to Capt. and Mrs. Jack Perry October 2 in Brookneal, Va. Father does the high-dive act on the Barney Tassell Shows.

A daughter, Sandra Louise, to Al and Lynne Pitcaithley in St. Francis Hospital, Carlsbad, N. M., September 27. Parents formerly trouped with various tent repertoire and stock organizations and father is now program director at Station KAVE, Carlsbad.

A son, Jeffrey, to Mr. and Mrs. Joseph F. Falco in Bridgeport, Conn., October 2. Father is publisher of *This Week in Bridgeport*, amusement weekly in that city.

A daughter, Barbara Louise, to Mr. and Mrs. Bob Blackburn October 6. Parents are bingo operators on the Barney Tassell Shows.

A daughter, Joan, to Mr. and Mrs. Nick Therry in Los Angeles, September 30. Father is a music publisher.

A daughter to Mr. and Mrs. John D. Kelsey September 30 in New York. Father is a radio writer.

A daughter to Mr. and Mrs. Louis Meltzer October 5 in New York. Mother is the concert harpist, Rosamond Lovelace; father is a radio writer.

## Divorces

Nola Menuhin, from Yehudi Menuhin, concert violinist, in Carson City, Nev., September 27.

## NEIL GOLDEN

(Continued from page 35)

horn is required to cut a show, even if the blower is as sock as Bob Harrington (formerly with Clarke). There's no attack and no pick-up as it is now. Then too, the moaning saxes for the sweet music can be overdone, and it is. For the young folks and many tourists that visit the room, the rep must be broadened into more bounce.

May Ellen's vocals are sold well and she displays good gowning and pert personality and is, as a matter of fact, a bright spot against the sombre background of tuxedos.

Golden should make the most of his chances. He's in a tough spot, but there's no reason, with a little fixing up here and there, for him not to be a draw. *Charles J. Lazarus.*

## DAVID LE WINTER

(Continued from page 35)

Going into his third year in this ultra-ultra room, LeWinter's ork is featured nightly in an hour-long concert, for which special programs have been printed. A typical concert set includes Cyril Scott's *Lotus Land*, Debussy's *Girl With the Flaxen Hair* and *Malaguena*.

Despite the limited personnel, LeWinter and his arrangers have worked out a large number of blendings within the talented reed section to give proper treatment to the moods of various tunes. The band can switch from a heavy classic to a torrid jazz specialty with ease.

A waxery looking for something unusual and yet commercial in the way of a smaller band would do well to give the LeWinter music a thoro listening, for this combo combines an original library with a distinctive styling. For commercial purposes the waxery can elicit from these seven men a brand of music that will top some 11 to 15-piece crews.

*Johnny Sippel.*

## SHEP FIELDS

(Continued from page 35)

make music lovers flip, but it certainly is a band which is commercially sound—one which should go in class hotels and niteries where they like their music quiet, competent and danceable. The ork's book is replete with current plug and pop tunes which are frequently peppered with an instrumental standard of the *Love for Sale* and *Just One of Those Things* variety.

### Strong Vocals

Aside from the viola groans, bouncy reed figures and squeezebox trills which come up now and then to offer identification, the band's trade-mark lies in the strong vocal department. Both Toni Arden, who was heard on the *Gloom Dodgers* airer and with Al Trace's novelty ork, and Bob Johnstone sing straightforwardly, cleanly, with lots of voice and with plenty of presentation know-how. Both singly and as a twosome, they give the Fields band plenty of selling impetus. The ork also uses a quartet, the Three Beaus and a Peep, but only for remotes at Glen Island. They will go with the ork after the band leaves the Casino if the bookings warrant their use.

Fields this week landed a waxing deal with Musicraft (see story this section) which should aid his comeback cause considerably. There also is talk of a sponsored open-end e.t. deal for the band which also could do much to give the ork a push in the right direction. And, of course, there is the Fields name, which has long been kicking around band biz and which should still be remembered by those payees for whom the orkster's current unit is aimed.

For dancing there isn't a better band around the biz today.

*Hal Webman.*

## An Upheaval in Remotes Threatens

(Continued from page 17)

Meanwhile, in addition to the gradually diminishing number of remotes on the networks, plus the one hour of time lost in the recent switch from daylight saving to standard time, still another problem has cropped up. This one is the use of electrical transcriptions for repeat broadcasts to the West Coast. Officials at the networks indicated that widespread use of the e. t. repeats would slice at least one more hour from remote skeds from Chicago westward.

Indications were that CBS, NBC, MBS and ABC will be even more selective in their remote pick-ups from now on. The networks will go to those locations offering only the top names in order to fill their remote programs, while also giving more of the out-of-town outlets an opportunity to originate some network shots. Publishers, faced with the loss of a record market and a remote promotion, would have to revamp their contact methods to hit commercial airers, their one source of simultaneous national coverage.

If the regionalized remote picture broadens, as threatened, the present Peatman Sheet coverage of remotes may well prove inadequate, opening probabilities that a listening-coverage service may have to do better than cull only the three big metropolitan areas, New York, Chicago and Hollywood.

## VAUGHN MONROE

(Continued from page 35)

rainbarrel vocals surrounded by the Moon Maids quartet—still glistens with great customer charm. The girls have polished their supplementing harmonies to give fine balance to the maestro's croonings. Vaughn sings in the familiar stomach-achy style that can gather an extreme plus or minus reaction. Dollar takes lately indicates the fans are leaning to the plus. One small suggestion would be for the maestro to voice his lyrics more clearly. That resonant tone buries the words, particularly when the gals come in with an open-throat swell. But over and above such a minor deflection, the ork reflects class, it's smart-looking aggregation headed by a well-cut figure of a band leader. With his Victor Records jumped into the best-sellers after a short lull (*I Wish I Didn't Love You So* and *Tallahassee* platters have been moving fine) the Monroe man can enjoy a very happy birthday this year. *Joe Carlton.*

## WALKER, TYSON EXIT

(Continued from page 37)

son's chair. Band department head Larry Barnett intends to add two more ork salesmen some time next week.

### Walker on His Own

Walker is planning to go into his own booking enterprise and claims that he took the Three Suns and some half dozen other small units with him when he left the agency which will serve as the nucleus of his biz. Until he gets his booking license, Walker's properties, including the Suns, will be submitted for sale by the Mus-Art Agency, which is made up of his former MCA cohorts. When Walker goes into biz he will be joined by Jack O'Boyle, another ex-MCA-er, who recently left the Larry Golden office when Golden moved his operation to the Coast. O'Boyle is a one-night and concert sales specialist who has handled and is close to Fred Waring and Paul Whiteman.

Tyson, who leaves MCA at the end of this week, will join Joe Glaser's Associated Booking Corporation as one-nighter booking exec next week.

# SUNBROCK BALLY SPARKS SUIT

## Wrongful Use Of Pic Claim

**Johnny Wise asks 250G—says promoter tagged his photo with names of others**

WASHINGTON, Oct. 11.—Larry Sunbrock and two performers in his rodeo show playing here were named defendants this week in a \$250,000 damage suit filed in the District Court of Columbia by John Weese, who as Johnny Wise, operates the Red Top Riding Stables on East-West Highway near here.

Named with Sunbrock in the action are Ken Maynard, Western movie actor starring in the rodeo, and Joe Evans, who also appears in the show. Weese, who claims to be a Western rider in his own right, alleges the rodeo has been using a picture of him atop his horse, Bob White, in its advertising in various parts of the nation and in Canada, but with the name of Maynard or Evans under the picture.

### Says Reputation Damaged

In addition to asking for damages, which Weese asserts are for harm done to his reputation, Weese asked the court to enjoin the rodeo from using his picture further until the case is brought to trial.

Sunbrock's rodeo winds up a 10-day stand here Sunday night (12) at Uline's Arena. The rodeo has been giving two shows daily.

Weese cited ads appearing in newspapers, which he claimed carried his picture without authorization. *The Boston Traveler*, Weese alleged, carried an ad with his picture identified as that of Joe Evans, while *La Patrie*, a Montreal French-language paper, contained ads with his picture identified as that of Ken Maynard, Weese alleges. In addition, Weese's complaint charges that his picture is being used without caption on the passes issued to the working press during the show's run here.

### Used Own Picture

Stating he personally has used his picture as part of a nationwide campaign to build up his "reputation for shows of highest class," Weese alleged in his suit that it is his belief that the defendants' use of his picture was (See *Sunbrock Bally* on page 74)

## Harlacker Gives Profits To Crippled Children

BOSTON, Oct. 11.—J. C. Harlacker, who promoted the Kiwanis Circus date at Suffolk Downs, has turned over his net profits from the show to be used to aid crippled children in various hospitals in this vicinity.

The Kiwanis club turned over the major part of its proceeds to crippled children.

## Yuma Rodeo Dates Set

YUMA, Ariz., Oct. 11.—Silver Spur Rodeo, sponsored by the Yuma Junior Chamber of Commerce, will be held February 14 and 15, Paul Bradford, vice-president of the association, announced.

## N. Y. Rodeo Results

NEW YORK, Oct. 11.—Results during the first week of the 22d annual championship rodeo, Madison Square Garden, September 24-October 26:

Calf Roping—First day (four performances): R. L. Bland (17.2 seconds), \$500; Toots Mansfield (18.1), \$420; Shoat Webster (18.2), \$330; Troy Fort (19.1), \$245; Red Whatley (20.3), \$155; Zeano Farris (22.3), \$85. Second day (four performances): Everett Shaw (17), \$500; Lanham Riley (17.1), \$420; Dee Burk (17.2), \$330; Tom Taylor (18.1), \$245; Jim Snively (18.3), \$155; Don McLaughlin (20.3), \$85. Wild Horse Race—night of September 24: Jack Wilkerson, \$115; Frank Duce, \$70; Jimmy Schumacher, \$45; Wild Ride, Jimmy Schumacher, \$25. Night of September 25: Bill Linderman, \$115; Jack Wilkerson, \$70; Frank Duce, \$48.15; Wild Ride, Frank Duce, \$25. Matinee, September 26: Bill Linderman, \$115; Frank Duce, \$70; split, Dude Smith, \$8.15; David Shellenberger, \$8; Jack Wilkerson, \$8; Jimmy Schumacher, \$8; Harry Tomkins, \$8; Manuel Enos, \$8; Wild Ride, Manuel Enos, \$25. Night of September 26: David Shellenberger, \$115; Jack Wilkerson, \$70; Jimmy Schumacher, \$48.15; Wild Ride, Dude Smith, \$25. Matinee, September 27: Harry Tomkins, \$115; Dude Smith, \$70; Jack Wilkerson, \$48.15; Wild Ride, Jimmy Schumacher, \$25. Night of September 27: Bill Linderman, \$115; Harry Tomkins, \$70; split, Dude Smith, \$8.15; Frank Duce, \$8; David Shellenberger, \$8; Jack Wilkerson, \$8; Jimmy Schumacher, \$8; Manuel (See *N. Y. Rodeo Results* on page 50)

## Cirque D'Hiver Program Features Two Trap Acts

PARIS, Oct. 11.—Current circus bill at the big Cirque D'Hiver, under the interim management of Audiffred and Coupan, is top-heavy with clown acts—all good—but does have a couple of excellent aerial numbers. Joey brigades, headed by the popular Fratellinis, includes Biloquet and Boulicot and Mr. Kean.

Featured aerial number is that put on by the combined Zemganno and Wolsons troupes, both well-known flying trapeze acts. Other circus acts appearing are the Mandos, trapeze; Four Apollos, plastic poses, and the Six Sans Sisters, Chinese acro number.

## Leo Grund, Back From Europe, Reports Inking 25 Acts for U. S.

NEW YORK, Oct. 11.—Leo Grund, of the George A. Hamid office, who recently completed a two-month booking tour in Europe, announced the signing of approximately 25 acts, the first of which he expects to begin arriving in February. Acts will be spotted in the Hamid-Morton Circus for winter and spring dates and be cataloged for sale to parks and fairs.

Tour included stops in England, France, Belgium, Norway, Sweden, Denmark, Switzerland, Holland and Italy. Only the occupied zones and Spain and Portugal were skipped. The finest concentration of acts was found in Scandinavia, altho all were not native to the section.

Because of minor contractual arrangements which still have to be completed in many instances, Grund revealed the names of only two acts. They are Rhodin's polar bears (12) and high-school horse act (16 horses, 8 Norwegian ponies and 8 regular ponies) from Sweden, and the Fontnay's, a three-people trapeze act doing breakaways without the use of nets. All acts are of the circus variety. Promised is a high-wire

## London To Have "Garden" Stadium for Health Shows

LONDON, Oct. 11.—London's largest exhibition hall, Earls Court Stadium, covering 140,000 square feet of space, has been leased for 14 years by Health & Holidays, Ltd., a new firm capitalized at \$483,600 and headed by Francis Price, managing director of Stagg & Russell.

Stagg & Russell own a five-story building in Leicester Square which, it is reported, soon will be turned into a sports arena along the lines of New York's Madison Square Garden, with a boxing arena, dance hall and other entertainment facilities.

Earls Court Stadium will be devoted to exhibitions boosting touring, recreation and kindred fields. It will

house an annual health and holidays exhibition running five full weeks. The first one will get under way in February, with the British government's support.

## Purcell Resigns; Roger Littleford New Outdoor Ed

CHICAGO, Oct. 11.—Pat Purcell, outdoor editor of *The Billboard* for the past two and a half years, this week announced his resignation, effective November 8, to accept a position as personal representative for the Morris Chalfin interests of Minneapolis.

Chalfin's interests include *Skating Vanities*, *Holiday on Ice*, *Ice Vogues* and the Minneapolis professional basketball team.

Roger S. Littleford Jr., co-publisher of *The Billboard*, will assume the position of outdoor editor, with headquarters in the Chicago office.

Littleford handled the outdoor in New York 1936-1940 and conducted the New York World's Fair department in 1939. He moved to the Chicago office as general manager from 1940 thru 1941, then entered the army air force. Since his discharge in 1946 he has made headquarters in the Chicago office.

## Tampa Editor Finds Florida Tourist Biz Omen in Billboard

TAMPA, Oct. 11.—Glowing reports in *The Billboard* about carnival business all over the United States meant a good omen for Florida tourist business to *The Tampa Times*.

Said *The Times* in its editorial columns:

"Some indication of prospects for the coming Florida tourist season can be found in the financial success encountered by Royal American Shows and other carnivals now touring the Midwest, a section which last year provided Florida with 24 per cent of its tourists.

"Evidence of the general prosperity of such tourist-producing States as Minnesota and Iowa is offered in the largest gross ever recorded by a traveling carnival—\$283,686—taken in by Royal American, which winters in Tampa, at the 10-day Minnesota State Fair at St. Paul which closed (See *Tampa Tourist Omen*, page 74)

## Melville, Sask., Booster Club Out of Rodeo Circuit

MELVILLE, Sask., Oct. 11.—Melville Booster Club has withdrawn from the Saskatchewan Rodeo Association circuit. Horse racing and baseball have been suggested as 1948 attractions. Club's decision was made despite the fact that its rodeos have been financially successful. B. H. McLeod is secretary, succeeding C. B. Mutchler.

## Clyde Bros. Does Okay in Ottumwa, Ia.

OTTUMWA, Ia., Oct. 11.—Clyde Bros. Indoor Circus, playing a three-day date here under auspices of the Hafed Grotto, did okay business, especially on the second and third days. Opening day, Monday (6) saw three-quarter houses, with second day bringing full houses at both shows. Third day it was a straw at the matinee and a near-full one at night.

This marked the second successive year the Clyde org has played here for the Hafed Grotto.

A five-day stand in Des Moines worked out okay, with crowds getting bigger the final two days, after a slow start. Org was sponsored in Des Moines by the Elks. Opening day, Wednesday (1), business was on the light side. Second day was better, (Clyde Okay in Ottumwa, page 50)

troupe which Grund said exceeds in daring and routine anything seen here in the past.

Grund said he expected to find much more talent than he encountered. Of the many acts he was personally acquainted with before the war, only a few remain. Acts have been broken up by war casualties, and it is difficult to form new thrill units because of the acute scarcity of material with which to construct rigging. He said a flying act could get netting only in Belgium.

### German Acts Out

Finding acceptable talent was only the beginning of a series of contracting problems, Grund said. Before dickering he found it necessary to determine an act's status on entering the United States. This naturally eliminated all acts of German origin, ordinarily the richest of all sources.

Coming to terms on money was extremely difficult because acts in Europe are currently being paid about twice as much as they could demand here. Reason for this, according to Grund, is because the cost of living in Europe is fully 50 per cent higher (See *Grund Inks Acts* on page 74)



# Hefty Finish Ups Earnings For Charlotte

## Weather Break Does Trick

CHARLOTTE, N. C., Oct. 11.—Balmy weather on the final two days, Friday and Saturday (3-4), following low temperatures on the first three days, turned hefty crowds for the Southern States Fair and resulted in top earnings for the expo.

Cold weather, which had dogged Manager Dr. J. S. Dorton during the staging of his Cleveland County Fair at near-by Shelby the week before, continued thru the September 30 opening here. Wednesday (1) and Thursday (2) were not much better but natives attended in sizeable droves, altho they didn't tarry as long as they would have under ideal conditions.

## Big Kid Turnout

A sizeable crowd of rural school children on opening day was followed Friday (3) by an estimated attendance of 35,000, many of whom were city school kids. Youngsters were admitted on both days for 5 cents. Midway attractions were generally scaled down to nine cents. Well promoted bubble gum contests on each children's day attracted hundreds of entries.

Jack Kochman and His Hell Drivers were featured in a repeat performance in front of the grandstand Friday, following their initial showing before a capacity stand Wednesday. Harness racing was staged on the first four afternoons.

## Auto Races Pull 'Em

Auto races staged by Sam Nunis on Saturday were witnessed by an estimated 25,000 fans who were jammed into the grandstand, auxiliary bleachers and paddock and who hung on the rail and in the infield. Joie Chitwood, Reading, Pa., won the feature event with Ted Horn, Paterson, N. J., second, and Fred Carpenter, Albany, N. Y., third.

Night grandstand show, produced by George A. Hamid, averaged near capacity audiences thruout the engagement. Hamid's largest revue, *Grandstand Follies*, was featured. Acts included the California Queens, aerialists; Gautier's Steeplechase, trained dogs and ponies; Four Cantons, Chinese acrobats; Ben Yost's Cavaliers, vocalists; Skating Earls, roller skaters; the Appletons, Apache dance trio, and the Cyclonians, bicyclists. Fireworks were presented nightly.

The World of Mirth Shows on the midway surpassed its former top take here by a small percentage, according to Frank Bergen, owner.

World Series results were broadcast at the end of each inning from the grandstand. A buffet supper and entertainment recruited from the grandstand show were given press and radio representatives the night before the opening.

## Consider Plan for Revival Of Fair at West Palm Beach

WEST PALM BEACH, Fla., Oct. 11.—Plans for the revival of the annual county fair here are being considered. A proposal that part of suburban Morrison Field be used for a fair, complete with harness racing, is being studied by the county resources development board. It has been suggested the annual county barbecue might be held in conjunction with the revived fair.

County is in the process of taking over suburban Morrison Field from the army. C. W. Garner is president of the county resources development board.

## Around the Grounds:

# Ariz. Radio Stations To Stage Benefit Night Shows at Phoenix

Seven stations embraced in the Arizona Broadcasting System are underwriting the night grandstand show which will be offered at Arizona State Fair, Phoenix, for nine nights, November 7-16. Proceeds will go to the convalescent home for Arizona's crippled children. Hal Peary, better known as the Great Gildersleeve of radio fame, will head the show for the first two nights. Also to be presented will be an eight-girl line, a 14-piece orchestra and NBC guest stars. William H. King, Hollywood producer, will direct the show, with J. Howard Pyle, program manager of Arizona Broadcasting System, assisting. Last year, when the fair was resumed after its wartime suspension, the grandstand was dark at night.

Joseph J. Godin, president of Interstate Fireworks Manufacturing Display Company, Springfield, Mass., and his son, Edmund J., are recovering from injuries received in a head-on automobile collision recently in Lewiston, Me., in which the former suffered a broken leg, a fractured arm and head bruises and the latter sustained a broken knee cap. The elder Godin is confined in Springfield (Mass.) Hospital and advises that it will be another four or five weeks before he is up and about, but he will be in time to book '48 business. His company, he infoes, had an excellent season.

Elwood A. Hughes, big chief of the Canadian National Exposition, and Mrs. Hughes are in New York for a brief vacation. Hughes is still highly elated at the tremendous success of his Canadian exhibition and confesses that his favorite song, since counting the take, is: *There's No Business Like Show Business*. Hughes was guest of honor at the Wednesday (8) meeting of the National Showmen's Association and Mrs. Hughes was honor guest of the ladies' auxiliary.

Hanford Post, American Legion, Cedar Rapids, Ia., has donated \$1,460.50 to the grandstand repair fund of the *Hawkeye Downs*, site of the All-Iowa Fair in Cedar Rapids. Contribution represents proceeds of the Legion's July 4 celebration. All-Iowa Fair continues to raise needed money for further repairs to the grandstand. A. L. Killian heads the fund-raising committee, with Charles Penningroth as chairman of the repair committee.

Joseph Di Pasquale, of Franklin (Mass.) Fair, plans to use the fairgrounds the year-round in 1948. Among attractions contemplated are a rodeo, circus and midget auto races, as well as revival of Franklin Fair. The race track has a 90-foot stretch,

## Hanson, Albert Lea Prexy, Is Manager At Cedar Rapids

CEDAR RAPIDS, Ia., Oct. 11.—Andrew C. Hanson, 48, Albert Lea, Minn., was named manager of the All-Iowa Fair at the association's annual meeting. He succeeds the late C. D. Moore, who had been manager since it was founded in 1936. Moore died several days before the exposition was to start this summer and Bill Campbell, of Jesup, took over his duties.

Hanson has served as president of the Freeborn County Fair at Albert Lea for the past six years and is a member of the board of managers of Minnesota State Fair.

believed to be the widest in Massachusetts, and an inner rail to protect patrons.

Northampton (Mass.) Fair next year will have a new race track, according to present plans. Chute will permit six furlong races. The track will be relocated, with the old site used for two new exhibit buildings, parking and to provide added midway facilities. The annual this year was the only one in the State to show an increase of better than \$90,000 in the pari-mutuel handle over any previous year.

Henry H. Leuders, president-general manager of the United Booking Association, comments on the stage covering which George A. Hamid recently unveiled at New Jersey State Fair, Trenton. "We have been carrying a portable covering for fairgrounds platforms with our shows for the past 18 years. We originated it. And all the 'bugs' are out of it. Our portable stage covers a space 40 by 50 feet. Such fairs as Hillsdale, Mich.; Wauseon, O., and Wapakoneta, O., have copied from our portable structure and put them in permanently. Deal really pays off for fairs." Leuders adds that any fair can obtain a blueprint by writing his office at 2111 Woodward Avenue, Detroit.

Station WCBI, of Columbus, Miss., recently presented a *Voice of the Fair* broadcast direct from the fairgrounds of the Columbus Fair and Livestock Exposition. Acts appearing in the grandstand show, including Poodles Hanneford and Capt. Roy Sims, were interviewed and a running commentary on the entire performance was aired.

The late Thomas W. Woodworth, former president of Spartanburg (S. C.) County Fair and former mayor of Spartanburg, who died September 14, left an estate tentatively valued at \$215,901.96. Woodworth left all of his real and personal property to his widow, Mrs. Amelia Becker Woodworth, who will act as sole executrix.

## Utah Choir of 350 Tops Covered Wagon Days Celebration

SAN BERNARDINO, Calif., Oct. 11.—Highlight of the Covered Wagon Days Celebration, which opened here Thursday (9) for a four-day run, was presentation of the famed Mormon Tabernacle Choir of 350 voices which journeyed from Salt Lake City for the event. Gov. and Mrs. Herbert B. Maw, of Utah, made the trek to appear at the celebration.

Another feature is a pageant, *Guachama*, with a cast of 500 actors, depicting the history of this valley since the time of the earliest settlers, and the actual carrying of mail via pony express from Victorville to San Bernardino. The post office department granted special mail privileges for the mail run, said celebration officials.

A day-long Mexican fiesta, held in the Spanish section of the city, was held Friday (10) as an adjunct to the larger event.

## Pima County, Ariz., Event To Be Revived Feb. 12-15

TUCSON, Ariz., Oct. 11.—Pima County Fair will operate for the first time since the war, February 12-15. Charles Fowler Jr., is the manager.

# Danbury Closes On Strong Note, Hits Record Gate

DANBURY, Conn., Oct. 11.—Perfect weather on the final two days of the Danbury Fair, Saturday and Sunday (4-5), resulted in peak crowds and a new attendance record in excess of 150,000 for the nine-day annual. General admission was \$1.20. Saturday's attendance was about 25,000, while Sunday drew approximately 30,000.

Weekday attendance failed to approach last year's record totals, partially because of a spell of cold weather. Officials intimated that trotting races might be revived at next year's fair, since their discontinuance several years ago is thought to have affected the gate. Midget auto races on closing day drew a capacity grandstand crowd.

Two training planes, each containing a pilot and student, collided in midair in full view of the grandstand on Saturday, but fell outside the crowded fairgrounds. All occupants were killed.

John W. Leahy, general manager, is already busy with plans for next year's diamond jubilee celebration. The elaborate refurbishing program begun two years ago is expected to be continued.

The O. C. Buck Shows and Ross Manning Shows, which jointly furnished the midway, did excellent business.

## Macon, Ga., Dispute Ends; Annual Agrees On AFL Electricians

MACON, Ga., Oct. 11.—Labor dispute which threatened to bring a cancellation of the Georgia State Fair next week was settled when the fair's board of directors yielded to demands of AFL electrical workers' union to use union electricians.

Brown & Sons, non-union electrical firm which for 15 years has held contract with the fair for all electrical installations, was the center of the controversy. When the fair was notified by J. B. Pate, business manager of the union, of the proposal to establish picket lines around the fairgrounds, the Brown firm offered to withdraw, altho it already had made a substantial expenditure on labor and supplies at the fairgrounds.

A new contract is being negotiated with Bray Electrical Company, President Will C. Ragan announced, and there will be no picket lines.

## Fair for Boston?

BOSTON, Oct. 11.—Plans are being mulled by Paul Bowser and associates, owners of the Bay State Raceway, situated 20 miles from here on the Providence-Boston (Route 1) Highway, for a huge fair in 1948. Raceway, used for night harness racing this year, offers a half-mile track, in which it is planned to build a midget auto-racing oval. Proposals under consideration also call for a new steel grandstand and a new concrete and steel clubhouse. Long stable-like structures, used this year for pari-mutuels, would be converted into exposition and exhibition halls. Grounds offer ample room for midway and a parking area for 10,000 cars. A direct rail line built into the grounds will be available next year.

## Big Representation By S. Calif Events Seen for WFA Meet

LOS ANGELES, Oct. 11.—Southern California fairs will be represented at the annual meeting of the Western Fairs' Association, Inc., to be held at the Whitcomb Hotel, San Francisco, November 7-8, as secretary-managers are interested in getting their 1948 dates selected.

Fairmen in this vicinity have forwarded their requests for hotel reservations to Louis S. Merrill, WFA general manager.

In addition to the selection of fair dates, the following are on the program: Presentation and adoption of the WFA program for 1948; preliminary planning for "fairmen's fair" and College of Fairs to be held in March at Sacramento; reports of State agencies, department of finance, division of fairs and expositions, and interim committee on fairs and expositions; individual fair reports by each fair in attendance; presentation of agency, attractions and service association representatives, and election of directors and officers.

Registration of delegates will begin at 6 p.m., November 6, and approximately 300 are expected to attend.

## Charles F. Adams, Sports Promoter, Vet Horseman, Dies

BOSTON, Oct. 11. — Charles F. Adams, 71, multi-millionaire sports promoter and sportsman, died Thursday (2).

Adams was credited with being the father of outdoor sports in Boston for two decades. For many years he served as president of First National Stores, large grocery chain.

He brought ice hockey to the U. S. and in 1927 purchased an entire hockey league, the Western Canada, and moved its players to Boston to found the Boston Bruins. He also owned the Boston Braves of the National League for several years and was president and founder with Bruce Wetmore of the Suffolk Downs race track.

A pioneer in harness horse racing in New England, he drove his own horses at various county fairs and on the grand circuit.

His son, Weston, now president of the Boston Bruins, this year built the new outdoor amusement center at Westboro, Mass., on the Boston-Worcester Turnpike.



WHEN THE Chattanooga Interstate Fair closed September 20, Mrs. Maude H. Atwood, above, secretary, completed her 32d year of service to the Chattanooga annual.

## 120G Asked for Detroit Fairgrounds

LANSING, Mich., Oct. 11.—Expenditure of \$120,000 to provide better facilities and improve existing facilities at the Michigan State Fairgrounds, Detroit, was placed before the budget office for action Wednesday (8).

In requesting approval, the agricultural commission said that it would be used primarily to install additional lavatory and dressing room facilities for general activities, repair roofs of the coliseum, agricultural and dairy cattle buildings and for other repairs.

## Listings of Fair Assn. Conventions

CHICAGO, Oct. 11.—Secretaries of State associations of fairs are urged to send the dates and locations of their annual conventions to the Outdoor Editor, *The Billboard*, 155 North Clark Street, Chicago. Hotel reservations in many cities will continue tight, and an early listing of all fair convention dates will enable show representatives, attraction bookers, fair suppliers, etc., as well as fair secretaries to make their reservations early.

First State associations to report their convention dates are the Wisconsin association of fairs, which has scheduled its meeting for January 7-8, 1948 at the Pfeister Hotel, Milwaukee, and Nebraska Association of Fair Managers will hold its gathering January 26-28 in Lincoln. Hotel site has not been determined.

## CLYDE OK IN OTTUMWA

(Continued from page 48)  
altho crowds were not large. By Friday (3), however, business was on the good side, despite the fact it rained at night. Final two days business was excellent.

Acts at Des Moines included Jack Bell, band director; Three Joys, comedy acrobats; Dorothy and Her Pets, dog act; Carleton's, skaters; Dorothy Herbert and military horses; Hans Clair, hand balancer; Miss Helen, comedy elephant; the Webbs, Mary Carleton and Peggy Harrison, Spanish web; Captain Kennard and his Liberty horse; the Picard Seals; Clark's Bears; Rue Enos and Hap Henry, chair balancing; the Hartley's, rolling globe; Ilene Daywalt, contortionist; the Juggling Clairs; Bob Eliason, wire act; Dorothy Herbert, ponies; the Morris Troupe, teeter

## Collins Holds Lead In IMCA Standings; Wilburn Is Second

CHICAGO, Oct. 11.—Emory Collins, Le Mars, Ia., is holding a comfortable point lead in the standings of the International Motor Contest Association (IMCA), according to an announcement by Frank Harris, IMCA secretary. Collins has 4,530 points, while Jimmie Wilburn, Indianapolis, in second position, has 3,877.

Standing of other drivers follows: Deb Snyder, Kent, O., 3,400; Billy Snyder, Minneapolis, 1,385; Bayliss Levrett, Glendale, Calif., 1,290; Wayne Wynn, Tampa, 1,290; Russ Lee, Minneapolis, 965; Bert Hellmueller, Baltimore, 960; Harry West, Crestline, Kan., 914; C. Ebsen, Springville, Ia., 870; Al Ketter, Quincy, Ill., 755; Joe Baker, Indianapolis, 732; Ernie Johnson, Christine, N. D., 710; and Les Adair, Indianapolis, 660.

Frankie Luptow, Tampa, 620; Phil Mocca, Maplewood, Mo., 617; Ted Stubbe, Milwaukee, 595; Wild Bill Anderson, Long Beach, Calif., 505; W. W. Wright, Quincy, Ill., 465; Ronald E. Bohlender, Des Moines, 435; G. H. Van Poll, Hopkins, Minn., 415; Jack R. Martin, Chicago, 380; John B. Anderson, Winter Haven, Fla., 365; Quenton Cowles, Davenport, Ia., 345; Ralph Moore, Austin, Minn., 335; Harry King, Tampa, 320; Howie Hoffman, St. Paul, 312; Thornton E. Russell, Denver, 300, and George E. Swangler, Grand Forks, N. D., 290.

Allen L. Yauger, Austin, Minn., 285; George V. Lynch, Detroit, 270; Fred W. Tagmeier, Elgin, Ill., 255; C. N. Frame, St. Joseph, Mo., 252; Clair Peterson, Walnut, Ill., 250; Bud Simonson, St. Paul, 250; Leon Hubble, Indianapolis, 240; Ingevar Erickson, Gurnee, Ill., 230; Loren Fondoble, Wichita, Kan., 210; J. B. Smith, Frankfort, Ky., 201, and Hank Schlosser, Cincinnati, 200.

Clair Cotter, Austin, Minn., 195; Hal Cole, South Gate, Calif., 170; Herbert Eastman, Minneapolis, 170; Hank Snyder, Minneapolis, 165; Joe Gemsa, Pasadena, Calif., 150; Kirk Washburn, St. Paul, 150; Harold Stark, Sauk Rapids, Minn., 140; Don Smith, Tampa, 125; Tommy Buenger, Chicago, 120; Clarence Ketter, Utica, Ill., 115; Bill Hoff, Minneapolis, 110; Bob Sledge, Houston, 90; Ford Waters, Inglewood, Calif., 80; Henry M. Wheeler, Grand Forks, N. D., 70; Alfred L. Funderburk, Tampa, 60; Bill Larimer, St. Petersburg, Fla., 60; Leo Oldfield, Washington, Ia., 60, and John Purdy, Kirkwood, Mo., 60.

A. H. Givens, Shreveport, La., 55; C. Kelleher, San Francisco, 55; George Tichenor, Logansport, Ind., 55; Albert B. Ackermann, Boulder, Colo., 50; James Strube, Peoria, Ill., 50; John Lasas, 40; Al Speth, Davenport, Ia., 40; Bert McNeese, Colorado Springs, 35; David Harris Owen, Minneapolis, 35; Willard Patterson, Washington, Ia., 35; Charlie Breslin, Philmont, Pa., 30; Forrest Fisher, Denver, 30; George Marchman, Yerkes, Pa., 30; Swan Peterson, Van Nuys, Calif., 30; Lutz Rathke, Cedarsburg, Wis., 30, and Steve Yanigan, Allentown, Pa., 30.

Ray Knipper, St. Louis, 25; Robert Charles Wilton, Minneapolis, 25; Arthur De Paepe, Blue Earth, Minn., 20; W. L. Harding, Donephan, Neb., 20; Lloyd L. Hill, East Los Angeles, 20; Earl Horn, Natick, Mass., 20; Eddie Martin, Talladega, Ala., 20; Bill Steves, Los Angeles, 20; Keith Sapp, Macomb, Ill., 15; Harry Abajain, Pasadena, Calif., 10; Floyd Barnarn, Minneapolis, 10; C. J. Kettering, Cedar Rapids, Ia., 10; Tex Pererson, Pasadena, Calif., 10, and Herman A. Schipman, Tampa, 10.

board; clowns, Van Wells, Jack Harrison, Enos Duo, Hap Henry and Frank LaMont. Happy Kellems was the announcer and Shorty Linn, property man.

## N. Y. Rodeo Results

(Continued from page 48)

Enos, \$8; Wild Ride, Frank Duce, \$25. Matinee, September 28: Bill Linderman, \$115; Frank Duce, \$70; Harry Tomkins, \$348.15; Wild Ride, David Shellenberger, \$25. Night of September 28: Jack Wilkerson, \$115; Bill Linderman, \$70; Dude Smith, \$48.15; Wild Ride, Dude Smith, \$25. Night of September 29: Bill Linderman, \$115; David Shellenberger, \$70; Harry Tomkins, \$348.15; Wild Ride, Jimmy Schumacher, \$25. Bareback Bronk Riding—first day (five performances): Harry Tomkins, (316), \$445; split, Bill Hancock (310), \$327.50; Jim Like (310), \$327.50; Tater Decker (309), \$215; Dude Smith (308), \$140; Wilbur Plaugher (307), \$75. Second day (five performances): Tommy Cahoe (319), \$445; Bob Maynard (309), \$365; Dude Smith (306), \$290; Wallace Brooks (305), \$215; Harry Tomkins (303), \$140; Todd Whatley (302), \$75. Saddle Bronk Riding—first day (four performances): Johnny Cobb (325), \$475; Wilbur Plaugher (320), \$390; Casey Tibbs (316), \$310; Bill Hancock (313), \$230; Bud Linderman (312), \$145; Frank Duce (311), \$80. Second day (four performances): Frank Duce (320), \$475; Gerald Roberts (317), \$390; Jesse Like (308), \$310; Buster Ivory (306), \$230; Wilbur Plaugher (305), \$145; Bob Fisher (300), \$80. Steer Wrestling—first day (five performances): Phil Manix (5.4), \$660; Steve Heacock (8.4), \$550; Whiz Whisenhunt (11.2), \$320; Don Slade (11.4), \$200; Homer Pettigrew (12.1), \$115. Bull Riding—first day (four performances): Ken Roberts (316), \$445; Howard Baker (314), \$370; Oris Dooley (306), \$290; Frank Mendes (304), \$215; Manuel Enos (302), \$140; split, Jim Shoulders (296), \$37.50; Harry Tomkins (296), \$37.50. Second day (four performances): Wag Blessing (343), \$445; Frank Rowe (328), \$370; Ken Roberts (322), \$290; Jim Schumacher (316), \$215; David Shellenberger (308), \$140, and Tommy Cahoe (304), \$75.

Second week results:  
Calf Roping—Third day (four performances): Dan Taylor (15.2 seconds), \$500; Vern Castro (17), \$420; Troy Fort (18.2), \$330; Sunny Edwards (19), \$245; split, Zeano Farris (19.1), \$120; Bill Linderman (19.1), \$120. Fourth day (four performances): Zeano Farris (16.1), \$500; Shoat Webster (16.3), \$420; Jim Snively (18.2), \$330; Jack Shaw (18.3), \$245; Dee Burk (20.2), \$155; Tom Taylor (21.2), \$85; Fifth day (four performances): Split, Jim Snively (14.4), \$460; Toots Mansfield (14.4), \$460; Shoat Webster (15.1), \$330; John Pogue (15.4), \$245; Red Whatley (16.3), \$155; split, Jack Skipworth (18), \$42.50; Don McLaughlin (18), \$42.50. Saddle Bronk Riding—Third day (four performances): Tom Knight (323), \$475; Bill Ward (317), \$390; Ned Ferraro (307), \$310; Jackie Cooper (305), \$230; Frank Pinley (304), \$145; Jack Buschbom (303), \$80. Fourth day (four performances): Bud Linderman (333), \$475; Bill McMacken (314), \$390; Gerald Roberts (309), \$310; Carl Olson (308), \$230; Bill Weeks (306), \$145; Bill Ward (304), \$80. Fifth day (four performances): Tom Knight (325), \$475; split, Chet McCarty (313), \$350; Jim Like (313), \$350; Jackie Cooper (306), \$230; Gene Pruett (305), \$145; Bob Fisher (302), \$80. Steer Wrestling—Second day (five performances): Howard McCrorey (5.2), \$660; Charles Colbert (5.3), \$550; Todd Whatley (6.3), \$435; Earl Blevins (7.1), \$320; Homer Pettigrew (9.3), \$200; Jim Like (9.4), \$115. Third day (five performances): Todd Whatley (6.2), \$660; Earl Wofford (6.4), \$550; Charles Colbert (7.3), \$435; Barney Willis (7.4), \$320; Howard McCrorey (9.3), \$200; Earl Blevins (10.2), \$115. Fourth day (five performances): Charles Colbert (6.4), \$660; Buck Sorrells (7.3), \$550; Earl Blevins (7.4), \$435; Carl Mendes (8.1), \$320; Shoat Webster (8.4), \$200; Wilbur Plaugher (9), \$115. Wild Horse Race—Night of September 30: Jimmy Schumacher, \$115; David Shellenberger, \$70; Harry Tomkins, \$48.15; Wild Ride, Dude Smith, \$25. Matinee, October 1: Frank Duce, \$115; Harry Tomkins, \$70; Dude Smith, \$48.15; Wild Ride, Manuel Enos, \$25. Night of October 1: Jack Wilkerson, \$115; Harry Tomkins, \$70; Frank Duce, \$48.15; Wild Ride, Dude Smith, \$25. Night of October 2: Bill Linderman, \$115; Manuel Enos, \$70; Dude Smith, \$48.15; Wild Ride, Harry Tomkins, \$25. Matinee, October 3: Manuel Enos, \$115; Jack Wilkerson, \$70; Jimmy Schumacher, \$48.15; Wild Ride, Frank Duce, \$25. Night of October 3: Dude Smith, \$115; Harry Tomkins, \$70; Frank Duce, \$48.15; Wild Ride, Jack Wilkerson, \$25. Matinee, October 4: Frank Duce, \$115; Manuel Enos, \$70; Dude Smith, \$48.15; Wild Ride, Jack Wilkerson, \$25. Night of October 4: Bill Linderman, \$115; Manuel Enos, \$70; Jimmy Schumacher, \$48.15; Wild Ride, Frank Duce, \$25. Matinee, October 5: David Shellenberger, \$115; Frank Duce, \$70; Jimmy Schumacher, \$48.15; Wild Ride, Bill Linderman, \$25. Night of October 5: Jack Wilkerson, \$115; Manuel Enos, \$70; Harry Tomkins, \$48.15; Wild Ride, David Shellenberger, \$25. Night of October 6: Frank Duce, \$115; Manuel Enos, \$70; Dude Smith, \$48.15; Wild Ride, Jack Wilkerson, \$25. Bareback Bronk Riding—Third day (four performances): Jake Monroe (317), \$445; Wallace Brooks (313), \$365; Jimmy Schumacher (311), \$290; split, Carl Mendes (310), \$177.50; Manuel Enos (310), \$177.50; Bill Weeks (309), \$75. Fourth day (four performances): Split, Jack Holder (320), \$405; Larry Finley (320), \$405; Bill Linderman (312), \$290; Wilbur Plaugher (311), \$215; split, Joe Vinas (310), \$107.50; Bill Hancock (310), \$107.50. Bull Riding—Third day (four performances): Pee Wee Morris (328), \$445; Jake Monroe (318), \$370; Chie Uterback (312), \$290; Clayton Hill (309), \$215; Ken Roberts (306), \$140; Dick Griffith (305), \$75. Fourth day (four performances): Dick Griffith (331), \$445; Gerald Roberts (319), \$370; Wag Blessing (312), \$290; Glen Tyler (311), \$215; Marvin Shoulders (308), \$140; Bob Maynard (306), \$75.

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**THE STRATOSPHERE**  
**MAN**  
TRADE MARK  
A THRILLER  
THAT DRAWS  
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YOUR SHOW  
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**FOR 1948 FAIRS IN KANSAS,**  
**NEBRASKA, OKLAHOMA, MISSOURI**  
ALSO SOME INDOOR CIRCUS DATES THIS  
WINTER.  
SEND PHOTOS, STATE SALARY FIRST  
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LONG SEASON GUARANTEED.  
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## Fair Dates



A list of fairs a week in advance, arranged according to dates, States and cities, will appear in each issue. The complete List of Fair Dates was published in the issue dated August 16.

### October 19-25

#### FLORIDA

Marianna—Jackson Co. Fair Assn. Oct. 20-25. James M. Gillis.

#### GEORGIA

Americus—Sumter Co. Fair Assn. Week of Oct. 20. O. C. Johnson.  
 Butler—Legion Taylor Co. Fair. Oct. 20-25. W. M. Matthews.  
 Eastman—Dodge Co. Am. Legion Fair. Oct. 20-25. R. T. Ragan.  
 Greensboro—Greene Co. Fair. Assn. Oct. 20-25. C. A. Crumbley.

#### KANSAS

Buhler—Community Fair. Oct. 23-25. J. A. Johnson.

#### LOUISIANA

Livingston—Livingston Parish Fair. Oct. 23-25. A. J. Berey, Albany, La.  
 Shreveport—State Fair of Louisiana. Oct. 18-27. W. R. Hirsch.  
 Sulphur—Calcasieu-Cameron Fair. Oct. 20-25. Mrs. Harold Owens.

#### MAINE

New Gloucester—Androscoggin Agri. Soc. Oct. 20-25. William B. Harnden, Auburn.

#### MISSISSIPPI

Natchez—Old Natchez Territory Fair. Oct. 20-25. C. L. Barry.

#### NORTH CAROLINA

Boonville—Northwestern Carolina Fair. Oct. 20-25. E. L. Cundiff.  
 Gastonia—Gaston Co. Fair. Oct. 20-25. A. V. Patsch.  
 Greenville—Pitt Co. Fair. Oct. 20-25. H. J. Burke.  
 Siler City—Chatham Co. Fair. Oct. 20-25. Thompson-Rumley, Durham.  
 Wilson—Wilson Co. Fair. Oct. 20-25. W. H. Dunn.

#### PENNSYLVANIA

Dalmatia—Lower Mahanoy Tp. Community Fair. Oct. 22-24. Mrs. Ruth Tressler.  
 Martinsburg—Morrison Cove Community Fair Assn. Oct. 22-25. Ella S. Ebersole.  
 Pleasant Valley—Springfield Farm Show. Oct. 23-25. Roy H. Giesmann.  
 Unionville—Unionville Community Fair. Oct. 23-25. Roland Conrad.

#### SOUTH CAROLINA

Chester—Chester Co. Colored Fair. Oct. 20-25. M. M. Sifton.  
 Columbia—South Carolina State Fair. Oct. 20-25. Paul V. Moore.  
 Greenville—Greenville Co. Colored Fair. Oct. 20-25. U. S. G. Sweeney Jr., Simpsonville.  
 Lancaster—Lancaster Co. Fair. Oct. 20-25. E. Lee McDow.

#### TEXAS

Eagle Pass—Eagle Pass Int'l Fair (Races). Oct. 22-25. J. M. Mabe.  
 Henderson—Rusk Co. Fair Assn. Oct. 20-25. Pete McNe.  
 Jourdanton—Atascosa Co. Fair. Oct. 23-25. Edward Matocha.  
 Liberty—Trinity Valley Expo. Oct. 21-25. J. B. Woodbridge, Anahuac.  
 Waco—Heart of Texas Free Fair & Expo. Oct. 21-26. R. W. Stevens.  
 Yorktown—Yorktown Fair Assn. Oct. 22-24. Paul A. Schmidt.

#### VIRGINIA

Suffolk—Tidewater Fair Assn. Oct. 21-24. H. C. Holman.

## Baldwin Park, Calif., Event Called Winner

BALDWIN PARK, Calif., Oct. 11.—Highlighted by a three-mile-long parade, the First Annual San Gabriel Valley Fair opened here Saturday (4) for a two-day run which was pronounced a success by officials. Events included a horse show featuring Arabian and Palomino stock from world famous ranches near by, 4-H Club and other agricultural displays and a public dance which climaxed the celebration.

Unusual angle used in the fair promotion was the choosing a 13-year-old girl as queen instead of the traditional pin-up type cutie which is usually chosen to reign over such events.

## Crop Failures Cancel Annual at Sells, Ariz.

SELLS, Ariz., Oct. 11.—For the first time the annual rodeo scheduled here for November 22-23 will not include a fair, Archie Hendricks, chairman, announced. Cancellation of the fair program was due to crop failures over a wide area. Excessive rains ruined some crops, insufficient moisture hurt others and most of the crops that did come up were consumed by grasshoppers.

## Historic Relics Feature Two-Day Calif. Festival

SONOMA, Calif., Oct. 11.—This village turned back the pages of California history during the two-day First Annual Valley of the Moon Vintage Festival here Saturday and Sunday (4-5). All stores and buildings surrounding the famous Plaza, where the California bear flag was raised as a signal of independence from Mexico, were decorated with historic relics of the California republic. Some of the exhibits were priceless museum pieces.

Feature of the celebration was unveiling of a plaque commemorating the founding of the first cultivated vineyard in California 90 years ago by an exiled Hungarian nobleman.

Visitors also were permitted to inspect the famous Haraszthy wine cellars which recently were reopened after being closed by a heavy earthquake in 1868.

## Hemet, Calif., Annual Draws Record Crowd

HEMET, Calif., Oct. 11.—Record crowds attended the four-day Farmers Fair and Festival here (3-7) under the sponsorship of the 46th District Agricultural Association. In addition to the standard fair attractions, such as agriculture and livestock exhibits, a rodeo featuring many top hands of the West, was a highlight of the event, which was held on the 30-acre fairgrounds.

The rodeo, under the supervision of Paul Hill, Western rodeo producer, included bareback horse riding, calf roping, saddle bronk riding, bulldogging, Brahma bull riding, trick and fancy roping and riding. Special attractions were Jess Kell, clown and his two trick mules, and Jiggs, a cowboy monkey. Serrano, billed "the world's best educated horse," also performed.

## Auburn, Calif., Annual Awards 20G in Prizes

AUBURN, Calif., Oct. 11.—The 20th Agricultural District Fair, which closed here Sunday (5) after a successful three-day run, awarded more than \$20,000 in prize money, according to fair officials.

Event, first to be held since 1941, was held on a 20-acre tract and featured two horse shows with a record number of 115 entries in 20 competitive events. Livestock exhibits with many 4-H Club and Future Farmers displays, also was a highlight of the fair.

B. A. Cassidy is board of directors chairman; L. F. Morgan, general manager, and Harrison Cutler, horse show director.

## Frank W. Weir, 47, Dies; Springfield, Ill., Editor

SPRINGFIELD, Ill., Oct. 11.—Frank Weir, 47, sports editor of *The Illinois State Register*, died Saturday (4) at his home here following a two-week vacation from his newspaper post during which he publicized motorcycle races at fairs for Buck Kidd, promoter, also of this city.

Weir was recognized as an authority on motorcycle racing.

Construction work on two new horse barns has begun at Saskatoon (Sask.) Exhibition Grounds. The structures, to be built at a cost of \$19,200, will accommodate 120 horses.

## Motor Speed Round-Up:

# Seek Court Order Forcing Car Entry of Repeated Race Winner

TAMPA, Oct. 11.—Auto races went on at Plant Field here Sunday (5) without Cecil King, Brandon, Fla., race driver, participating despite his attempt to obtain a court order to force the promoters, Sports Enterprises, Inc., to permit him to drive his car in the event.

Entry of King's car, which has a piston displacement larger than other entrants, had been denied by promoters after King finished in front four straight times at the track.

A plea to the county court, filed only 24 hours before the races were to be run, was continued by the court when the Sports Enterprises' attorney contended that he had obtained the bill of complaint only a few hours before the hearing and had not had time to study it. The car which King drives is owned by O. R. Hukle.

V. D. Morelock, Macon, Ga., was the winner of the 10-lap featured race in the scheduled program, with Speed Funderback second and Bob Reed third. Attendance was estimated at 5,000.

### Yellow Jacket Winners

PHILADELPHIA—Larry Bloomer, Norristown, Pa., won the 100-mile midget auto race feature at Yellow Jacket Speedway Monday (6). Johnny Ritter, Detroit, was second; Ernie McCoy, Reading, third; Vernon Land, New York, fourth, and Shorty McAnders, Allentown, fifth.

### Bridgeport Crash Fatal

BRIDGEPORT, Conn.—Alvin G. Colkitt, 30, Paterson, N. J., died here Tuesday (7) of injuries sustained Monday (6) when his car crashed thru the rail at Candlelight Stadium during the 24th lap of the 100-lap feature midget car race.

### To Race at Night

LYNCHBURG, Va.—The new Shrader Field Speedway here will shift to night auto racing October 26, by which time a transformer will have been installed to hook up with the lights already up. Irwin W. Davis, manager, announced that one big car race will be staged at the track next year. The plant includes a grandstand seating 2,000 and a half-mile, banked track. The grounds also are used for a fair and as a lot for circuses and carnivals. The track was opened Sunday (5) with stock car races which drew 2,200. Feature 50-lap race was won by Pee Wee Martin, Bassett, Va. Eight cars participated.

### Wins at Pasadena

PASADENA, Calif.—Mac Hellings, Burbank, won the 50-lap run-off race, billed as the American Midget Racing Association's National Championship event, from a crack field in the Rose Bowl here Sunday (5). Johnny Mantz, Oceanside, was a close second, with Gib Lilly, San Diego, third. Twenty-four drivers from throughout the West competed in the event.

### Oakland, Calif., Results

OAKLAND, Calif.—Bill Scheffler, Indianapolis, won the 100-lap big car race at the speedway here Sunday (5), limping across the finish line after crashing into a side wall on the

86th lap. His car was badly out of line and unable to make much speed, but Scheffler was far enough ahead to get the checkered flag first. Bayless Leverett, Los Angeles, placed second and Hal Cole, Southgate, was third. Manuel Ayulo, Los Angeles, miraculously escaped death when his racer hit a crash wall on the 42nd lap, flipped over and skidded 150 feet upside down in front of the grandstand.

### Gilmore Skeds 150-Lapper

LOS ANGELES—One hundred and fifty laps have been set as the distance of the 11th Grand Prix, annual Pacific Coast midget car feature to be held at Gilmore Stadium here Thanksgiving night. It was also announced by officials that 32 cars are eligible for qualifying.

### Lazy J Crowd Small

SACRAMENTO—Victory in the 20-lap main event of the roadster races at Lazy J Speedway here Sunday (5), went to Gene Tessien, Oakland. George Pacheco, also of Oakland, was second. A small crowd of 600 fans attended. It was the final event of the season.

### Holtkamp Is Winner

SAN JOSE, Calif.—Norman Holtkamp won the main event of the midget auto program at the speedway here Sunday (5). By defeating Ed Normi for second place in the feature duel, Fred Agabashian, 1946 champion, took a slim lead over Marvin Burke for first place in the Bay Cities Racing Association point standings. Semi-main was copped by Lorry Manthorne, and Woody Brown captured the trophy dash.

### Cars Tangle at Santa Rosa

SANTA ROSA, Calif.—Bill Walbridge, Oakland, starter for the midget auto races conducted by the Bay Cities Racing Association, was badly cut up and suffered shock Wednesday (1) when struck by one of two cars that tangled on the home stretch and careened thru the infield at the speedway during a race. Drivers were not injured.

### Holland in Win

MECHANICSBURG, Pa.—Bill Holland, Bridgeport, Conn., won the feature event in the big car dirt track program at Williams Grove Speedway here Wednesday night (1).

## FAIR GROUND PLANS

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 Twenty Years' Experience  
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## RIDES WANTED

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EARLY COUNTY FAIR AND PEANUT FESTIVAL  
 CHESTER CLARDY, Chairman  
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<p><b>STOCK TICKETS</b></p> <p>One Roll . . . . \$ 1.00                  Five Rolls . . . . 4.00                  Ten Rolls . . . . 8.00                  Fifty Rolls . . . . 20.00                  100 Rolls . . . . 38.00</p> <p><b>ROLLS 2,000 EACH.</b>                  Double Coupons.                  Double Prices.</p> <p>No C. O. D. Orders.                  Size: Single Tkt. 1x2".</p>	<p>"Keep in Step with Yourself — Don't Worry About the Rest of the Parade."</p> <p>FOR  <b>TICKETS</b></p> <p>THE TOLEDO TICKET COMPANY                  Toledo 2 (Ticket City), Ohio</p>	<p><b>SPECIAL PRINTED Cash With Order. Prices:</b></p> <p>2,000 . . . \$ 6.00                  4,000 . . . 7.45                  6,000 . . . 8.30                  8,000 . . . 9.15                  10,000 . . . 10.00                  30,000 . . . 14.00                  50,000 . . . 18.00                  100,000 . . . 28.00                  500,000 . . . 108.00                  1,000,000 . . . 208.00</p> <p>Roll or Machine                  Double coupons, Double Prices.</p>
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## Dailey Bros. Finds Kansas Spots Are Big

### Weather Is Co-Operating

NORTON, Kan., Oct. 11.—Dailey Bros.' Circus is finding that R. M. Harvey, general agent, knew what he was doing when he routed the show thru Kansas this late in the season. To say the route is paying off is putting it mildly. Show has been greeted by full and near-full houses during its Kansas trek.

Instead of unpleasant and chilly weather, general in Kansas for this time of the year, show has been greeted by Indian summer, a period when Kansas temperatures are at their best.

Here Wednesday (8) the show chalked up a good day's business with a three-quarter house at the matinee and a full one at night. At Colby, Kan., business was as good as Norton, if not better. Org had better than a three-quarter matinee and a full one at night.

At Ellsworth, Kan., Dailey was the first railroad show to play the county seat town of 2,500 population in 17 years. The matinee crowd was only fair with a much larger crowd on hand at night.

Dailey gave only one show in Be- loit, Kan., that at night, and drew a full house. In Abilene, Kan., the show drew a full house at the matinee and a near-full one at night.

## Clyde Beatty Hits Jackpot In La., Miss.

### Straws Rule at Night

COLUMBIA, Miss., Oct. 11.—Clyde Beatty hit the jackpot twice in successive nights, here Tuesday (7) and the day before at Bogalusa, La.

Here in Columbia everything was perfect from the weather to the crowds. Matinee was a full one and the night show did straw business.

At Bogalusa, one of the largest circus crowds in history was on tap for the night show, which necessitated putting the customers on the straw. The matinee played to capacity.

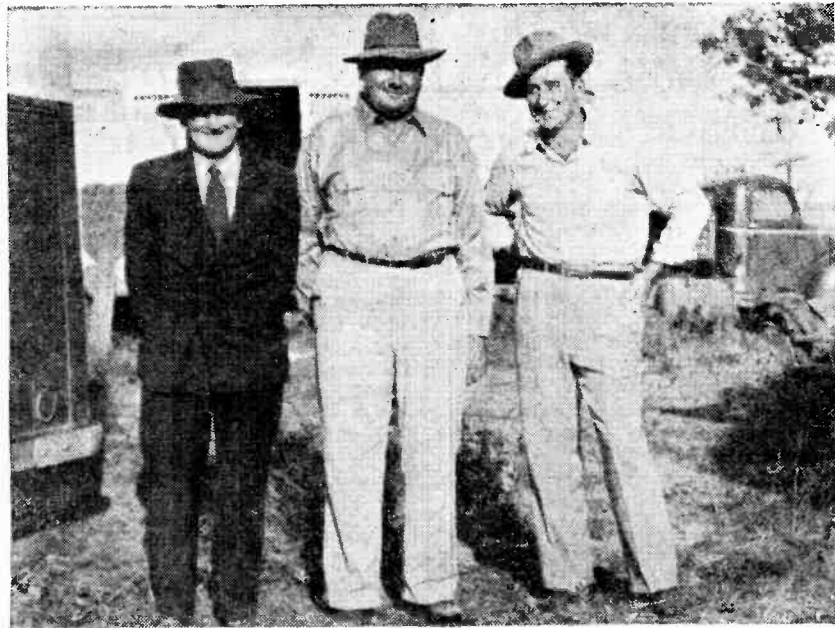
### Swedish Circus Ops Squawk Over Entry of Czech Show

STOCKHOLM, Oct. 11.—Local circus operators are squawking about permission having been granted the three-ring Circus Kludsky, from Czechoslovakia, to enter the country for an extended tour. Kludsky has a big show and Swedish circ owners do not relish the competition.

At least six tent cirks have been on tour in Sweden the past summer, including the Cirkus-Mijares, which has been playing five consecutive weeks in the immediate vicinity of Stockholm and closed its season last Sunday (5). This show plans to hit the road next season with a three-ring big top.

### Mills Closing Set

GRAND PRAIRIE, Tex., Oct. 11.—Jack Mills, owner of Mills Bros.' Circus, announced here today that his show will wind up the season November 17 at Alexandria, La.



FATHER AND SONS COMBINATION. One of the few father and sons combinations in circus business today is Obert Miller and his two sons, Kelley and Dore, who own and operate the Al G. Kelley-Miller Bros.' Circus. Left to right, Obert, the father, and Kelley and Dore, the sons.

## Houston Three-Day Stand Proves Profitable for R-B

CHICAGO, Oct. 11.—The three-day stand for Ringling Bros. and Barnum & Bailey in Houston proved profitable, with both matinee and night shows getting good crowds. Moving into Houston from Victoria, Tex., the show had a three-and-a-half mile haul to the grounds, adjacent to Buffalo Stadium. The first section arrived at 5 a.m., with the fourth and final section pulling in at 10 a.m. Advance press, handled by Allen Lester, was excellent with newspapers giving with plenty of stories and pictures. Opening day, Saturday (4), the matinee pulled a three-quarter house and it was a full one at night. Rain, which held off until after the start of the matinee, quit in the early evening which proved a break. Sunday (5), second day of the org's showing here, was a big one, with both matinee and night shows drawing straw houses. Third day found the matinee light but a three-quarter house at night.

For the first time in 25 years, the Big Show played Victoria, Tex., and the town showed its appreciation by giving with two near-full houses. A gal reporter from *The Houston Post* gave the show some publicity by riding an elephant in the finale.

San Antonio gave the Big One good business on a two-day stand. Opening day, Wednesday (1), the matinee was three-quarters and the night house a straw. Gen. Jonathan M. Wainwright, hero of Bataan and Corregidor, attended the opening and drew plenty of the performers around him. Second day found a three quarter matinee and a full one at night.

## Garcias Ready To Go on Annual Tour

SAN ANTONIO, Oct. 11.—Garcia Bros.' Circus, comprised of one family, is preparing for its winter season and bows at Floresville, Tex., this month.

Manuel Garcia, patriarch of the show, says the group was organized 20 years ago when he was a clown. The show has continued and grown but still is composed of nothing but Garcias, all related either by blood or marriage. Manola, 31, is clown and pianist. His son, Clyde, 8, is a trapeze artist; Manola Jr., 9, is a comedian who mimics his father's act, and Robert, 6, is a dance specialist.

Rudolph acts as emcee, Esther and Consuelo are acrobats, Virginia works on the trapeze, Delia on the ladder, May on web, Flo is a dancer, Pilar a wire walker, and Raymundo, drummer and canvasman.

## Mo., Kan. Towns Big for K-M Org

Full ones and overflows prove rule in most spots—Neodesha, Kan., just fair

NEOSHO, Mo., Oct. 11.—The swing thru Missouri and Kansas is proving highly profitable for Al G. Kelly-Miller Bros., with full houses and overflows being the rule, rather than the exception.

Neosho followed the pace of four previous towns by giving with an overflow matinee and a straw at night. Southwest City, Mo., a town of 700, proved the big surprise with a straw house at night after a three-quarter matinee.

Matinee business at Baxter Springs, Kan., was on the light side but night business, with a straw crowd on hand, more than made up for it, officials said. At Yates Center, Kan., a full house caught the matinee and even a rain, which started in the early evening, couldn't stop the customers and by show time it was a full house.

Garnett, Kan., with ideal weather prevailing, gave with a straw at night after a fair matinee. Neodesha, Kan., was the lightest of the lot, matinee crowd being only fair and a three-quarter house being on hand for the night performance.

## Help Shortage Forces Monroe Org To Close

DU QUOIN, Ill., Oct. 11.—Ted LaVelda, of Monroe Bros.' Circus, announced here today that he has closed the show for the season and canceled four towns in Missouri.

LaVelda said the reason for closing was the shortage of help.

## Biz for Cole Showing Gain On N. C. Tour

### Burlington, Raleigh Big

WILLIAMSON, N. C., Oct. 11.—Cole Bros. tour of the tobacco country, hit last week by football games and bad weather in some spots, took a turn for the better this week, with Burlington and Raleigh, especially, being good.

At Burlington, it was homecoming for two members of the show, Albert and Arthur Heritage, and the townsfolk turned out en masse in what was described as the biggest turnout for a circus in years. Albert is 24-hour man with the Cole org and Arthur is in charge of the side show.

There was only one sad note in the otherwise happy picture. That was the fact rain forced calling off both the matinee and night shows at Charlotte.

Business at Hickory was okay, org getting a three-quarter house at night after a light matinee. Salisbury, N. C., gave with similar crowds. Raleigh registered two good houses, Wilson gave with a three-quarter matinee and a capacity at night and Wilmington, despite an all-day rain, registered three-quarters at matinee and a straw at night. New Bern proved only fair.

## Ringling Court Actions Nearing End in Florida

TALLAHASSEE, Fla., Oct. 11.—More than a decade of court actions involving the \$20,000,000 estate which John Ringling left mainly to the State of Florida was ended this week.

Tuesday (7) the State cabinet signed agreements which will set up an endowment of \$500,000 cash and a \$750,000 4 per cent mortgage to support and develop the Ringling Art Museum and the Ringling home which are already owned by the State. Both properties are located in Sarasota.

Necessary approvals by Sarasota County Judge Forrest Chapman and Circuit Judge W. T. Harrison were expected to be formalities since all outstanding issues between the cabinet and executors of the Ringling will have been compromised.

The State will receive the cash and mortgage from the newly formed Ringling Enterprises, Inc. Syndicate is composed of John Ringling North and his mother, Ida Ringling North, and their attorneys, Leonard G. Biscoe and Sydney R. Newman, of New York.

The syndicate holds 30 per cent of the Ringling circus stock, extensive Sarasota County real estate, Oklahoma oil properties and other lesser interests.

### High Wind Plays Havoc With Stevens in Kan. Spot

SUBLETTE, Kan., Oct. 11.—A high wind, which kicked up plenty of dust and made things almost unbearable for both the spectators and performers, played havoc with Stevens Bros. here Sunday (5), and as a result the show drew only half a house at the matinee, the only performance scheduled.

So strong was the wind the big tent was not erected and spectators sat on bleachers in the open.



# Rodeo Gaining Slowly in N. Y.

NEW YORK, Oct. 11.—Attendance at Madison Square Garden's 22d annual World's Championship Rodeo is steadily increasing, with the week-end performances—matinee and night—getting the heaviest play. Advance sales have shown a slight upsurge, particularly for the week-end performances, but both attendance and advance sales are still below those of last year. The extremely mild temperature prevailing up until Friday (10) morning apparently kept the bargain hunters outdoors and resulted in light sales of the Garden gallery pews.

Now that the World's Series is over, the rodeo has been grabbing a considerable larger amount of publicity—with several of the local sheets splurging on photo spreads and stories of the sponsor girls and fem riders. The annual rodeo show at Bellevue Hospital Tuesday (7) also garnered plenty of free space in the dailies.

It is worth noting that since the end of the opening week rodeo advertising copy has been changed from the usual straight announcements to display ads playing up records made in the different rodeo events and also placing more stress on the number of moderate-priced seats available.

No serious casualties among the contestants were reported this week.

# Davenport Opens In Duluth Oct. 20

CHICAGO, Oct. 11.—Orrin Davenport opens his indoor circus season in Duluth, Minn., the week of October 20. This season all dates, with the exception of Chicago and Cleveland, will be under Shrine auspices.

Following Duluth, Davenport moves to Houston, October 29-November 11; Rochester, N. Y., week of November 10; Wichita, Kan., week of November 30; Chicago, week of December 27; Grand Rapids, Mich., week of January 19; Detroit, January 26-February 8; Cleveland (Grotto) February 9-22; St. Paul, week of March 15, and Sioux Falls, S. D., week of March 28.

According to Tom Stevens, promotional director for Davenport in Duluth, the early advance sale indicates a sellout for opening night. The Duluth show runs seven days.

# Schultz-Valley Animal Org Plays Green River, N. B.

GREEN RIVER, N. B., Oct. 11.—On its trek back to winter quarters at St. Benoit, Que., Schultz-Valley Animal Show played a one-day stand here to good business. Working the animals, which included five bears, eight dogs and two monkeys, was Capt. William Schultz, veteran trainer. His partner, Florian Vallee, amusement center owner, serves as manager of the show. The org, which moves on three trucks, played Quebec, New Brunswick, Nova Scotia and Prince Edward Island to satisfactory business this summer.

Show played under canvas but because of the cold weather is concluding the season indoors. Captain Schultz reports plans to enlarge the show for next season are already under way.

# London Excursion Boat

## Offers Trap Act as Feature

LONDON, Oct. 11.—Operators of the excursion steamer, The Pride of Devon, which plies the comparatively calm waters of the Devon Coast, have hit upon the novel idea of engaging a trapeze act to work from rigging hung between the ship's masts.

Should have a soothing effect on passengers subject to mal de mer.

# UNDER THE MARQUEE

Henry Kyes returned to Sarasota, Fla., following the closing of Sparks Circus.

With late fall rains belting us on all sides, it's perfectly alright to admit we're all wet.

L. E. (Roba) Collins is playing schools in Missouri with his magic circus.

Mr. and Mrs. Henry Ringling North recently arrived in Sarasota, Fla., winter home of the Ringling-Barnum circus.

With all the pride of new fathers, circus managers announce the purchase of more railroad equipment.

Charles Robinson, formerly with Cole Bros., who is now working at the Institute of Art, Chicago, visited *The Billboard* office there last week.

Blackie Martine writes he is lot superintendent on Bailey Bros. He formerly was trainmaster on Dailey Bros.

Nothing equals the confusion of a general agent who, after his show closes, is offered several good towns by mail.

Billie Burke is handling the kid ticket sale on Cole Bros., replacing Huffy Hoffman, who was forced to leave the show and return to Zanesville, O., due to the serious illness of his father.

Snell Brothers report a good season at fairs and celebrations. The next four weeks they will be at Shelbyville, Tenn., taking care of their farm and other personal interests.

Walking too close to swinging sledgehammers is a bad habit, but everyone who does it gets cured sooner or later.

Scotty, the clown, pens that he and other clowns, including Kenneth Waite, appearing at the Shrine Circus, Cleveland, went over for big hits, and that he met the Hannefords, Laddie Lamont and others there.

Jack Andrews, who has a Brahma bull act with the Roy Rogers' Rodeo, was a visitor last week to the Chicago office of *The Billboard*. Andrews, following the Rogers' run at the Stadium, will leave for Florida to spend the winter.

Dud Lawrence, former agent for the 101 Ranch and other shows, is confined to St. Joseph's Hospital, Elgin, Ill., following a heart attack. He retired several years ago from the road and operated his own print shop in Elgin.

Al Butler, for many years agent with Ringling Bros. and Barnum & Bailey, was in Boston last week ahead of "Showboat." He called on his many circus friends in Boston and reports that Bill Conway is recovering from a serious illness at his Bridgeport, Conn., home. Conway, Butler reported, expects to be back on the R-B show next season.

Bill and Beverly Harnett, with Patterson Bros. and Beverly Bros. this season, are now residing in Patterson, Mo., and working week-end dates for the Ozark Rodeo Association. Gypsy Pete Peterson, knife thrower, is with the Harnetts.

There are many backyard clowns that give troupers hearty laughs—but they would flop with audiences.

G. W. McIntosh reports his McIntosh Monkey Circus finished a successful season at the Hartford, Mich.,

Fair and equipment was moved to winter quarters at Bellevue, Mich. He plans to go south for the winter about November 1.

Charles Davitt, Jim Hoye and Joe Beach, all of Springfield, Mass., caught the Northampton Fair and visited with Harry Lamarr, La Lage, the Stardusters, Irah Watkins, Louis and the Oliver Sisters, Reggie Kehoe and the Aerial Ortons.

Not the most charming guest in a berth-car is the guy who gets sick from lush nightly, and whose defense is, "It's legal, ain't it?"

Sylvania and Roberto Zacchini, cannon act, and Kay Frances Hanneford, member of the Riding Hanneford Troupe, who appeared in the Hamid-Morton Circus in Cleveland, October 6-11, were pictured in *The Cleveland Plain Dealer Pictorial Magazine* September 28.

Three circus acts, Bobby Whaling and Yvette, the Three Craddocks and the Rudells, have joined Bobby May as features with *Skating Vanities*, and their reception by the Chicago Stadium audiences recently indicates they are as at home there as they would be under canvas.

Pessimist is one who reviews circus history for the past five years and then announces that we don't yet know what trouble and worry is.

Al Clarkson, veteran circus agent and for the last two years booking agent for James Heron's Wild Life Exhibit, recently crashed *The Oklahoma City Times* with a two-column picture. Art layout showed Clarkson feeding a three-month-old leopard during the Oklahoma State Fair.

Mystery of a picture of a 750-pound fat gal isn't in what press agent put her on the scales—it's how did he list the penny on his expense account.

Roy Barrett, after being hospitalized in Chicago for a short period, showed Savannah, Ga., week of October 6 for E. N. Williams and opens October 29 at the Shrine Circus, Houston for Orrin Davenport. Barrett reports that he has many other indoor dates lined up for after the first of the year.

About this month mountaineers will sit in front of fireplaces and tell about seeing a gorilla that escaped from a circus picking berries on a mountain side.

Ernest L. Thompson, who played the clarinet in Charley Cuthbert's band on the James M. Cole Circus this season, is now solo clarinetist with the Metropolitan Police Department Band in Washington. Thompson writes that he recently received his civil service appointment and is driving a car for the Women's Bureau, Metropolitan Police Department, Washington.

The Harrisburg (Pa.) Evening News recently carried in its 50 years ago column a story on the visit there of the Barnum & Bailey Circus. Story estimated the crowd at between 12,000 and 15,000 at two performances. Among the star performers mentioned were John O'Brien, Pauline Showles, Rose Wentworth, Josie Ashton and the Meers sisters. V. M. Speck, trombonist with the Big One 45 years ago, who sent in the article from the Harrisburg paper, is now residing in Duncannon, Pa.

The Diamond Horse Show Rodeo, owned by Amos and Christina Selby, is quartered at Tonica, Ill., where the show is being readied for the 1948 (Under the Marquee, opposite page)

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## PATTERSON BROS.' INDOOR CIRCUS

Wants Circus Acts of all types—Ground, Aerial, Animal, doing one or more, for Saturday, Nov. 8, Benton Harbor, Mich. Jimmy, Troy, Bill Noble, write. All other Acts who worked for us write. Can use Phonemen and Phonewomen. Dick Fremont, wire; good deal.

### J. C. PATTERSON

General Delivery St. Joseph, Mich.

### Ringling-Barnum

During our stand in Alexandria, La., children from the Masonic Home and St. Joseph's Orphanage were guests at the matinee.

The midget softball team did it again in Houston, beating the girls, 10 to 8, in the Buffalo Stadium Ball Park. The last three innings were played under floodlights. Big league stuff, no less. Next day the candy butchers and performers battled and the game was called by darkness.

Visitors: Polly Stark, Leland L. Antes Jr., Clyde Beatty, Charley Von Rosenberg; Mr. and Mrs. Justino Loyal and son, Ramo; Lucretia and Aileen Darnay, Betty Brasno, Eddie Kohl and Alfred Otaris.

Birthdays: Millie Keathley, Harry Dann, Paul Jerome and Pearl Mader. Mr. and Mrs. John White joined in Houston.

Around the lot: Flash! Eli Drukker has a new overnight bag, given him by his fellow workers, the candy butchers. Eli now can make the hotel Sundays in style. . . . Arthur Springer finally has seen the light. His last cab ride was a costly one.

With a tight lot in Houston, the side show tent and dressing room were practically side by side. During the finale, Saluto pulled the prize boner of the season. He got out of the finale costume and headed for what he thought was the dressing room on the dead run. Imagine his surprise when he came running into the side show tent, which was jammed, with nothing on but his shorts. . . . Ray Milton, trainmaster, discovered during the war when the manpower shortage was on, that he could unload the train by having a tractor back up on the flat, hook onto two or three wagons and come down the runs with them. The idea proved so good that he has continued to use it. . . . The pro and con about the closing date still goes on.—DICK MILLER.

### Dailey Bros.

My, what a short fall we had in Kansas! It's now hot, dry and dusty and the weather keeps us in the wash tub most of the time.

A crew of cameramen and their assistants spent the day with us in Abilene, Kan., hometown of Gen. Dwight D. Eisenhower, grinding out scenes of our arrival, the putting up and taking down of the big top and the loading of the train at night. They used a battery of powerful lights.

Ralph Brown was on hand to see Victory, the horse he sold us two years ago, perform. Unfortunately, Norma Plunkett, who rides him in the menage act, was unable to show him what Victory had learned since joining us because she (Norma) was out of action with a back injury.

Barbara Ray's family and members of the dressing room gave her a complete fall wardrobe and a big cake on her birthday.

One of the truck drivers had a shave and a new hat the same day. Streamline Fizzle, looking for said truck driver, reports passing him up twice without recognizing him.

We often have marveled at the amount of time necessary for rope spinners to perfect their act. After seeing how much time it takes jugglers we are utterly amazed. Charlie Ricci dons shorts and a T shirt every day between shows and practices diligently for more than an hour.

The Tommy O'Briens were called home to Memphis because of the serious illness of Tommy's mother. Rosemary Stock's parents returned home after several days visit on the show. Frank and LaVerne Allen are spending their vacation on the show.

In Fairbury, Neb., home of the old-time Campbell Bros.' Circus, Ed Campbell was on the lot to watch it go up. Bill Green, circus fan from Washington, Kan., took pictures in the backyard in Marysville, hometown of Vernon Thomas. Several of his relatives caught the show and his

## DRESSING ROOM GOSSIP

### Cole Bros.

With the small and lopsided lots we have been getting lately, the Cristianis, Hubert Castle and the Voise troupe have had their share of gravity. What with the cold weather and the gravity, the performers that use their hands and feet have had it a little tough. Charcoal and camp fires come into being just as soon as the sun goes down.

When we played Burlington, N. C., Mr. and Mrs. Holt gave a luncheon at their home. Guests included Lucio June, Hortense Cristianis, Florence Tennyson, Nena Thomas, Jo-Jo Monarch, Hilda Burkhart, Ruth Nelson, Maggie Wise, Eileen Harold, Harold Voise, Mrs. Joe Haworth, Marian Partello and Mr. and Mrs. Freddie Freeman.

We sent our laundry and cleaning from the lot in Charleston, S. C. Our boss porter, Bill Spaulding, urged us not to do it, but we ignored his advice. What a mess our clothes were in when they came back. Some of it never did come back. What we would have given for Eddie Ferec and his Bay Cities laundry in Venice, Calif.

The circus album Jimmie Ray, our wrestler, got together is really something. It contains 150 pictures of personnel of the Cole show.

Birthdays: Kay Clarke and Goldie Fitz.

Visitors: Manipo Fred Harris had a slew of visitors when we played Gastonia, N. C., most of them coming from his hometown of Gaffney, S. C., and included Mr. and Mrs. Cordall Lee and son, Jimmie; Virginia Kennedy, Mr. and Mrs. Ramsey and daughter, Kay; R. B. Hallam, Mace Pennington, Chigger Pool, Oscar Coyle, Raymond Blanton and Jack Hammet. Other visitors were Mr. and Mrs. Ralph Holt and daughter; Carl Wallenda, Ala Ming, Mr. and Mrs. Dick Lewis and son, Bobby; Betty Haworth, who visited her mother and dad, Mr. and Mrs. Joe Haworth, and Walter D. Nealand, press agent for King Bros.

Huffy Hoffman, clown, left us in Burlington, N. C., because of the serious illness of his father in Zanesville, O.

Next week will be the final column and we will give you the destinations of the personnel.—FREDDIE FREEMAN.

### Bailey Bros.

Manager Bob Stevens, while driving his car, ran into a horse on the highway. Luckily, Bob was uninjured. The Craig Duo closed to play indoor dates. Ray Ferguson and Francho Pressley celebrated birthdays recently. Swede, Mable and Hunkie Johnson report their Wild West concert is doing okay.

Peggy Henderson MacDonald is working a two-week engagement for her dad, Lew Henderson, in Kansas City, Mo. Following the engagement she will return to this show. Johnny Pringle has the Liberty and pony acts doing several new routines.

Visitors included Joe Cowan and Charles and Virginia Smith, of Rogers Bros.

Mr. and Mrs. Harry Swank announce the arrival of a daughter. The mother is the former Ruth Henderson. Harry left for Kansas City for the christening.—GEORGE L. MYERS.

cousin, Shirley Zentz, rode a horse in spec.

Hoxie Green, tent showman, and his party included this one on their circus tour. Mac McBride, former Yank show ticket seller, who has been in ill health for several years, visited and reports he expects to be back on the road next season.

R. M. Harvey is back with the show collecting pictures and data for the year book.—HAZEL KING.

### Polack Western Unit

Except for the high altitude, the Denver engagement was a pleasant one for everybody, with the exception of Louie Stern. He reports it was the toughest engagement of the season for him. As if it wasn't enough for him to have to visit the dentist every day for 11 straight days, he was without the services of Ross Paul, assistant manager. That just doubled Stern's work.

America and Charlie Borza, Nita and Pepi's younger brother, did a few tricks with Nita and Pepi after they finished their regular routine one day and the exhibition was well received.

While all the men concentrated on the World Series, the girls amused themselves with bingo. Bingo no longer is a quiet game; it practically leads to bloodshed. The gals play for a nickel a card!

The Loyal and Delbosq families were guests of one of the Denver Shriners who owns a ranch. He requested the Delbosq's to bring Seranado along.

Several of our performers left immediately after our last show in Denver to visit the Ringling show in Houston. Our next date was Wichita Falls, Tex., so everything worked out. Some of our butchers went to Dallas to visit the fair.

Joe O'Donnell, who promoted the date in Wichita Falls, reported visiting the Big Show in Houston and was the guest of James A. Haley, Art Springer and Pat Valdo.—IRENE LAFFERTY.

### Mills Bros.

Big Burma, the elephant, decided at Prescott, Ark., that she wanted to look the town over and without warning took off. Burt Pettis, however, was quickly on her trail and brought her back before she got into trouble.

Now that we are in Texas, towns are farther apart and it keeps clown alley in an uproar because Bill Nippo misses the night show because he is doubling as 24-hour man. That calls for Alex Brock to do a bit of boxing with Frenchy Hourn, who is puzzled by Brock's style. To top it all off, Tommy Whiteside has to pinch-hit as clown band leader and does a great job. The only one unaffected by the mix-up is Steve Crow, who still toots a wicked trumpet.

Everyone was glad to see the paved highways of Texas after the last few weeks of gravel roads. Needless to say everyone got busy with rags, mops and brooms and cleaned their cars and trailers.

Buffalo Ben, 94, is featured in the Wild West and is a big crowd puller. Dick and Mary Kanthe took over the Side Show for the remainder of the season. Leona Leonard joined the Side Show Annex.

Visitors: Harley Hubbard, Mr. Plunkett and Pat O'Learn, of Plunkett's Stage Show.—KAY BARNEY.

### Gran Circo Americano

Our entry into the Republic of Ecuador was interesting. We crossed the equator and journeyed over some hazardous sections. The performers had two days in Quito before the debut, so everyone had a chance to get caught up with the movies. We played in the Bull Ring in Quito and broke all attendance records. The band looked sharp in the new royal blue uniforms which arrived air-express from Brooks for the opening in Quito.

Then came the revolution, which lasted a week. During that time we had some exciting poker games involving hundreds of sucres but which adds up to practically nothing in U. S. dollars. The exchange is now 19 to 1. We had ringside seats for the revolution as our hotel faced the

### Clyde Beatty

Realizing the season is nearing the end, Mullins, the calliope player, has been playing appropriate tunes such as *Dixie*, *Take Me Out to the Ball Game*, and *The Last Rose of Summer*, the last named dedicated to Mel Rennick, who celebrated his birthday recently and also introduced a new walk-around. He mimics Little Red Riding Hood, like a *Looney Toon* cartoon, as Steve Coumoutso plays the wolf. Steve, incidentally, just joined clown alley. Mark Anthony surprised everyone by introducing a new wardrobe in the boxing number—stripes all the way around. Coffee is now being served by Bozo LaMount in the dressing room.

On a slippery lot recently, Sundown Margason fell beneath his horse as the steed fell coming out of the concert line-up. Margason, luckily, suffered only an injured foot. Also on the ailing list is Isaac Lewis, driver of the water truck. He was in the cab of the vehicle when it turned over while being loaded in West Point, Miss. He suffered quite a few bruises.

Harry Oakly, CFA, visited in Hattiesburg, Miss., and Wyatt Davis, former clown, came over from Bogalusa, La.

Carl Martin, side show manager, left for Dallas and the fair. New inside lecturer is Mr. Carwright. Arriving from Los Angeles, Shorty Hinkle and Pete Kortis brought with them Prince Denis and Lady Ethel, midget entertainers; Billy (Zandu) Mitchell, quarter boy; W. E. Alexander, flea circus, and Eko and Iko.—DICK ANDERSON.

### Stevens Bros.

The wind and dust are still with us and we have joined the farmers in their prayers for rain. To date, Slim Costner, boss canvasman, and his assistants have managed to keep the big top in the State. At Sublette, Kan., it was impossible to put the top or even the sidewall up because of high winds. Bob Stevens staged a drive-in circus and not a soul tried to heel the impromptu gate.

Senor Juan De Avilos, Roman ring act, is one of the program highlights. Ray Heddy continues to keep the lights burning brightly. George Zerline is mourning the loss of his pet dog, Dudley. Juanita Thompson warned everyone not to run into her trailer window and then was the first to do the trick. She is nursing a cut forehead.

Homer Phillips, sporting a new Stetson, is awaiting a visit from his son. I'll bet Professor Keller was relieved when he found that package he received contained an overcoat.

Shorty Sheares is on the sick list and keeps Buella busy nursing him. She manages, however, to sew a spangle or two on some eye-catching costumes in her spare time. The writer received word that Eva Arnold, formerly with Robbins Bros.' Circus, has returned to her home in Minneapolis, after undergoing two operations at Mayo Bros.' clinic to correct an injury sustained doing aerial work.

Visitors have included John Foss, Bill Trumble and personnel from J. R. Leeright Shows.—DOLLY JACOBS.

main plaza of the town, where everything took place. We had a swell view of the mobs, tanks, shooting, etc., but everyone was glad when it was over. Jerry Wilson was granted an interview with President Veintimillo regarding our status as an American circus in his disturbed country.

Next stop was Guayaquil. We made the trip on the famous Quito-Guayaquil railroad. It took 17 hours to cover the same territory which is covered by plane in 50 minutes. After arriving in the low, flat country, all personnel, material and animals had to be loaded onto barges and taken across the Rio Guayas to Guayaquil, which took almost an hour. Many (See *Gran Circo* on opposite page)



**Two Tex. Spots Okay for Mills; Ark. Not So Good**

GREENVILLE, Tex., Oct. 11.—Two spots in Texas, Greenville and Mount Pleasant, proved okay for Mills Bros., which was in direct contrast to two cities in Arkansas, Hope and Nashville. Here in Greenville, the show, sponsored by the Junior Chamber of Commerce, drew a three-quarter matinee and a full night house. It was the same in Mount Pleasant.

Weather was the main factor for the poor draw in Hope, together with the fact Bailey Bros. had played the spot only a short time ago and the Clyde Beatty show is due soon. Org drew only two half houses in Hope. At Nashville, it was the weather again, the temperature being in the 90's. Result: Small houses at both performances.

**UNDER THE MARQUEE**

(Continued from opposite page) season. When the org played the Auglaize County Fair, Wapakoneta, O., personnel included Chauncey Barnes and His Educated Horses; Oscar Calzavara, pick-up and cowboy; Maurine Berve, trick rider; Stan and Polly Insley, horse acts, whip-cracking and trick riding; Barbara Becker, trick rider; Bob Anderson, clown; Tex Burwell, announcer; Eddie Guy, superintendent of chutes; Oscar Calzavara, Gordoy Smith, Lowell Hendrix, Bob Lafferty, Mow Still, Eddie Guy, Johnnie Stewart, Buck Skinner, Angelo Del Tonde, Rick Hamilton and Floyd Smith, rough stock riders, and the Armstrongs and their comedy car.

Natives aren't supposed to know too much about circus life, which is probably why they can't figure out how many bulls it takes to make good the billing. "Tons of elephants."

**Bailey Gets Full One**

HILLSBORO, Tex., Oct. 11.—Bailey Bros. scored here Tuesday (7) with a three-quarter matinee and a full one at night. Weather was ideal.

**Rogers Does Fair**

MENARD, Tex., Oct. 11.—Rogers Bros. did fair business here, getting a three-quarter house at the matinee and a half house at night.

**WANT**

For Indoor Circus, Single Novelty Act, Man or Woman experienced handling trained stock, Ponies, Dogs, Monkeys, Cockatoos, Macaws. Preference to one that can present such acts; also assistant, may consider beginner. Write all to

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**PAUL M. LEWIS**

Fox Road, Jackson, Michigan

**German Circuses Rally Bravely in Post-War Revival**

(Continued from page 3)

stroyed, but the arena was rebuilt and the show resumed performances late in 1945. Carl Krone, founder of this circus, died at Salzburg in 1943 and the famous show was taken over by his widow, Ida; his daughter, Freda, and his son-in-law, Carl Sembach. Later on they were barred, for unexplained political reasons, from operating the circus, which is now managed by M. Hoppe, former owner of a small circus and chairman of the newly founded Circus Managers' Association. Hoppe also owns a circus in Frankfort-on-Main. The Krone family are contesting their ouster from the Munich and meantime Freda Krone and her husband, Sembach, are playing circuses with a riding act.

Germany's third large pre-war circus, the Circus Hagenbeck, lost its modern building in Vienna thru bombing, and also lost many animals and most of its equipment. Altho the Hagenbecks still have their tents, they have renounced going on tour because of scarcity of good circus acts and animals, and have temporarily turned to presenting operettas in their building at Hamburg.

Circus Paul Busch also lost most of its equipment, but Paula Busch, daughter of the famous founder, started anew with a tent circus set up in the grounds of Berlin's zoological gardens.

Circus Franz Althoff, one of the oldest circuses in Germany and renowned for its horses and elephants, met with better luck. It did suffer some losses, but saved the bulk of its material, with which it has resumed its place as one of the best of the country's circuses. It is currently playing thru South Germany. In the winter this circus plays in Stuttgart, where it owns a modern arena which is leased for variety shows during the summer.

Circus Barlay, in its 15th year, has earned a fine reputation during the past two years in Berlin, where it was unknown before 1945.

Circus Apollo is a new enterprise founded and owned by Emil Wacker, former business manager of the Strassburger Circus and a son-in-law of Paula Busch. The Apollo is a good, clean circus and plays to brisk business in Northwestern Germany.

Another newcomer is the Circus Aeros, with a permanent arena in the zoological gardens of Leipzig and a variety theater in Dresden.

Circus Blumenfeld, claiming to be one of the oldest sawdust shows in Germany, was confiscated by the Nazis, but was revived in 1945 with a small tent and played the suburbs of Berlin.

In the British zone of Germany the Circus Williams tops the field. This show is fronted by an English horseman, Harry Williams, who married Carola Althoff, sister of Franz.

**GRAN CIRCO**

(Continued from page 53)

thanks, incidentally, to Andesa Airways for flying down our center pieces so they could be repaired in advance. Thus our debut was right on schedule.

Jorge Sarmiento, our ringmaster, is on the sick list. Birthday parties were held September 20 for Dorothy Storey and on September 27 for the director of the show, Jerry Wilson. Attending Jerry's party were Janis Wilson, Willey and Dorothy Storey, Eddie Milan, Jimmie Harrington, Judy and Al Spiller, Lilia Sarmiento; Felix Hidalgo, owner of the Olmedo Theater, and Julio Hernandez. Thanks to Al Spiller for the champagne.—JIMMIE HARRINGTON.

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## '47 NAAPPB Convention May Set Mark

### Trade Show, Attendance Up

By Hank Hurley

CHICAGO, Oct. 11.—Barring something unforeseen, the 1947 annual convention of the National Association of Amusement Parks, Pools and Beaches, scheduled December 1-4 in the Hotel Sherman here, will be the biggest, from the standpoint of attendance, in the history of the organization.

That was the word this week from Paul H. Huedepohl, executive secretary, who said he was swamped with requests for hotel reservations. Huedepohl said that while many reservations were put in months ago there are still plenty who haven't requested rooms as yet and he warned that unless those requests arrive in his office soon it will be impossible for him to get reservations.

### Growing Each Year

"I know it sounds like the same old stuff to say that this will be our biggest convention yet," Huedepohl said, "but it's the truth. Our conventions have been growing each year, from the attendance standpoint at least, and this year is no exception. We are running far ahead of previous years with hotel reservation requests and it's no secret that the trade show is—and has been—sold out. There'll be plenty of new faces this year, too, because we have added several new members."

Regarding the trade show, Huedepohl said there are 20 new exhibitors this year included in the total of 122, largest in history. He added that he had requests for booths from at least 20 more concerns but was unable to accommodate them because of lack of space.

While the official program isn't set, Huedepohl said it would be different from past years, in that this year there will be more open forum discussions, more round tables, etc. In the past the park group has featured various speakers at the various three-day sessions. This year, however, Don Dazey, second vice-president of the NAAPPB and chairman of the program committee, is working on a program which will allow for more member participation. Huedepohl believes that this will prove more popular with

(See *Expect NAAPPB* on page 75)

## Leave Amusement Devices to Private Ops, Moses Says

BEAR MOUNTAIN, N. Y., Oct. 11.—Robert Moses, president of the New York State Council of Parks, in an address before the opening of the five-day session of the National Conference on State Parks here Tuesday (7) told delegates to leave the operation of amusement devices to Coney Island and other commercial resorts.

Moses was also openly opposed to the establishment of proposed air parks, since planes are noisy, distracting and present dangers to recreation seekers in park areas.

Planes, together with amusement devices, would tend to destroy the natural beauty of parks, Moses said. He termed rides and other attractions "artificial stimulants."

Governor Thomas E. Dewey addressed the meeting Wednesday (8).

## Sitting 'Round the Table

(Editor's Note: Discussion on the question, "Do you believe the expense of a first-aid department in your park is financially worth while?" continues. Have you sent in your ideas on the subject? If not, do so at once so your views may get an airing here. Just write your ideas on the subject and mail them to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1, Ill.)

### Good Investment

In answer to your question, I am glad to say I am sure it is one of the best investments we have ever made.

We maintain a full-time trained nurse and on holidays and unusually large picnic days we also maintain a doctor on the grounds. Until this year our park was not conspicuously posted but now it is well posted with signs pointing in the direction of our first-aid station.

An accident report is made out for everyone who comes to our first-aid station. On ordinary minor accidents the information is made out as an incidental report and all accidents that might develop into a liability are reported in detail to our insurance carrier. From the standpoint of public relations alone, I am sure our first-aid station has paid big dividends. We have many cases of weakness, fainting and other illnesses which do not come under the category of liability and it is a convenience for those who come to our park to spend their money and can be taken care of on such emergencies.

I also think many park men fail to realize that all claims paid are charged against their premium. Sometimes a bandage on a small cut on a finger avoids a suit costing hundreds of dollars later on. I therefore cannot say too much on the importance and necessity of our first-aid station.—E. E. FREELAND, Conneaut Lake Park, Pa.

### Lewis Votes No

We do not have a first-aid department as such in our amusement park. Such minor injuries as we have had in the past are taken care of by the manager with a small first-aid kit kept in the office. Major injuries, of course, he does not attempt to treat.

We do not believe from our past experience that the expense involved in keeping a qualified person in the park would be justified.—H. S. LEWIS, general superintendent, Memphis Park Commission.

### Very Much Worth While

We have operated a first-aid station at Playland for many years and consider the expense worth while.

A registered nurse is on duty from

## Lake Lansing Spot Purchased By Haney, Sons

LANSING, Mich., Oct. 11.—Roger E. Haney and sons, Conrad G. and Don E., have purchased Lake Lansing Park here. Spot consists of 43 acres of wooded grounds with a lake frontage of one mile. It has 12 rides, 25 concessions and the large Mayfair night club, which uses name bands and acts.

The Haney family took possession October 1. Haney has for many years been a prominent ride operator, having had rides in parks and with carnivals. He sold several of his rides, which he had booked on various shows, during the last month. He will confine all efforts to his newly acquired park.

Norman Bartlett, Miami ride manufacturer, visited Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches, in Chicago last week.

park opening to closing and all accidents, minor or serious, which are taken to the station, receive immediate and skillful treatment. It is our experience that the nurse is qualified to decide whether or not a doctor is necessary, or if the patient requires hospital attention.

Frequently, the proper handling of a minor case in the beginning prevents development of a serious condition and removes the basis of a major lawsuit, with attendant expense and loss of time.—G. B. CURRIER, Playland Park, Rye, N. Y.

## Percy Tapp Shows Model Of New Ride

### Hopes To Interest Mfrs.

NEW YORK, Oct. 11.—Percy J. R. Tapp, who arrived here a week ago from London on the Queen Elizabeth, visited *The Billboard* New York offices Tuesday (7) to display the working model of a new ride in which he hopes to interest American manufacturers. He is acting as an associate of A. Harland Pickard, managing director of Thompson's Patent Gravity Switchback Railway Company, Ltd., British manufacturers of amusement park equipment.

Unit is circular, resting on jacks which graduate in size so that the track bed forms a grade and is similar in this respect to a Ridee-O. An irregular center rail guides a front wheel on each car to provide a rolling, wave-like motion.

Tapp said the first unit was being built experimentally for Butlin, Ltd., operator of Britain's combination camps and amusement resorts.

Tapp, who is chairman of County Commercial Cars, Ltd., was England's director of transportation during the war.

## Nicholas B. Welch Loses Home in Fire

PORTLAND, Ore., Oct. 11.—Fire recently destroyed the home of Nicholas B. Welch, operator of Blue Lake Park. The blaze was believed started by a short circuit in the burglar alarm system wired thru various park buildings.

Welch said he had checked the building earlier after the burglar alarm had sounded, but found nothing and returned to work in the park. Shortly thereafter a strong explosion ripped the roof off the home.

Mrs. Welch was in the house at the time the fire broke out. She and her son and her sister escaped from the house. The blaze was quelled by the Multnomah County Fire Department, but the house, partly covered by insurance, and most of the furnishings were destroyed.

### Snow Resigns Zoo Job

SAN FRANCISCO, Oct. 11.—Homer Snow has resigned as animal trainer at Fleishhacker Zoo here and his trained seal shows have been taken over by Bill Harlan, another animal keeper.

## Atlanta Zoo Attacked by Humane Org

### "Filthy," Says Director

ATLANTA, Oct. 11.—Grant Park Zoo here is under fire of the Atlanta Humane Society, with one director of the society describing the zoo as a "filthy, foul-odored, fly-infested, vermin-ridden, loathsome disgrace to this city."

Issuing the blast was Mrs. Katherine Weathersbee, Humane Society director, who asserted that "Atlanta is fast gaining the reputation of having the most wretched big-city zoo in the nation."

Countering was Johnny Dilbeck, zoo custodian. He said: "Among all the people who have visited the zoo during the last 15 years, I have never had any complaints except from the Humane Society people who were looking for trouble. We have the cleanest zoo in the South. People from all over the country who have traveled thru here have told us so."

Oby Brewer, prominent civic leader and president of the local society, said: "That place (the zoo) should either be cleaned up or closed up."

Mrs. Weathersby said on an inspection that "all the cages were filthy. Flies were crawling all over everything. There was no water in some of the cages. There was a dead rat under one cage. There was another big dead rat on the sidewalk. We found animals that had been neglected. For example, many of them have big sores on their bodies."

The zoo director added: "We hope city officials will see fit to improve conditions at Grant Park. If they don't, we are going to ask for help from Atlanta's most influential civic organizations. We want a zoo the city can point to with pride."

Society's charges brought this comment from E. P. Whitley, assistant manager of the city parks department: "We admit we do not have a modern zoo. However, we do the very best job we can toward keeping it clean. We have only three men and one zoo keeper who are busy all the time trying to keep the cages and grounds in good condition. The zoo is old. It has been there more than 50 years. We do not need a new one. We really need one badly."

The city park assistant manager refuted the charge about animals having sores on them, saying: "Our animals are in better condition than any you will find anywhere else in the country, and if they can show me a sore on any of the animals we'll do something for those animals. Since building materials are still scarce, we cannot build a new structure, we can only repair the old ones. All cages are scrubbed twice a day with soap and water."

## 8G Animal Cargo Arrives in S. F.

SAN FRANCISCO, Oct. 11.—An \$8,000 cargo of wild animals and rare birds arrived here from Bangkok, Siam, by air this week. Most of the shipment will be sold to zoos.

The animals and birds were accompanied on their 10,000-mile flight by Paul S. Hull, of Menlo Park, who bought the lot from native trappers in Siam.

Included in the lot were: eight gibbons, valued at \$250 each; four mandrills, two spectacle monkeys, three lemurs, a Malay honey-bear cub, a coconut bear, two rare raccoons and several hundred jungle birds. Only casualties were a few of the birds.



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**New Pavilion Is Planned For Myrtle Beach, S. C.**

MYRTLE BEACH, S. C., Oct. 11.—Preliminary sketches have been made by architects who were here several days developing plans for a new Myrtle Beach pavilion on or near the site of the old building which burned several years ago.

The plans contemplate a comprehensive development, which eventually will include many of the facilities which Myrtle Beach is now lacking as a resort. All these will not be undertaken in the first construction program, but will be added as circumstances and conditions justify.

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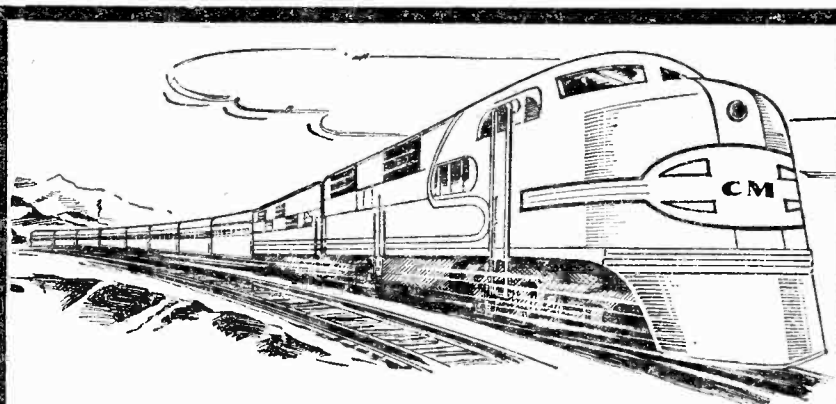
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Dimensions are 30" wide, 14' long, 6' 3" high at rear of alley.

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# CORPORATION BACK IN FIELD

## Buy's Imperial For Coast Run

McCaffery, Bye and Arthur associated in venture—org will play Hawaiian dates

CHICAGO, Oct. 11.—Amusement Corporation of America, dormant since 1942, bounced back into activity this week with an announcement by J. C. McCaffery, president, that the corporation has purchased Martin E. Arthur's Imperial Exposition Shows, will put it on rails and campaign it as a Pacific Coast organization.

McCaffery is associated in this venture with Herbert W. Bye, Chicago attorney, who represented the corporation when it controlled the Royal American, Rubin & Cherry, Beckmann & Gerety and Hennies Bros.' shows, and Arthur.

While McCaffery made it clear this revival of the Amusement Corporation of America will in no way affect his status as general representative of Hennies Bros.' Shows, a post he has held since the corporation retired from the field at the completion of the 1942 season, it was evident by the announcement that the acquisition of the Imperial Exposition is but the first step in a long-range expansion program.

Asked where the organization will get the rail equipment, McCaffery said that considerable show property is under consideration but that no definite deal has yet been made.

McCaffery also announced the Imperial Exposition will go to Hawaii for an extended engagement, augmented considerably over its present state. This contract was signed here Wednesday (8) by officers of the corporation with Maxie Herman, who has the Hawaiian doings in association with Bill Holt.

Complete details of the Hawaiian event, to be staged for the Honolulu Police Department, have not been announced, but it is known that Mickey Rooney and Olsen and Johnson have been signed as special attractions. William H. (Bill) Green already is on the scene publicizing the event.

Cavalcade of Amusements originally was booked for the excursion but canceled when Al Wagner sold his interests recently to Frank Dirago and Whitey Weiss, being retained himself as manager.

It was announced the Hawaiian entourage will ship from Los Angeles October 28, and the show will open in Honolulu November 22.

## Bay State Cracks "Sacred" Cambridge, Mass., Location

CAMBRIDGE, Mass., Oct. 11.—First carnival held in many years on Memorial Drive here was offered recently by Bay State Shows. Drive, which leads into the hallowed precincts of Harvard University, is regarded as "sacred" territory and had been closed to carnivals.

Lot was directly opposite a swank boat club and across from historic Charles River and was six minutes from either downtown Boston or the heart of Cambridge.

Bay State Shows, which operated five shows, a Ferris Wheel, two Merry-Go-Rounds, Whip, Airplane and kiddie rides, played to huge crowds during the week's stand.

## A Handy Volume

ST. LOUIS, Oct. 11.—Ed Womble, of the Lewis-Diesel Engine Company, Memphis, recently visited the Cavalcade of Amusements at Tupelo, Miss., and made this unusual report:

"The one interesting thing I noted was that in the Jig Show the pianist was hammering out music and my wife called my attention to the fact the sheet music was *The Billboard*. He had *The Billboard* sitting up in front of him and while playing he was also reading *The Billboard*, turning the pages from time to time. I doubt if anyone else noticed it, but I really got a kick out of listening to that Negro play music out of a *Billboard* magazine.

"I have always known that *The Billboard* was tops in its line, but this is the first time I have ever heard *The Billboard* interpreted into musical terms and I think maybe that was the reason I enjoyed the show so much, for the Jig Show band was really putting out some music and the show in general was putting on a good performance."

## Hennies Grabs 102G at B'ham

BIRMINGHAM, Oct. 11.—Hennies Bros.' Shows netted a nifty \$102,000 in the six-day run at the Alabama State Fair, which closed Saturday (4), according to J. C. McCaffery, general representative.

McCaffery declared that take, computed after payment of federal taxes, was right on the level with the record-shattering run of 1946.

Sally Rand, top draw on the Hennies midway, grossed \$17,000, which was under the average for her on the fair route. It was explained, however, that no advance publicity was given her org as there was some local opposition to her appearance. However, when Sally landed on the scene she had little difficulty winning over city officials. Lack of advance flack, however, cut into her receipts.

## McKee Dinner Host To NSA Committee

NEW YORK, Oct. 11.—Joe McKee, vice-president of the National Showmen's Association and father of the idea of erecting a monument at the NSA plot in Ferncliff (N. Y.) Cemetery, was host Wednesday night (8) at a dinner at the Hotel Commodore to members of the NSA monument committee and others who have been active in finally making the memorial a reality.

Many members of the committee were unable to attend the dinner but those present were Clemens Schmitz, administrative chairman of the monument committee; Walter K. Sibley, NSA executive secretary; Fred Murray, NSA chaplain; William S. Smith, of the firm erecting the memorial; S. P. Schiavo, handling the bronze portion of the monument; Arthur Campfield, Sam Rothstein and Ted Wolfram.

Walter K. Sibley, executive secretary of the National Showmen's Association, is confined to his room with a severe cold.

## World of Mirth Scores New Record at Charlotte, N. C.

CHARLOTTE, N. C., Oct. 11.—Record breaking, free spending crowd attending the Southern States Exposition on closing Saturday (4) was largely responsible for the biggest gross ever garnered here by the World of Mirth Shows, only org to have played the fair since its founding. Cold weather affected the play earlier in the week, as it did at the previous stand, the Cleveland County Fair in near-by Shelby, where grosses tumbled nearly 25 per cent. Trainmaster Wallace A. Cobb was taken ill in Shelby following the shows' longest jump of the year, a 650-mile jaunt from Allentown, Pa., and taken by ambulance to his Richmond, Va., home. Al Moody, assistant trainmaster, assisted by James Burns, moved the train here from Shelby. Cobb is reported to be convalescing at his home.

## Roland Suffers Stroke; Monarch Makes Ga. Dates

MEIGS, Ga., Oct. 11.—N. P. Roland, owner of Mighty Monarch Shows, suffered a slight stroke while on the show lot at Donalsonville, Ga., Tuesday night (30), where org was playing a week's stand. He was rushed to a local hospital, where his condition was reported serious but not critical. His wife, Ruth; mother, Mrs. Dick Roland, and sister, Helen Paterson, are at his bedside. He is to be removed to his home in Miami as soon as his condition warrants it.

Executives of the shows said that the org will continue to play all Georgia dates and will remain out all winter in Florida, with Paul Talbot, well-known general agent and fair promoter, directing activities.

## Double Wedding On Kirkwood Shows

BLAIRSVILLE, Ga., Oct. 11.—Double wedding of personnel in the *Palace of Wonders* unit with the J. J. Kirkwood Shows was solemnized here Saturday (4).

The couples were Thomas A. Blackmon, son of Mr. and Mrs. J. E. Blackmon, Hopewell, Va., and Esther Parnell, daughter of Mr. and Mrs. James Parnell, Kenly, N. C., and C. W. Staley, son of Mr. and Mrs. William Staley, Cheyenne, Wyo., and Ethel May Kurtz, daughter of Mr. and Mrs. George C. Wood, Connellsville, Pa.

Blackmon is canvasman and ticket seller, while his bride is known as the Alligator Girl. Staley is noted as the Painproof Man, while his bride performs in the torture cabinet.

## Thomas A. Brady, Member Of NSA, Dies in Brooklyn

NEW YORK, Oct. 11.—Funeral services for Thomas A. Brady, head of the New York lecture bureau bearing his name and an active member of the National Showmen's Association, were held at the Actors' Chapel of St. Malachy's Church Tuesday morning (7). Brady, 68, died at his home in Brooklyn Saturday (4).

Among members of the NSA and the Ladies' Auxiliary in attendance were Fred Murray, Mrs. Anna Halpin, auxiliary president; Arthur Halpin, Max Hofmann, Jerry Gottlieb, Ike Weinberg, Mr. and Mrs. N. Weinberg, Mr. and Mrs. Sam Finkel, Dorothy Packman, Mrs. Jack Lichter, Mrs. Walter K. Sibley and Mrs. Metz.

NSA and Auxiliary members assisting at interment in Woodlawn (N. Y.) Cemetery were Fred Murray, Mr. and Mrs. Sam Rothstein, Mrs. Jack Lichter and Mrs. M. Taffet and daughter.

Friday (3) city school children turned out in record numbers and provided the second best midway take of the week. One Roll-o-Plant was down here because of space limitations. Baby Betty Horrell, fat girl, was unable to open because of illness.

Rain and cold at Shelby proved too much to overcome, despite lucrative play on the closing days.

New neon installations have been added to the midget and fat shows by Bill Kane. Jim (Magee) Fisher has taken over the entire shop department and is now handling all building in addition to the blacksmith shop.

## Bonham, Tex., Annual Nets Good Biz for Alamo Expo

BONHAM, Tex., Oct. 11.—Alamo Exposition Shows enjoyed good business at the recent fair here. Visitors included Mrs. H. P. Hill, Owen and Ruth Jones, and Roy and Neil Jones, of Hill's Greater Shows, which were playing in McKinney, Tex., the same week.

Joe and Babe Ulcar received word their daughter, Betty Jo, student at Texas University, had been pledged by Alpha Gamma Delta sorority.

## West Virginia Cities Okay for U. S. Shows

PRINCETON, W. Va., Oct. 11.—United States Shows, playing industrial cities in the mountains of West Virginia, have been enjoying good business since moving into that territory.

Org carries 10 rides, 5 shows and about 40 concessions. The Sensational Novak, 19 years old, is featured as free attraction nightly in a high wire act.

The show, which opened January 15 in Florida, will close on or about December 1 after a season of approximately 45 weeks.

## Fla. Amusement Closes for Season

CHICAGO, Oct. 11.—Howard Ingram, owner of Florida Amusement Company, wired *The Billboard* from Palatka, Fla., that he closed the show there and moved equipment to winter quarters in Sarasota, Fla.

Ingram said he plans to reopen after the holidays for Florida winter dates. Many of the personnel, he said, will remain in Sarasota.



### WAR SURPLUS SALE of PYRAMIDAL TENTS



**Type 1 — 16 x 16**  
Usable without repairs. Less poles and stakes. F. O. B. Cincinnati ..... **\$25.00**

**Type 3 — 16 x 16**  
Needs major repairs. Desirable for tarpaulins. Contains over 400 sq. ft. of canvas. F. O. B. Cincinnati or Indianapolis... **\$9.95**

Also available 9x9 Wall Tents, usable without repairs. F. O. B. Cincinnati ..... **\$14.75**

Order direct from this ad, enclosing money order. No C. O. D.'s please.

**LIQUIDATORS SALES CO.**  
1608 Reading Road, Cincinnati 2, Ohio

## Goodman Puts WonderShows Into Quarters

### To Change Route, Personnel

CARUTHERSVILLE, Mo., Oct. 11.—Max Goodman, president-general manager of Wonder Shows of America, this week superintended the placing of shows' equipment into winter quarters in the spacious buildings here.

Goodman took time out to announce plans for a complete re-organization of the org and its personnel for 1948. He plans to route it thru different territory next year, aiming for larger fairs and better still date spots.

Recently he purchased five additional railroad cars, three flats, one sleeper and one baggage car, and the org, he said, will move next year on five more cars than it did this season.

Final stand of the season was at the fair here the week ending October 4, when it enjoyed good business. Season netted good business, overcoming the early-season drop-off, caused in a large measure by poor weather.

## \$\$\$ LET THIS MONEY MAKER MAKE YOU MONEY \$\$\$

### HOT DOGS SELL THEMSELVES

When cooked this **EASY-SANITARY-VISIBLE WAY**

with the

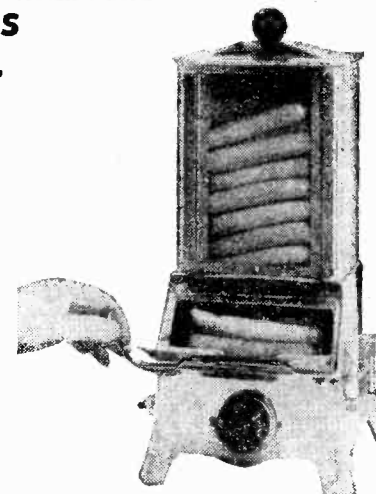


**FRESH JUICY RED HOTS increase bar sales**

Now! It's easy to make extra profits with Uneek's new "RED HOT STEAMER." Serve delicious, steam-cooked red hots quick as a flash!

Every concessionaire, restaurant, carnival, tavern operator knows a hot sandwich is a "hot" profit producer. People can't resist buying when they see and smell plump, juicy red hots steaming before their eyes. To increase your gross, take advantage of visual appetite appeal. Install a Uneek "Red Hot Steamer" now. No fuss, no bother. Drop

PRICE: **\$69.00** EACH  
2 or more, \$59 each.  
Deposit, \$7.50 Ea.  
F. O. B. Chicago. No Freight Charges on Cash Orders



the "dogs" into the hopper, they come out fresh and hot. No more messy grills and pots. Takes up no more room than a mixer. Plugs into any handy socket. Saves time, saves space, eliminates waste. Streamlined design for eye-appeal. Satin finish aluminum base. Glistening, stainless steel hopper with glass front. Sanitary and easy to clean. Three-heat control. Guaranteed. Operates on A.C. or D.C. current. Holds 60 hot dogs.

**O. C. HARPER** MANUFACTURER REPRESENTATIVE  
12TH & COLETO STREET  
AUSTIN, TEXAS

## LIGHT UP!

### WITH A UNIVERSAL LIGHT PLANT.



Brighten up for more business! Make your own electricity at less than city rates. Universals are reliable, economical—handle from 10 to 500 bulbs. Light in weight, compact, low in price—a Universal will pay for itself in short time. Get free literature!



**UNIVERSAL MOTOR COMPANY**  
426 University Drive • Oshkosh, Wisconsin

## Expect Big Turnout Of West Coast Show Reps at WFA Meeting

SAN FRANCISCO, Oct. 11.—Representatives of carnivals playing fairs in the State are expected to converge on the city November 7 when the annual meeting of the Western Fairs Association will be held at the Hotel Whitcomb. The session will open Friday morning at 9:30 in the Crystal Room and adjourn about noon Saturday.

Thru E. G. Vollmann, WFA president, an invitation has been extended to carnivals, agencies and service organizations to send their representatives to the annual meeting.

Of interest to the carnival owner is the announcement made in President Vollmann's letter that a discussion and preliminary planning for the Fairmen's Fair and College of Fairs in March will be held at this time. Sacramento is being considered for the annual College of Fairs, which has been held in San Luis Obispo the past two years.

## John Francis Puts Org in Barn; Says Biz Good at Fairs

ST. LOUIS, Oct. 11.—John (Uncle) Francis, owner of the shows bearing his name, leaves next week on a trip thru the South after putting his show into its permanent winter quarters here on North Second Street.

Francis said his org's fair dates, particularly in Minnesota, Wisconsin and Illinois, netted good business. He returned here sporting a new 1948 Packard and a new living trailer and with two new rides added to his equipment.

One of the oldest show owners in point of years as pilot of his own organization, Francis said he plans on doing a lot of work in quarters, beginning in December. He tentatively plans to be a 1948 "early bird," with his opening tentatively set for early March here.

Mrs. Francis went to Wichita, Kan., to visit relatives

## QUICK DELIVERY

### ON NEW AND IMPROVED, BIGGER AND BETTER 1948 MODEL SUNSHINE ELECTRIC CHOO CHOO TRAIN

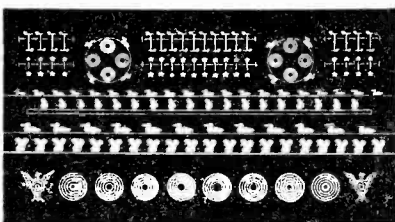
This isn't a streamliner, but an old-fashioned train with smoke stack and bell—a real flash on any Midway or Amusement spot. Children and adults come miles to ride and re-ride. A proven portable moneymaker that sets up in less than one hour in a thirty-five foot circle. One person operates it from ticket box. Runs on 110 or 220 volt current. All steel, fabricated metal fence, ticket box, light stringer (no bulbs). Complete and ready to run. Will stand years of hard service. It's the hit ride of the year. There's plenty of time to make it pay for itself yet this season.



Three-car 18-passenger, \$1500.00. Four-car 24-passenger, \$1625.00. Five-car 30 passenger, \$1750.00. All F.O.B. Tampa, Fla. Fast truck delivery and set up for 15 cents per mile one way. Send one dollar for large photograph and complete description.

**SUNSHINE MFG. CO., 2105 E. Chelsea St., Tampa, Fla.**  
Member, Tampa Chamber of Commerce

## SHOOTING GALLERIES



Complete line of Shooting Galleries, Rifles, Loading Tubes and Supplies for immediate delivery. Write for catalog.

**KING AMUSEMENT CO.**  
82 Orchard St. MT. CLEMENS, MICH.

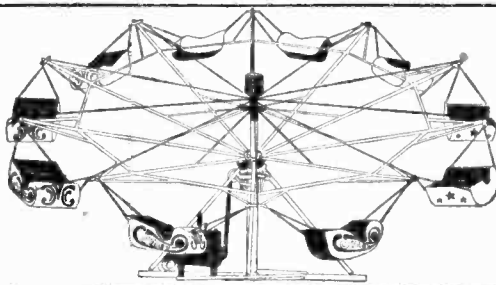
## FOR SALE WINTER QUARTERS

In a two-story residence with 12 rooms and 4 bathrooms on an eight-acre tract of land, located on the Shenandoah River frontage, just 1 mile north of Front Royal, Va. Water power, railroad siding available and all hard surface roads direct to property. Splendid rest home with fishing, swimming and boating can be obtained. Total price \$16,500.

**CLAUDE L. RUST**  
306 S. Royal Ave. Front Royal, Virginia

## FOR SALE TILT-A-WHIRL, POPCORN MACHINE AND POPCORN TRAILER

**HADJI DELGARIAN**  
2303 N. Melvina St. CHICAGO 39, ILL.



## THE COMET

A one-truck major ride. The Ride that brings in real profits.

**ORDER NOW FOR 1948 DELIVERIES**

Manufactured by **Tillman & Johnson**  
4628 N.W. 36th Ave., Miami, Fla.

## IMPORTANT NOTICE TO FROZEN CUSTARD MACHINE OPERATORS

You cannot operate in the State of Florida, 1947-'48, unless you comply with all State sanitary requirements and secure license in advance for each location. Mix must be purchased from an approved mix manufacturer in Florida.

**NOTIFY JOHN M. SCOTT, Chief Dairy Supervisor, Florida Department of Agriculture.**  
408 Seagle Building, Gainesville, Florida, if you plan to operate in the State.

## FOR PROFIT AND FLASH THE SPITFIRE

IS "SUREFIRE"  
WORLD'S MOST BEAUTIFUL RIDE  
**FRANK HRUBETZ & CO. SALEM, ORE.**



## POPCORN CARTONS

We have a complete stock of the most popular concession sizes, Large 10¢ Medium 10¢ and Small 10¢ size. All you want, no limit. Stock up now and be all set for the Fair season.

**GOLD MEDAL PRODUCTS CO.**  
318 E. Third Street Cincinnati 2, Ohio



**PENNY PITCH GAMES**  
 Size 46x46", Price \$37.50.  
 Size 48x48", With 2 Jack Pot, \$45.00.  
 Size 46x46", with 5 Jack Pots, \$50.00.

**PARK SPECIAL WHEELS**  
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price .....\$22.60

**BINGO GAMES**  
 75-Player Complete .....\$8.00  
 100-Player Complete .....\$3.00

1/3 Deposit on All Orders.

**SLACK MFG. CO.**  
 116-122 W. Illinois St. CHICAGO, ILL.

**ASTRO FORECASTS**  
 All Readings Complete for 1948  
 Crystal Balls; Imported

On hand in these sizes: 2 1/2 x 3 inch; 3 9/16; 4 3/16. Write for prices.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00  
 4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs, Any Quantity. Each .....\$1 1/2

**WHAT IS WRITTEN IN THE STARS.** Folding Booklet, 12 P. 3x5. Contains all 12 Answers. Very Well Written, \$5.00 per 100; Sample 10¢

**FORECAST AND ANALYSIS, 10-p., Fancy Covers.** Ea. 5¢  
 Sample of each of the above 4 items for .....25¢

No. 1, 45 Pages, Assorted Color Covers .....50¢

**NEW DREAM BOOK**  
 120 Pages, 2 Sets Numbers, Clearing and Polity. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 20¢.

**HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound, 8 1/2 x 11** .....25¢

**PACK OF 79 EGYPTIAN F. T. CARDS,** Answers All Questions, Lucky Numbers, etc. 50¢

Signa Cards, Illustrated. Pack of 36 .....15¢

Graphology Charts, 9x17. Sam. 5¢. Per 1000 \$7.50

**MENTAL TELEPATHY, Booklet, 21 P.** .....25¢

Shipments Made to Your Customers Under Your label. No checks accepted. C. O. D. 25¢ Deposit. Our name or ads to send not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

**SIMMONS & CO.**  
 19 West Jackson Blvd. CHICAGO 4, ILL.  
 Send for Wholesale Prices.

**ALL ALUMINUM**



**12 QT. POPPER**  
 Equipped with Lifetime Micro Precision Heat. Only Treated Gears. **\$16.00**

**8 Qt. Popper, All Aluminum Gearless.** **\$10.00**

**NEW ATOM POPPERS**  
 ALL ELECTRIC.  
 FOR IMMEDIATE DELIVERY.  
 PORTABLE GASOLINE UNITS.  
 USED EQUIPMENT OF ALL KINDS.  
 POPCORN SUPPLIES.

**B & B POPCORN CO.**  
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**FOR SALE**  
 Spitfire and Roll-o-Plane Rides in perfect condition, or will trade for Tilt-a-Whirl, no junk.

**WILL BUY**  
 Tilt-a-Whirl, must be in good condition. State price and particulars.

**Daniel's Greater Shows**  
 5239 Ponsard Ave. Montreal, Canada

**Big Profits PHOTO MACHINES**  
 New Street and Booth Models Ready!  
 Shipped in 2 days!  
 Exclusive features easy to operate. Hands not in chemicals. KD or 1 piece, 5-year warranty. Cameras only or complete. 10 sizes—single, double or triple. Supplies. Write—phone—wire.



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 Dept. 48, 1012 N.W. 17, Oklahoma City, Okla.

**OUTDOOR ORGAN RECORDS**  
 High Undistorted Volume. Used by Carnivals, Merry-Go-Rounds and Outdoor Shows throughout the country.

12 10" Records—\$11.40 (tax already included). These Records guaranteed to satisfy. Send for complete list.

**MIDWEST RECORDED SPECIALTIES**  
 113 LARCH ELMHURST, ILLINOIS

**SHOOTING GALLERIES**  
 And Supplies for Eastern and Western Type Galleries. WRITE FOR CIRCULAR.

**H. W. TERPENING**  
 137-139 Marine St. OCEAN PARK, CALIF.

**MIDWAY CONFAB**

George Vaughn Ice has taken over the front of Sahara Rose's Girl Show on the Johnny J. Denton Shows.

Sign on Merry-Go-Round ticket box: "Ride with us to no end."

Jean Nadja, with her *Strip Follies*, closed with J. J. Page Shows and opened with Regal Exposition Shows.

Mr. and Mrs. Trout Bequette entertained Mrs. Bequette's brother and nephew for two weeks on R & S Shows.

Mrs. Jackie Lynn Freeman, with the side show annex on Lawrence Greater Shows, is working up a new clown wardrobe for indoor dates.

Great Saturday night command: "Hey, you! Give me a lift with this or that."



MR. AND MRS. JOHN QUINN beam at the thought of the 1947 business scored by their org, the World of Pleasure Shows. The unit closed recently at a street celebration in Oak Harbor, O., after enjoying a successful tour of the Northern Peninsula of Michigan.

Prince and Ethel Dennis, midget couple, joined Pete Kortes's Side Show on the Clyde Beatty Circus in Bogalusa, La., after closing the season with the Sparks Circus.

Mr. and Mrs. F. T. Hooker and daughter, Mickey, visited Mr. and Mrs. L. W. Hoffman and Mr. and Mrs. Ray Barter recently in Sparta, Ga. The Hookers have joined C. A. Stephen's Shows.

After a successful season with a kiddie ride and concessions in Ohio and Pennsylvania, James Rapple reports that he has joined Majestic Greater Shows as special agent and billposter.

Crowded as hotel lobbies may be, you'll never find one that can't find room for another jackpotter.

Lucky Bishop, magician and escape artist, and his assistant, Linda, are back on the road after visiting his family in Cincinnati. After a stand in Texarkana, Ark., they will play schools in the West.

After closing a successful season with World of Pleasure Shows, Edgar C. May went to Lagrange, Ind., where his wife was working a concession, then to Huntington, W. Va., to visit his mother, and then to Ruskin, Fla., where he and his wife will winter.

Dick Cooper, who spent the summer with his parents, Mr. and Mrs. Hymie Cooper, who have popcorn and candy apples on Royal American Shows, has returned to Carlisle Military Academy in South Carolina. He plans to enroll in Bobby Christian's School of Music in Chicago next summer.

Very, very sensational news is the weekly copy about the press and special agents being ahead of a show.

While the James E. Strates Shows were playing the fair at Danville, Va., recently, members of the org, including Owner Strates, visited Dorsey Frye, veteran trouper, who is ill at his home at 325 Holbrook Street, Danville. Dorsey says numerous jackpots were cut up and adds that he'd like to read letters from other friends in outdoor show business.

Morons listening to Posing Show openings aren't interested in the show's art value—they want to hear more about the gals.

Detroit Notes:—Harry Lewiston, of the Gayer & Lewiston Enterprises, has been spending his vacation, since closing at the Michigan State Fair, visiting his old territory in the East, while his partner, Archie Gayer, has been spending his at his home here. . . Vincent J. Chouinard, who bought out the equipment of the Two Macs carnival organization a few seasons ago, has opened a store on West Warren Avenue to service the bingo trade, and plans to add a new Ferris Wheel next year. . . Roscoe T. Wade, of the

**R. H. WORK SAYS—**



"The BIG ELI No. 12 is truly a beautiful ride, not only in appearance but in performance; the all-steel seats are so easy to handle. We have had many compliments on the ride. 1947 was the biggest July we ever had in the Park."

Another owner of BIG ELI Wheels for 25 years is pleased with improvements and performance of his new No. 12. Sure sorry we cannot build wheels fast enough to meet the demand. Thank you, BIG ELI customers, for your patience.

**ELI BRIDGE COMPANY**  
 800 Cass Avenue Jacksonville, Illinois.



**COMPLETE POPPERS SUPPLIES**

**REYNOLDS SOUTH AMERICAN POPCORN**

**REYNOLDS POPCORN CO. OSGOOD, IND.**

**READY-TO-EAT POPCORN PRODUCTS**

**FOR SALE**

**FELTMAN MACHINE GUN GALLERY**

With 7 machine guns and compressor, complete array of targets, plenty of B-Bs.

**10 WHIRL-O-BALL ALLEYS**  
 Size 4 foot wide by 32 foot long.

**BOX D-133**  
 c/o The Billboard Cincinnati 22, O.

**BLUE AND WHITE SHOWS**

Going south thru cotton. Fair and Celebration Committees, have 6 weeks open time. Have 2 Rides, 1 Show, 18 Concessions. No grift! Want Cotton Candy, Bingo, Pop Corn, Penny Pitch, Grab, Hunky Punks, come on, Want Ferris Wheel, one more Show, Sound Car, Lower Rio Grande Valley all winter. Ride Help for Rides. All mail and wires:

**L. M. NELSON, Heber Springs, Ark.**

**FOR SALE**

**1 8-CAR PORTABLE MANGELS WHIP**

In good condition. Cars upholstered and painted this season; platforms completely rebuilt this season. New modern front, spare parts and spare car. No reasonable offer refused.

**CANADIAN AMUSEMENT CO.**  
 137 Market St., Brantford, Ont., Canada

**FOR EXPORT**

Popcorn Machines & Concession Equipment & Supplies

**BLEVINS POPCORN CO.**  
 NASHVILLE, TENN.

**2 NEW 1947 DODGE**  
 1 Ton — 12 Passenger  
**STATION WAGONS**

**THOMSON BROS., INC.**  
 3900 Spring Grove Ave. Cincinnati 23, O.  
 Phone: KI 1063

**HUBERT'S MUSEUM**

228 W. 42nd St., New York, N. Y.  
 Open all year round  
 Want Freaks and Novelty Acts.  
 State salary and all particulars in first letter.

Advertising in the Billboard Since 1905

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SPECIALY PRINTED

CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M'S AT SAME ORDER, \$2.00

Above price: for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

**STOCK TICKETS** **WELDON, WILLIAMS & LICK**  
 FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

**QUEEN OF THE FLYING RIDES**

**FLYING SCOOTERS**

**BISCH-ROCCO AMUSEMENT CO.**

5441 COTTAGE GROVE CHICAGO, ILL.

**MODERN IMPROVED**

**CHAIRPLANE AND KIDDIE AIRPLANE RIDE**

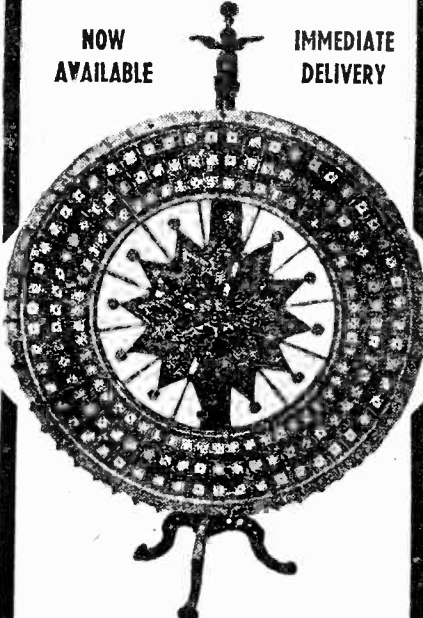
WRITE FOR CATALOGUE.  
 Immediate delivery on Chairplanes. Also on Gears and Clutch Parts.

**SMITH & SMITH, SPRINGVILLE, N. Y.**



**EVANS' JUMBO DICE WHEEL**

NOW AVAILABLE IMMEDIATE DELIVERY



**PARI-MUTUEL RACE HORSE WHEELS**

Write for complete Catalog CARNIVAL SUPPLIES, EQUIPMENT, GAMES, etc.

**H. C. EVANS & CO.**  
1520-28 W. Adams St., Chicago 7, Ill.

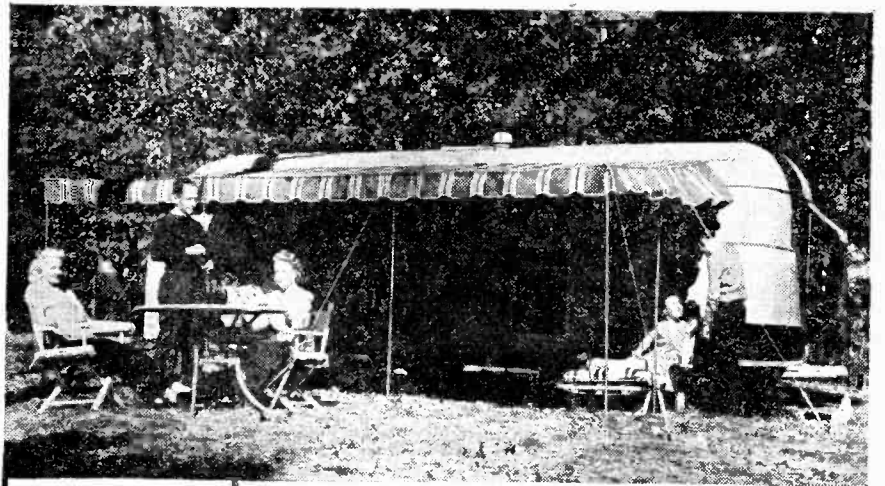
Joyland Midway attractions, took his shows, which had already gone into winter quarters here, back on the road for a two-day stand at Scottville, Mich., for the Harvest Festival there. . . . Cameron D. Murray, manager of the W. G. Wade No. 2 Unit, returned to his home here, after putting the shows in winter quarters at Coldwater, Mich.

When walking past bakery windows, a side show talker always tipped his hat and said, "Howdy." When a friend asked him the reason for doing so, the talker answered, "There are always donuts in bakery windows. I let them know that I never forget them during summer so they won't forget me during the winter."

Russell Owens, business manager of W. C. Kaus Shows, recently purchased a new Custard King frozen custard machine, for which he had a special trailer built. Unit was delivered at Asheboro, N. C., and Owens will operate it on the show for the remainder of the season. Mrs. W. C. Kaus advises the shows enjoyed a good season when weather permitted and that the shows will stay out until mid November after which they will go to quarters at New Bern, N. C.

What always gives us a bang is to see a group of natives, decorated with all the slum on a novelty stand, laughing at the freaks.

Line-up on Budd and Danny's Side Show on the Johnny J. Denton Shows follows: Tony Latino, front; Miss Alzora, inside lecturer; Don Cazilla, clown and musical; Danny McClure, Scotch bagpipes; Miss Carmalita, girl with elephant tusk and trunk; Naida, world's smallest midget; Clara Toney, Oriental torture; Kora Zora, mentalist and sword-swallower; Mme. Kanish, fire and reptiles; Miss Sealo, alligator oddity; Miss Lynn La-Day. (See Midway Confab on page 62)

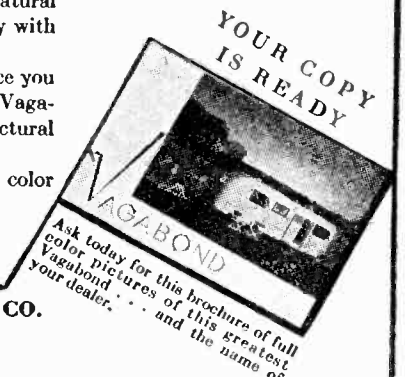


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The healthful living in the clean outdoors . . . the encouragement to relax and regain your natural poise and peace of mind . . . are made so easy with a Vagabond.

At every season there is some particular place you most want to be . . . that, too, is easy . . . the Vagabond is famous for its roadability, its structural strength, and its trouble-free operation.

Its beautiful interiors are best shown in the color brochure we'll send you upon request.



**VAGABOND COACH MANUFACTURING CO.**  
BOX 90, New Hudson, Michigan.  
Member T. C. M. A.

People Expect more in a Vagabond . . . and they Get it!

America's Pioneer Manufacturer of Corn-Popping Machines

**CRETORS**

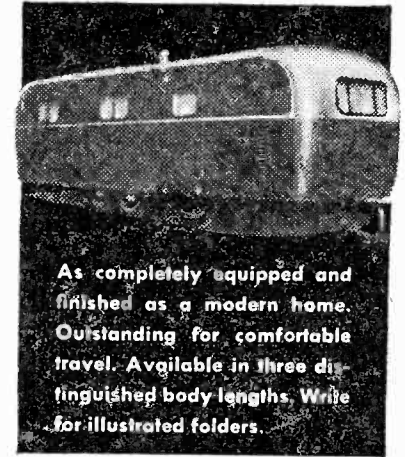
Since 1885

TYPE AND PICTORIAL POSTERS CARDS

Posters and Cards of every size and description . . . for every occasion. Exclusive designs created for your show. LOW PRICES. Write for Sample! (Union Printer).

**24 Hour Service**

**METROPOLITAN PRINTING CO.**  
1326-34 VINE STREET PHILA. PA



As completely equipped and finished as a modern home. Outstanding for comfortable travel. Available in three distinguished body lengths. Write for illustrated folders.

America's Finest Trailodge

**ALMA TRAILER CO. ALMA, MICH.**

"WHERE SHOW FOLKS MEET"

**TURF BAR AND GRILL**

Bar • Cocktail Lounge • Package Store  
313 TAMPA STREET TAMPA, FLORIDA

Johnny Rivera Babe Antuono

**ASTROLOGER**

Must be First Class.

**IRENE ROTH ASTROLOGY STUDIO**  
"America's Best Astrologer"  
1629 St. Louis Ave., East St. Louis, Ill.

**FOR SALE**

**BIG 8-CAR WHIP**

In good shape, \$2,000.00. No reasonable offer refused. Come and see it. No wires. Also Miniature Train and Auto Ride for sale.

**HARRY HALLER**  
3223 N. Pulaski Chicago, Ill.

Choice

**CARNIVAL LOCATION**

Center of L. A. District  
3 Acres — Surfaced Lot

Between two main thoroughfares, good public transportation, adjacent to famous Ballroom open every night playing name bands.

8781 W. WASHINGTON BLVD., CULVER CITY, CALIF.  
Phone: TEexas 0-3133

**POPCORN HEADQUARTERS**

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags.

5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.

Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

**CHUNK-E-NUT PRODUCTS CO.**

Serving You From Coast to Coast

**MATTY MILLER** 231 N. Second St. Philadelphia 6, Pa.  
**HANK THEODORE** 2908-14 Smallman St. Pittsburgh 1, Pa.  
**JOE MOSS** 1261 E. Sixth St. Los Angeles 21, Cal.

**OCTOPUS ROLLOPLANE FLY-O-PLANE**

World's Most Popular Rides

**EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.**

GENERAL MOTORS DIESEL SALES AND SERVICE — PARTS

**BEMISS EQUIPMENT CORP.**

Richmond, Roanoke, Virginia  
Dial 6-1502 Dial 2-3185

Prices Effective March 1, 1947

**ROLL TICKETS**

PRINTED TO YOUR ORDER

**Keystone Ticket Co. DEPT. B SHAMOKIN, PA.**

Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

100,000	\$25.00
10,000	8.50
20,000	10.25
50,000	15.75

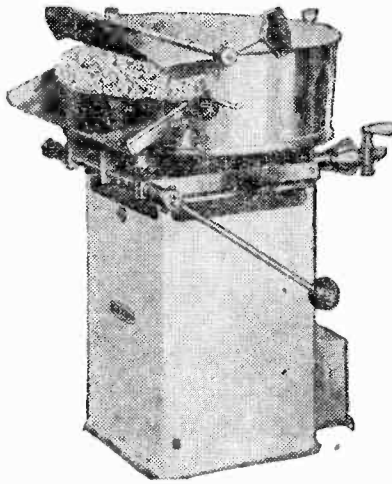
## Popcorn Profits Doubled

with **CRETORS** auxiliary  
**GIANT MODEL 41**

Pops corn direct in seasoning and salt. 2 lbs. of raw corn each popping, giving about 19 bushels of popped corn per hour. Patented popper pan construction keeps heat where needed. Enclosed transmission.

**PURDUE HYBRID**  
**S. A. CORN**  
**\$10.75** Per  
100 Lb.  
Bag

Immediate  
delivery on  
Cocoanut Oil,  
Peanut Oil,  
Salt, Boxes



**POPPERS BOY PRODUCTS CO.**

60 E. 13TH ST.  
CHICAGO 5

## American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Oct. 11.—Notice of the association's annual meeting in the Hotel Sherman, Chicago, December 1-5, will be sent to the membership on or about November 1, together with details of the meetings' program.

Among other things, the program will include discussion of public relations activities to be undertaken by the association in 1948, as well as public relations services which are expected to be available to the association and its membership during the coming year. The program also will include discussion of new materials and products now available to the industry. Consideration will be given to such important subjects as taxation and public safety, including the outdoor safety standard.

It is expected a public relations fund bulletin will be issued to the membership with the meeting notice. Anyone who has not received a copy within a reasonable time after November 1 is requested to communicate with the association's offices.

All of the associate counsel are expected to be present at the meeting. Reports will be given on legislative activities.

Information from Washington indicates business conditions will remain satisfactory, inasmuch as the influx of cash resulting from redemption of terminal leave bonds is now beginning to be felt and personal incomes are still rising. Total income for September is expected to exceed that of August by about \$3,000,000,000. In this connection we have much information on file as to per capita income in various States, with detailed charts showing comparisons between the years beginning with 1940.

The United States Commerce Department has made available a detailed description of the various types of plastics now being developed for commercial use, many of which are suitable for use by the carnival industry. The same department reports production of lumber continues to rise. Altho production of passenger cars and trucks continues to rise, there is doubt whether the ultimate projected goal for 1947 will be attained. Trailers appear to be in relatively fair supply.

The weekly indicator of business activities shows that production and retail trade are continuing to rise, with continued full employment. We have on file a detailed article as to the effect of increased freight rates on the ultimate price of goods sold. The ICC has also approved increased rates for railway express service.

Income tax reduction during 1948 seems remote, altho there is a possibility that married couples may be permitted to adopt a community property set-up for tax purposes in such States as do not at this time provide for such a plan.

### MIDWAY CONFAB

(Continued from page 61)

Strobolite dancer; Miss Mona Von-Stela Glutz, glass blower; Jimmy (Jo-Ann) Fay, annex attraction, and Keith (Red) Eversole, manager.

Gal show talker: "You can bring in the little children as our guests with perfect propriety because they're too young to understand a strip tease dance."

Jackie Dale reports from Jacksonville, N. C., that business in the annex in Jacksonville was better on the return date than at the initial showing this year. Bud Wheeler is doing okay business with the new Funhouse. Bobby Burns joined recently, making a full house in the side show. Dale and Wheeler recently visited King Bros.' Circus, visiting with Ted and Alice Wilson, Elsie Johns and Tommy Bentley.

## FLAMEPROOFED TENTS IN STOCK — ALL NEW

60'x120'	40'x100'	40'x80'
30'x90'	30'x60'	20'x60'
20'x50'	20'x40'	20'x30'
20'x20'	14'x21'	14'x14'

Prompt Delivery Any Type Tents to Order. Bright Flameproofed. Royal Blue, Forest Green, Olive Green, White, Blue & Khaki Dyed Hooplers Flameproofing Compound.  
Write Today

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Chicago's Big Tent House Since 1870

## SIDEWALL NEW WATERPROOF FLAMEPROOF

Following finished sizes, complete with Grommets. Made of double filled duck or twill.

6'x100' ... \$54.56	9'x100' ... \$80.00
7'x100' ... 63.04	10'x100' ... 88.48
8'x100' ... \$71.52	

Made in any length at the above rate per running foot.

• Satisfaction Guaranteed. Prompt Delivery.

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25% Deposit—Balance C. O. D.

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417 W. Jefferson Ave., Detroit 26, Mich.

# TRIANGLE SHOWS

WANTED FOR BALANCE OF SEASON

## ALL KINDS OF CONCESSIONS

Wheels, Grind Stores, Ball Games, Photos, Slum, etc. Want Penny Arcade and Wild Life Exhibit. Wire to Fizzie Brown, concession manager. Side Show Manager with banners and freaks. We have top, banner line and transportation.

**FOR SALE** Will sell some Major Rides, new Federal Tractors and Trailers. Iron Lung—bought new last year.

SEE SHOW IN OPERATION AS PER ROUTE

This week, Roanoke, Ala.; then Albany, Ga., Fair.

South's Biggest Celebration—Merchants' Fair and Mardi Gras—Anticipate 100,000 Attendance.

## ANNISTON, ALA., WEEK OF OCT. 29

FIRST CARNIVAL IN 3 YEARS. LOCATED IN HEART OF TOWN.

## MOORE'S MODERN SHOWS

Have purchased new winter quarters at Searcy, Ark. Have for sale a good one at Parma, Mo., located in town; lights, water, telephone. Building is 70x120, metal, with two acres on well-seeded ground, gravel driveways.

**JACK B. MOORE**  
MARKED TREE, ARK.

## FOR SALE—TWO CHAIRPLANES

1 Smith & Smith, 24 seats, A-1 condition, with 4 cylinder Cont. motor, new gears last season, fence and arch, and erecting equipment. Can be seen at Playland Park, R. F. D. #15, Box 233-A, Petersburg Pike, Richmond, Va. Telephone 78909. Price, \$1,500.00.

1 Traver Chairplane, 36 seats, with fence and arch and erecting equipment, new Novo engine "V" belts last season. This ride can be seen at Airport Park, R. F. D. #4, Wilkinson Blvd., Charlotte, N. C. Telephone 4-5021. Price, \$2,000.00. These rides are in A-1 shape, no junk.

## T — E — N — T — S

BINGO — CONCESSIONS — SHOW — MERRY-GO-ROUND — CIRCUS  
khaki, blue, olive, baker bold stripe

**Jimmy Morrissey**

### ALL-STATE TENT & AWNING CO.

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All Sizes—NEW AND USED—All Styles.

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# BALLYHOO BROS.' CIRCULATING EXPO

## A Century of Profit Show

By Starr De Belle

Third Rail, Ala.  
October 11, 1947.

Dear Pat:

We haven't an advance sale as promotional circuses have, but Manager Pete Ballyhoo believes in grossing the nut before his show is put on the lot. From train arrival time to leaving time everything is showbiz around this one. Did you ever notice how proud managers are when they see a big crowd at the runs to see shows unload? The boss buried his pride by asking for money to see the sight. We sincerely believe we are the only mid-

way that has turned the labor of unloading into a performance. The world is a stage and we're playing most of it.

Our advance posts more train-unloading paper than it does midway stuff. Like the stage and screen, our train crew boasts of names. We use a 24-sheet that reads: "Watch America's longest show train unload. See an endless stream of monster baggage wagons, dens and cages cross over from car to car and down the unloading runs. It is dangerous, thrilling and spectacular. See Haywire Red, America's foremost deck-poler in action; watch Mail Pouch Sam, artistic chute-poler, do his stuff; don't miss seeing Rusty Rail Whitey, expert hook-rope manipulator, and Possum Belly Hank, America's fastest plate layer. Be thrilled by these brave lads who forgot chocks and hook ropes that send wagons crashing down the runs."

Before the train's arrival the advance staff erects a sidewall corral around the unloading crossing and sections of both general admission and grandstand seats; also a marquee that's lettered, "Main Entrance to the Railroad Thrill Arena." We've done away with the old method of throwing chocks at trainhands because they failed to hear an order, and are using a loud speaker system. That gave Trainmaster Smokey Torch special paper that reads, "Hear the world's most congenial trainmaster broadcast the unloading, move by move, run-side." With the new speakers such orders as, "Chock it, you simple looking son-of-a-so-and-so," can be heard all over town.

Do we have music? Most certainly. What would a performance be without it? We have with us, from stage, screen and radio, the famous All-American Truss-Rod Hillbilly Jug Band, which doubles by putting up the front arch, draining lots and spreading sawdust.

Here last Sunday the train played to a turnaway house during the unloading of the first-section, a straw house during the second-section and we concerted them with the third section.

P. S. Come and see it, Pat. Bring your friends. Any resemblance to other traincrew's cursing, yelling and fighting is purely coincidental.

MAJOR PRIVILEGE.

## 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$6 per 100. DOT-BLUE CARDS, No. 1, size 5 1/2 x 11 1/2, 10¢ each.

## 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

### LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Ping-Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea. . . . \$1.58. 3,000 Jack Pot Slips (strips of 7 numbers) per 1,000 . . . 1.25. M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 . . . 2.00. 3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, Size 4x5, M . . . 1.50. 3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 3; 5 colors; loose, no pads, M . . . 1.75. Adv. Display Posters, Size 24x36, Each . . . .10. Cardboard Strip Markers, 10 M for Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for . . . . . 15.00. Thin Transp. Plastic Markers, Bwn, 3/4 M Red or Green Plastic Markers, 3/4, Square, Round or Scalloped, \$2.50 M; 3/8ths Size . . . . . \$2.00 M. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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Will trade for Merry-Go-Round, or what have you? Address replies:

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NOVEMBER 10 TO NOVEMBER 16

CAN PLACE CONCESSIONS OF ALL KINDS

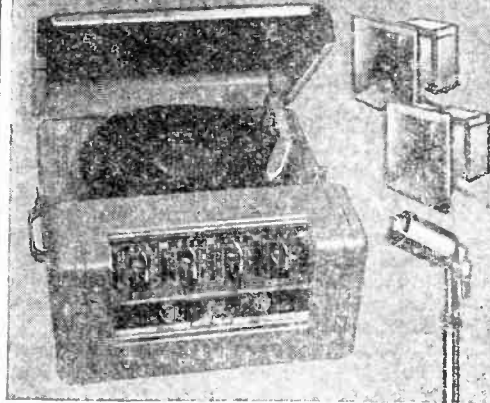
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**CURTIS L. BOCKUS, Sec.**

**HOTEL MAYFLOWER**

**JACKSONVILLE, FLORIDA**

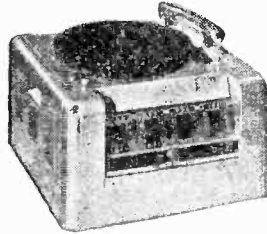
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## MOBILE SOUND

Operates from 117 volt A.C.  
or from 6 volt D.C.



RAULAND Mobile Sound is also available in the 20 Watt System shown immediately above. Covers 5,000 people indoors, 25,000 square feet outdoors. Has 2 microphone inputs, 1 phono input; mixing and fading on all three inputs. With built-in phono-motor and crystal pickup. Accessories include: 2—RAULAND W-2618 Reproducers complete with 12" PM Speakers; RAULAND Crystal Microphone and handle. Operation from 117 volt A.C. or 6 volt D.C.

Show-people "on the go" choose RAULAND Mobile Sound for its power, universal operation, completeness and rugged dependability. The 30 Watt Mobile System illustrated above will cover 10,000 people indoors or 35,000 square feet outdoors. Includes these outstanding features: 3 Microphone Inputs; 1 Phono Input; Mixing and Fading on all 4 Inputs; Separate Bass and Treble Tone Controls; Remote Mixing of 3 Microphones; Illuminated Panel. Operates anywhere—from 117 volt A.C. or 6 volt D.C. Complete System includes: RAULAND 30 Watt Amplifier with Phono Motor and Crystal Pickup; 2—RAULAND W-2618 Reproducers complete with 12" PM Speakers; RAULAND Crystal Microphone and handle. Unsurpassed for versatility, power and sound brilliance! Write for details today.

RAULAND Electronic Sound (formerly Rauland-Webster) is favored among show-people. When you choose RAULAND, you get Sound with a famous reputation for quality . . .

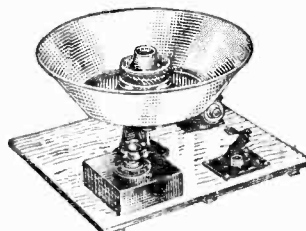
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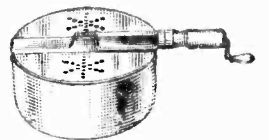


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Our new Super Model #100 is extremely easy to operate—even a child can do it. Single Spinnerhead, \$227.50; Double Spinnerhead, \$245.00; Single Bands and Ribbons, \$5.00 each; Double Bands, \$15.00 each. We repair all makes of machines.

### 8 QUART LIFETIME POPPER

A new Aluminum Popper for making delicious French Fried Popcorn! The only geared 8-quart popper on market. Easy to use. Easy to clean. Built to last a lifetime! \$10.00. Also 35-Qt. Gearless Kettle, \$37.50; 12-Qt. Saratoga Kettle, \$20.00; 6x6 Tops with Frames, \$150.00. WRITE!



All items ready for immediate shipment. Terms: 25% with order, balance on delivery. F. O. B. Toledo.

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## WOLFE AMUSEMENTS

All This Week  
LIBERTY, S. C.

LIONS' CLUB STREET FAIR

THEN

## THE "BIG 3"

GREENVILLE, S. C., COLORED FAIR, OCTOBER 20-25

ANDERSON, S. C., COLORED FAIR, OCTOBER 27-NOVEMBER 1

LAVONIA, GA., TRI-COUNTY FAIR (White), NOVEMBER 3-8

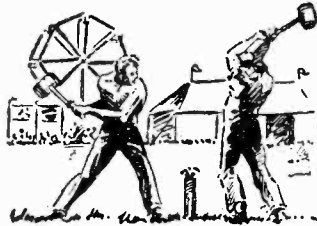
THESE ARE THE BEST 3 FAIRS IN THE SOUTH  
—ALL CONCESSIONS WORK—

Can use Mitt Camps, Diggers, Photos, Skillos, Eating Stands, Penny Arcade, Basket Ball, Coke Bottles. Will sell "X" on Novelties. All Hanky Panks open. Can place organized Minstrel with or without outfit. Anna Lee King, don't miss Greenville, wire me. Any Walk Thru Show. Will book one Flat Ride on small P.C.

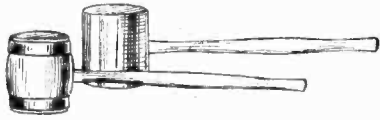
SHOWS—RIDES—CONCESSIONS GET MONEY AT THESE FAIRS;

YOU CAN'T AFFORD TO MISS THEM

WIRES AND MAIL TO BEN WOLFE



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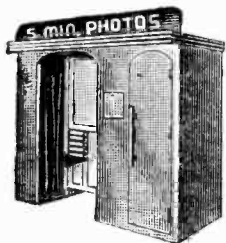
Brand New — 16 Lb. weight, two types.  
**Steel Bound Mauls** — Solid Wood Head, reinforced with 1/8" steel band 1 1/2" wide; Face 7 1/4", Head 10". **Laminated Wood Mauls** — Face 8", Head 10", Handles 28" Long.

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Order direct from this ad, enclosing money order. No C.O.D.'s, please.

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SPATTERLESS, \$66.60 CASE  
 NEW RIFLES, Winchester 62 Gallery  
 Pumps ..... \$37.50 Ea.  
 Send 1/3 deposit, balance C. O. D.

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In 50 and 100-lb. moisture-proof bags. Also  
 Cartons and Supplies. Write for catalog.  
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And for the biggest Armistice Celebration in  
 South Oklahoma  
 Concessions and Shows. Book or buy Mixup.  
 For Sale—Spillman Merry-Go-Round with elec-  
 tric motor and organ. Want Wheel Operator.  
**ADMIRATION SHOWS, Wapanucka, Okla.**

## WANT SPITFIRE FOREMAN

Also Second Man. All winter's work.  
 Must be sober.  
**JOE RIDER**  
 c/o Bob Hammond Shows Houston, Texas

# CLUB ACTIVITIES

## Showmen's League of America

400 So. State St., Chicago

CHICAGO, Oct. 11.—Vice-President Lou Keller was in the chair at Thursday (9) meeting. Also at the table were Treasurer Walter F. Driver and Secretary Joe Streibich.

Membership applications have been received from Edward Johnson, Kermit Tatham and Phil A. Ogburn and are credited to Cecil Meyer, Vince McCabe and K. H. Garman.

Nomination committee will meet Tuesday (14) and expects to bring in its report at the Thursday (16) meeting. Mel Harris and Chick Bohdan have been elected as alternates, filling in for William H. Green and Dee Lang, both of whom have advised they will be unable to attend the meeting.

Called upon for remarks at the October 9th meeting were Ben Lopota, Ben Kaplan, Jack Levine, Chick Bohdan, Henry Polk, Art Briese, Al Sweeney, Morris A. Haft, George B. Flint, Arthur Morse, Al Latto, Edward Murphy, Elmer Byrnes, John F. Courtney, Pat Purcell, Abe Raymond and Sallie Wasserman.

Mel Harris, Jack Hawthorne, Maxie Herman, Oliver Barnes and Sallie Wasserman are among those planning a trip to Honolulu.

Tommy Thomas writes that the auto award campaign is progressing, but urged full co-operation by every member. Plans are now being pushed for the annual banquet and ball by Art Briese and Al Sweeney, co-chairmen. Tickets for the event, to be held December 2 in the Palmer House, are \$10 each.

The total in the membership drive has reached 153 and will doubtlessly pass the 1946 total. Rube Liebman advises that he has been ill and is pushing efforts to put the drive over.

The club has been advised of a bequest of \$1,000 from the estate of Nate Miller and Counsel Arthur Morse reports progress in settling the estate of the late Jess C. Dugan.

The welfare committee reports Walter Dupont in Alexian Hospital and Marshall L. Green, John U. Le-  
 (See SLA on page 71)

## Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, Oct. 11.—Clubroom visitors included Nappie Braunstein, Bill Volin, Bill Tucker, Dan Ellis, Vernon Moore, Max Kimerer, Cliff Wilson, George Piercy, Hardy Brady, Eddy Hackett, Bucky Woolverton, George Barnes, Al Cole, Harry Meyers, Nate Jackson, Eddie Allen, Mack MacFarland, Murl Deemer, Phil Duskin, R p Windle, Mickey Timin, Mac McNally, C. P. Henry, Eddie Owens, Harry Edwards, Shorty Betz and Wilbur Schaefer.

Members continue to arrive daily in Miami.

Babe Harris, Pete Lockhart, Murray Levitt and Jack Barth left to join the Marks Shows. George Piercy left for the World of Mirth Shows. Hardy Brady flew to Greenville, S. C., to join the Endy Bros.' Shows.

Harry Modele phoned to advise that he is en route here. Jerry Cohen, flew here from the Royal American Shows and is now at the Avalon Hotel, Miami Beach, recuperating.

What amounted to a virtual convention of show folks attended the Marines' Iwo Jima Cavalcade here, and all had a good time. Davey Fineman, who had been here for about a week, left for Jacksonville, Fla. Harry Matisoff will not go on the road, as he is here attending Mrs. Matisoff, who is ill. Jack Neal was in and out in a hurry. He had been in an automobile accident but escaped injury.

Mail has been received from Jerry Gerard, Sam Burd, Paul Prell and Jimmy Allen.

## National Showmen's Association

1564 Broadway, New York

NEW YORK, Oct. 11.—First meeting of the season, presided over by Vice-President Joe McKee, was held in the clubrooms Wednesday night (8) and brought out large attendance. On the dais were Counsellor Max Hoffman, Chaplain Fred Murray, Assistant Treasurer Ralph Decker, Executive Secretary Walter K. Sibley and, as guest of honor, Elwood A. Hughes, manager of Canadian National Exposition, Toronto. Buffet lunch was served after the meeting. Members of the Ladies' Auxiliary were invited to the luncheon.

Eligibility committee approved the following applications for membership: William Stroud, sponsored by Morris Brown; Dominic J. Greco and Benjamin Smith, by R. C. McCarter; Charles Cingolo, by Al Burt; William J. Reilly Sr., by L. James Quinn, and David Proserpi by Pat Martino. Assistant Treasurer Decker, who flew in from Dalton, Ga., brought 27 applications for membership which were also approved. The applicants were Joe Corey, Robert Bankhart, Benjamin Segal, James Casey, Marion E. Johnston, W. H. Wilson, Foster C. Keen, Arnold Patton, R. B. Garner, J. Feerer, Ferdinand C. Schmitt, Arthur Wichert, Stanley A. Kawka, K. C. Slaughter, Jack Stone, Steve Monticello, James A. LaMont, Donald Slatton, Ernest Porter, Charles W. Miller, Wayne Willett, James M. Stover, William Paquin, Michael Gallo, F. H. Bradford, Alvin Beck and Hyman Spesman.

### Luncheon Bids Open

At Wednesday night's meeting of the board of governors the by-law passed last year barring members from operating club concessions, and also the by-law requiring two men to guard the doors as tilers, were unanimously revoked. Now that members are permitted to operate the lunchroom, bids in writing will be received for this concession up to the night of October 21 and will be acted upon by the board at the October 22 meeting. Each bid must be accompanied by a deposit of \$100 and the total amount of the bid must be paid in cash when it is accepted.

Brother Dick Gilsdorf paid the club  
 (See NSA on page 71)

## Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Oct. 11.—Sam Benjamin, chairman of the banquet and ball committee, arrived recently, coming in from Walled Lake Park, Detroit, where he had been employed during the past summer. He started his committee functioning at once. The banquet and ball will be held New Year's Eve in the Georgian Rooms of Hotel Continental, Jockey Stevens also is here for the winter.

Chester I. and Leo Levin and Mrs. Ruth Ann Levin motored to Holden, Mo., to visit H. K. Garman, first vice-president of HASC and owner of Sunset Amusement Company.

L. K. Carter is in the lead in the membership drive in which the member securing over 25 petitions for membership will be given a gold life membership card.

F. M. Shortridge, who has been booking acts at fairs and outdoor celebrations infers he is winding up the best season he ever has had in that field of booking.

Fall activities will open about October 24 with opening of the club and regular weekly meetings.

Secretary G. C. McGinnis again requests members to remit dues for 1948 and for out-of-town members to send in their permanent addresses.

## Show Folks of America San Francisco

SAN FRANCISCO, Oct. 11.—President Harry Seber presided at the September 29 meeting. Tony Soares and George Sackson, of Pacific United Shows, also were seated on the rostrum.

C. C. (Curley) Cummings and James H. Van Kuerin were elected to membership. Communications from W. L. Emery, of Mission Beach, and George E. Dunne were read.

Members present after absences included Mr. and Mrs. George Rambeau, Mr. and Mrs. Orrie Blome, Joe Shera, Jo-Ann Rhodes, Really Castle Berglun, Jerry Frame, Mr. and Mrs. Charles Ford, Monty D. Morgan, Bob Novak, Dave Rosenthal, Bob Kissler, Mr. and Mrs. Russell Jeffers, Carlos Harrison and Sunny Taylor.

Pete DeCenzie was welcomed back, and in turn introduced Mr. and Mrs. James H. Van Keuren, Pat Rigby, Lee King and Cora Daly.

Donations to the Cemetery Fund included \$12.50 from Mrs. Eueua Mack's entertainers, \$10 from Mrs. Rita Friedman and \$5 from Olivette Malthouse.

Joe Queen entertained with stories and magic. His wife, incidentally, sent regards from Minneapolis. Mrs. Cora Daly sang several numbers.

P. Charles Camp, Ralph Deering and Joe Franks spoke.

## CONCESSION TRAILERS



- "Calumet Built" by Experts who know your needs!
- All-Clad Airplane Aluminum and Non-Breakable Plexi-Glas Exterior.
- Flashy Translucent Roof Corners.
- No Set-Up Required—Always Ready to Operate.
- 2 Large Vending Windows.
- Unequaled Customer Handling Efficiency.
- Smooth Rolling on the Road.

### PROMPT DELIVERY

Size, 7 1/2 Ft. Wide, 12 Ft. Long. Interiors Set Up to Your Specifications. Write and State Your Needs for Further Details and Prices.

## THE CALUMET COACH CO.

Special Vending Trailers for Carnivals  
 11575-77 S. Wabash Ave.  
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## "AMERICA'S FINEST SHOW CANVAS"

PRACTICALLY NEW!  
 24x36 BINGO TENT—USED 1 WEEK  
 IMMEDIATE DELIVERY!

## QUICK CONCESSION TENTS, DELIVERY.. AND BANNERS

The Best Flameproofed Available.

- Forest Green
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BERNIE MENDELSON—CHARLES DRIVER

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## FOR SALE

SIX CONCESSIONS AND TRAILER  
 Pan Game, Nickel Pitch, Penny Pitch, Pea Pool, Best Dealer, Evans Chuck Wheel.  
 \$500.00 takes everything complete  
 In Florida, ready for Fairs.

### FITZE

1321 N. Main Jacksonville, Fla.

## MELVIN R. WILLIAMS

(PAINTER) or anyone knowing his present address or location, please call or wire. Collect:

**J. R. ARMSTRONG**  
 448 North 17th St., Baton Rouge, La.  
 Phone: 3-3427



**Pacific Coast Showmen's Association**

1106 S. Broadway, Los Angeles 15

LOS ANGELES, Oct. 11.—President Bill Hobday conducted the Monday (6) session, with Chaplain Jack Hughes, Vice-President Harry Suker and Secretary Ed Mann assisting.

Meeting opened with a moment of silent tribute to the memory of member Lloyd R. Carlson who died Sunday (5) in San Francisco.

Gene Gray and Willard Holt were elected as members.

Present after absences were Andy White, Jack Hughes, Clyde Gooding, Bill Meyer, Joe Krug, Sammy Schaffer, Jerry Mackie, Charles Walpert, Red Cimmins, George Perkins, Butch Cohen, Red Crawford, Larry Benner, Jack Glassman, Lewis Glassman, Johnny Metzger, Ben Stone, Roy Bible, Capt. Eric Vanderwall, Moxie Miller, Moe Levine and George Emerson.

Harry Chipman wrote that the Yakima fair which closed September 28 was the greatest of all time.

After the closing show folks celebrated at Chipman's Circus Inn and many PCSA members attended. Earl Douglas, owner of the Douglas Great-er Shows, gave a big party and sent (See PCSA on page 71)

**Missouri Show Women's Club**

415A Chestnut St., St. Louis

ST. LOUIS, Oct. 11.—Lee Belmont, president, was in the chair Thursday (2) at the first meeting of the season. Ada Miller, secretary, served as social secretary in the absence of Estelle Ragan. Guests included Mr. and Mrs. Frank Grimm's twins, 4-months old.

Elected to membership were: Evelyn Clain, Mrs. W. Castle, Mrs. C. Metzger, Mrs. D. Cooper, Lynn Linder, Mrs. J. Smythe, Mrs. Wanda Starck, Mrs. Ethel Lee McGuire, Mrs. Billie Louise Summers, Rose Dank, Mrs. Mazie Newbold, Margaret Glickman, Ada Cowan, Peggy Lyons, Mrs. Anna Jones, Marie Ruth Lawsiter, Mrs. John J. Jones Jr., Mrs. Perry Allen, Ruth Hahn and Vera Mae Wilson. Credit for the new members goes to Loraine Belmont, Mary Foster and Dorothy Williams.

Thanks is extended to Mrs. Boots Paddock, of the Johnny J. Jones Exposition, for the benefit show she gave for the club. She presented the club with \$100, plus a pleasant evening.

**Regular Associated Troupers**

106 E. Washington, Los Angeles

LOS ANGELES, Oct. 11.—President Jimmie Lynch came in for the meeting Thursday (2) and invited Milt and Bertha Cohen and Ethel Krug to sit on the rostrum. A moment of silence in memory of Josephine Foley, who died recently, was observed.

Jennie Riegel's doll was raffled and won by President Lynch, who presented it to Emily Bailey in appreciation of her work on the house committee. The raffle netted \$75 for the sick and relief fund. Al Weber won a compact donated by Marie Bailey, which added another \$6.80 to the fund. Donations are acknowledged from Milt Cohen, \$20; Bertha Cohen, \$5, and Al Weber, \$5.

President Lynch called on the following for short talks: Milt and Bertha Cohen, who are returning to Chicago; Ethel Krug, who gave an account of her visit with Harry and Marge Chipman in Yakima, Wash., and with Gladys Patrick in Portland, Ore.; Al Weber, Thomas Johns and Lucille Dolman. Clarence and Inez Allton are leaving on a two-month vacation. During their absence Harry Levine will take over Clarence's duties as treasurer and Olga Weber will assume Mrs. Allton's duties as chairman of the sick committee.

Letters were received from John Castle, Marie Ricks and Thomas and Peggy Bailey.

Emily Bailey won the door prize.

**Show Folks of America**

1839 W. Monroe St., Chicago

CHICAGO, Oct. 11.—Beginning in November, Show Folks again will have meetings at one of the downtown hotels. At a regular meeting of the board of directors Nellie Grosch was named to head a committee to select the hotel.

Three get-togethers of members will be held in October, with the regular monthly meeting at the home scheduled October 21; the anniversary and open house, October 26, and the annual Halloween Barn Dance October 31 at the Midland Hotel, 172 West Adams Street.

Over 2,000 invitations to the dance have been sent out by President May Adams Stoker thru the press committee, headed by Jess Harlow. Cards also have been placed in all of the elevated stations. Music will be furnished by Guy Colby and his ork, with Jack Lane and Bud Schaeffer as emcees. Warren Warren and Tom Coulthard report an unusual heavy sale of advertising for the souvenir program.

Nellie Grosch reports Nan Rankine seriously ill at her home, 5431 Palomar Avenue. Norman Hillyard, one-time dramatic actor and director, who is now 74 years old, is at the County Hospital after being stricken at his home. Mrs. Will Rossiter is resting at West Suburban Hospital after an operation. Laura Roth Young at Cottage 9, Municipal Tuberculosis Sanitarium, is improving.

Death claimed Charles D. Clemons, for many years a character actor associated with Darrell Lyall Attractions and a member of the cast in the *Harvey Girls*. He died and was buried in Cincinnati. Mother Christine Snow, despite her 94 years, continues chipper at the County Hospital.

Charles H. Roskam has contributed \$2 to the monument fund. Rose Page, resale shop manager, reports the receipt of gifts from Robert Nome, Brooklyn; Myrtle Hutt Beard, Florence Fields Benton and Grace Garner Lund.

**Michigan Showmen's Association**

3153 Cass Avenue, Detroit

DETROIT, Oct. 11.—First meeting of the season is scheduled for October 13.

Sam (Pork Chops) Ginsburg put his show into winter quarters after a successful season. George Harris left for the East on a two-week business trip.

Arthur J. Frayne, club's publicity manager, accompanied by Mr. and Mrs. Roscoe T. Wade, visited the Lee United Shows in Ecorse, Mich., and signed a dozen new members. Frayne visited with Charles Lee, owner; William Postlewaite, Tommy Paddles, Harry Taylor, Walter G. Beyer, William Cappell, Orval (Bud) Paull, Mr. and Mrs. Roger Margodt, Oakley Kirkpatrick and Mr. and Mrs. Glenn Preston.

**Caravans, Inc.**

P. O. Box 1902, Chicago

CHICAGO, Oct. 11.—Edna O'Shea Stenson presided at Tuesday's (7) meeting. Edith Streibich gave the invocation.

Evelyn Hill, Bella Lazar and Kate Sheridan were elected to membership.

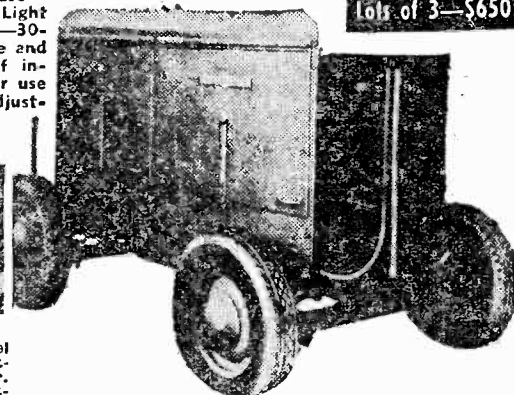
Communications were read from Angeline Dalessio, Milo L. Anthony, Sophia Carlos and Mrs. Jennie Gloth. A donation was submitted by Estelle Ragan.

Cards of thanks were received from Dorothy Golz and Jeanette Hart for baby spoons. President Stenson appointed Katherine Robertson as custodian of the bond club which was originated by Katherine's mother, Theresa Del Guidice. A tour thru *The Chicago Tribune* and a visit to a broadcast at WGN have been arranged. (See Caravans, Inc. on page 71)

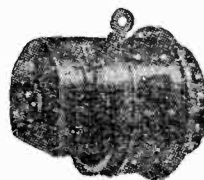
**GOVERNMENT PAID \$15,000 FOR COMPLETE UNIT . . . PORTABLE POWER PLANT**

Same unit NOW \$695 EACH Lots of 3—\$650 Ea.

Mobile Tow Bar—72" Wheelbase—5 Ft. High—600x16 Tires—Tail Light—Hand Brake—Ford V8 Axles—30-Gal. Gas Tank—All Steel Frame and Chassis—Ideal for hundreds of industrial uses. Also suitable for use as Electric Welder with small adjustments.



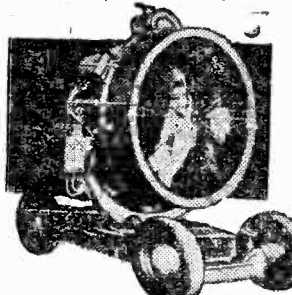
HERCULES 6 cyl. gas engine, Model JXD 4x4 1/2. Air cleaner—self starter. Westinghouse 3/4 HP fan motor. Six blade fan, 24" diameter. Operating panel, complete. Gas Gauge, Ammeter, Oil Pr. Gauge, Temperature Gauge, Tachometer, Choke Starter Button Throttle, 115V Plug, 115V Switch, Fan Switch (Winter, Summer), Ignition Switch, 6V Plug, Voltmeter, 115V; Amp-meter, 300 A; Rheostat, Main Switch.



Westinghouse Marine Generator. Type SK. Direct Current. Style 1B7494.

1100RPM, 16.2KW, 162Amp, 100 Volts.

1400RMP, 24.8KW, 210Amp, 118 Volts.



**800 MILLION CANDLE POWER SEARCHLIGHTS Complete With Remote Control Station**

Mobile Unit has four 600x16 Tires. Performs perfectly with Power Plant. Ideal for carnivals, outdoor games, advertising purposes. Hundreds of other uses.

\$695 EACH \$650 Ea. in lots of 3

**CHICAGO SURPLUS CO.**

THE MOTOR TRUCK BROKER

4545 W. Madison St.

Dept. B

Chicago 24, Ill.

**MIGHTY MONARCH Shows**

Want Flat Ride, need another Eli Wheel for No. Two Unit with or without transportation. Want Ride Help who drive. Concessions—all kinds that work for 10c to 25c and throw stock. No ex except Popcorn, Candy Floss and Apples. Want Diggers. Bruce or Atlee. wire. Sunday, expect your bingo next week. Excellent opening for Photo, Arcade, Basketball, Bowling Alley, Target Pistols, French Fries, Glass Pitch. Deacon Seegrest, wire. Want P.C. Dealers for Hazlehurst, Queenie, can use your ponies and pitch.

Ocala this week; then Hazlehurst, Nashville and Waycross, all Georgia; then South Florida. Out all winter.

**Central Amusement Company**

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

**Wants for One of the Best Spots in Eastern Carolina FIREMEN'S ANNUAL PEANUT FESTIVAL**

Scotland Neck, N. C., with six more bona fide fairs to follow. Want Stock and PC Concessions, all open. No X. No grift. No gypsies. Want Grind Stock Concessions. Want Custard, Penny Arcade, Motordrome. Can place Flat Ride. Want Girl Show, also Colored Girl Show with two or more girls. Can get plenty of money in these spots. All contact

**SHERMAN HUSTED, Mgr.**

Robersonville, N. C., Fair this week Scotland Neck, N. C., week October 20-25

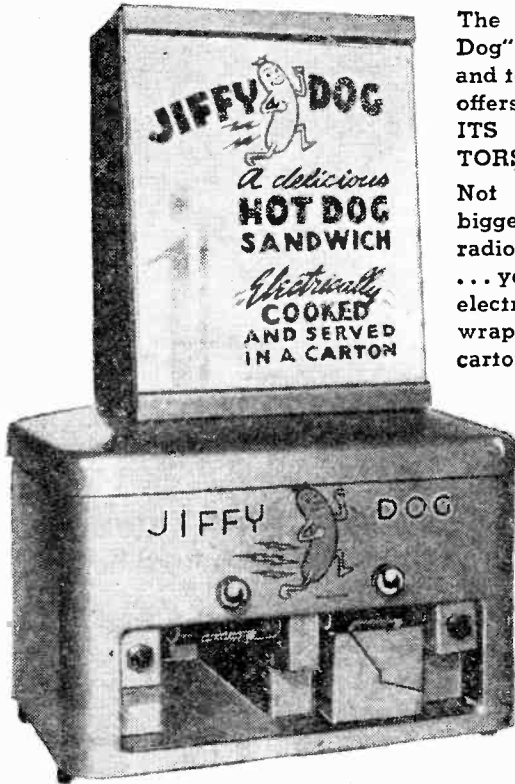
P.S.—Yes, we play the great Loris Fair, week Oct. 27.

**BUILDING FUND DRIVE PACIFIC COAST SHOWMEN'S ASSOCIATION**

and the **LADIES' AUXILIARY OF THE P. C. S. A.**  
ANNOUNCE THE PURCHASE OF THEIR \$105,000 NEW BUILDING AND CLUBROOMS LOS ANGELES, CALIFORNIA  
NEW MEMBERS ACCEPTED FOR P. C. S. A. NOW UNTIL DEC. 31.  
—INITIATION AND DUES FULLY PAID CARD FOR 1948 ..... \$20.00  
RE-INSTALEMENT FOR DELINQUENT MEMBERS ..... 15.00  
SEND FOR APPLICATION BLANK. YEARLY DUES ..... 10.00  
**PACIFIC COAST SHOWMEN'S ASSOCIATION**  
Case Hotel, 1106 So. Broadway, Los Angeles 15

# JUST A FEW LEFT!

Territories are going like wildfire as live wire Distributors learn of the PROFITS that a "Jiffy Dog" franchise offers!



The new, sensational "Jiffy Dog" machine . . . time tried and tested from coast to coast, offers UNHEARD OF PROFITS FOR ITS DISTRIBUTORS!

Not a coin machine! No bigger than a table model radio, only 7"x9" at the base . . . yet, it will turn out eighty electrically cooked Hot Dogs, wrapped in a bun inside the carton, PER HOUR!

**DEALERS EVERYWHERE ARE CRYING FOR IT!**

If you are an experienced and capable business man, financially able to place the required number of machines in your franchised territory, write or wire immediately, furnishing bank reference. Our factory representatives are working from coast to coast and a personal interview may be arranged in your city.

## THE JIFFY DOG CO.

30 N. Raymond Avenue

Pasadena 1, California

## HARRY LOTTRIDGE SHOWS

AMERICA'S BEST AMUSEMENT EQUIPMENT

**RIDES** Will buy, lease or book late model Caterpillar, Octopus, Roll-o-Plane. Legitimate Concessions of all kinds. What have you? We only carry a limited number of each kind.  
**WILL BOOK**  
**WANT TO BUY** Animals and Cages. Small Motordrome, complete.

**FOR SALE**

1946 Smith & Smith Kiddie Airplane, very good condition. Several Green Concession Tops. Reason for selling, will have all Royal Blue Canvas on Show in 1948. Crab Trailer, booked till closing. Doing good business.

**COMMITTEES AND FAIR SECRETARIES, CONTACT NOW FOR 1948 BOOKINGS**

A VERY FINE ACT—PLEASING OUR CUSTOMERS.

**SPORT MATTHEWS**

"THE ARISTOCRAT OF THE AIR"

CRASH WATTS and his Beautiful Sound Truck are doing a good job on publicity and really putting people on the lot. All replies to

**HARRY LOTTRIDGE, Manager**

FORT WALTON, FLA., THIS WEEK; APPALACHICOLA, FLA., NEXT WEEK.

## MARKS SHOWS

MILE LONG PLEASURE TRAIL

**PITT COUNTY FAIR**

GREENVILLE, N. C., WEEK OCTOBER 20 TO 25 INCLUSIVE

**KINSTON CHAMBER OF COMMERCE TOBACCO FESTIVAL**

KINSTON, N. C., WEEK OCT. 27 TO NOV. 1 INCLUSIVE

CONCESSIONS—Can place legitimate Merchandise Concessions at all times, Photo Gallery, Mitt Camp, Ball Games, Eating and Drinking Stands.

Address

**JOHN H. MARKS SHOWS**

Monroe, N. C., this week; then as per route.

## FROM THE LOTS

### Virginia Greater

WHITEVILLE, N. C., Oct. 11.—Org made a short jump in here from Clinton, N. C., setting up in the heart of town, one block off the main drag for the week ending October 4. Weather was cool the early part of the week but warmed later and business picked up satisfactorily.

The Junior Chamber of Commerce and the police department, which auspiced the engagement, gave excellent support. Radio Station WENC also gave good support, both with plugs and a special broadcast in which Louis Augustino, Wild Animal Show operator; his manager and two midgets, Mike and Ike, were interviewed.

Visitors included Howard Bellevue, Daytona Beach, Fla.; Jack O. Shea, film actor, and several members of the cast now on a tour. Shea and his party were escorted around the midway by Manager Rocco Masucci and William C. Murray, agent.

News received here of the death of Freddie Hasler, who had been connected with the org four years. Hasler had left recently with H. W. (Hap) Arnold to join the Kirkwood Shows.

Newcomer on the show here includes Charles Johnson, who took over the *Miss America Revue* and the *Parisian Revue*, personnel of which includes Dixie Janis, Lucille Strauthers, Paul Michel and Dick Carris. Stanley and Frank King now operate Johnson's bowling alley. Mr. and Mrs. Ludwick joined with a pony ride and penny pitch, with their daughter, Betty, operating the pitch. J. D. Grier joined with a fishpond and a cigarette shooting gallery.

Org has four more weeks left before heading for winter quarters in Suffolk, Va. It will close at Marion (S. C.) Fair.

Shorty Carr, popcorn and candy apple concessionaire, has been taking moving pictures of the folks on the shows and giving nightly showings of his results. Little Dot Penny Prue, daughter of Mr. and Mrs. Ronald Prue, is a favorite around the shows.

### Mad Cody Fleming

McDONOUGH, Ga., Oct. 11.—Dutch Schilling already has picked out a spot on the Indian River where he will winter. C. D. Dean finally has begun to smile. The reason: Good business. Mad Cody Fleming is sporting a new Lincoln. Mr. and Mrs. Nano Decinto joined with a concession.

George Mitchell was called to Ohio by illness of a relative. Ralph Green and Johnny Lefler returned recently from a trip to Punta Gorda, Fla., where they repaired the damage to Ralph's house. Whitey Hardman succeeded recently in getting Clyde (Judge) Dowdy to speak four words. The writer returned after booking South Georgia Fair, Nahunta, and the Veterans' Armistice Celebration, Waycross.—JACKSON EVANS.

### Triangle

ALBERTVILLE, Ala., Oct. 11.—Triangle Shows enjoyed a good week here at the fair which closed Saturday night (4). Jake Shapiro, in his second year as owner-manager, pointed out that the new Caterpillar light plants, which are mounted on special trailers, are getting almost as much attention as shows' regular attractions.

Org carries 11 rides, and thruout the season it has averaged about 7 shows. All are office-owned.

Shows opened April 20 in Pittsburgh and have played thru Pennsylvania, Virginia, North Carolina, Georgia and Alabama. Plans call for the org to stay out thru Armistice Day.

### Siebrand

YUMA, Ariz., Oct. 11.—The stand in West Phoenix, altho weather was hot, was good. Funeral services were held there for Carl Gilquist, who died in the Las Vegas hospital. Services were held in the Palms Mortuary and the entire personnel of the shows attended. He is survived by his widow, May, and a brother and sister.

Tucson proved okay for a replay. Most of the boys hung out at the cookhouse listening to the World Series. Pete Siebrand won two pools. Norman and Marion Prather went across the border to Nogales, Mex., in their 1942 Cadillac, recently purchased. News is that Hike and Inga Siebrand's new home has been completed.

Visitors in West Phoenix included Mr. and Mrs. Roy Bible, Mr. and Mrs. Van Der Wall and two children, the Lake family and Jack Shyler. Pa and Ma Quackenbush snagged a night club date in Phoenix at the Lei Launie Club. We gave a performance at the Tucson Veterans' Hospital. Taking part were Pa and Ma Quackenbush, Ezerah and his trick mule, Eddie Patrick, Cliff Henry, the Madison dogs, Bobby Lindsay and Roddy Haines.

Pa and Ma Quackenbush purchased a 1937 Chevrolet station wagon. Cliff Henry is still working on his semi-trailer. Ed Widaman has a new set of trappings set with silver spots for the pony, Buster. Ivan Henry was presented with two little buckets to carry water for the dogs.—TONI MADISON.

## REPAIRING and REBUILDING of all BAND ORGANS

Music Rolls and Repair Parts for all Wurlitzer Military Band Organs

## T. R. T. MANUFACTURING COMPANY

825 Main Street  
North Tonawanda, New York

## W. H. (Bill) Lambert

Contact  
H. V. ROGERS  
at Marks, Miss.

**IMMEDIATELY**  
Rogers Greater Shows

### WANT

USED MERRY-GO-ROUNDS  
Any size or make regardless condition. All or any part. Will pay cash.

**ROSCOE T. WADE**

16845 Lindsay Phone: DETROIT 27, MICH.  
Lindsay Phone: VERMONT 5-6232

### FOR SALE

**DENTZEL PARK MERRY-GO-ROUND**

50 ft. diameter, 50 stationary animals, 2 coaches. In operation at park. A-1 condition.

**Island Amusement, Inc.**  
ISLAND PARK Phone: Sunbury 2063  
SUNBURY, PA.



**FOR SALE  
NO. 10 FERRIS WHEEL**

Now operating in park, Bryan, Texas. First \$2800.00 takes it. WANTED—Shows and Bingo with own outfit. Out all winter. Playing good cotton towns paying pickers \$3.50 hundred. Everybody's got money. Shorly Brown wants Skillo and Count Agents. Wire

**MGR., UNITED EXPOSITION SHOWS**  
Marlin, then Calvert, Texas.

**STEBLAR GREATER SHOWS  
WANT**

For Mt. Carmel Colored Fair, Owings, S. C., 13 to 18; then Simpsonville, S. C., White Fair, 20 to 25. This is a bona fide fair, and for balance of season. Merry-Go-Round, Rolloplane or Octopus. CONCESSIONS—Bowling Alley, Novelties, Custard, High Striker, Jewelry. SHOWS—Snake Show, Wild Life or Monkey Show. Address all mail as per route.

**LEWIS WILLIAMS SHOWS  
WANT WANT**

Benson, N. C., week Oct. 13; Jones County Fair, Trenton, N. C., Oct. 20. Few more Stock Concessions, Peanuts, Popcorn, Candy Apples, Photo, Bumper, Darts, Coke.

Space limited, Trenton Fair. This show heading south for the winter.

**FRANK HARRIS, Agent**  
**LEWIS WILLIAMS, Owner and Manager**

**SILVER FLEET SHOWS**

**BOOKING CONCESSIONS OF ALL KINDS**

Agents for office-owned Joints, Fish Pond, Hit-Miss, Shooting Gallery, Pop Corn and Photo open. Want Ferris Wheel Foreman, top salary. Will sell X on Mitt Camps for the winter. Want Advance Man that knows Arkansas. Also Legal Adjuster. All replies:

**CHARLIE WALTON**

Oct. 13-18, Collinwood, Tenn.

P.S.: A. H. Herman, contact or come on.

**JOHN MCKEE SHOWS**

**WANT**

For Senatobia, Miss., Fair, Oct. 20-25, and other spots to follow.

Any Shows of merit; Monkey, Fun House or Snake Show. 10¢ Merchandise Concessions only. Cookhouse Help. Slim Moore wants capable Agents. Address: Keiser, Ark., this week.

**GEORGIE KEIFER**

Get in touch by wire at once. Want Foremen for Wheel and Ride-O. Also Chairplane, must be A-1 and sober. Top salaries. All winter's work. Wire or come on.

**Piedmont Amusement Co.**  
CONCORD, N. C.

**TINY CUTLER**

Write me at once.

**KEN**

414 N. Walnut St.  
Hartford City, Ind.

**SECOND-HAND SHOW PROPERTY FOR SALE**

\$40 Wax Head Abe Lincoln, fine specimen. No case.  
\$15 Czolgosz Head. No killed McKinley. No case.  
\$38 Head Svengall of Trilby Fame. No case.  
\$35 Wax Head Mussolini, Italian leader. No case.  
\$35 Wax Head Chinese Tong Killer. No case.

**WEIL'S CURIOSITY SHOP**  
12 Strawberry St. Philadelphia 6, Pa.

**Rogers and Powell Want**

For four more County Fairs, all Mississippi. Lucedale, Oct. 13; Canton, 20; Central, Mississippi, 27. Bingo, one Major Ride, Concessions of all kinds. Come on.

**Lawrence Greater**

OXFORD, N. C., Oct. 11.—Granville County Fair closed here Saturday night (4) to good business, altho not all of the attractions had been up opening night due to a soft lot caused by the heavy rains the preceding week and it became necessary to winch each truck on the lot to its location.

At the Goldsboro Fair the preceding week shows played to a near-bust owing to rain the first four days and extremely cold weather the last two.

Visitors included Frank Joerling, manager of the St. Louis office of *The Billboard*, and Mrs. Joerling; George Whitehead, business manager, W. C. Kaus Shows; Curley Graham, AMP Shows; Nora Boswell, concessionaire, of Winston-Salem, N. C.; Lunstord Crew, Roanoke Rapids; Sam and Leonard Goldstein, Majestic Greater Shows; Mitch Mitchell, agent, AMP Shows; Frank Pepper and Ed Broom, Peppers All-State Shows, and Bill Page, Mighty Page Shows. Visitors who came to stay a while are Mae Safran and Nettie Green, who planed in from New York to be with the show for a couple of weeks or longer.

All personnel of the Jewish faith had a pre-holiday supper at a newly established kosher restaurant, the managers of which permitted no other customers to be served and they prepared special dishes for the occasion. Seen at tables were Sam and Shirley Levy, Ben and Ruth Herman; Jack Stern and son; Maury Freeland; Mr. and Mrs. Jew Murphy and two sons; Paul (Muscles) Miller, Mr. and Mrs. Butch Palsas, Sailor Boy, Mr. and Mrs. Casey Sens, Al Basso, Jake Goldfarb, Ben Braunstein and the writer.

New arrivals on the show are: Leonard Tracy, Marty Smith, Helen and Irvin Eule, Mr. and Mrs. Homer Wood, Yellow Savage, Pete and Marie Christo, Tiny Cutler and Vi Roth and Gibson's *Hollywood Sky Revue*.

Mrs. Hiram Beale is convalescing after a few days illness. Scotty Johnson is going as strong as ever after recuperating from an ailment. Louis Gueth was gifted with many presents on his birthday. Louis, who has been with the shows since their inception, said he had never failed to be in the air on opening night during his 35-year career in the business and he added that this, he believes, constitutes some kind of a record.

Shows have been augmented by a Spitfire, Moon Rocket and steam train for the remaining fair dates.—**HERB SHIVE**

**Hills Greater**

McKINNEY, Tex., Oct. 11.—After playing Poteau, Okla., where shows did good business, they moved into Fort Smith, Ark., to play the Arkansas-Oklahoma Fair and Livestock Exposition, which proved a big one with kids' day excellent. Weather, excepting the final day when it rained, was good.

Rides at Fort Smith, in the order of gross business registered, were: Pretzel, Flying Scooter, Ferris Wheel, Merry-Go-Round, Whirl-a-Way, Rolloplane, Dipsy-Doodle, Miniature Train and two kiddie rides. Shows in the order of their take were the Girl Show, Minstrel, side show, Athletic and Wildlife.

Mr. and Mrs. Howard P. Hill returned from a trip to quarters in Aransas Pass, Tex., with Howard reporting the new buildings have been completed. A new 32-foot trailer was delivered recently.

Clyde and Howard Hill went to Little Rock and purchased a new Spitfire. Carl Byers rejoined after spending several weeks at his Corpus Christi, Tex., home. William Elliott joined with his short range shooting gallery and Bill Dusin with his dog and little horse act.

Mrs. Ace McGarry is recuperating from an operation she underwent when shows played Fort Smith.

WILLIAM T. COLLINS SHOWS *Pride of the Northwest*

**WANT WANT WANT**  
**For their bigger and better show in 1948, which will be equivalent to any 35-car railroad show**

Want Builders that can build show fronts mounted on semi-trailers, Mechanic and Welders, Scenic Painter and Assistant, also A-1 Electrician that understands neon. All winter's work.

**ATTENTION, SHOWMEN**—Want capable people to take charge of office-owned shows, all new equipment and transportation for the following: Circus Side Show with 24x100 top and 150-foot banner line; Midget Show, 80-foot wagon style front on semi; Hillbilly Show, 80-foot wagon style front on semi.

**ATTENTION, FAIR SECRETARIES** in the Middle Northwest, contact us for the finest in Midway Attractions for your 1948 dates, as we are now planning and contracting for 1948.

All replies to

**Wm. T. Collins, Mgr.**

Winterquarters: Alexandria, Minnesota

**Morris Hannum Shows**  
*A tradition at Veterans' Conventions*

Merry-Go-Round for sale, \$1950.00; Seven-Car Tilt for sale, \$2300.00; thirty-foot Drop Frame Trailer, \$500.00; four Light Towers, \$95.00 each. No letters, come look. All up and running now.

**MORRIS HANNUM**

Laurinburg Fair, N. C., now; then Pageland, S. C., Fair October 20-25

**PINE STATE SHOWS**

**WANT FOR PERRY, FLORIDA, OCTOBER 13-18**

Concessions of all kinds, Rides not conflicting, Shows without outfits. All winter in Florida.

This show plays Elks' Celebration at Live Oak, not Suwannee County Fair. Wire or come on.

**Crandell's Midway Deluxe**  
**WANTS**

Capable Electrician, Second Man for Ferris Wheel, First Man for Chairplane, General Agent with car. Concessions—Slum and Hanky Panks, \$15.50; everything open. Out all winter.

This week, Belmont, Miss., on the streets; then as per route. Contact

**L. C. CRANDELL, Manager**

**THANKS A MILLION**

All Fair Secretaries and Show People for Making the 1947 Season a Big Winner. Now Booking for 1948 Season—Rides, Shows and Concessions.

**PAGE BROS.' SHOWS**

**W. E. (SHOTGUN) PAGE, Mgr.**

BOX 244, SPRINGFIELD, TENN. WINTER ADDRESS.

## Original "BARNEY TASSELL UNIT SHOWS"

### ★ W ★ A ★ N ★ T ★

FOR A ROUTE OF STAR-STUDED FALL TOBACCO FESTIVALS AND FAIRS!  
In NORTH and SOUTH CAROLINA, GEORGIA and our 17TH ANNUAL TOUR OF FLORIDA

Good proposition for any and all Rides not conflicting with Dual Wheels, Merry-Go-Round, Chair-o-Plane, Spiffire, Caterpillar and Kiddie's Autos, Whip and Train. Can especially book Roll-o-Plane due to accident to ours.

Very good opening for a number of clean Shows. What have you?

Oct 20 to 25—WILLIAMSBURG COUNTY (Colored) FAIR, Kingsree, S. C.

Oct. 27-Nov. 1—SAVANNAH (Colored) FAIR, SAVANNAH, GA.

Exceptional. Good proposition to "PLANT SHOWS" for these Fairs—wire at once.

Nov. 3-8—2ND BIG WEEK! SAVANNAH, GA.—DOWNTOWN!

THEN ON INTO FLORIDA—MY 17TH YEAR—SHOWING FLORIDA

**ALL ANSWER, BARNEY TASSELL THIS WEEK FAIRMONT, N. C.**

## JOHNNY J. JONES EXPOSITION

### GREENWOOD COUNTY FAIR

GREENWOOD, S. C., OCTOBER 27 TO NOVEMBER 1

One of South Carolina's leading events. Five Counties co-operating. We can place legitimate Concessions of all kinds for Greenwood and other fairs until November 15.

**MORRIS LIPSKY, Concession Manager**

Johnny J. Jones Exposition Shows, Rock Hill, S. C., this week.

## WANTED FOR FIVE-COUNTIES FAIR

ASHBURN, GA., OCTOBER 20 TO 25

Peanut Capital of Georgia With Sales Each Day of More Than a Quarter Million Dollars

SHOWS—Especially Animal or Monkey or Big Side Show. Will get real money in rich peanut territory. Have four more spots to follow.

WANT HIGH DIVE FOR FREE ACT THIS FAIR AND NEXT FOUR WEEKS

Will place few more Legitimate Concessions. All reply:

**JIM McCALL, JIM McCALL SHOWS**

Wilcox County Fair, Rochelle, Ga., this week

## DON FRANKLIN SHOWS

Want for Trinity Valley Exposition and Bi-County Fair, Liberty, Texas, October 21 to 25, five big days, and balance of season, including Cuero Turkey Trot and Fair, November 7 to 11:

Legitimate Concessions; have X at Cuero. All Street Vending Privileges including space for Concessions downtown on main street. Will sell X on Novelties to one operator, includes downtown and fair grounds. Two big parades. Will book downtown Cuero, all legitimate Concessions—Popcorn, Custard, Photos, Floss, Ice Cream, Cook House, Grab, Hanky Panks, Ball Games, Diggers, Long and Short Range Galleries, Penny Pitch, Glass Pitch, etc. Can place Penny Arcade, Novelties, String, Balloon Darts, Country Store, Bowling Alley, Slum Blower, starting Liberty Fair.

WANT SHOWS not conflicting. BOOK RIDES not conflicting.

Wire **DON FRANKLIN, Owner**

Alvin, Tex., this week.

## SAVANNAH FAIR AND EXPOSITION

SAVANNAH, GA., WEEK OCTOBER 27 TO NOVEMBER 1

Want shows of all kinds, especially Monkey Show, Motordrome and strong feature show. Will also place Iron Lung, any Flat Rides, Kiddie Rides, Pony Track, Arcade and Legitimate Concessions of all kinds. Space limited. Also have space in exhibit tents for Demonstrators. Anyone playing Savannah Fair can be placed for Bacon County Fair at Alma, Ga., following week and six weeks in Florida. All address

**LEW W. HECK, Secretary**

Suite 730, Savannah Hotel Bldg., Savannah, Ga.

## FROM THE LOTS

### Caravella Amusements

CAMDEN, S. C., Oct. 11.—Org was getting good business the early part of this week at the Kershaw County Fair here with the shows and rides takes up over 1946, and Owner Frank Caravella was happy over the prospects for the full run of the fair.

Harry Heller joined with three rides, bringing the total up to 14. He also added four concessions. Others who added concessions are Slim Barrie (1), Humpty Evans (3) and Harry Austin (2).

The Aerial La Salls continue as the free act.

Recent visitors included Mr. and Mrs. Crawford, of Kingsree, S. C.; Herb Shive, Lawrence Greater Shows; Frank Sutton, president of the Newberry County Fair, and wrestlers Jack Dillion and Babe Zarharis, who stopped off en route from Columbia, S. C., to Norfolk to visit Mr. and Mrs. Stan Reed.

H. H. (Blackie) Hayes is no longer with the show. He had been posting bills. Bingo boys Frank Welch, Jimmie (Shiek) Crowley and Jack Smith are longing to get back north.

A new Buick was recently delivered to Frank Caravella.—PADDY RYAN.

### Bright Lights

EAST BEND, N. C., Oct. 11.—Org played the week ending Saturday (4) at Yadkin County Fair here. Shows opened Monday, September 29, despite a late arrival due to motor trouble on their long hop from Nashville, N. C. Clyde Ketchum's crew did a good job in getting the Merry-Go-Round up in time for opening. Cold weather held attendance down the first three days but higher temperatures the final three days brought good business, with Children's Day Friday (3) a record-breaker.

Personnel missed the late N. C. Hutchins, fair president, recently killed in an auto accident.

Nora Boswell joined with her ball game; Tiny Cuttler came in with three concessions, and Mr. and Mrs. Johnson joined with midget autos. Doc Hall took the Funhouse. Pete Howard is forming a Minstrel Show. Mr. and Mrs. Joe Rea are planning a Florida winter.

Shows which have lost only one night since opening April 10, again will winter in Lynchburg, Va., where they have taken over the large garage and body works adjoining quarters.—MRS. H. C. KETCHUM.

### Wolfe Amusement

FOUNTAIN INN, S. C., Oct. 11.—Org moved in here this week from Woodruff, where business, altho off from last year, was a winner. Cold weather hurt the first half of the week, but play jumped the latter part of the week.

There are six shows within 40 miles of here, which results in much visiting back and forth by show personnel. Regal Shows are in Laurens, Endy Bros. and Tinsley's Rides in Greenville, Marion Greater in Pelzer, and James E. Strates in Spartanburg.

The writer, with Mr. and Mrs. Halstead, Ben Wood and Mr. McAdee Jr., had a pleasant visit with Mrs. Scott and Mr. and Mrs. Al Williams. Gerald (Frenchy) Snellens was encountered in a surprise meeting at the Spartanburg Fair.

Mrs. Ben Wolfe and her daughter and two sons, Johnnie and Benny Jr., spent the week-end with the show in Woodruff. Hank Sordolet's mother and sister visited here, coming in from the James E. Strates Shows.—ERNIE SYLVESTER.

### Crescent Amusement

UNION, S. C., Oct. 11.—Org set a new midway gross record at the Union County Fair, which closed here Saturday (4). Attendance was almost double '46 and the midway take was 35 per cent higher than last year, according to Frank Long, secretary of the show, and Grover Allison, fair secretary.

Chavan's Side Show, Doc Anderson's Minstrels and the Motordrome scored heavily the entire week, with all shows reporting the best week of the season. The Caterpillar took top money among the 14 rides, with the Twin Wheels running a close second.

Dan Stewart's cookhouse and Cal Kalansky's grabstand had excellent business, altho there were plenty of eat and drink stands operated by locals on the lot. Joe Adams, with popcorn and candy apples, had an excellent week.

W. A. Mansfield, Ernest Nation, Eddie Witzel and W. C. Rogers reported good biz with their hanky panks. The Flying Fishers and Brownie, the clown, proved popular, with Brownie working the streets in the daytime.

V. W. Queen joined with two concessions and a pony track. Jim Davenport, of Dallas, is now assisting Frank Long in the office wagon. Eddie Goldman's daughter visited and worked in the custard joint.

Org opened the season April 1 and will close November 8 at Walterboro, S. C. Thus far this season, altho it has covered almost 3,000 miles, the show has had no serious accident.

Besides Long, the executive staff includes L. C. McHenry, owner-manager; George Smith, general agent; Jim Davenport, secretary; Troy Large, chief electrician; W. R. (Red) McGee, superintendent of rides and rolling stock; Dolly Schaeffer, special agent, and Ralph Schaffer, billposter.

Recent visitors included Cliff Wilson, of the Royal American Shows; William B. Moore and George Whitehead, of the W. C. Kaus Shows; Glenn Porter, of the World of Mirth; Mr. and Mrs. E. B. Henderson, of the Greenwood (S. C.) Fair; S. C. Marvin and Mr. and Mrs. C. R. Dent and Jimmie Coleman, Greenwood, S. C., and W. E. Page, formerly associated with the Union County Fair.—LOUIS BRIGHT.

### J. R. Leeright

SHATTUCK, Okla., Oct. 11.—The J. R. Leeright Shows moved into Oklahoma after playing 10 Nebraska fairs. The Sayre, Okla., date was set back a week to make it possible to show at the Shattuck Fair and two-day race meet at Laverne, Okla.

Owner-Manager J. R. Leeright has bought a new Tilt-a-Whirl. Mrs. Sam Frazier and children, Betty, Melba and Jimmie, have left for Los Angeles, where they entered school. Frazier is still clicking with bingo. Mr. and Mrs. E. J. Davis joined with popcorn and cork gallery and Mr. and Mrs. Claude Hessen with photos and pan game. Others coming on recently were Fred Shufelt, Scotty, Floyd McCabe and H. H. Blair. Mr. and Mrs. Gene Page still top the shows with their *Hollywood Girl Revue*. The Jacksons still have the cookhouse. The writer is *The Billboard* sales agent, Mrs. Sherry Peavy closing at Curtis, Neb. Mr. and Mrs. Clarence Bollig are here with diggers and dart balloon, and Mr. and Mrs. Elmer Farmer with guess-your-age and jewelry.—RALPH C. BOWERS.

PRODUCING AMERICA'S BEST  
Carnival and Circus Show

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1608 Franklin St. TAMPA, FLA.  
Phone: M-63562





# Carnival Routes

Send to

2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Admiralton: Wapanucka, Okla.  
 Alamo Expo.: (Fair) Carthage, Tex.; (Fair) Waco 21-26.  
 American Beauty: Perryville, Mo.  
 American Eagle: Rosedale, Miss., 13-18.  
 A. M. P.: Louisburg, N. C.; Hartsville, S. C., 20-25.  
 Anderson Greater: Gulin, Ala.  
 Bain's Attrs.: Greenville, Ga.  
 B. & D.: Great Falls, S. C.  
 Bee's Old Reliable: (Fair) Warrenton, Ga.; (Fair) Butler 20-25.  
 Bell & Vinson: Foreman, Ark.  
 Bestland Am. Co.: Alapaha, Ga., 14-21.  
 B. & H.: Hampton, S. C.  
 Big Four Am. Co.: Earle, Ark.; Marianna 20-Nov. 2.  
 Big State Am. Co.: Gatesville, Tex.; (Fair) Jourdanton 20-26.  
 Blue Grass State: (Fair) Madison, Ga.; Greensboro 20-25.  
 Brewer United: (Fair) Tomball, Tex.; (Fair) Centerville 20-25.  
 Bright Lights Expo.: Stoneville, N. C.; season ends.  
 Brown's, Jimmy, Empire State: Muncie, Ind.  
 Bullock Am. Co.: Mt. Gilead, N. C.  
 Cable Am.: Eudora, Ark.  
 Capital City: (Fair) Monroe, Ga.; (Fair) Buena Vista 20-25.  
 Caravella Am. Co.: Newberry, S. C.; Bath 20-25.  
 Cavalcade of Amusements: (Fair) Laurel, Miss.  
 Central Am. Co.: (Fair) Robersonville, N. C.; Scotland Neck 20-25.  
 Central State: Eastland, Tex.; Lampasas 20-25.  
 Cetlin & Wilson: (Fair) Petersburg, Va.; (Fair) Wilson, N. C., 20-25.  
 Crafts Expo.: Bakersfield, Calif.  
 Crafts 20 Big: Modesto, Calif.  
 Craig, Harry: Seymour, Tex.  
 Crandell's Midway: Belmont, Miss.  
 Crescent Am. Co.: (Colored Fair) Winston-Salem, N. C.; (Fair) Salisbury 20-25.  
 Crystal Expo.: Barnesville, Ga.; Macon 20-25.  
 Cumberland Valley: (Fair) Summerville, Ga.; season ends.

# Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show .....

Kind of Show .....

Owner .....

Manager .....

Winter Quarters Address .....

Office Address .....

Dennis Bros.: Hermligh, Tex.  
 D. & H.: Lucama, N. C.  
 Dupree, Jimmie: Mesilla Park, N. M.  
 Dyer's Greater: Tunica, Miss.  
 Endy Bros.: (State Fair) Macon, Ga.  
 Fay's Silver Derby: Lake City, Ark.  
 Fidler's United: Carlisle, Ark.  
 Fleming, Mad Cody: (Fair) Eatonton, Ga.; (Fair) Crawfordville 20-25.  
 Franklin, Don: Alvin, Tex.; (Fair) Liberty 21-25.  
 Gem Carnival: McCrory, Ark.  
 Gentsch, J. A.: Waynesboro, Miss.  
 Georgia Am. Co.: Rutledge, Ga.  
 Gold Medal: Pine Bluff, Ark.; (Fair) Eupora, Miss., 20-25.  
 Gooding Am. Co., No. 1: (Fair) Lancaster, O.  
 Gooding Park Attrs.: West Liberty, O.  
 Great Sutton: (Fair) Grenada, Miss.  
 Groves Greater: (Fair) Ville Platte, La.; (Fair) Sulphur 20-25.  
 Gulf Coast: Osceola, Ark.; Leachville 20-25.

Hames, Bill: (Fair) Palestine, Tex.; (Fair) Henderson 20-25.  
 Hannum, Morris: (Fair) Laurinburg, N. C.; (Fair) Pageland, S. C., 20-25.  
 Harrison Greater: (Colored Fair) Orangeburg, S. C.; (Fair) Charleston 20-25.  
 Hennies Bros.: (Fair) Pensacola, Fla.  
 Heth, L. J.: (Fair) Cordele, Ga.  
 Heth Expo.: Marked Tree, Ark.  
 Hill's Greater: Velasco, Tex.  
 Hottle, Buff: (Fair) Franklinton, La.  
 Howard Bros.: Cambridge, O.  
 Imperial: Joiner, Ark.  
 International: (Fair) New Boston, Tex.  
 Johnny's United: Iuka, Miss.  
 Jones Greater: Alma, Ga.; (Fair) Baxley 20-25.  
 Jones, Johnny J., Expo.: (Fair) Rock Hill, S. C.  
 Kaus, W. C.: Dunn, N. C.; Clinton 20-25.  
 Kilgore: Canton, Tex.; (Fair) Emory 22-25.  
 Kirkwood, Joseph J.: Gainesville, Ga.; Americus 20-25.  
 Lamb, L. E.: Winona, Miss.; Philadelphia 20-25.  
 Lawrence Greater: (Colored Fair) Durham, N. C.  
 Leeright, J. R.: Sayre, Okla.  
 Long's United: Albany, Calif., 14-19.  
 Lottidge, Harry: Port Walton, Fla.; Apalachicola 20-25.  
 Madison Bros.: Natchitoches, La.  
 Magic Empire: (Fair) Brownsville, Tenn.; (Colored Fair) Yazoo City, Miss., 20-25.  
 Maestic Greater: (Fair) Chester, S. C.  
 Marion Greater: (Colored Fair) York, S. C.; (Colored Fair) Chester 20-25.  
 Marks, John H.: (Fair) Monroe, N. C.; (Fair) Greenville 20-25.  
 Martin United: (Fair) South Pasadena, Calif., 13-19; Bellgardens 20-27.  
 McCall's, Jim: (Fair) Rochelle, Ga.; Ashburn 20-25.  
 McKee, John: Keiser, Ark.; Senatobia, Miss., 20-25.  
 Merit: Topsham, Me.  
 Merry Midway: Canalou, Mo.  
 Midway of Mirth: Harrisburg, Ark.  
 Midwest: (Fair) Central City, Colo.; (Fair) Del Norte 21-25.  
 Midwestern Expo.: Plain Dealing, La.  
 Mighty Hoosier State: (Colored Fair) Indianapolis, Ind.  
 Mighty Monarch: Ocilla, Ga.; Hazlehurst 20-25.  
 Mighty Page: Ahsokle, N. C.; (Fair) Edenton 20-25.  
 Mighty Van Dyke: (Fair) Gainesville, Fla.; Ocala 20-25.  
 Moore's Modern: Marked Tree, Ark.  
 Nolan: (Rodeo) Holly, Colo., 16-18.  
 Omar's Greater Am.: Rayville, La.  
 Peerless Celebration Am.: Grctna, Va.  
 Peppers All-State: (Fair) Mebane, N. C.; (Fair) Siler City 20-25.  
 Piedmont Am. Co.: Concord, N. C.  
 Pike Am.: (Fair) Wardell, Mo.  
 Pine State: Perry, Fla.  
 Powelson Greater: Middleport, O.  
 P. & P. Am. Co.: Turkey, Tex.  
 Prell's Broadway: (Fair) South Boston, Va.; (Fair) Lancaster, S. C., 20-25.  
 Raftery, James M.: Mount Olive, N. C.  
 Raines Am. Co.: (Fair) Danville, Ark.  
 Regal Expo.: Laurens, S. C.  
 Rogers & Powell: (Fair) Lucedale, Miss.; (Fair) Canton 20-25.  
 Royal American: (Fair) Beaumont, Tex., 13-15; (State Fair) Shreveport, La., 16-27.  
 Royal Crown: Panama City, Fla.; (Fair) Marianna 20-25.  
 Royal Expo.: (Fair) Louisville, Ga.; (Fair) Statesboro 20-25.  
 Rupe's Midway for Fun: Rotan, Tex.; Post 20-25.  
 Sam's Funland: Fair Bluff, N. C.; (Fair) Bladenboro 20-25.  
 Schafer's Just for Fun: (Fair) Angleton, Tex.  
 Shan Bros.: (Fair) Sandersville, Ga.; (Fair) Eastman 20-25.  
 Shipley's Am.: Athens, La.  
 Siebrand Bros.: Phoenix, Ariz.  
 Silver Fleet: Collinwood, Tenn.  
 Silver Slipper: Watertown, Tenn.  
 Silver States: Water Valley, Miss.  
 Smith Am. Co.: Durant, Okla.  
 Smith, Casey: Wilburton, Okla.  
 Smith, George Clyde: (Colored Fair) Henderson, N. C.; (Colored Fair) Suffolk, Va., 20-25.  
 Southern States: Moultrie, Ga.  
 Southern Valley: (Fair) Winnsboro, La.; (Fair) Fordyce, Ark., 20-25.  
 Star Am. Co.: Forrest City, Ark.  
 Starr, Joe: Idabel, Okla.  
 Steblar Greater: (Fair) Owings, S. C.; Simpsonville 20-25.  
 Stephens, C. A.: Adairville, Ga.; (Fair) Chatsworth 20-25.  
 Strates, James E.: (Fair) Anderson, S. C.

# Circus Routes

Send to 2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Monahans, Tex., 16.  
 Beatty, Clyde: El Dorado, Ark., 14; Hope 15; Texarkana 16; Marshall, Tex., 17; Kilgore 18; Hearne 19; Cuero 20; Beeville 21; Corpus Christi 22-23; Bay City 24; Galveston 25.  
 Clyde Bros.: Iowa City, Ia., 13-15; Clinton 16-19; Freeport, Ill., 20-23; Elgin 24-26.  
 Cole Bros.: Norfolk, Va., 14; Elizabeth City, N. C., 15; Portsmouth, Va., 16; Tarboro, N. C., 17; Goldsboro 18; Greensboro 20; Danville, Va., 21; Lynchburg 22; Roanoke 23; Bluefield 24; Pulaski 25.  
 Dailey Bros.: Marion, Kan., 14; Newton 15; Eldorado 16; Iola 17; Pittsburg 18; Parsons 20; Joplin, Mo., 21; Vinita, Okla., 22; Claremore 23; Port Smith, Ark., 24.  
 Davenport, Orrin: Duluth, Minn., 20-25.  
 Hamid-Morton: (Boston Garden) Boston, Mass., 13-18.  
 Kelly, Al G., & Miller Bros.: Berryville, Ark., 14; Eureka Springs 15; Huntsville 16; Springdale 17; Siloam Springs 18.  
 King Bros.: Marion, S. C., 14; Bennettsville 15; Hartsville 16; Winnsboro 17; Union 18; Elberton, Ga., 20.  
 Maynard, Tex: Naples, N. Y., 14; Bradford 15; Interlaken 16; Campbell 17.  
 Mills Bros.: Stephenville, Tex., 14; Coleman 15; Abilene 16; Ranger 17; Hamilton 18; San Antonio 20; Pearsall 21; Crystal City 22; Eagle Pass 23; Del Rio 24; Hondo 25.  
 Polack Bros. (Eastern): (Armory) Elmira, N. Y., 16-18; (Armory) Schenectady 20-25.  
 Polack Bros. (Western): (Auditorium) San Antonio, Tex., 13-19; (Auditorium) Little Rock, Ark., 22-25.  
 Ringling Bros. and Barnum & Bailey: Jackson, Miss., 14; Greenwood 15; Clarksdale 16; Memphis, Tenn., 17-18; Nashville 20-21; Decatur, Ala., 22; Birmingham 23-24; Montgomery 25.  
 Roger Bros.: Lockhart, Tex., 16.  
 Stevens Bros.: Fairview, Okla., 16; Custer 17; Weatherford 18.

# Misc. Routes

Send to 2160 Patterson St., Cincinnati 22, O.

Holiday on Ice (Music Hall) Cincinnati, O., 13-21.  
 Renfro Valley Folks: Abbeville, Ala., 15; Headland 16; Geneva 17; Opp 18; Florida 20; Andalusia 21; Hartford 22; Slocomb 23; Dothan 24-25; season ends.  
 Sadler, Harley, Show: Post, Tex., 16-18; Snyder 20-22; Colorado City 23-25.  
 Slout Players Tent Show: Mountain Grove, Mo., 13-18; Yellville, Ark., 20-25.  
 Wolcott's, P. S., Rabbit Foot Minstrels: Newport, Ark., 15; Tuckerman 16; Augusta 17; Cotton Plant 18.  
 Stumbo, Fred R.: Heber Springs, Ark.  
 Sunflower State: Chillicothe, Tex.  
 Sunshine: Tampa, Fla.  
 Tassell, Barney (Fair): Fairmont, N. C.; (Fair); Kingstree, S. C., 20-25.  
 Thomas Joyland: Sabraton, W. Va.  
 Tidwell, T. J.: (Fair) Denver City, Tex.; (Fair) Brownfield 20-25.  
 Tinsley, Johnny: Toccoa, Ga.; (Fair) Griffin 20-25.  
 Tip Top: Anguilla, Miss.  
 Triangle: (Fair) Roanoke, Ala.; (Fall Festival) Albany, Ga., 20-25.  
 Tri-State: Spokane, La.  
 Turner Bros.: Senath, Mo.; Manila, Ark., 20-25.  
 United Expo.: Marlin, Tex.; Calvert 20-25.  
 United States: Thomaston, Ga.  
 Victory Expo.: (Fair) Nacogdoches, Tex.  
 Virginia Greater: Bishopville, S. C.; Bennettsville 20-25.  
 Wallace Bros.: (Colored Fair) Jackson, Miss.  
 Ward, John R.: Baton Rouge, La.  
 West Coast: Taft, Calif., 14-19; Clovis 21-26.  
 White Star Attrs.: Selmer, Tenn.  
 Williams, Lewis: Benson, N. C.; Trenton 20-25.  
 Wolfe Am.: Liberty, S. C.; Greenville 20-25.  
 Wonder City: Star City, Ark.  
 World of Mirth: (Fair) Raleigh, N. C.  
 Zacchini Bros.: Mart, Tex.  
 Zeiger, C. F., United: Tucson, Ariz.

# BEACON BLANKETS

ONE CASE OR A CARLOAD PLACE YOUR ORDER NOW

	Case Lots of 30 Each	Less Than Case Lots Each
No. 140 Toba Indian Hemmed Edge Size 60x80	\$2.50	\$2.60
No. 144 Midway Plaid Hemmed Edge Size 60x80	2.50	2.60
No. 145 Magnet Plaid Bound Edge Size 66x80	3.15	3.25
No. 146 Mingo Indian Bound Edge Size 66x80	3.15	3.25
No. 141 Curlew Plaid Bound Edge Size 72x84	3.75	3.85
No. 142 Wigwam Indian Bound Edge Size 72x84	3.75	3.85
No. 154 Curlew Plaid Hemmed Edge Size 72x84	3.25	3.35
No. 155 Wigwam Indian Hemmed Edge Size 72x84	3.25	3.35

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NEW LOW PRICES ON BALLOONS. COMPLETE LINE OF PREMIUM MERCHANDISE.

WISCONSIN DELUXE COMPANY 1902 NO. THIRD ST. MILWAUKEE 12, WIS.

# GEORGE CLYDE SMITH SHOWS

Want for Suffolk, Virginia, Colored Fair, week October 20  
 Fishpond, Duck Pond, Grab, Ball Games, Cigarette Shooting Gallery,  
 Photos, Bumper. All concessions open except Bingo. Wire all replies.  
**GEORGE CLYDE SMITH SHOWS**  
 Henderson, N. C., this week; Suffolk, Va., next week.

# WHITE STAR ATTRACTIONS WANT

Ten-in-One, Monkey Show, Snake Show, Arcade, Ball Games, Fish Pond,  
 String Game, Blower, Bumper, Long Range Gallery, Basket Ball, Bingo,  
 Candy Floss, Candy Apples, Hoop-La, any Stock Concessions.  
 Selmer, Tenn., this week; Austell, Ga., next. Wire  
**A. O. Coffman, Owner-Mgr., or Bill Reese, Con. Mgr.**  
 P.S.: This show has 5 Rides, 2 Shows.

# WANT—CENTRAL STATE SHOWS—WANT

Will book following Concessions and Shows: Cookhouse or Grab, Photos, Fish Pond, String  
 Game, Bumper, Hoop-La, Age and Weight, Coke Bottles, Ball Games, Novelties, also Grind  
 Shows with own equipment. This Show will be out until Dec. 1st or later. Phone or wire  
**W. W. MOSER, Mgr.**  
 Central State Shows, as per route: Eastland, Tex., Oct. 13-18; Lampasas, Tex., Oct. 20-25.

# COMBINATION DRUMMER WANTED FOR KING BROS.' CIRCUS

Must be thoroughly experienced. Top union scale with the best of accommodations. Long season. Address: **LEE HINCKLEY, Band Leader**, Hartsville, S. C., October 16th; Winnsboro, 17th; Union, 18th; Elberton, Ga., 20th; Washington, 21st; Milledgeville, 22d; Thomas-ton, 23d; La Grange, 24th.

# American Beauty Shows WANT

For Portageville, Mo., Cotton Carnival, week of October 20. Seven days on streets. Concessions of all kinds. Reply to **J. H. SHARP** at Perryville, Mo., until October 18; then Portageville, Mo.



## Del. Charter Granted To Thebault Carneys

DOVER, Del., Oct. 11.—Louis J. Thebault & Sons, Inc., has been incorporated in Delaware.

The new corporation's stated purpose is to operate carnivals. Its capital is \$100,000 and the principal office is listed at the Corporation Trust Company, 100 West 10th Street, Wilmington, Del.

## SLA

(Continued from page 64)  
febvre, W. C. Deneke and H. D. Wilson as still confined. Chaplain Rev. Marcel La Voy is active in calling on the sick.

Hymie Stone, Detroit, was a visitor at the clubrooms and reported he may head south.

## Ladies' Auxiliary

First fall meeting was held Thursday night (2) in the Sherman Hotel, with Mrs. E. Sopenar, second vice-president, presiding in the absence of President Viola Fairly. Other officers present were Mrs. L. M. Brumleve, first vice-president pro-tem; Mrs. Maud Geiler, third vice-president; Mrs. Rose H. Page, treasurer, and Mrs. Elsie Miller, secretary.

Nan Rankine, first vice-president, is ill at her home with the flu. Etta Henderson is in Texas hospital.

Billie Wasserman and Frances Keller were welcomed back. Sayde Schwartz, passing thru Chicago recently, visited members and friends.

Named to the nominating committee were Mrs. Margaret Hock, Mrs. L. M. Brumleve, Mrs. Frances Keller, Mrs. Billie Wasserman, Mrs. Lee Gluskin, Mrs. Lena Schlossberg and Mrs. Margaret Filigrasso.

Letters were received from Trixie Clark, Billie Lou Foreman, Edna C. Riley, Cornelia Curtin, Miriam Farris, Dorinda Mae Reed and Mildred Miller.

News was received of the death of Daisy Hennies' son, Everett.

## NSA

(Continued from page 64)  
a visit. Art Lewis in from Virginia. Frank Miller left for Texas by plane. Ben Handmaker, from Miami, visiting members here. Letter received from Harry Meyers, now a resident of Miami. Recent visitors were Charles Rubinstein, George G. Johnson, Arthur (Doc) Marcus, Henry Fein, Justin Van Vliet, Clemens F. Schmidt, Fred Murray, John McCormick, Joe Hughes, Max Hofman, Sam Rothstein Joe Spivak, Ben Rosenberg, Moe Elk, Herman Cohen, Louis Kronenberg, Sol Wechsler, Jack H. Cherry, Louis Aarons, Harry Horner, Jack Hornfield, Jack Capria, Sam Robbins and Joe Bevans.

Unveiling of the monument to the late Maurice Merson will take place Sunday afternoon (19) at Mount Lebanon Cemetery, Brooklyn. Next meeting will be October 22.

## Ladies' Auxiliary

A fine turnout at the Wednesday night (8) meeting. President Ann Halpin greeted many who had just returned from the road or who attended their first meeting in some time.

Remember the bazaar and the books. Watch for your next bulletin carrying important news.

After closing with Glenn Gibson's Side Show on Capell Bros.' Shows, Jimmie (Carmen Lee) Hilyard, annex attraction, joined Duke Del Rio's Side Show on Sunflower State Shows. Also joining the org was his sister, Pat, who is featured on the Bubble Dance Show, and Pat Somney, concession agent.

## PCSA

(Continued from page 65)

an additional \$100 to the building fund. Ethel Krug was delegated to make the presentation to President Hobday and the members. Those present at the Douglas party were Mr. and Mrs. Earl Douglas, hosts; Gladys Patrick, Mrs. Ethel Krug, Harry and Marge Chipman, Mr. and Mrs. George Hiscox, owners of the Ziegler Shows; Mr. and Mrs. Housman, Mr. and Mrs. Nickerson, Mr. and Mrs. Ferguson and Thelma White.

Hobday appointed Chaplain Jack Hughes as chairman of the memorial services December 7, at Showmen's Rest, Evergreen Cemetery, Los Angeles. Ben Beno was named co-chairman.

Harry Rawlins conducted a selling campaign on the floor at the close of the meeting and sold \$62 worth of building fund tickets.

Drawing was won by Charles McHaney.

## Ladies' Auxiliary

President Trudie DiSanti was in the chair at the Monday (6) meeting.

Members who returned recently to the city are Pauline Crawford, Ethel Krug, Minerva Boyd, Maxine Ellison, Marcia Belles, Mora Bagby, Ethel Ebell, Jewell Hobday and Nell Ziv.

It was reported that Margaret Farmer has entered a San Francisco hospital for a general check-up. Babe Miller, recovered from a recent illness, attended a meeting for the first time in many weeks.

Bazaar articles were brought in by Marie Rhodes, Ethel Krug, Eva Thorson, Rose Rosard and Mora Bagby. Mary Taylor displayed many of the beautiful articles brought in from the Northwest by Edith Hargrave, who was unable to attend due to an emergency call from her brother in Utah.

Madge Buckley sent a traveling clock, Doris Douglas a leather poker chip and card set and a chenille bedspread, Midge Holding a lucite dressing set and Marge Chipman a silk comforter complete with plastic zipper case.

A bingo party given by Nina Rodgers, Mary Taylor and Peggy Steinberg concluded the evening.

Members extended their sympathy to Dora Carlson upon the death of her husband, Lloyd.

## CARAVANS, INC.

(Continued from page 65)

ranged by Lillian Lawrence for Thursday (16) at 8 p.m.

Members nominated for offices were Lucille Hirsch for president, Edith Striebich and Ann Sleyster for first vice-president, Bessie Mossman, Claire Sopenar and Billie Lou Foreman for second vice-president, Isabelle Brantman, Mae Oakes and Veronica Potenza for third vice-president, Marinna Pope for financial secretary and Rebecca Daniels and Clara Polich for treasurer.

Nominated for the board of governors were: From Chicago—Edna O'Shea Stenson, Irene Coffey, Jeanette Wall, Lillian Lawrence, Ann Young, Nellie Abbott, Pearl McGlynn, Mae Taylor, Josephine Gickman, Lorraine Dugas, Helen Wittour, Martha Witter, Estelle Swiader, Marge Fries, Agnes Barnes, Katie Owens, Joicey Williams Gray, Grace Lynn, Emma Atzel, Alice Hill, Josephine Woody and Esther Meyers. From out of town—Midge Cohen, Hattie Hoyt, Evelyn Blakely, Daisy Davis, Frances Frazier, Evelyn Lee, Dorothy Bloom, Ann Roth, Hattie Wagner, Estelle Ragan, Myrtle Hutt Beard, Emily Baily, Ann Doolan, Ruth Gottlieb, Raynell Golden, Harriett Mayer, Winona Woodward, Ruth Martone, Ethel Shapiro, Irene Flexer, Edna Lasures, Sophia Carlos, Mrs. Harry Hennies, Clara Zeiger, Mrs. Bob Parker, Mrs. Harold Paddock, Esther Weiner, Dolly Young, Minnie Simmons and Alma Richards.

# CARAVELLA AMUSEMENTS

NOW SHOWING

## THE GREAT NEWBERRY FAIR

NEWBERRY, S. C.

OCTOBER 20 TO 25

## JUNIOR C. OF C. FESTIVAL

BATH, S. C.

OCTOBER 27 TO NOVEMBER 1

## AIKEN, S. C., Auspices American Legion

JOIN FOR THESE BIG ONES

All types of Hanky Panks open, especially String Game, Photos, Penny and Glass Pitches.

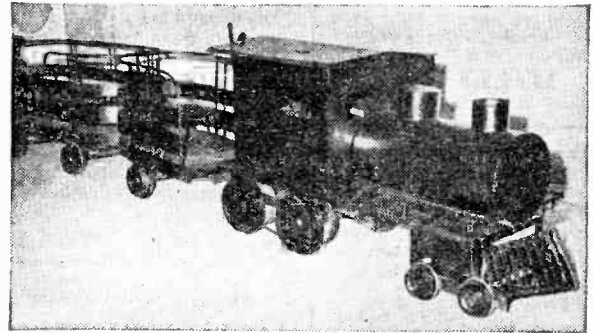
Good Ride Men (1st and 2d) joining now will be given preference for next season. Foreman for Moon Rocket, Rolloplane and Octopus. Will book Shows of all kinds, except Side Show.

Everybody Reply

FRANK CARAVELLA

Newberry, S. C.

## KIDDY TRAINS



18-inch track, gasoline driven, welded construction with low center of gravity. Four kiddies to a car or 2 grown persons. These trains are really built and priced right.

Write H. A. OVERHOLT  
MEDINA, OHIO

## W - A - N - T - E - D

### K-KISS WRAPPING MACHINES

NEW OR USED

WRITE - PHONE - WIRE

NORTHWESTERN SALES AND SERVICE COMPANY

4105 16TH AVE.

Windsor 8-3600

BROOKLYN 4, N. Y.

# ROYAL

Exposition Shows

## WANT

For Bulloch County Fair, Statesboro, Ga., October 20 to 25; followed by Savannah, Ga. (White), Fair, and Bacon County Fair, Alma, Ga.

A couple of Flat Rides, Funhouse, Motordrome, Penny Arcade, legitimate Concessions of all kinds, Monkey or Animal Show, Illusion Show, Minstrel with own outfit and transportation. Here is your chance for three good weeks' work, then Florida. All address:

THIS WEEK, LOUISVILLE, GA.; THEN AS PER ROUTE.

P.S.: Baby Groffo, come on; will place you.

## Silver States Shows #2

Want Side Show Manager with Acts and Inside (have complete frame-up including banners). Can also place Small Show with own transportation. Can use a few more Hanky Pank Concessions. Address:

Water Valley, Miss., this week; then as per route  
More Mississippi fairs to follow—out until Christmas

## St. Andrews, N. B., Old Home Month Pans Out Success

ST. ANDREWS, N. B., Oct. 11.—Old Home Week, celebrated here annually, was changed this year to Old Home Month and business men here, backers of the celebration, reported it a huge success and said it would be staged again next year.

Program ran for 30 days and included outdoor and indoor entertainments, band concerts, parades, shows, and yacht and motorboat racing. The local arena, built and operated as a community building, was the center of the indoor program.

## FOR SALE

16-CAR OCTOPUS, '47 MODEL  
'42 MODEL FLYOPLANE

Both rides in excellent condition, with one without transportation. Can be seen in operation with Endy Bros.' Shows, Macon, Ga., Fair this week.

B. H. BRITT

## SUPER ROLLOPLANE

### FOR SALE

Immediate possession, with or without transportation. Good condition. Now operating Franklinton, Louisiana, Fair.

Wire or Visit

P. M. WILLIAMS

Care Buff Hottle Shows

## COMPLETE SHOOTING GALLERIES MADE TO ORDER

With our specialized machine shop we are prepared to build your Shooting Gallery to your own specifications. Write or phone your needs.

V & M MACHINE WORKS

1234 Adams St., S. HELENA, CALIF.  
Phone 126-J

## JOHNNIE JOHNSON

### WANTS

Join Columbia, S. C., State Fair, Oct. 20-25.

Sober, reliable Ice Cream Workers who are capable of cutting, dipping and rolling; also sober Road Hustlers for Orangeburg, S. C., Nov. 3 to 8, for football stadium and grandstand.

This week, Anderson, S. C.

## Attention, Carnival People

Anyone knowing the whereabouts of FRANK HENTZ, 14 years of age, 5 ft., 5 in., tall, medium build, light brown hair, freckled face, hazel eyes, likely to be working as an agent, wire us collect.

Dobson's United Shows  
WHITE BEAR LAKE, MINN.

## FOR SALE

One 1947 Streamliner Caterpillar Ride, 18 cars, Allan Herschell make. Been set up only 7 times. Was delivered from factory in July. This Ride is clear from all debt. Will sell for \$13,500.00 cash. Now operating in Arkansas. Address: BOX D-139, Care Billboard, Cincinnati 22, Ohio.

## FOR SALE

Electric Rubber Ground Cable, No. 2-7-37, three wire, 220 volt. Will carry 50 kw. Brand new. Sample if you wish. Hurry, only 5,000 feet left. 25% deposit with order.

J. R. McSPADEN

465 North James Road COLUMBUS, OHIO

## Fair Proves Big One For Larry Nolan Org

BOISE CITY, Okla., Oct. 11.—The Larry Nolan Shows registered the largest gross at the Cimarron County Fair in the annual's last 28 years. The event, held October 2-4, pulled a record outside gate and peak grandstand business as well as record-smashing midway business. The latter was hiked by the fact that the shows were in operation the day before the fair, and also by the giveaway of two new cars. Booths on the giveaway were spotted in the center of the midway.

Madlin Nolan's bingo registered its biggest day of the season during the fair. Green Young, who added helium balloons to his concessions, did a big biz. Elvin and Arline Bishop, with popcorn, floss and cigarette gallery, also did big, as they have thruout the season. They are awaiting delivery of a new 27-foot house trailer.

B. J. Sullivan joined to take over the kiddie rides. He is assisted by Johnny Masterson. LeRoy Huffman and Red Bishop finished painting the Rolloplane. The crew has been working thruout the season keeping the equipment well-painted and the org will go into winter quarters virtually ready to go out in the spring. LeRoy Huffman and Andy Reed will be in charge of quarters.

Gene Stillely closed to return to school in Denver. Mr. and Mrs. Larry Nolan will rest for a few weeks in Denver, then take a four-week vacation trip, during which they will visit Kansas City, Mo., St. Louis and Houston before returning to their home in time to work the Denver Stock Show.

Nolan recently purchased two additional rides and placed an order with the Downey Supply Company for early delivery of Downey Telescopic light towers.

## Nesbitt Producing Company Files Incorporation Papers

CINCINNATI, Oct. 11.—Papers of incorporation have been filed here by the Nesbitt Producing Company, operator of the Covington Parade Company, specializing in the presentation of pre-Christmas parades.

William T. Nesbitt Jr., treasurer, announces that 15 dates have been booked in Ohio, with dates pending in the Virginias and Kentucky. The company, which was inactive during the war years, was originated in 1937 and now carries 30 people and moves on 10 trucks. Parades are presented under auspices of city business men, junior chambers of commerce, etc., and feature live acts and animated floats and local bands.

## Hollywood Skating Revels May Sell Out at Sandusky

SANDUSKY, O., Oct. 11.—The SRO sign is expected to be hung out when the Hollywood Skating Revels (roller) appear at Junior High Gym here Tuesday (21), according to Dan Love, chairman of the sponsoring Junior Chamber of Commerce.

Love says he expects to seat over 2,500 with an additional 500 standees. Nearly \$1,000 worth of advance tickets have been sold, with ducats scaled at \$1.25 and \$1.75.



## Coming Events

### California

Anahelm—Halloween Festival. Oct. 31. J. W. Moeller, 136 N. Los Angeles St.

### Colorado

Center—Potato Show & Fair. Oct. 16-18. W. O. Souder.  
Del Norte—Livestock Fair. Oct. 23-25.  
Denver—Denver National Home Show. Oct. 11-19. John W. Daly, U. S. Natl. Bank Bldg.

### Illinois

Chicago—Antiques Expo. & Hobby Fair. Oct. 13-17. Roy Mosorlak, 2810 S. Michigan.

### Kentucky

Cynthiana—VFW Autumn Festival, indoors. Oct. 15-18. J. D. Brunker.

### Massachusetts

Boston—Boston Garden Rodeo. Oct. 30-Nov. 11. Walter Brown.

### Mississippi

Meadville—Livestock Show. Oct. 30-Nov. 1. H. R. Babington.

### Missouri

Liberty—Junior Livestock Show. Oct. 18-19. Stuart Biggerstaff.

### Nevada

Carson City—Nevada Day. Oct. 31. E. H. Miller, Box 612.

### New York

New York—World's Championship Rodeo at Madison Square Garden. Sept. 24-Oct. 26. Frank Moore.  
New York—Antiques Fair. Oct. 20-24. C. J. Nuttall, 40 E. 49th St.  
Rochester—Better Homes Expo. Oct. 18-25. Frank Dubinsky & Sam E. Stone, 71 Sharon St., Hartford, Conn.  
White Plains—Better Homes Expo. Oct. 14-19. C. J. Nuttall.

### Ohio

Circleville—Pumpkin Show. Oct. 22-25. Ned H. Dresbach, Court House.  
Ripley—Farmers Fall Festival. Oct. 23-25. Eugene F. Drake.

### Pennsylvania

Philadelphia—Amateur Science Hobby & Craft Show. Oct. 20-25. H. Sherman Assn., 1321 Arch St.

### South Dakota

Sioux Falls—Viking Days. Oct. 17-19. Tom Killian, 622 W. 21st. St.

### Tennessee

Union City—Corn Festival. Oct. 13-18. Cecil Moss, American Legion.

### Texas

Gilmer—East Texas Yamboree. Oct. 29-Nov. 1. Don V. Purlington, Chamber of Commerce.  
Waco—Cotton Festival. Oct. 20-30. Pop Hale, 610 Webster St.

### Canada

Kingston, Ont.—Int'l. Plowing Match. Oct. 14-17. J. A. Carroll, Parliament Bldgs., Toronto.



## Dog Shows

### California

Sacramento—Oct. 25. Mrs. Rita P. Wilson, 6225 5th Ave.  
Sacramento—Oct. 26. Mary E. Ashbury, 3500 13th St.

### Connecticut

Hartford—Oct. 19. Foley, 2009 Ranstead St., Philadelphia.

### Florida

Pensacola—Oct. 28. Mrs. W. C. McCafferty.

### Indiana

Richmond—Oct. 26. Mrs. Burl Durman, New Castle.

### Maryland

Chevy Chase—Oct. 18-19. Foley, 2009 Ranstead St., Philadelphia.

### Massachusetts

Boston—Oct. 17-18. Leon H. Perkins, Cochituate.

### Michigan

Grand Rapids—Oct. 18. Mrs. Marjorie Stevens, 3850 Clyde Park Ave., S. W.

### Missouri

St. Louis—Oct. 19. Mrs. Clifford Burton, Maplewood.

### New York

Auburn—Oct. 18. Foley, 2009 Ranstead St., Philadelphia.  
Jamaica, L. I.—Oct. 19. Foley, 2009 Ranstead St., Philadelphia.  
Rochester—Oct. 19. Foley, 2009 Ranstead St., Philadelphia.

### Pennsylvania

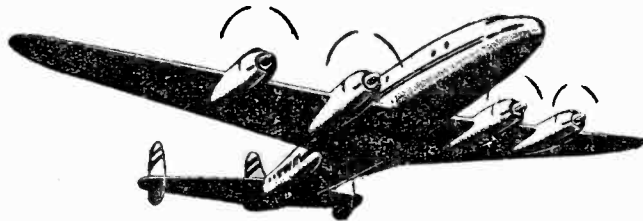
Kingston—Oct. 26. Foley, 2009 Ranstead St., Philadelphia.

### Washington

Seattle—Oct. 18-19. Hamlin C. Grier.

# The Billboard

## SPECIAL DISPATCH SERVICES AVAILABLE



**AIR MAIL** \_\_\_\_\_ Tuesday delivery. Cost 5c an ounce, an average of 80 cents a copy. Special delivery 13c extra.

**SPECIAL DELIVERY ONLY** \_\_\_\_\_ Tuesday delivery within 300 miles of Cincinnati. Cost 17c a copy.

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Above rates in addition to price of The Billboard. Single copies can be mailed at the above rates plus 25c.

For more information write

**Circulation Dept., The Billboard**

2160 Patterson Street, Cincinnati 22, Ohio

# HARRISON

## GREATER SHOWS

PRESENTING "THE SHOWS OF SHOWS"

### WANT

For Charleston Negro Free Fair, Charleston, S. C., Oct. 20-25, over 100,000 attended last year; with South Carolina State Colored Fair, Oct. 27-Nov. 1, Columbia, S. C., to follow; with two more Fairs to follow and long season south.

Will book Eli Wheel and Roll-o-Plane for these Fairs. Will book any money-getting Shows, such as Monkey Show, Snake Show or any worth-while Show. Can use Ride Help on all Rides. Want Legal Adjuster at once. Can place Concessions of all kind, such as Eating and Drinking, Popcorn, Candy Apple, Ball Games, Penny Pitch, Fish Ponds. A few choice Concessions open, also Percentage. All wires:

**FRANK HARRISON**  
ORANGEBURG, S. C., THIS WEEK.



# Cold, Rain Spoil C&W's Bid For Topnotch Gross Marks at Richmond's Atlantic Expo

Daily Figures Waver Between \$8,000 and \$10,000

RICHMOND, Va., Oct. 11.—A spell of cold, rainy weather has stumped the efforts of the Cetlin & Wilson Shows for the second year in a row to rank up the gross they feel is due the fun zone at the Atlantic Rural Exposition which closes here tonight. The successor to the old Richmond Fair has all the makings for turning in a series of red ones for the midway and double shows thruout most of the engagement for the grandstand, but it will never happen until a week of ideal weather coincides with the staging of the fair.

Even with inclement weather some daily grosses have wavered between the \$8,000 and \$10,000 mark, officials said. This is an indication of what might be expected if natives could forget about mud holes and could give their undivided attention to the attractions at hand. Cetlin & Wilson Shows have plenty of the latter, for this or larger annuals, as was demonstrated at the Indiana State Fair, Indianapolis.

### Notable Date

Mention of the Indianapolis doings is included because Co-Owners Izzy Cetlin and Jack Wilson; L. C. McCarter, general agent; Bill Hartzman and Whitey Walker in the office, and members of the personnel present at that auspicious occasion, give it voiced precedence—even over the business at hand. All conversation must necessarily include a rehash of the big one. But this will be a notable date too. If Cetlin's prediction of a \$75,000-\$100,000 take under favorable conditions materializes, the

ambitions of Cetlin and Wilson probably will not be denied, with only two years of big league railroading behind them, there has been no time for complacency. Nothing is being overlooked in whipping together a fair route which they hope will be second to none. McCarter has been firing bullets fashioned by the partners for the past few years and, to hear them tell it, what has gone before is only a prelude to the bombardments being readied.

### Reconstruction Work

A lot of work and money has gone into the construction of the org. Advances made over last year are readily apparent, and plans for the future call for even more elaboration. Some solid show attractions are carried and if the office can make the nut on these, especially at its remaining dates, it will be doing exceptionally well.

Opening Monday (6), Children's Day, was good despite the fact that it was not a school holiday. Arranging for time off for both city and county school kids will turn this day into a red one. A good take resulted Wednesday (8) when 23,800 paid customers provided the week's heaviest gate. Thursday and Friday (9-10) were largely lost to rain. Some of the cabbage missed during the week may materialize today if clear weather prevails thru tonight.

The midway was better laid out than in the past. The grandstand blow-off is now dumped into the glittering appeal of the midway, instead of into an ill-lighted exit route.



### WANTED

For Middle Georgia Colored Fair, Macon, Oct. 20th; Randolph County Fair, Cuthbert, Ga., Oct. 27th; with Citra, Florida, County Fair following.

Legitimate Concessions of all kinds. Will give X on Diggers, Custard, Novelties. Space for Pitchmen, Demonstrators. Wanted—Organized Minstrel Show, have complete outfit for same. Ride Help that can drive Semis. Replies to

**W. E. BUNTS**

CRYSTAL SHOWS, THIS WEEK, BARNESVILLE, GA.

### WANT

Wheel, Chairplane, clean Concessions, small Bingo, Kid Rides, Shows with own transportation. Sober Merry-Go-Round Foreman we know. Holbrook wants Agents. Entire show out all winter, South Texas.

### BELL-VINSON SHOWS

FOREMAN, ARK.

### FOR SALE—7-TUB TILT

Completely rebuilt, in good condition, \$3500.00. Can be seen in operation, Winona, Miss., this week; Philadelphia, Miss., Oct. 20-25; Luverne, Ala., Oct. 27-Nov. 1. Will sell with or without transportation.

**L. B. LAMB SHOWS**

### WANT TO BOOK FOR RUTLEDGE, GA.

and balance of season: Small Bingo, \$20.00. Also use few choice Hanky Panks, \$10.00 each. Get with us now for our fall and winter season.

Replies

**MGR. GEORGIA AMUSEMENT CO.**

Rutledge, Ga.

## A.M.P. SHOWS

*Juggy*  
**FAIR FAIR FAIR**

This is the big one, Hartsville, S. C., Veterans of Foreign Wars Fair, October 20-25. Want a few choice Wheels, Skillo and Grind Stores; Mitt Camps and all Concessions open. Special rates to Hanky Panks. Wire and reserve space. Just a limited amount of Concessions. We won't overload. We don't need any Shows or Rides, as this is a proven show. Come and get your winter bank roll here. Positively will work. Six more choice Georgia Fairs to follow. All wires to

**Mark (Curley) Graham, Business Mgr. AMP Shows**  
Lewisburg, N. C., this week; Hartsville, S. C., next week.

## LAWRIENCE

**GREATER SHOWS**  
*amusements of to day plus a bit of tomorrow*

### WANT NOW

for Durham, N. C., Colored State Fair, with Wadesboro, N. C., Cotton Carnival to follow, then the Big Clarendon County Fair and Exposition at Manning, S. C. Will place for these dates, Concessions of all kinds.

Will book or buy, Spitfire Ride with or without transportation. Must be in first-class condition.

Want Ride Help all rides and can always place useful Show People in all lines.

All replies to Durham, N. C., this week, then as per above dates.

## JIMMY BROWN'S EMPIRE STATE SHOWS

FEATURING THE ORPHAN'S CARAVAN

Want Concessions of all kinds. Percentage sold. Want Rides and Shows not conflicting. Wire what you have. Opening for Bingo, Diggers, Popcorn, Floss and a Cookhouse that will cater to show people.

Will buy, rent or lease 50 to 75 Kw. Transformer mounted on truck or trailer. ATTENTION: Betty (Hill) Brown, Jos. Roxie, Honey Lee Walker, Kenneth Whitehead, Betty Morrison, Jean Cook, Harry Allen and all people with me before, contact me at once. Now playing Disabled War Veterans' National Jamboree and Homecoming, Muncie, Ind., week Oct. 13-18. One more spot in Southern Indiana, then the cream of the crop in the Deep South. Have choice spots booked in Louisiana. Out all winter. Route to interested parties. Time is short, all wire **JIMMY BROWN, Delaware Hotel, Muncie, Ind.**

NOTICE: Committees and Fair Secretaries between here and New Orleans, contact me at once. Have several open dates. This show plays host to your favorite orphanage each Tuesday.

## ROYAL CROWN SHOWS

WANT

For Marianna, Florida, Fair, Oct. 20-25, with Great Houston County Fair, Dothan, Ala., to follow.

Can use Dark Rides or Looper, Rocket or Scooter for these dates and balance of season. Can place Monkey Show, Snake Show or anything not conflicting. Can place any kind of Stock Concession. All answers to

**E. L. YOUNG, Mgr.**

Royal Crown Shows, Panama City, Fla., this week; Marianna, Fla., and Dothan, Ala., to follow.

## ANDERSON'S GREATER SHOWS

*the fine old show with the grand old name*  
**WANT FOR GUIN, ALA., TRI-COUNTY FAIR**

and six Mississippi Free Fairs to follow. Out till Xmas. Want Cookhouse, Diggers, Candy Floss, Stock Stores only \$20.00. P.C. open, \$15.00 and 1/3. Will book Skillo and Count Store, \$25.00 and 1/3. Have complete outfit for Geek, or what is it? Want Chairplane Foreman. Need sound car. All address:

**NORMAN ANDERSON**

ANDERSON'S GREATER SHOWS, GUIN, ALA.

## SOUTHERN STATES SHOWS

AMERICA'S CLEANEST CARNIVAL

WANT

For balance of season which runs into December in Florida. Few more Stock Concessions, especially Photos and small Bingo, Fish Pond and Bowling Alley. Useful Ride Help that drive trucks. All answers to

**JOHN B. DAVIS, Mgr.**

MOULTRIE, GA., THIS WEEK.

## C. A. STEPHENS SHOWS

WANT

For Chatsworth, Ga., Fair, Oct. 20-25; Elberton, Ga., to follow. Concessions that work for Stock, Arcade, Rotaries, Snow, Long and Short Range Galleries and Palmistry. SHOWS—Will book Shows with own equipment. RIDES—Can place Octopus, Spitfire and Tilt. Want Wheel Foreman. Must be sober. Address: **ADAIRSVILLE, GA., THIS WEEK.**

# WEATHER HITS RICHMOND EXPO

## Execs Hope For 200,000 Minimum Gate

### Tents House Exhibits

RICHMOND, Va., Oct. 11.—With only one day of ideal weather, Atlantic Rural Exposition was still a long way from fulfilling the high hopes held for it by officials and showfolks. Thru October 10, after five days of operation, total paid attendance had reached only 100,000. Officials are hopeful of a future minimum of 200,000.

Fair weather today should add greatly to the total, as folks seem anxious to come, and those who have attended are quoted as being pleased with this year's offering. Word-of-mouth advertising is heralding the fact that something resembling the old Richmond Fair is at last back again.

General Manager J. A. Mitchell, lured from Anderson (S. C.) Fair, where he made an indelible mark in the promotion of a small annual a scant two months ago, accomplished wonders in the limited time. He replaced Paul Swaffer, resigned.

Showmanship is evident, beginning at the front gate, where an avenue of flags has been created, right thru to the grandstand which has been considerably brightened and is no longer lost in a blend with the wooded background. Ten modernistic towers constructed of boiler tubing imbedded in concrete, trimmed in neon and framed in replaceable bases, help give the annual considerable eye-appeal.

### Wednesday's 23,800

Wednesday (8) drew the biggest gate to date when 23,800 paid customers attended. This is thought to be an indication of what can be expected when good weather coincides with the staging of the fair. Monday (6) was good even tho school children were not given a holiday to participate in the day set aside for them. Thursday and Friday were wet and cold, and attendance averaged only about 12,000, hefty turnouts considering the constant drizzle. Friday was designated Commonwealth Day with Governor Tuck and other State officials attending, but the weather kept away many State employees who were given a half holiday in honor of the occasion. Big-car auto races staged by Sam Nunis, only thrill unit carded for the week, will be featured this afternoon.

### Hamid Follies Big

Despite the weather, George A. Hamid's *Grandstand Follies*, featuring the Roxyettes, has played to near-capacity crowds nightly. Wednesday a second night show had to be given to care for all who wanted to attend and, altho the grandstand capacity is only 3,200, nearly 9,000 tickets were sold. Not a show has been lost, even tho it was often necessary to burn off the stage to assure performers of partially safe footing. Hamid personally supervised the opening. George Jr. was here for a couple of days. Lee Barton Evans is unit manager. Fireworks were a nightly feature. Harness racing was featured the first five afternoons. General admission was 80 cents, reserved seats \$1.25.

About a dozen large tents, some

## Sunbrock Bally Sparks 250G Suit

(Continued from page 48)

for the "purpose of drawing benefit and profit" from his reputation. Weese declared that he has appeared in hundreds of shows in the past 14 years and that his performances have been both broadcast and televised.

Court officials stated the suit will be assigned to a judge in the next few days, after which a preliminary hearing will be called with all principals or their representatives present for the purpose of discussing the case. Should no agreement have been reached in the meantime, a trial will be held as soon as the court calendar is free. Officials indicated that with the present crowded schedule it will be some months before a trial can be held.

Sunbrock, reporting on business done by his rodeo here, said night attendance has been good, with matinee business light.

## Rogers Gets Away To Big Start in Chicago; 26 Performances Set

CHICAGO, Oct. 11.—The Roy Rogers Rodeo, featuring the flicker star, moved into the Chicago Stadium Thursday night (9) for an 18-day 26-performance stand, and in the first three shows thru today's matinee pulled excellent crowds.

Opening night netted some 12,000 customers and the turnout the following night was virtually the same. Today's matinee yielded a capacity house, comprised principally of kids, who are admitted for half price at Saturday matinees only during the engagement. Matinees are also skedded for each Sunday.

Supporting Rogers on the singing end are Dale Evans, also of motion picture fame, and the Sons of the Pioneers. Also spotlighted are Rogers' horses, Trigger and Trigger Jr. Headlined cowboys are Jim Eskew Jr., Ralph Collier, Buddy Mefford and Buck Bowell. Stock is furnished by Col. Jim Eskew.

The rodeo received excellent advance publicity. Tommy King, recently installed, heads the Stadium publicity department.

of which were about 300 by 80 with nine center poles, were used to house exhibits in lieu of permanent buildings which are in the planning stage. Canvas, rented from the Dize Tent Company, Winston-Salem, N. C., had long been used successfully at Anderson by Mitchell, but despite the acres of sheltered ground provided, it was far from adequate because exhibits, especially in poultry and cattle divisions, overflowed. Only a fraction of the 452-acre grounds, which includes a regulation steeplechase course, is in use.

Mitchell plans installation of permanent shop facilities to operate on a year-round basis. Building will be handled by Charles B. Kidder, who started here after Mitchell took over. Kidder, a show builder of many year's experience, has toured with the World of Mirth, Johnny J. Jones, James E. Strates and Cetlin & Wilson shows.

Another old-timer with years of circus and carnival experience, James W. Stevenson, is assistant to Mitchell. L. T. Christian handled many details of this year's offering, as he did in the past with the old fair.

## Atlanta's Gate Drops 17½%; Fair, Showfolk Happy, Tho

ATLANTA, Oct. 11.—The Southeastern World's Fair here was 17½ per cent below last year, from the attendance standpoint, according to figures released this week by Mike Benton, fair president. Benton said a total of 728,811 went thru the gate this year, compared to 883,000 last year. Cold weather, especially at night, was responsible for some of the drop-off this year, but Benton said the main reason for the slump was a "leveling off" of fair business in general after last year's boom. "We did well this year and there's no cause for alarm about the drop-off," Benton declared. "After the rise in the cost of living this year, we expected somewhat of a fall in attendance," Benton added.

Rides and shows this year grossed \$152,209. Benton cut the prices on some of the rides and he attributed an upswing in this type of revenue to the lower tariff. Saturday (4) was the best day, with the fair doing more biz than any other day of any year with the exception of the same date in 1946.

### Strong Promotion

The fair, which this year had Endy Bros.' Shows on the midway, had better than good promotion. A total of 105 radio broadcasts originated from the fairgrounds, with four Atlanta radio stations covering almost every phase.

"All in all, it was a good year," and as Benton summed it up: "Endy Bros.' Shows are happy. I'm happy and the people are happy. So who's kicking?"

Lakewood Park, where the Southeastern Fair was housed for 10 days, September 26-October 5, suffered a sharp decline in business of about 35 per cent this year, Benton said.

## Winston-Salem Hurt By Rains But Perks With Weather Break

WINSTON-SALEM, N. C., Oct. 11.—Winston-Salem and Forsyth County Fair, October 7-11, was all but washed out by rain the first two days, Tuesday and Wednesday, and a wet track forced postponement of trotting races until Thursday afternoon.

Weather improved sufficiently Wednesday to draw a crowd of 35,000 to the grounds and to permit the George A. Hamid *Fantasies Revue* to make its first appearance before a packed grandstand. Bernie George emceed the revue, which featured Harold Barnes, wire walker; Slivers Johnson, clown; Four Cantons, equestrians; Gautier's Steeplechase, canine novelty, a line of 18 Roxyettes and Russ Nace's Spring Garden Band.

In addition to harness racing and nightly displays of fireworks, entertainment included Joie Cnitwood's Hell Drivers Friday afternoon and big car auto races, staged by Sam Nunis, today. Frank Bergen's World of Mirth Shows occupied the midway.

## TAMPA TOURIST OMEN

(Continued from page 48)

Labor Day. Another carnival, the Hennies Bros.' Shows, broke a previous record, prior to the Minnesota Exposition, with a \$165,000 gross at Des Moines.

"Free spending was reported the rule in other sections, too, by fair managers and operators whose pre-season pessimism has been washed away by record crowds. According to *Billboard* magazine, Delaware, Pennsylvania, Maine, New York and other states have been the scenes of success stories by fairs and carnivals. "If the experiences encountered by the traveling expositions and county

## Jackson, Miss., Record-Breaker In Many Phases

JACKSON, Miss., Oct. 11.—The Mississippi A. & L. State Fair, which entered its final day here today, is an assured record-breaker in total attendance, grandstand patronage and in midway business.

Today J. M. Dean, the fair's secretary-manager, estimated that attendance for the six-day event would hit 300,000. He emphasized that this was an estimate inasmuch as the fair operates with a free gate.

All existing records for grandstand patronage were shoved into the discard during the first five nights. Two shows were staged nightly in front of the stand and these drew excellent crowds the first three nights and Thursday (8) and Friday (9) they filled the 5,000-capacity grandstand to overflowing.

The night show consists of a revue and acts contracted thru the Barnes-Carruthers Theatrical Enterprises, Chicago.

On the midway the Cavalcade of Amusements is piling up a new all-time high gross for the fair. It was estimated that the rides and shows gross after tax deductions would hit about \$75,000. The previous record, set last year by another org, was in the neighborhood of \$65,000.

The annual is distinguished by the large number of commercial exhibits, as compared to previous years, and also by the increase in number and quality of the agricultural exhibits.

Weather thruout has been ideal. Attendance has consistently been heavy at night, light in the daytime. No attractions, excepting the midway, are operated in the afternoon, that part of the day being given over to judging and similar features.

## GRUND INKS ACTS

(Continued from page 48)

than it is here. It is difficult to convince acts of this, he added. Asking price of a good three-people flying act is \$1,000 net per week with free transportation thrown in.

Grund visited Circus Schumann, Copenhagen; Cirque d'Hiver and Cirque Medrano, Paris; Blackpool (England) Tower Circus; Circus Knie, Switzerland; Circus Scott and Circus Mijares-Schreiber, Sweden.

Grund flew over and back and traveled by air thruout Europe. He estimated his trip cost about \$4,000. Much of this went for excessively high living expenses, with dinners costing about \$7 and being the equivalent of a \$1.50 meal here. Good food was scarce and Grund lost considerable weight.

and State fairs can be taken as a gauge, Florida should be in for a banner tourist season this winter."



# DALLAS HOLDS RECORD PACE

## Good Weather All Is Needed To Set Mark

2,000,000 Thru Gates?

DALLAS, Oct. 13.—State Fair of Texas, thru the first eight days of its 16-day run, held on to its record-breaking pace, as did the other major fairs of the nation, and only a miserable break in the weather the last seven days can prevent it from being the greatest annual in this State's history from every angle.

Thru the first eight days 856,380 people made the outside-gate turnstiles click, and Sunday (12) the millionth customer, a woman, walked in to receive a gold-plated washing machine, the millionth washer made by the Bendix Company. W. H. Hitzelberger, vice-president and general manager of the annual, made the presentation, and with it the prediction that another million will have come and seen before the gates are locked next Sunday night.

Friday (10), a Kiddie Day, was tops for the first half of the run, 213,249 being clocked, and Saturday, with the Texas-Oklahoma football game as the chief draw, came thru with 211,044. While the count was not complete last night, the checkers were positive the 200,000 mark would be knocked off again.

Between the week-ends the business was thin all over the grounds, altho the lightest day, Wednesday, saw a 23,263 count despite an afternoon rain. Officials explained the light midweek business by pointing out that the bulk of Texas's population is rural, and it naturally follows that they should turn out on the week-ends.

Ray Marsh Brydon, general superintendent of the midway shows, reported that the take in that area for the first eight days was \$93,199.56 after Uncle Sam had been appeased. There was some shifting of locations during the week in order to strengthen the line-up, and Fred Tennant Jr., concessions manager, wasn't hesitant in praising the entire set-up, and his statement was heartily endorsed by Hitzelberger.

Joe Ray, midway cashier, was smiling all the while as gobs of gelt passed thru his hands into the association's bank in the Administration Building.

Denny Pugh and Joe Murphy were busy most of the time rounding up additional stock for their concessions, as the play far surpassed their expectations. Pugh announced before the opening that he would be happy if the front end business did not drop more than 15 per cent. When the books were audited Saturday night a check showed that the concessions were 10 per cent ahead of the 1946 record, and Sunday the swarm of folks were literally fighting the stores.

Ray announced that the ride grosses were easily 10 per cent ahead of last year, and it must be pointed out that ride grosses are

## Blue Grass Org Scores in Georgia

LAWRENCEVILLE, Ga., Oct. 11.—Since moving into Georgia, the Blue Grass State Shows have been hitting one good spot after another, and Manager C. C. (Specks) Groscurth reports that if things keep going at the present pace the show will wind up the season with a neat bundle.

Before moving into Georgia the org chalked up a winner at Princeton, Ind. In fact, Groscurth reported, it was the best two-day spot of the season. From Princeton the show moved to the Hartford, Ky., Fair and enjoyed one of the biggest weeks of the season.

Finishing the Kentucky dates, the Blue Grass Shows jumped 375 miles to Madisonville, Ga., for the fair. That spot opened slowly, but before the week was up business spurted and it went into the books as a very successful stand. Rides, shows and concessions all did big, and Kids' Day was the biggest in the history of the fair.

Many new faces are to be found along concession row since the org moved into Georgia. Bud and Boots Dunavant rejoined. Mr. and Mrs. Frank Hamill purchased a new truck. John Willander continues to draw as the free attraction.

Mr. and Mrs. Reales Harper are the parents of a daughter, born in Mount Vernon, Ind.

Visitors included J. C. Weer, former carnival owner; Johnny Tinsley, Jim McCall, Dave Endy and Col. H. E. Stahler.

not included in Brydon's report, as his domain does not include the iron.

The weatherman sent the lads to bed last night a bit nervous as he predicted rain for Monday, Negro Day, when more than 150,000 colored people from all parts of Texas are expected. The long-range prediction for the remainder of the week was fair, and the midwayites were pleased as they expect the *Queen for a Day* show in the Cotton Bowl to bolster the matinee business, as this radio feature blows at 1:30 p.m., and officials expect it to draw remarkable throngs. *Queen for a Day* goes Wednesday, Thursday and Friday, which is also High School Kids' Day. The closing Saturday and Sunday usually take pretty good care of themselves.

*Ice Cycles* is standing 'em up as was anticipated, while *Annie, Get Your Gun* has them hunting for tickets.

Rivalry is keen on the shows' midway for top-gross honors, with the Motordrome proving the outstanding surprise. Eighty-four shows were given in the Drome Saturday (11), with the riders being completely spin dizzy when the day was done. Walter Hale's *Pin-Up Parade* picked up ground as the days passed, indicating that word-of-mouth advertising might help it land in the winner's circle by next Sunday night. Hale has a strong array of talent, including Jean Cook, Candy Renee, Connie Hale, Bertie Austin, Romona Ortiz, Valoria Lopez, Charlotte Krone, Fay Marder and Rita Rose. Hale's second unit, *Queen of the Nudists*, is managed by Helene Decenzie, featuring Gloria Gest.

Sunny Bernet had a rough time of it the first week with his White Horse Revue the first eight days, but a pleasing show got it excellent response and a ticket tie-up with a brewery hypoped business Sunday and gave indication that this attraction, too, will finish a winner.

## Expect NAAPPB '47 Conclave To Set New Mark

(Continued from page 56)  
the membership and more will be derived from the meetings.

### May Show Movies

While it isn't definite, Huedepohl said hopes are high that they will be able to show moving pictures of J. W. (Patty) Conklin's midway at Toronto. "Patty turned in one of the outstanding construction jobs of the season in outdoor show business," Huedepohl said, "and I'm sure that our members will enjoy seeing this project. We have high hopes of being able to present this as one of the features of the program."

As announced previously, NAAPPB will move its annual banquet this year from the Bal Tabarin Room at the Sherman, where it has been held in the past, to the Grand Ballroom. Louis Diamond's orchestra has been engaged for the banquet.

The penthouse, one of the popular "extra-curricular" activities of the convention, will be a feature again this year and will be open each night during the convention from 10 p.m. until 2 a.m.

### Committee Functioning

"The entertainment committee is lining up a great show program for our banquet," the NAAPPB secretary said. They aren't ready to release the program yet because the entire bill hasn't been filled, but it should top all previous years and you know we've had some dandies in the past."

Members of the entertainment committee are Edward L. Shott, Cincinnati; George A. Hamid, New York; Arnold Gurtler, Denver; De Arv G. Barton, Detroit, and Fred C. Williamson, Chicago.

The list of exhibitors for the trade show includes:

A.B.T. Manufacturing Co., Chicago; Ace Coin Counting Machine Co., Chicago; Allan Herschell Co., North Tonawanda, N. Y.; American-Marietta Co., Chicago; William B. Berry Co., Boston; The Billboard, Cincinnati; Bisch Rocco Amusement Co., Chicago; E. Blecher & Son, Philadelphia; Blevins Popcorn Co., Nashville; Bridge Novelty Co., New York; Capitol Projector Corp., Chicago; R. E. Chambers Co., Beaver Falls, Pa.; Colorcraft Poster Co., Oklahoma City; Custer Specialty Co., Dayton, O.; Dodgem Corp., Exeter, N. H.; Doughnut Corp. of America, Chicago; Edelman Amusement Devices, Detroit; Electric-Aire Engineer Corp., Chicago.

Electro-Freeze Sales Co., New York; H. C. Evans & Co., Chicago; Exhibit Supply Co., Chicago; Eyerly Aircraft, Salem, Ore.; John Fabrick Tractor Co., St. Louis; Fisher Nut & Chocolate Co., St. Paul; General Equipment Sales, Inc., Indianapolis; General Register Corp., Long Island City, N. Y.; Goldfarb Novelty Co., Jersey City, N. J.

Greyhound Amusement Device Co., Brooklyn; George A. Hamid, Inc., New York; Harry Haykin, Brooklyn; Frank Hrubetz & Co., Salem, Ore.; International Microscope Corp., Long Island City, N. Y.; Jordan Enterprises, Inc., Lapeer, Mich.; W. Kestenbaum, Inc., New York; Adolph Kiefer & Co., Chicago; Lewis Diesel Engine Co., Memphis; Lusse Bros. Inc., Philadelphia; Mohaffey Bros. Tent & Awning Company, Memphis; Manley, Inc., Kansas City; Messmore & Damon, Inc., New York; Miniature Train & Railroad Co., Elmhurst, Ill.; Mission Dry Corp., New York; Music Corp. of America, Detroit.

National Amusement Device Co., Dayton, O.; Northwestern Bottle Co., St. Louis; Oak Rubber Co., Ravenna, O.; Orange Crush Co., Chicago; Ottawa Amusement Co., Wichita, Kan.; D. A. Pachter Co., Chicago; Percy Turnstiles, New York; Philadelphia Toboggan Co., Philadelphia; Plasto Manufacturing Co., Chicago; Pretzel Amusement Ride Co., Bridgeport, N. J.; Rio Grande Importing Co., Canton, Ohio.

Rozler-Ryan Co., St. Louis; Salem Iron Works, Salem, Ore.; Saunders Manufacturing & Novelty Co., Cleveland; Selner Manufacturing Co., Fairbault, Minn.; Spuds, Inc., Cincinnati; Taylor Sales & Distributing Co., Detroit; Thrift Novelty Co., Denver; Traver Enterprises, Inc., Cranford, N. J.; Verd-a-Ray Corp., Toledo; Wallace & Tiernan Co., Inc., Newark; Wisconsin DeLuxe Co., Milwaukee; International Earvester Co., Chicago.

## King Bros. Chalks Pair of Fat Ones In North Carolina

MOUNT AIRY, N. C., Oct. 11.—The first circus of any size to play Mount Airy in a decade, King Bros. was welcomed with a three-quarter matinee house and a full one at night. Schools were dismissed early to allow the kids to attend and farmers came from miles around for the night show.

At Concord, N. C., the weather prevented sellouts at both shows. It started raining early in the morning and kept it up all day and night. Despite this handicap the show had better than three-quarter houses at both shows.

## South Plains Crowds Top 1946 by 20,000

LUBBOCK, Tex., Oct. 11.—Attendance at the 30th Annual Panhandle South Plains Fair, which ended a week's run October 4, zoomed to 104,121, over 20,000 more than last year. Outstanding attraction of the week was a giant balloon and rodeo parade which drew an estimated 80,000 people into this town of 51,607 people.

The streets echoed with laughter and giggles as children and grown-ups alike expressed their approval of the balloons which were furnished by Jean Gros, of Pittsburgh. Parade included six high school and college bands, midget autos, floats, mounted rodeo contestants, bicycles and the balloons.

Most of the time during the fair, the midway swarmed with people. Midget auto races and the Buck Steiner Rodeo also drew good afternoon and night crowds in front of the grandstand.

Opening-day crowd of 23,046 set a new record for initial day attendance at the fair. Previous opening day high was 15,243 in 1934.

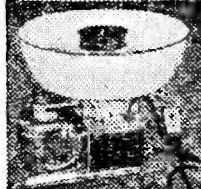
Dairy cattle, milking shorthorns, swine, agriculture and merchants' exhibits got good play thruout the annual, but the rabbit show, first since 1934, got the best attendance of all.

## Piedmont Interstate In Late-Week Rally

SPARTANBURG, S. C., Oct. 11.—Piedmont Interstate Fair was hard hit by heavy rains Monday thru Wednesday (6-8) which forced postponement of harness racing and other outdoor events. Attendance was light the first part of the week, but with Gov. J. Strom Thurmond visiting Thursday, plus two children's days, Thursday and Friday, attendance for the second half was quite satisfactory.

Entertainment features were harness and auto racing, grandstand shows and nightly displays of fireworks. Midway was occupied by the James E. Strates Shows.

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**Fay's Silver Derby Shows**  
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Hit the Profit **BULLS-EYE** with **ARROW SKATES**

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Recent improvements in our Skates make them stronger and better than ever.

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4427 W. Lake St. CHICAGO, ILL.



# "Feet-on-Desk" Technique Passe Method of Operation

By C. V. (Cap) Sefferino, Assistant Manager,  
Sefferino's Rollerdrome, Cincinnati

*(Editor's Note: At a time when rink men are discussing plans by which they can halt the slump in business, The Billboard editors recalled that last summer William F. Sefferino reported that his Cincinnati Rollerdrome had recorded its second largest season in history. This immediately posed the \$64 question, "Why were the Sefferinos able to record a banner year in the face of declining profits elsewhere?" The answers are given in the accompanying article.)*

THERE have been many instances in recent years when I have had the opportunity to discuss rink management with my brother, Bill, and Victor J. Brown, operator of New Dreamland Arena, Newark, N. J. These conferences have always proven interesting and the consensus has always been that a nationwide policy of rink operation is out of the question. Vic pointed out that conditions are never the same in all locations; that thru a difference in laws and other obstacles, it would be impossible for, let us say, a rink operator in New York State to operate along the same lines as an operator in Michigan, and we agreed that he was correct. Therefore, no one operator can or should assume that because he has had a most successful season while other localities were showing a decline in business, that this method is the only one that can be successful or that he

is the mastermind of the rink business.

I know that my brother, least of all, would want to create such an impression. Therefore, under the circumstances (See "Feet-on-Desk" on page 92)

## Mrs. Weismuller New Manager at Detroit's Arena

DETROIT, Oct. 11.—Mrs. Marie Weismuller has been named manager of Arena Gardens Roller Rink, succeeding Fred A. Martin, who resigned effective October 15. Mrs. Weismuller was connected with the management of the Arena as one of the proprietors for many years, but she is now head of the organization.

Aileen Ashenbrenner, an assistant at the Arena several years ago, has been named head professional. She will be assisted by Chester Snow, a new man, and Elsbeth Muller, who carries over. Joseph Schasney, a newcomer to the rink field, has been named house manager. The same schedule of classes, club activities (See Mrs. Weismuller on page 92)

## Ruhlman's Lexington Steps Off With Big Schedule of Parties

PITTSBURGH, Oct. 11. — H. D. Ruhlman's Lexington Roller Rink here, which recently installed an air-filtering system, new maple floor and separate rink for beginners, has set up a heavy party program for October.

First affair was a hunting party Friday (3), with souvenirs and prizes offered for the best shots. This was followed by a musical ring party last night. Plans are being prepared for (See Ruhlman's Lexington, page 92)

## Canton Rollery Case To Get Court Hearing

CANTON, O., Oct. 11.—City council has authorized Thomas H. Nichols, city solicitor, to take necessary steps under a municipal zoning law to prevent establishment of a roller rink on Stark County Fairgrounds.

Councilman John Lehman presented a resolution to grant Nichols authority to carry into court his decision that land situated within a municipality, but owned by the county, is subject to municipal zoning restrictions. Council adopted the resolution unanimously.

Proposed rink would be housed in a building owned by the county but situated within city limits in what is now a residential district. Objection to the proposed rink came from residents in the vicinity.

## Milford Club Members Active

MILFORD, Conn., Oct. 11.—Holland Skating Club held a party in Milford Army Skating Rink October 10. The program included a skating exhibition. President George Kelleher said plans are being made for a club-sponsored Christmas party.

## Martin Mulls New Rink Development In Detroit Area

DETROIT, Oct. 11.—Fred A. Martin, recently resigned general manager of Arena Gardens Roller Rink here and secretary of the Roller Skating Rink Operators' Association of the United States, expects to establish a connection later in the winter with a proposed rink development in the Detroit area, it was learned this week.

Martin is leaving soon on a two-week fishing trip in the North. Upon his return here November 1 he will devote two full months to activities of the RSROA.

## Detroit Eastwood Reopens

DETROIT, Oct. 11.—Eastwood Park Roller Rink opened its fall-winter season September 25 with a gala party. Private parties by church and fraternal groups and special classes for juveniles are planned. During the past three weeks a new double-decked floor has been laid in the rink.

Dick and Tere Lynch are the new pros at Hillside Rollerdrome, Richmond Hill, L. I., N. Y.

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**Brooking's Plamor Rinks**

1 Portable, 40x90. 1 Stationary in sections (can be moved), 50x110. Write or wire  
402 WOOD ST., CLADEWATER, TEXAS



Choice of Champions!

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200 Pcs. Richardson Rink Skates (standard assortment), one 25-watt Amp., 1 Mike, 2 Speakers (with baffles), 1 Automatic Record Changer, 40 Skating Records, 1 Skate Grinder, 2 Floor Brushes, 3 Skate Boxes and 2 Colored Floodlights. All new in April, 1947.

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ALL-ALUMINUM CASE \$36.00 Dozen "The Featherweight Champion" Satin Finish Former O.P.A. \$8.00, Samples, \$8.00

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2d Mt. Vernon Race Meet Ups AOW Box Office

MOUNT VERNON, N. Y., Oct. 11.—A crowd that numbered just a few less than the capacity turnout that greeted the season's inaugural of inter-rink racing in the William Schmitz-operated America on Wheels chain at Mount Vernon Arena September 27, turned out for Mount Vernon's second successive Saturday night program of racing on October 4, a match between Mount Vernon's speedsters (See 2d Mount Vernon on page 92)

Crystal Palace Ops Seek Rent, Damages

NORWALK, Conn., Oct. 11.—A writ of attachment for \$2,000 was filed this week in the town clerk's office against the Norwalk Sporting Club, in which the Crystal Skating Rink Corporation alleges the club owes for eight weeks' rental of the Crescent Arena.

The attachment includes bleachers, ring, lights and sundry equipment employed in staging boxing events. The writ charges that \$1,000 is owed for rent and asks \$1,000 in damages.

Filed by Leo Skidd, president, the attachment names Samuel Artell, Wilton, and Peter Leona and James Voccolo, Bridgeport, as proprietors of the club.

Vote Forum Improvements

HALIFAX, N. S., Oct. 11.—City council has decided to spend about \$100,000 in enlarging and improving the city-owned Forum Rink. Seating capacity will be increased to accommodate an additional 1,000 spectators, and there will be a new ornamental front, lighting fixtures and rest rooms.

New Halifax Spot to Rollers

HALIFAX, N. S., Oct. 11.—New Olympic Gardens, with a hardwood floor having capacity for about 1,000 people, has been opened here by John A. Beed. Building is of concrete and steel. Beed is currently using the spot for dancing, but plans to operate it as a roller rink. A stage has been installed.

10 MORE TOP FLIGHT RECORDS

5 ASCAP (10 Sides) 5 Non-ASCAP (10 Sides)

Recorded by Phil Reed on the Hammond Organ

The Top Flight Organist of the Nation

We Record and Release "HIT TUNES" Before and While They Are "Hits"!

Check the TOP TEN TUNES of the Nation and you will find that DANCE-TONE has at least EIGHT recorded for skating! That's what we mean when we say "Hits Before and While They Are Hits!" Send for our stock listing of records, order from it and be "TOPS" in your rink with TOP FLIGHT DANCE-TONE HITS! Here are our TOP FLIGHT TUNES for OCTOBER — Ready for shipment!

Table with columns: Side A, ASCAP, Side B, Side A, Non-ASCAP, Side B. Lists record numbers and titles like 'Ain'tcha Ever Coming Back?', 'Almost Like Being in Love', etc.

Write for Stock Listing of Previous Top Flight Releases

Dance-Tone's Monthly Service

Will bring you either 5 ASCAP or 5 NON-ASCAP Records each and every month by parcel post right to your rink. BOTH SETS of TEN TOP FLIGHT TUNES may be ordered at a huge saving. We release ten records each month. Keep up with present hits — be ahead of future hits and receive enough old standards to balance your music program. Be first in your rink with DANCE-TONE'S service.

ECONOMICALLY PRICED RECORDS

5 Records (10 Sides), \$4.75 per set, plus tax\* and postage

10 Records (20 Sides), \$8.50 per set, plus tax\* and postage

Less Than 5 Records, \$1.00 each, plus tax\* and postage

\*Government Tax is 10% of the Selling Price.

DANCE-TONE ANNOUNCES TEST ALBUMS — Non-ASCAP

Bronze Medal Dance Test Records

Table listing Bronze Medal Dance Test Records with titles like 'Come On and Whistle', 'I'm Thinking To-Night of My Blue Eyes', etc.

SILVER MEDAL DANCE TEST RECORDS

Table listing Silver Medal Dance Test Records with titles like 'The Thunderer', 'What a Difference a Day Made', etc.

GOLD MEDAL DANCE TEST RECORDS

Table listing Gold Medal Dance Test Records with titles like 'What Else Ain'tcha Got?', 'The Clarinet Polka', etc.

The Bronze, Silver and Gold Dance Test Records will be ready for shipment on or before November 1st. Orders received now will receive prompt and first attention. The test records will be sold only in albums and cannot be ordered separately, except for replacement. Each album may be ordered separately or any two or all three albums.

ALL TEST RECORDS ARE NON-ASCAP RECORDS!

CHRISTMAS — NEW YEAR'S — GOOD-NIGHT and HAPPY BIRTHDAY

The four following records are special releases and will be ready for shipment on or before November 15th. Regular monthly customers are requested to write now and order any of these to be included with their monthly NOVEMBER shipments, or may order them separately.

Table listing Christmas, New Year's, Good-Night, and Happy Birthday records with titles like 'Good-Night Medley', 'White Christmas', etc.

Dance-Tone Record Co.

P. O. Box 85 Medford 55, Mass.

Advertisement for Johnny Jones Jr. roller skates, featuring an image of a skate and text: 'Write Johnny - for everything in rink skates', 'Guaranteed Same-Day Delivery', 'MOUNTED OUTFITS—CHASSES ONLY', 'PRECISION FIGURE & DANCE SKATES', 'PARTS & BEARINGS—Regular & Precision', 'SKATE CASES—LACES—ACCESSORIES', 'CHICAGO New and Used Clamp Skates available at all times.', 'FACTORY DISTRIBUTORS Write for New Lowered Prices.', 'JOHNNY JONES JR.', '51 CHATHAM ST. PITTSBURGH 19, PA.'

Advertisement for Complete Portable Rinks: 'COMPLETE PORTABLE RINKS SECTIONAL FLOORS The World's Largest Manufacturers of Complete Portable Rinks and Northern Rock Hard Maple Floors. We welcome a visit from you. Let us know your wants. BILT-RITE FLOORS AND RINKS Mailing address: 1413 Crescent Drive, Tyler, Texas Factory: 1016 East Locust St., Tyler, Texas Phone: 2968 Night Phone: 719-W'

Advertisement for Detroit School for Roller Skating Teachers: 'ENROLL NOW DETROIT SCHOOL FOR ROLLER SKATING TEACHERS Licensed by the State of Michigan BODY CONTROL SKATE DANCING FIGURE SKATING & FREE STYLE JUDGING MUSIC BUSINESS ADMINISTRATION RINK MANAGEMENT SHOW PRODUCTION For information write Miss Vivian Heard, S.R.S.T.A., affiliated with R.S.R.O.A. ARCADIA ROLLER RINK, 3527 Woodward, Detroit 1, Mich.'

## Hayworth's Pic Tent Clicks; Steele Promotion Rings Bell

PINK HILL, N. C., Oct. 11.—C. B. (SeaBee) Hayworth, who with his wife, Marion, toured for many years in tabs, rep and burlesque, is still operating his tent pic theater in this town of 301 population along with a drive-in theater in Clinton, N. C., both of which are reported to be doing highly satisfactory business. Widely known in this section, Hayworth was forced to retire from the stage three years ago because of ill health.

With the assistance of Marion and their son Joe, SeaBee is making plans to build a permanent 350-seat structure to replace the tent now in use. Hayworth plans to go to Hot

Springs soon for treatments in an effort to regain his health, thereby making it possible for him to return to the stage some time next year.

### Steele Big Draw

One of his latest promotions was the bringing here of Bob Steele, filmdom cowboy, as a feature of his Playhouse Tent Theater October 2, for this city's annual Farmers' Day. Booking received all-out co-operation from the Farmers' Day committee officials, with Steele playing to sold-out houses. An estimated 5,000 turned out for the local celebration, and Steele and his group, including Jack O'Shea, the Westernaires, Tommy Durden and Boots Gilbert, racked up outstanding box-office counts for three performances. Admissions were set at \$1.20 for adults and 60 cents for children.

### Pleases Press

Newspapers, especially *The Duplin Times* at Kenansville, N. C., gave the Farmer's Day celebration and the Steele appearance complete coverage. Editorizing on the program, Bob Grady, *Times* staffer, said: "C. B. Hayworth and his tent theater has added new zest to the town of Pink Hill. As soon as practical, Hayworth plans to build a substantial theater building. Bob Steele's coming to Pink Hill in person, is not only a tribute to Pink Hill, but a tribute to Duplin County as well, C. B. Hayworth and the merchants of Pink Hill have done themselves proud in this attraction. . . ."

## Slout Players Close Tour in Mid-November

HOUSTON, Mo., Oct. 11.—The Slout Players' Tent Show, currently touring Missouri, with subsequent stands set for Arkansas, is scheduled for a mid-November closing, it was learned here this week, where the org concluded a successful six-day stand today.

Cast remains the same as that with which the org opened in Michigan in May with the exception of Bobby Brown, who joined to take over parts played by L. Verne Slout's son, Bill, who has returned to school at Michigan State University.

Guy Stanley, magician, formerly with the show, is playing Detroit. Elmo Maize and Mr. Hampl, former rep troupers, now owners of a San Francisco hotel, were recent visitors. Jack Sexton, program director at KMOX in St. Louis and long-time friend of the Slouts, also visited and made a personal appearance from the Slout stage.

## Gene Christian Named Bradenton's Drumbeater

BRADENTON, Fla., Oct. 11.—Gene Christian, former *Miami Herald* newspaperman and currently biller ahead of Bill Ketrow's Renfro Valley Folks Tent Show, will handle the winter tourist publicity in this Florida West Coast area. At recent meeting, the directors of the Bradenton Chamber of Commerce, thru Secretary M. M. Manning, appointed him to resume publicity work which he began before the war. During recent winters, Christian operated 16mm. pic circuits in this section.

The Renfro show, touring Central Alabama, is being billed for two more weeks in Southern Alabama and is slated to close early in November. Christian will begin his winter slack duties November 15, with offices in the Chamber Building on Memorial Pier here.

## Rep Ripples

AL PITCAITHLEY, former repster and now program director at Station KAVE, Carlsbad, N. M., has been spotted recently hollering "daddy" down a well, just to hear the echo, since his wife, Lynne, recently presented him with a daughter. Lynne, former rep leading woman, also was associated for a time with KAVE. . . . Jack Corda Bell, currently with the Veterans' Administration at Bay Pines, Fla., is using up his spare time working a circle of beach night clubs. . . . Harold Muir has returned to his Imlay City, Mich., headquarters after a successful 21-week tour of Eastern Michigan with 16mm. sound pictures. He starts another jaunt November 1 with religious films in churches. . . . Trixie Maskew, who closed recently with the Harley Sadler tent, is in Kansas City, Mo., looking over what is left of the rialto there. . . . Ollie Ward, former leading lady with the Princess Stock Company, visited in Kansas City, Mo., recently while on a trip from Los Angeles. Having retired from the rep field, she holds a responsible position with the Curtis Publishing Company in the City of the Angels. . . . Joe Yule, repster of note, has the role of Jiggs in the second edition of *Bringing Up Father* out Hollywood way. . . . Roy Butler has a part in *Tap Roots*, recently released Universal pic, and *Enterprizes' Heaven Only Knows*. . . . Frank O'Neill is working in a Western series with Eddie Dean for Columbia, while Ted Adams is a fixture with the Johnny Mac Brown series. . . . Arthur Ellison, portrayer of numerous roles at the Resident Theater, Kansas City, Mo., has returned to the city following a vacation in Hollywood, where he renewed acquaintances with Loie Bridge, KC comedienne, who is dividing her time between pic assignments and the dress shop she operates in the California city. . . . Verne Smith, former member of the Provincials, theater group which made Kansas City, Mo., its base, is doing radio work in Hollywood. He's currently announcing the Ozzie and Harriet and Dennis Day network shows.

## Sadler Biz Holds Up; To Stay Out Until Early Dec.

LAMESA, Tex., Oct. 11.—Despite much opposition from football games, the Harley Sadler Tent Show continues to pack 'em in in this territory. Org, now in its 20th week of a record season, is scheduled to close early in December. Mr. and Mrs. Crawford Eagle are new members, and Mrs. Morris Rose, wife of company's drummer, is on for remainder of the season.

Mr. and Mrs. Sadler had as their guests at the opening here Monday (6) W. Lee O'Daniel, U. S. senator from Texas, and his party. Following the performance, O'Daniel paid tribute to his friend Sadler and to the show.

Red Cogburn, popular 88-er and ork leader, celebrated his birthday in Odessa, Tex., last week and received many presents, among them a gold cigarette case from the band boys.

Recent visitors included Mr. and Mrs. G. Ward Moody, Austin, Tex., parents of Gilliam Moody, trumpeter and band singer. The Moodys, now out of the business, were members of the Sadler show 25 years ago. Mr. and Mrs. D. Mercer, parents of Defoy Mercer, assistant stage manager, visited in Midland, Tex.

Mrs. Joe McKennon and daughter, Angie, arrived last Sunday from a trip to New York and Boston. Her son, Lee Cross, is attending Harvard law school. The McKennons recently bought a new home in Abilene, Tex., where they plan to spend part of their winter vacation.

## Plunketts Back In Texas; Kan., Neb. Biz Hefty

CANADIAN, Tex., Oct. 11.—Plunkett's Stage Show has returned to the Lone Star State after an absence of three months in Kansas and Nebraska, both of which came thru with healthy business.

Entering Nebraska at Benkelman and leaving at Maywood, the biz in that State was big. At Wallace, a town of 200, show enjoyed the biggest three days in its history. At Hayes Center, Neb., a special celebration was declared on the return of the Plunkett show. In Maywood, Neb., a reunion and home-coming was staged under the big top Sunday afternoon and a chicken dinner was served.

The org has purchased a new piano and snub-nosed truck. C. E. Plunkett has purchased a new house trailer, and Charlene Plunkett is the owner of a new '47 Buick.

The only changes in the performing personnel since opening February 6 have been Sandy Sanders replacing Sledge Wilson, and Wilson later replacing Sanders at the piano. Two hundred new chairs were added in Maywood, and a deal is on with O'Henry Tent & Awning Company for a new top for next season.

The roster includes L. L. Plunkett and wife; advance, C. E. Plunkett and wife and Mrs. Melvin and Gloria Plunkett; tickets and concessions, Loretta Noel, Jerrie Plunkett, Mrs. Jim Plunkett and Vernon Odell; ork, Jim, Fuzzy and Snooks Plunkett, Winston Brozowski, Kennedy Swain and Sledge Wilson.

The emcee job is handled by Cleo Plunkett. Cast includes Swain, director; Snooks, Jerrie, Charlene, Billie, Marie, Gloria, Fuzzy, Jim and Cleo Plunkett and Loretta and Sunny Noel.

Vaude line-up: Dog act, monkeys, three seals; Congo, the chimp; trampoline, Spanish web, traps, magic, Seven Plunkett Peaches, Plunkett Sisters, specialties, and Swain, comedy.

Pinky Jacobs is animal man; William Stephen, electrician; Junior Lomach, stage manager; Jim Plunkett, in charge of top with crew of 12.

## Bisbee Has Eight More Weeks Before Heading for Barn

RIDGELY, Tenn., Oct. 11.—J. C. Bisbee's Comedians, now in their 26th week, have eight more to go before heading for the barn. Org, as usual, will winter at Memphis.

The company enjoyed its annual fish fry at Reel-Foot Lake, near here, September 28, after hopping here from Dyersburg, Tenn. Among those present were the Bisbees, Boob Brasfield, Leo and Maxine Lacey, Mickey Lacey, Bob Fisher, Neal Suddard, Ralph Blackwell, Audra and Virginia Hardesty, Cliff and Mabel Malcolm, Billy and Vera Wanda Choate, Welby Choate, Eddie and Cille Farren, Jimmie and Kitty Farren, Lola and Sam Hudson, Roy Garrett, David Elwood Turner, Blackie Sparks, William Kelly and Jimmie Brooks. Guests from Memphis were Mrs. Bisbee's brother and wife, George and Myrtle Jeanguenat, and Boyce Lee and Eloise Garner.

This was the second time this season that the Bisbee gang had dined on the water. While playing Owensboro, Ky., members of the company were entertained by Dr. H. B. Harris on his houseboat with a 20-mile ride up the river and a barbecue dinner. Dr. Harris is an old trouper, having been with Choate's Comedians, Sousa's band, Wonderland Floating Theater and Cooley & Thom.

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A Large List of Second-Hand Coin Machine Bargains will be found on page 93 of this issue.

### COSTUMES, UNIFORMS, WARDROBES

**ALL BRAIDED CELLOPHANE WAISTBAND** Hula Skirts with Lels, \$7.50; Oriental and Strip Costumes, \$12.50; Chorus or Strip Panties, \$1.35; Bras, 75c; Rhinestone Patches, \$4.50; Rhinestones with Settings, \$1.85 a gross. Folder? Yes! C. Guyette, 346 West 45th St., New York 19. Tel.: Circle 6-4137.

**CREATIVE PAPIER MACHE DECORATIONS.** Plastic Display, Masks made to order. No catalog. John Praetorius, 603 W. 45th St., New York City. CI-rcle 6-7672. no8

**LARGE OSTRICH FANS FOR FAN DANCERS**—Used, good condition, \$75.00 pr. Costumes and Gowns, \$2.50 up. Bundles of odd Costumes, Gowns, etc., \$5.00. C. Conley, 308 W. 47th St., New York, N. Y.

**SINCE 1869—COSTUME BARGAINS, CHORUS.** dollar up; Principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th, New York 11, N. Y. det

(Continued on page 82)

## FOR SALE

**MILLS BRAND NEW 50c PLAY BLACK CHERRY BELLS**

**A. L. KROPP**  
3106 8th St. Meridian, Miss.

## ENGRAVERS ATTENTION!!

**WRITE! PHONE! WIRE!**

**FOR OUR NEW 1947 ENGRAVING JEWELRY CATALOG**

**IT'S LOADED WITH BIG VALUE FAST SELLING STYLES**

- PINS
- ANKLETS
- EARRINGS
- IDENTIFICATION BRACELETS
- LOCKETS
- CHATELAINES
- BRASS & NICKEL
- SILVER RINGS

**ALSO! 375 BIG SELLING RINGS—WRITE FOR OUR RING CATALOG**



**HARRY PAKULA and CO.**  
5 North Wabash Chicago 2, Ill.  
ANDOVER 1320

## BACK AGAIN!

**THOSE FAST-SELLING MOUSE-HEAD BALLOONS**



All Natural Rubber. \$4.50  
Ass't Colors Gross

**THE EARS BLOW UP!**

**FREE PRICE LIST**—Describes complete line of Bingo and Premium Merchandise, Slum, Plaster, etc. Send for yours today.

**TERMS: 25% Dep., Bal. C. O. D.**  
F. O. B. Pittsburgh.

**THE JOHN ROBBINS CO.**  
340 Third Ave, Pittsburgh 22, Pa.

### ATTENTION!

## GOLD WIRE ARTISTS

• Square and round rolled gold plate wire, all gauges and qualities • Stone-set and plain bangles as follows: • hearts • stars • clovers • crescents • beaded hearts • wagon wheels • crosses, etc. • Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls. • 3-stone ring top of beaded stock. • Beaded band wire. • Plain findings, such as crosses • anchors • bowknot pins • springrings • jumpings • swivels • chains • plain and twisted hoops • earwires • earcrows, etc. • Hoop earrings • earrings for pierced and unpierced ears. • Hand-made adjustable bangle bracelets. • Wire knot rings of rolled gold plate. • Pearl plates of snail shell. • Cameos, etc.

**Write for \$5 sample order with price list. Deposit, \$2, bal. C. O. D.**

**EMROW JEWELRY CO.**  
Box 93, North Station, Providence 8, R. I.  
Buy Direct From Manufacturer and Save

# BINGO

Heavy Weight Cards, Specials, Cages, Blowers, Transparent Markets.

**Write for bulletin.**

AMUSEMENT INDUSTRIES, Box 7, Dayton 1, Ohio



# PACHTER CAN SERVE YOU ON EVERY PREMIUM NEED WITH NATIONALLY ADVERTISED MERCHANDISE!



### NIGHTINGALE COMB. RADIO AND BED LAMP

Read your favorite magazine—listen to your favorite radio program while in bed. Genuine AC-DC Sonora

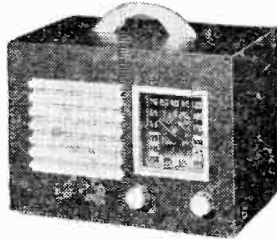
Radio, tunes 535-1620 KC with built-in loop, automatic volume control, dynamic speaker. Case in white plastic, 9 3/4 x 7 x 5 1/2 inches. Tubular bulb with special diffuser. Won't mar the bed.

PRICE EACH IN LOTS OF SIX OR MORE..... \$22.70  
SAMPLE, EACH \$25.20

### GENERAL AC-DC RADIO

5 TUBE SUPER

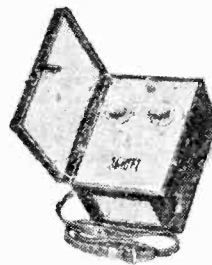
USE IT IN ANY ROOM OF THE HOUSE



The all-purpose radio. Its fine five-tube super circuit challenges all other receivers in its price class. Highly sensitive with brilliant tone. Attractive simulated leather case, 6 7/8 x 8 3/4 x 5 3/4 inches, with plastic handle and trim.

PRICE EACH IN LOTS OF SIX OR MORE..... \$11.95  
SAMPLE, EACH \$12.95

### JEWEL "PIXIE" RADIO



The "Pixie"—only 6 1/2 inches high, 4 3/4 inches wide, 4 1/2 inches deep. Weighs only 3 1/2 lbs. with batteries. Special 4-tube circuit includes two multi-purpose tubes to give 6-tube performance. Plays open or closed. Rich simulated leather coverings. Looks like a vanity case. Take it with you wherever you go.

PRICE EACH—LOTS OF ONE OR MORE..... \$16.75

### FOOD MIXER

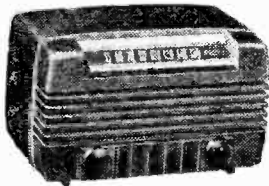


This Champion mixer is a natural for every home. Mixes drinks; makes smooth, creamy butter; sauces, whips up salad dressings, etc. Use in any jar, glass or bowl. Has fingertip control, stainless steel agitator, 6-ft. cord. Operates on 110-120 AC only.

PRICE EACH IN LOTS OF SIX OR MORE..... \$4.50  
SAMPLE, EACH \$4.80

### RCA RADIOLA

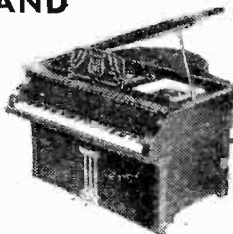
5-TUBE AC-DC SUPER



RCA 5-tube superhet, employing the new dual purpose tubes. Extremely sensitive electro dynamic speaker assures fine tone quality. Beautifully finished walnut plastic cabinet, 6 5/8 x 11 1/2 x 7 inches. Combination off-on switch and volume control. Covers full broadcast band. For 110 volt AC or DC operation.

PRICE EACH—LOTS OF SIX OR MORE..... \$19.00  
SAMPLE, EACH \$20.00

### BABY GRAND PIANO RADIO



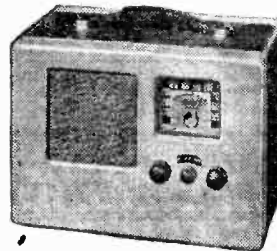
Authentic miniature reproduction of grand piano—housing a 5-tube radio employing dual-purpose tubes. Operates AC or DC. Covers standard broadcast and police calls. Full 5-inch permeability dynamic speaker. Polytrol resistor system. Built-in non-directional Syncro-Tenna aerial.

PRICE EACH IN LOTS OF SIX OR MORE..... \$27.00  
SAMPLE, EACH \$30.00

### TRAV-LER 3-WAY PORTABLE

AC-DC AND BATTERY

PLAY IT ANYWHERE

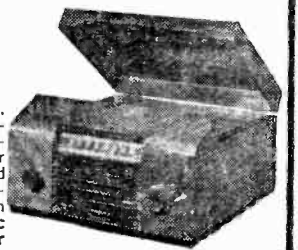


Genuine Trav-ler AC-DC and battery.

Take it along everywhere. Plays on self-contained batteries when out or direct from light socket when indoors. Brilliant reception and full, true tone quality. Case measures 8 1/2 by 12 by 6 1/2 inches with attractive simulated leather coverings. Comp. with batteries.

PRICE EACH, ONE OR MORE..... \$26.50

### RCA RADIO-PHONO



Radiola No. 62-1. Combines a fine 5-tube radio for standard broadcast reception with an automatic record player that will play 12 ten-inch or 10 twelve-inch records without attention. Beautiful walnut veneer case, 10 1/2 by 17 1/4 by 17 1/4 inches. For operation on 60 cycle AC current. A splendid value!

PRICE EACH, LOTS OF SIX OR MORE..... \$72.50  
SAMPLE, EACH \$75.00

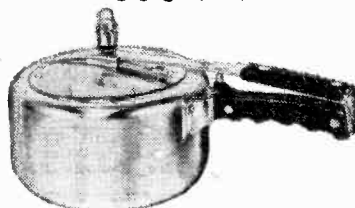
### WAFFLE IRON



Fully automatic. Set regulator at light, medium or dark, depending on desired brownness. Indicator light glows when iron is connected to current. When waffle is ready for baking light goes out. Pour on batter and close waffle. Signal light will again glow until waffle is baked. 110-125 volt AC only.

PRICE EACH, LOTS OF SIX OR MORE..... \$7.80  
SAMPLE, EACH \$8.60

### UNIVERSAL PRESSURE COOKER



Model PC2340. Features the new Safe-T-seal cover, which is sealed by the cooking pressure itself and cannot be opened until pressure is lowered and it is safe to open. Vent-weight maintains correct cooking pressure. Four-quart capacity. Approved by UL and Good Housekeeping.

PRICE EACH, LOTS OF SIX OR MORE..... \$8.60  
SAMPLE, EACH \$9.50

### ZIP-A-ROBE

ROBE WITH ZIPPER CASE

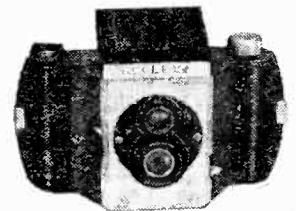


A genuine Troy 100% virgin wool robe, 50x70 inches, in a fine suede carrying case that is both a case and a cushion to sit on. Zipper closure.

Keep one in the car. You'll use it at the game—picnics, beach parties, hunting, camping, etc.

PRICE EACH, LOTS OF SIX OR MORE..... \$9.25  
SAMPLE, EACH \$9.75

### REFLEXO CAMERA



REFLEX FINDER FOR SHARP BRILLIANT PICTURES

Large ground glass finder shows full size picture, right side up, just as it will appear in the finished print. Cerium F:11 lens for sharp pictures in black and white or color. Shutter speed 1/50th second. Uses standard Eastman 127 film or equivalent.

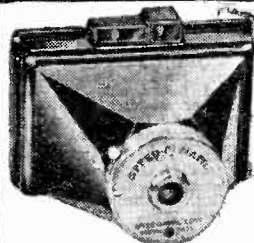
PRICE EACH, LOTS OF SIX OR MORE..... \$4.25  
SAMPLE, EACH \$4.75

### EVERSHARP CA PEN



Eversharp's famous CA pen. The capillary action ink feed and replaceable ink cartridges, available in a wide range of colors, have made this pen the choice of thousands.

PRICE EACH, LOTS OF SIX OR MORE..... \$6.75  
SAMPLE, EACH \$7.50



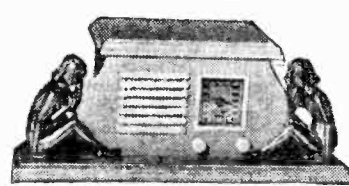
### SPEED-O-MATIC CAMERA

SEE YOUR FINISHED PICTURES 10 MINUTES AFTER YOU SNAP THEM

Snap, develop and print finished pictures right on the spot—in broad daylight. Pictures are made directly on cards 2x3 inches. Camera has 5 lens openings, built-in exposure meter, beautiful plastic case. Complete with instructions.

PRICE EACH—LOTS OF SIX OR MORE..... \$6.47  
SAMPLE CAMERA, EACH \$7.77  
FILM PACKET for 12 PICTURES, NET 60c

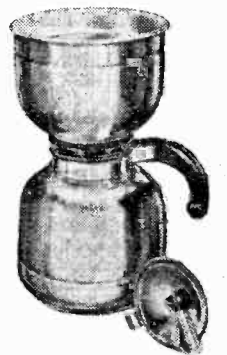
### CASCADE RADIO



A modern 5-tube AC-DC superheterodyne circuit that gives brilliant performance because of dual purpose tubes. Oversize electro dynamic speaker gives fined tone with ample volume. Beautiful blond wood cabinet with highly polished metal figurines. Built-in antenna. Covers standard broadcast bands.

PRICE EACH, LOTS OF SIX OR MORE..... \$26.00  
SAMPLE, EACH \$28.50

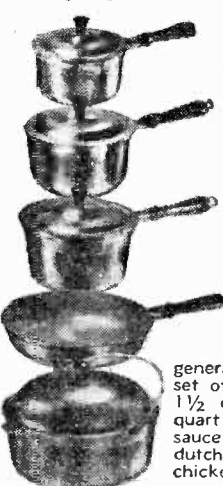
### NICRO STAINLESS STEEL COFFEE MAKER



For rich, flavorful coffee. Non-breakable, highly polished stainless steel— heats faster— holds heat longer. All metal filter— no messy filter cloths to clean. Fully guaranteed. Capacity 8 cups. Lower bowl makes ideal cold drink server.

PRICE EACH—LOTS OF SIX OR MORE..... \$6.75  
SAMPLE, EACH \$7.45

### CLUB ALUMINUM



Famous Club Aluminum, acclaimed by more than 4,000,000 housewives. Beautiful solid cast aluminum with an exclusive hammered finish. Cooks food by the easy waterless even-heat principle that retains the precious vitamins, minerals and natural flavors. Club aluminum is so well made that it lasts from generation to generation. The complete set of 5 pieces includes: 1 1/2 quart sauce pan, 2 quart sauce pan, 3 quart sauce pan, 4 1/2 quart dutch oven and 10 inch chicken fryer.

PER SET, IN LOTS OF SIX OR MORE..... \$13.50  
SAMPLE SET, \$14.60

### ICE CRUSHER "DAZEY"

Ideal for gift and premium use. Crushes ice coarse, medium or fine at will. Sturdy, stainless steel construction. Fits the universal type Dazey mounting bracket. Enamelled body.

LOTS OF SIX OR MORE, EACH..... \$5.45  
SAMPLE, EACH \$5.95



### DAKO FLASH LIGHT

No batteries. Generates its own electricity. Repeated squeezing of the handle generates the current to light the bulb. Fly wheel maintains momentum for steady light. Extra bulb in handle. Guaranteed.

LOTS OF SIX OR MORE, EACH..... \$1.75  
SAMPLE, EACH \$2.00



## D. A. PACHTER COMPANY

America's Foremost Premium Distributors

705 W. WASHINGTON BLVD. • CHICAGO 6, ILLINOIS

### ELECTRIC BLANKET



Universal "Slumber Sentinel" for perfect sleeping comfort. Maintains temperature according to dial setting. Thermostat maintains uniform temperature. Size 72x90 inches—washes like any good blanket.

PRICE EACH—LOTS OF SIX OR MORE..... \$30.00  
SAMPLE, EACH \$32.95

EXCITING BUYS

Prices Cut Very Low To Move Large Stock on Hand

**PAY STATION TELEPHONE BANK.** \$2.00 value. Dozen, \$7.20. Gross

**UKULELE.** Biggest flash and value. Plastic, two-tone colors. Individually boxed. Retail \$1.39. Dozen, \$6.25. Gross

**CHARACTER FIGURE LAMPS.** A real fine super value. Each \$2.50. Dozen Complete

**TOYS.** Assorted. Very big values. Gross

**TOYS.** Giant sizes. Gigantic values. Dozen

**PERFUME.** Old Acquaintance with Bud Vase. By Karoff. Retail \$1.00. Very exquisite. Dozen complete, \$4.50. Gross

**DUSTING POWDER.** Bubble bath salts, baby bath salts, baby talcum powder. Retail to \$1.00. Gross Assorted

**MEN'S TOILETRIES.** Also for milady. 6 oz. to 32 oz. sizes. It's a must. 10 gross, \$144.00. Gross Assorted

**SQUIBS.** Kolyons, 25¢ cans tooth powder. Special price. Gross

**KEY CHAINS.** With assorted charms. Carded. 10 gross, \$27.50. Gross Complete

**POCKET COMBS.** Terrific value. Gross

**RAZOR BLADES.** 5 to a box. 1,000 Blades

**GEM RAZORS.** Genuine. With 5 genuine Gem Blades. Retail to \$1.00. Dozen Complete

\$79.20  
69.00  
27.00  
39.00  
7.80  
48.00  
18.00  
18.00  
9.00  
2.95  
1.35  
4.00  
3.45

FLORIDA AGENTS, BUYERS, CONCESSIONAIRES  
OUR AFFILIATE  
**GLOBE TRADING CO.**

109 WEST FLACLAER ST.  
MIAMI 32, FLORIDA

... is eagerly looking forward to serving you, offering values NEVER before had in Florida.

**CIGARETTE HOLDERS.** Assorted. 10 gross, \$25.00. Gross

**POKER CHIPS.** 100 assorted colors in rack. Close-out. 100 Racks Complete

**WATCH BRACELETS.** Stainless steel. Sensational value. Gross

**HUNTING OR FISHING KNIVES.** With Sheath. 100 complete, \$30.00. Ten Complete

**MEN'S HOSIERY.** Firsts. 10 Dozen Assorted

**LADIES' NYLON AND SILK HOSIERY.** Firsts. Dozen

**BOBBY HAIR PINS.** 24 count. Attractively carded. 100 gross, \$350.00. 10 gross, \$37.50. Gross Cards

**INK WRITING TABLETS.** 90 pages. Fine cover. Extra special price. 10 gross, \$32.50. Gross Tablets

**BALLOONS.** Assorted colors. 10 Gross

**SACCHARIN TABLETS.** 12 bottle lots. 1000 to a bottle. 1 grain, 90¢; 1/2 grain, 65¢; 1/4 grain bottle

**EDUCATIONAL** system of the deaf, also ex-service men envelopes with close-out merchandise. Your choice 100 Assortments

2.75  
20.00  
19.80  
3.50  
23.50  
9.00  
3.95  
3.75  
9.00  
40  
4.50

**MILLS SALES CO**  
Cut-Rate WHOLESALERS Since 1916  
901 BROADWAY, New York 3, N. Y.

TIMELY! A FAST SELLER



No. D320 sells out fast in taverns, cigar stores, clubs, pool halls, liquor stores, fairs, bazaars, etc. This stupendous deal consists of 70 assorted and frequently changed surprises in packages. Each contains a good 10¢ value. (Shipped by express or freight, collect.) Weight, 12 lbs.

**COSTS YOU \$3.50** Lots of 14 **\$3.35 EA.**

**SPORS CO.,** 10-47 Lamont, Le Center, Minn.

**CARNIVAL ENGRAVERS**  
**STORE ENGRAVERS**  
Handling MORSE' Fine Line of Engraving Jewelry  
(These are not Larries)  
1927 ACH—Alum. Tag and Silver Plated Chain \$5.50 Doz.  
1927 AA—All Alum. Idents. 4.40 Doz.  
Send for Illustrated Catalog.  
**MILLER CREATIONS**  
6628 Kenwood Ave. CHICAGO 37, ILL.

**FOR SALE**  
**SECONDHAND GOODS**

**ABOUT ALL MAKES POPPERS AVAILABLE—** 50 complete Candy Corn Machines and Cookers, \$225.00, complete set. 50 all-electric, from \$155.00. Krispy Korn, 120 S. Halsted, Chicago, Illinois. oc18

**ALL ELECTRIC POPPING UNITS—GEARED** Aluminum Kettles, Peanut Roasters, Copper Carmel Candy Kettles, Display Cases. Northside Co., Indianola, Iowa. no1

**COLEMAN HANDY GAS PLANTS, BURNERS,** tanks, tubing, 20% discount. Bottled gas burners, regulators. Northside Sales Co., Indianola, Iowa. de13

**FOR SALE—REPOSSESSED COMPLETE PORT-** able rink; maple floor 43x104; tent 50x110 sidewalls, gear, underpinning, 6x6 amplifier, microphone, 2 speakers, record player. 80 pr. skates. In operation. Original price \$7500. Will sell \$4750 cash. Phone 500. Vick, Trogon Bldg., Toccoa, Ga.

**FOR SALE AS UNIT—450 PAIRS CHICAGO** Skates; 3 Sanders, 2 12"; 1 Vertical Skate Ginder and Blower; Electric Skate Sign; Boot Racks, Vacuum Sweeper, Hammond Organ Model B Vibroto attached; 3 B-40 Speakers, miscellaneous parts, \$5000. Contact Arthur Sirko, 610 Idlewood Ave., East Carnegie, Pa. oc25

**FOR SALE—BIG 8-CAR WHIP IN GOOD** shape, \$2,000. No reasonable offer refused. Come and see it. No wires. Also Miniature Train and Auto Ride for sale. Harry Haller, 3223 N. Pulaski, Chicago, Ill.

**75 PAIR RINK SKATES—CHICAGO AND** Richardson mixed. Some without wheels. None welded, all for \$75. Joseph Wolak, 13122 Brandon Ave., Chicago 33, Ill.

**90 PAIR CLAMP SKATES—22 PAIR SHOE** Skates, record changer and 60x150 portable maple floor. Write P.O. Box 132, St. Louis, Mo.

**FOR SALE—SECOND-**  
**HAND SHOW PROPERTY**

**APPROXIMATE—490 BOX-SPRING TYPE,** maroon color seats made by "American Seat," in first class condition. For information call or write Edwin Gage, care Walter Reade Theaters, 701 Seventh Ave., New York City. CI-rele 5-5250.

**COMBINATION PASSENGER AND LUGGAGE** Bus. Seats 12 people, has room for 2 tons show equipment. Guaranteed good. For photo and information write Hart Fisher, Ottawa, Ill.

**FOR SALE—14 BY 18 COOKHOUSE, BUILT** new this year. Blue top, 4 way awnings, Butane equipped. New 4 ft. Deep Freeze. All equipment new including 2 coffee urns, grill, extra icebox, etc. 1938 Ford Truck, steel Van Holy. All complete for \$1500. See it in operation. Johnnie Parido, % Moore's Modern Shows, Marked Tree, Arkansas. Then per route.

**DONKEY BASKET BALL AND BASEBALL** unit, complete, donkeys, shoes, advertising, balls, trailer, cars, public address. Write L. J. Person, 827 S. Chestnut Ave., Green Bay, Wis.

**FOR SALE—PORTABLE RINK, 120x50 METAL** metal roofing, walls of pipe siding in sections. Rock-Ola p.a. system. New Chicago Skates, \$7,500.00. Wm. Ackerman, Virden, Ill. oc18

**FOR SALE—PONY-CYCLE KIDDIE RIDE:** 8 saddles, four baskets, in first class condition, \$500 cash. A. P. Hatfield, P.O. Box 1141, Manitowish Springs, Co.

**FOR SALE—60x90 KHAKI TOP WITH 6 FT.** side wall. In good shape. Title ring type, all poles painted white. Completely fire-proof. First \$600 takes it. Subject to prior sale. We are selling in order to purchase larger tent for next season. Used for Gospel Tent. Pastor Otis B. Read, 5814 Harford Road, Baltimore, Md. Phone Hamilton 4784. oc25

**FOR SALE—8-CAR MANGELS WHIP, RECON-** ditioned and repainted this spring, \$2000. Theo. V. Temple, Edgewater Park, Celina, O.

**FOR SALE—POKEROLL AND ARCADE.** Coney Island. Established. Good income. Empire Automatic Corp., 799 Coney Island Ave., Brooklyn 18, N. Y. Buckminster 7-7300.

**GIRL IN FISH BOWL ILLUSION—LENS WITH** directions to make, \$20. Limited supply on hand. Can be used Xmas time, Santa in Fish Bowl. New Trapeze Crane, \$25. Floating Lady Illusion, \$35. Home Const. Co., 97 Arch St., Butler, N. J.

**GOVERNMENT SURPLUS THEATER SOUND** Projectors, Arcs, Rectifiers, Chairs, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 449 W. 42d St., New York 18. oc25

**LONG RANGE LEAD SHOOTING RANGES—** Portable or stationary. R. Schmidt, 548 Linder, Bellwood, Ill. oc25

**FOR SALE—SECOND-**  
**HAND SHOW PROPERTY**

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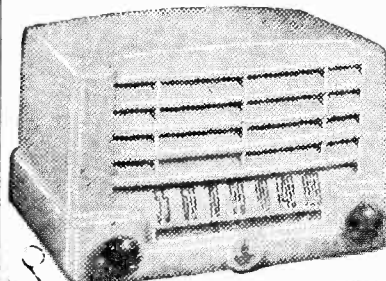
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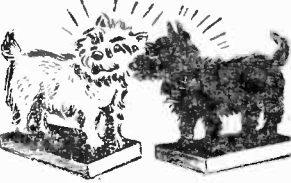


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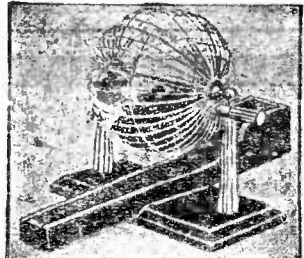


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Now buying for the Christmas Season  
CAN THEY USE YOUR ITEMS? If they can . . .

# The Billboard

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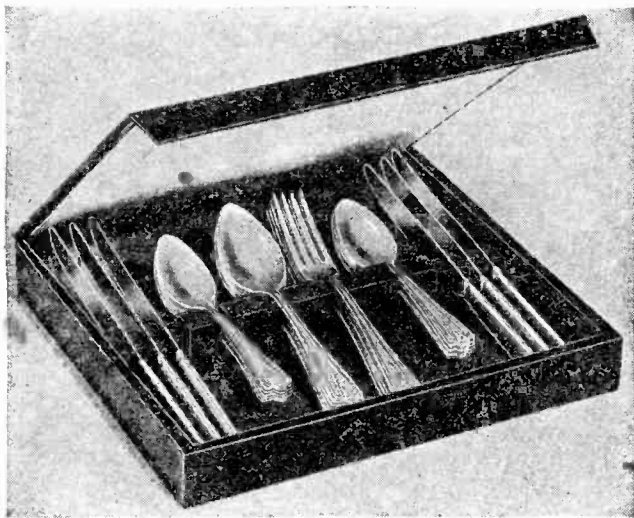
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Real Silver Plate on 18% Nickel Silver base. 12 teaspoons, 6 soup spoons, 6 forks, 6 knives. Knives have stainless steel cutting edge. Guarantee — 100-day guarantee against defective workmanship and material. Any piece will be replaced or repaired without charge.

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Single sample, complete, postpaid, \$8.40.

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## E. F. BERNHOLD, INC.

9547 Henrietta Brookfield, Ill.

### LETTER LIST

(Continued from page 86)

Torr, Roy  
Townsend, Calvert  
Trankus, Mrs. Margaret  
Travis, Mrs. Alveta  
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Turner, Chas.  
Turner, Virgle & Luke  
Vandewall, Henry  
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Walcott, Wm.  
Walden, J. W.  
Waligorski, Mrs. Lucille  
Wallace, R. B.  
Wantz, Mrs. Ruby  
Warbritton, Clyde  
Warner, Mrs. Maran (Peavine)  
Warren, S. B.  
Waterman, Margie  
Watts, J. E.  
Webb, John L.  
Welch, Donald  
Welsh, Donald F.  
West, Mrs. W. E.  
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Whaley, Silas  
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White, Robt. E.  
Whiteside, A. R.  
Wientherick, Mrs. Johnny  
Wilkinson, Robt.  
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Yennie, Harold  
Yourell, Harry  
Zabriskie, Mrs. L.  
Zabriskie, C. L.  
Zacchini, Dady  
Zacune, Miss  
Zorda, Frank

De Phil, Charles & Henriette  
De Siata, Joseph  
Dubin, Joseph  
Erbaugh, Ethel  
Faye, Herbert  
Ferry, Mrs. Wm. J.  
Gallagher, John  
Gardner, Mrs. M.  
Gentry, Tony  
Gerber, Joseph  
Glick, Mr. & Mrs. Wm.  
Gold, Lou  
Goley, Larry  
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Hebner, Paul  
Hitzelberger, W. H.  
Hlions, Harry A.  
Joyce, Robert  
Kalina, Madeline  
Keller, Blanch  
Kelley, Joseph H.  
Kennedy, Louisa & Frank  
Kramer, Rose  
Krioh, H.  
Levy, Mr. & Mrs. Sam  
Lloyd, Willis  
Madison, Babe  
Martell, Joe  
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Morris, Iva  
Nazzo, Joseph  
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Petrie, Fred C.  
Ramsey, J. P.  
Rector, Patricia  
Richards, Nellie  
Rivkin, Joseph  
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Rosenthal, Jack & Irving  
Rudick, Mr. & Mrs. Eli  
Ryan, John  
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Scott, Margaret  
Serrano, Lorraine  
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Spiller's Seals (Albert)  
Thomas, Eugenia  
Tobin, Francis A.  
Velez, Mickey  
Volins, Bill  
Wallace, Frank  
Walch, Connie  
Whalen, George  
Young, Raymond  
Zanger, Stanley  
Zubryn, Emil

Lucas, B. W.  
Banard  
McLean, Mr. M. H.  
McLiron, Ralph  
Magner, Mr. O. E.  
Manning, Mr. Ross  
Marino, Joseph Paul  
Marshfield, L. C.  
Martin, Mr. Ralph  
Miller, Barney  
Minser, Mr. C. C.  
Moore, Mr. Paul  
Musgrave, Ross, Jr.  
Nelson, Mr. John B.  
Nelson, Mr. Pete  
Newman, Mrs. Betty  
O'Donnell, James A.  
Orchard, Mr. H. Leroy  
Page, Paul E.  
Patrick, T. W.  
Pelen, Chas. W.  
Pelge, Bob  
Peyton, William Alfred  
Pink, Mr. Eugene M.  
Powell, Alexander  
Proctor, Mr. Dick  
Randolph, Mr. Robert G.  
Reed, Mr. Ivan C.  
Reeves, H. N.  
"Rex"  
Rozers, Mrs. Lois  
Routler, L. S.  
Rose, P. H.  
Schmidt, Stanley Arthur  
Seitz, James B.  
Seitz, Martha C. Senior, Glen  
Servis, Edward  
Pittsburgh  
Sewell, Charles M.  
Shipley, Mr. & Mrs. C. W.  
Silcox, Joseph  
Sims, Mr. Carl  
Sinclair, Gladys (Red)  
Smith, Lon  
Smith, Mr. Martin O.  
Smith, Henry Norman  
Smith, Vince  
Spencer, Jean Paul  
Steffen, Mr. J. O.  
Stezall, Lloyd J.  
Stoner, Lee  
Stratton, Mr. Clarence  
Stutz, Jim  
Snooford, Miss June  
Swan, Walter  
Sweeney, Mr. John J.  
Teska, Mrs. Joe  
Thompson, Mr. Billy E.  
Wagner, Mr. W. J.  
Washburne, William  
Webb, John Ellis  
Wells, Bill  
West, Eddie (Bobo)  
Williams, Orval C.  
Wilson, Miss Dixie L.  
Wingert, Mr. & Mrs. Bill  
Winoud, Mrs. E. L.  
Witzker, Mr. Fred W.  
Worley, Mr. Robert  
Wright, Mrs. Laura  
Wright, Mr. Marvin  
Yuen, Mr. Kenneth  
Loni  
Zebick, Mrs. Anna  
Zionke, Robert T.

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Bowen, Roy  
Bradley, A. C.  
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Brock, Mrs. Frances  
Brown, Fitzie  
Carr, Genevieve  
Dever, Miss A.  
DeVere, Mr. A.  
Flowers, Jack Carl  
Gamble, Henry  
Goode, W. L.  
Halley, Leo  
Hastings, Miss Tilly  
Herman, Mr. Maxie  
Huddleston, Robert  
James, Mr. H. E.  
Kaplan, Morris & "Roughhouse"  
Kennison Sisters  
Kerley, Ida Mae  
Kolout Jr., Joseph  
McGrean, Bernard E.

Mason, Tommie O.  
McLevean, R. J.  
Merrill Bros & Sisters  
Moore's Dogs  
Sunny  
Moore, William J.  
Nation, Mr. & Mrs. Gene  
Perez, Ray  
Porter, Mr. & Mrs. Harold  
The Reddingtons  
Richards, Mrs. Helen  
Rorabough, H. E.  
Saunders, Blackie  
Smith, Roll  
Stafford, Cleo Gordon  
Synders' Bears  
Waligorski, Mrs. Luallie  
Waite, Kenneth  
Wilson, James L.  
Worley, William  
Wright, Marvin  
Zawatzke, Jack A.

Adkisson, G. D.  
Aldrich, Mr. & Mrs. Ed  
Allen, Harry  
Allen, Ireland C.  
Anthony, Mrs. Mile Lucille  
Bacon, Wm.  
Barlow, Mr. & Mrs. Edward  
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Barr, Estil E.  
Barry, Mr. Frank  
Bell, Mr. Argie E.  
Bell, Dorothy  
Breizer, Manfred  
Bryer, Mrs. Mae  
Buck, Mrs. Lilla L.  
Bunkley, E. L.  
Calkins, Bob & Ann  
Cannon, Mrs. J. O.  
Causar, Jack Lee  
Cecord, Mr. Ernest  
Chaney, Mr. Chas.  
Cobbs, Theo  
Coffelt, Mr. Jack  
Cook, Fred H.  
Cook, Paul L.  
Dailley, Mr. Bill Jr.  
Dallman, Alma  
Davies, Audrey & William  
Davies, John C.  
Davis, Mr. J. W.  
Davis, Mr. or Mrs. N. E.  
Dillon, Leonard L.  
Duffy, Mr. Roy T.  
Eagle, Chief Ed  
Edwards, John W.  
Erbaugh, Ethel  
Eubanks, John M.  
Fairley, Mrs. Noble  
Forster, Mr. Gus  
Frenzel, M. E.  
Gates, Jack  
Gaughn, Harry  
Geib, Joe  
Genious, Kenneth M.  
Glenn, Red & Lucky  
Graham, Mr. Lavan

Grauger, Allen  
Green, Mr. & Mrs. Woody  
Gregory, R. W. (Bob)  
Grimm, Mr. H. L.  
Hall, Mrs. Albert  
Hall, Mr. Edward L.  
Hartley, Mr. William  
Hastings, Carleton L.  
Henderson, Mr. & Mrs. Gaylor  
Hess, Mr. Fred  
Hilderbrand, Mr. Roy  
Hill, John C.  
Holt, Clayton L.  
Holt, Miss Stella  
Hook, Mr. & Mrs. Eddie  
Howard, Mr. John  
Howe, Joe P.  
Howington, Mr. Charles W.  
Hughes, Estella  
Hughes, Mrs. W. L.  
Irbv, Mr. J. L.  
Jellison, Francis H.  
Jones, Mr. Clyde  
Jones, Miss Frances  
Keith, Kenneth R.  
Kennedy, C. B.  
King, Mrs. Marjorie  
Kirkwood, Mrs. Linda  
Krenger, Mr. Earl  
Lambert, Mr. Charles  
Landry, George  
Lang, Mrs. Ho F.  
Layette, Elmer  
Leary, Dick  
Lee, Geo. L.  
Lewis, Jo Lee  
Litts, Mr. G. F.  
Logsdon, Mr. & Mrs. Walter  
Long, R. B.  
Lovelly, Mr. & Mrs. Ted

### MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway, New York 19, N. Y.

Adams, Diana  
Buckner, Joseph  
Butler, Ernest  
Calkins, Bob & Ann  
Camerlin, Tim A.

Carr, Neal  
Caramella, Mr. & Mrs. Frank  
Cattinni, George  
Cecord, Ernest  
Chelly, Paul  
Conway, Rose  
Demetry, June

Dillon, Leonard L.  
Duffy, Mr. Roy T.  
Eagle, Chief Ed  
Edwards, John W.  
Erbaugh, Ethel  
Eubanks, John M.  
Fairley, Mrs. Noble  
Forster, Mr. Gus  
Frenzel, M. E.  
Gates, Jack  
Gaughn, Harry  
Geib, Joe  
Genious, Kenneth M.  
Glenn, Red & Lucky  
Graham, Mr. Lavan

Kirkwood, Mrs. Linda  
Krenger, Mr. Earl  
Lambert, Mr. Charles  
Landry, George  
Lang, Mrs. Ho F.  
Layette, Elmer  
Leary, Dick  
Lee, Geo. L.  
Lewis, Jo Lee  
Litts, Mr. G. F.  
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It's AMAZING! An AIR PISTOL that looks like a LUGER AUTOMATIC — complete with ammunition!

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### AIR PISTOL SET

Complete with everything shown in the photo:

2 EXTRA BARRELS, Plus All Ammunition, including

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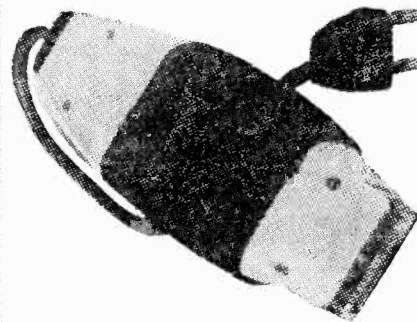
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### The Nationally Famous NEW PERFEX ELECTRIC SHAVER

NOTE THESE 10 PROFIT-PRODUCING FEATURES

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POUCH FOR SHAVER, EA. 25c

LIST \$5.00 EACH \$2.17 Lots of 12. Ea. \$2.08

HARVARD DOUBLE HEAD SHAVER WITH POUCH, LIST \$7.50 — EA. \$3.00

25% With Order — Balance C. O. D.

Write for Illustrated Catalog.

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SENSATIONAL PROFITS—MONEY-MAKING INVESTMENT

100% TO 200% PROFIT

Immediate Possession of Formula by Return Mail.

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**QUALITY** **FLASH** **VARIETY**  
**OAK HYTEX BALLOONS**  
**VALUE**

*Sold Thru Jokers Only*

**Top Money Getters**  
 • Safeguard your profits... buy only OAK-HYTEX in the Blue Box with the Yellow Diamond label.

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**BIG HOLIDAY SELLER!**  
**ALUMINUM BREADBASKET**

**SATIN FINISH** Doz. **\$24.00**  
**BRIGHT FINISH** Doz. **\$26.40**  
 Sample, \$3.00.  
 25% Deposit, Balance C. O. D.

Guaranteed not to rust, simulated hammered effect, 10-in. diameter, floral design. Write for Illustrated Literature and Prices on additional 36 pieces priced to sell fast; from 65¢ to \$7.50.

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**Something NEW**  
**DIFFERENT**  
**SURE-FIRE**  
**LEE-TEX Balloon**  
**Party Hats**

SEE AD ON PAGE 20

**ENGRAVERS**

For the best in Engravers' Merchandise use "Morse Finish"; it stands up. Old reliables and new 1947 numbers now ready. New post-war Engraving Machines.

"Always Something New"

**EDW. H. MORSE & CO.**  
 ATTLEBORO, MASS.  
 "We Lead, Others Follow"

**FIREWORKS**  
 FOR THE HOLIDAY TRADE

Cap Guns, Caps and all kinds of Fireworks for the Jobbing and Chain Store Trade.

**WHOLESALE ONLY**  
**SPECIAL—1,000 2-inch**  
**Salutes, \$6.80**

Send check with order.  
**FREE:** Complete catalog mailed on request—Low Prices.

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 Oostburg, Wisconsin

**PLASTIC BALLOON FORMULA**

Manufacture this huge volume item yourself. We tell you what the ingredients are, how to make it and the sources of the ingredients. Cash in adv. send \$2.00 to

**ELM CHEMICAL CO.**  
 1429 ELM ST. CINCINNATI, OHIO

# Pipes for Pitchmen

By Bill Baker

**MED MEN . . .** represented at the annual Dairy Cattle Congress in Waterloo, Ia., included Don Naiper, Charles Kasher, Speedy Ross, Ed Haller, H. Dempsey and J. C. L. Buredray, Mike Devine and B. E. (Frenchy) Thibault. All were reported to have played to excellent tips and takes.

A pitchman isn't peculiar. He's just individualistic.

**S. R. SHUSTER . . .** letters from Milwaukee that Don Hart, former pitchman, is currently using his gift of gab and persuasive powers to sell actors and booking agents on the values of becoming members of the AGVA, whose Milwaukee rep he is. "He has done a good job in the year he's been at it, too. All of which proves the fact that when a pitcher gets a good item to sell he can really go to town," Shuster adds.

*Surmounting a seemingly insurmountable obstacle is comparatively simple if a cheerful disposition is one of your attributes.*

**MRS. ELIZABETH EATON . . .** is in Los Angeles framing a pitch around a monogram embroidery guide which she plans to spring soon, it is reported.

**VIOLET McNEAL . . .** pitchwoman of yesteryear, has written a book on the experiences of a woman in the med show days of old. It's titled, *Four White Horses and a Brass Band*.

The fellow who refuses to stop hustling always winds up with dough in the poke.

**THE ETLINGS . . .** Doc and Alice, well known in pitch circles, are en tour with the Holland Attractions' Mustard and Gravy Gorilla Show combined, playing North Carolina territory.

**RICHARD ARCAND . . .** continues to work super markets in Los Angeles to good turns.

**VAL RENNE . . .** is still turning good tips with McLean's Polishing Plate at Kresge's store in Chicago.

*Trouble with most people is that they fail to do business when there's business to be done.*

**BERT CASSIDY . . .** who hasn't made a pitch in a number of years, is making his home in Montreal, where he is operating the B. F. Cassidy & Company manufacturers firm. Bert says Montreal is still open to pitchmen on a license of \$108 per year but because of the traffic con-

gestion in the town it is difficult to get a good spot to work. Bert adds that he still remembers when King Kelly, of collar button note, visited with Bert's uncle, Mas McElheron, who also pitched collar buttons, white-stones, cement and many other items for many years in the Canadian city.

*Who worked the annual championship rodeo held in Madison Square Garden, New York? How was business?*

**WORKING . . .** a nifty gadget layout in a Kresge store in Chicago to click results is Marty Robbins.

Wonder how much of the big dough the boys are getting out of the cotton territory is being banked?

**JACK (BOTTLES) STOVER . . .** advises from Harrisonburg, Va., that he's back on the scuffle again after a three-month layoff at the request of his physician. Bottles says that he hears that the knights of the leaf are gathering plenty of pocket personality around the tobacco marts and that he plans to mosey down yonder to look things over. He adds that all the Harrisonburg talent reports a good season.

**NELLIE BROWN . . .** is gathering the geedus with her satin sheen at the W. T. Grant store in Milwaukee, where she opened recently.

**THE GEORGE BRECHTS . . .** registered good money counts with their jar wrenches at the annual Dairy Cattle Congress in Waterloo, Ia.

*It's possible that a truly convincing pitchman can miss. But it's seldom he does.*

**B. E. (FRENCHY) THIBAUT . . .** who grabbed off a healthy winter bankroll at the annual Dairy Cattle Congress at Waterloo, Ia., letters that he plans to remain in that neck of the woods, working farm sales until next month, when he will return to his home.

Careful study and earnest efforts are certain guarantees of success.

**AL RINEHART . . .** is on the phones again, working a local tavern organization in Milwaukee.

**WITH GOOD . . .** weather aiding their best efforts, a number of the lads and lassies worked the annual Dairy Cattle Congress at Waterloo, Ia., to sock returns. Included were Ralph Kasterman, Carl Knowles, Jack Murphy and Doc Scullen, coils; James E. Miller, jewelry; (Continued on page 90)

**THE #2 HOT DEAL**  
**ELMO THE CLOWN**



He's more than a toy. He's a one-man circus. Action Sound Color.

**\$7.20** Per Doz.  
 To retail about \$1.00. Sample, \$1.00 postpaid. Jobbers, write for quantity prices. Immediate delivery.

**Watch for #1 HOT DEAL "DIPPY DILLY"**

**RAMLEY PRODUCTS CO.** 43 E. 19th St. N. Y. S. N. Y.

**Genuine - Original PLASTIC**

**BUB-O-LOON**

"The Sensation That Is Sweeping the Nation"

See Life Mag., Sept. 15 . . . . . Page 48  
 See Time Mag., Sept. 22 . . . . . Page 80  
 See Newsweek, Sept. 22 . . . . . Page 71

**MAKE YOUR OWN BALLOONS**

No. 100 — \$19.20 Gr. Min. 1 Gr.  
 No. 200 — \$24.00 Gr. Min. 1/2 Gr.  
 25% Deposit—Balance C. O. D.

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 54 W. ILLINOIS ST. CHICAGO, ILL.

**Giant Table Lighter**



Smart, modern design. Covered in simulated leather. 4" high, 3 1/2" wide. Needs but 4 fillings a year. Heavily chrome plated. Hand-somely plated. **FREE**. 24-Hole Pushcard, takes in \$8.25. or 35-Hole, takes in \$12.35. **SAMPLE**, \$3.50 prepaid. Dozen, \$36.00. 25% Deposit, Balance C. O. D.

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 Box 1586 Wichita, Kansas

**MEDICINE MEN!**

HERE IS NO SUBSTITUTE FOR QUALITY

WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are **MANUFACTURERS PHARMACISTS** established 1934.

**GENERAL PRODUCTS LABORATORIES, INC.**  
 137 E. SPRING ST. Dept. X COLUMBUS 35, OHIO

**PRICES CUT 30%**

**NEW HEAVY QUALITY WATERPROOF TABLECLOTH**

**IN BEAUTIFUL COLORS**



Packed in individual envelopes. Build a repeat business on a quality product. Here's an item really in demand in HOMES, RESTAURANTS, TAVERNS and HOTELS. Saves laundering! Just wipe clean with a damp cloth.

Size 52x52 was \$12.00 per doz.

**NOW \$8.40 Per Doz. Assorted**

**\$7.95 Doz. in 2 Doz. Lots**      **\$7.40 Doz. in 4 Doz. Lots**

Terms: 1/2 Cash With Order.

We pay freight when cash in full accompanies order. Minimum order 1/2 doz. assorted.

**E. F. BERNHOLD, INC.** 330 S. Wells St., Chicago, Illinois

### Pipes

(Continued from page 89)

Jimmy Ryan, Ralph LaFagee, George Hess and Dale Jarlein, peelers; George Haney, of Apex note; Jack Flowers, glass cutters; Jean Gunn, straw flowers, and Red Gunn and Jack Kerns, combs.

**LARRY LEDERMAN . . .** has returned to Milwaukee, where he is acting as physical instructor at a local community center. He's also campaigning via sheetwriting for a newspaper the center is publishing.

**THE LERNERS . . .** Al and Phil, are back in Milwaukee after a short stay in Madison, Wis. Al is planning to enter the retail fruit business with Phil as a partner. With their father and older brother, Harry, already in that line, the deal should prove an all around family affair.

*Are you keeping abreast of the times? It's a good point to consider when you tabulate your annual returns.*

**MAE LITHGOW . . .** who is believed to have established a record for pitching her Indian herb tea at the F. W. Grand store in Milwaukee is back in the Beer City after an extended visit with her children and grandchildren in the East.

**AFTER MANY . . .** years of med show trouping, a few years in the circus field and still many other years in various branches of show business in general, Bob and Mae Noell are with Holland Attrac-

tions' latest organization titled, Mustard and Gravy and Gorilla Show combined, which is under the direction of Eddie Mellon and playing towns in Eastern North Carolina under a 60 by 120-foot top. "We've been so far back in the sticks," letters Mae, "that we've seen only one pitchman lately. He was Paul Houck whom we met about five weeks ago, and it was the first time we'd seen him in about five years."

**BOB SCHUTTEN . . .** is still down on the farm near Milwaukee lending relatives a hand.

**FOLLOWING A TRIP . . .** to New York, Mollie Bosko is giving office work a whirl in Milwaukee, temporarily dispensing with her pitch chores.

Your argument toward receiving your rights gain impressiveness if you work right.

**JIMMY METHOD . . .** has returned to his Milwaukee spot, following a lucrative southern tour. Reports indicate that his Florida efforts resulted in some of the best takes he's enjoyed in a long time.

**CHARLIE EMERY . . .** currently spotted in the Plankinton Arcade in downtown Milwaukee, is mulling plans to stake out a claim for a whole arcade in a neighboring Wisconsin town and he's spending some of his spare time scouting around for a proper location for his own layout.

**PITCHING . . .** novelties in the Plankinton Arcade in downtown Milwaukee is Mary Lee Carroll. Business is reported good.

**TOMMY SHANAHAN . . .** former pitcher, is doing a sports announcing stint over Station WEMP, Milwaukee.

Reports drifting into this corner indicate that the boys and girls who are working the high school, college and pro football games on week-ends are getting their share of the long green.

**SIGHTED . . .** making pitches at Blatz Palm Garden, Milwaukee, recently were Marty Hoff, Billy and Curley Steed, Sibbins and Saunders and Bea Morley.

**FRED HELGREN . . .** cards from Milwaukee that he and Arthur Harms have their layouts working to good scores in the Beer City and that they plan to remain there indefinitely.

**GEORGE DURST . . .** New York pitcher, is still hot on the idea of having New York City issue 1948 golden jubilee licenses to bona fide pitchers at a fair price of \$25 or \$50 per year. "After all," says the veteran Durst, "The Freedom Train exhibits imply that individuals also have rights and privileges, so why not grant special freedom of enterprise licenses, pursuit of happiness permits and earn-a-living certificates to pitchers?"

**SUPERIOR SELLS BETTER!**

**SPECIAL!**

**MANUFACTURER'S CLOSE OUT**

**MATCHING STAR**

**PIN and EARRING SET**

- 7 large brilliant rhinestones in each setting.
- Safety catch pin.
- Screw type earrings.
- Pink gold finish.

**SENSATIONALLY PRICED AT . . . \$6.75 DOZEN**

**LARGE ASSORTMENT OF PIN AND EARRING SETS AND PENDANTS FROM . . . \$6.75 TO \$12.00 A DOZEN—BOXED**

**SEND \$15.00 FOR SAMPLE ASSORTMENT**

**NEW CATALOGUE NOW READY!**

**SUPERIOR JEWELRY CO.**  
740 SANSON ST., PHILA. 6, PA.

**TWO RED HOT NUMBERS!**

**NEW FLIP-UP TIE**  
(Protected by Pat. Pending)



**Fun for Young and Old**

Makes your regular tie rise and fall at your command. You'll get laughs galore at home, while drinking at a bar, anywhere. It's simple, yet mystifying.

Price Per Dozen . . . . . \$ 6.00  
Price Per Gross . . . . . 60.00  
Sample Order . . . . . 1.00

Jobbers and large quantity users, write for special discount.

**FRANCO-AMERICAN NOVELTY CO.** 1209 Broadway, New York 1, N. Y.

**"BLO" THE NEW MAGIC PLASTIC BUBBLE BALLOON!!!**



The sensation of the nation! Fun for everyone. Stores everywhere report tremendous profits.

**NEW REDUCED PRICES**  
Dozen, \$1.60 Gross, \$18.00  
Effective October 10.  
Packed in original cartons of 6 dozen.  
Sole Distributors of "BLO" MAGIC BUBBLES

**BOARD OPERATORS—CANVASSERS**

**BUY YOUR CHRISTMAS LINE HERE**

We have a complete line of toys, novelties and gift wares of every description.

**VISIT OUR SHOWROOM**

**JOE END & CO.** MIKE TISSER, General Manager Telephone  
Inc. 435 WEST BROADWAY WALKER  
Cor. Prince St., N. Y. 12, N. Y. 5-8280

**PHONO SALESMAN**

Is there among these readers an outstanding, well qualified, experienced phonograph salesman to represent leading phonograph manufacturer. Your replies will be kept confidential. Apply BOX D-132, care Billboard, Cincinnati 22, Ohio.

**NOTICE!**

**THE BENAY-ALBEE NOVELTY CO.**  
201 GREENE ST. NEW YORK 12  
Mfrs. of Novelty Hats  
Does not sell to the consumer trade.  
Jobbers' inquiries invited.

**COCKTAIL BRACELETS**  
Beautiful Assortment, Individually Boxed.  
Per Doz., \$8.25. Sample, \$1.00.

**PEARL NECKLACE**  
Sparkling Graduated Pearls, safety clasp, individually boxed.  
Single Strand. Per Doz. . . . . \$6.50  
Sample, \$1.00.  
Double Strand. Per Doz. . . . . \$12.50  
Sample, \$1.50.

Note our new location:

**BENJO NOVELTY CO.**  
148 PARK ROW NEW YORK, N. Y.

**CORRECTION!**

In our "Magic Photo Races" ad on page 94 of the October 11th issue, the merchant's cost was incorrectly stated as \$3.00 per box of 24 25¢ packages. The price should have been quoted as \$3.50 per box.

**D. REBBINS & CO.** 152-B W. 42nd St. NEW YORK 18, N. Y.

**STERLING OFFERS MORE FOR LESS**

Here's the ring you've been waiting for!



**A NEW STYLE! A RED-HOT SELLER!**

Fine Men's (patented) Ring with heavy 14 kt. rolled gold mounting set with 1 1/2 carat (approx.) whitestone center and four white or ruby sidestones.

#8012 - - - - \$27.00 Per Doz.

Matched Five-Stone Solitaire and Six-Stone Wedding Band in S.S.



#4775S and #865S only \$9.50 per doz. sets (24 rings). Sold singly at \$5.00 per doz.

Same pair, gold filled

#4776F—Solitaire, \$6.00 per doz.  
#866F—Band, \$5.50 per doz.

**FREE CATALOG**  
\$10 or \$20 sample assortment sent upon request.

**STERLING JEWELERS**  
85 E. GAY ST. COLUMBUS, OHIO

**LARGEST USERS BUY**

Our 5¢ to 85¢ BILLEFOLDS, Key Cases, Purses, Belts & related items, Circulars & Samples Available. **CUTTING LEATHER NOVELTY CO.**  
48 B HOWARD ST., NEW YORK 13, N. Y.

**THANK YOU**

**Sell Ultra-Blue Stock Signs**

To General Stores over 700 Different Slogans and Sayings. Fine Line of Religious Ultra-Blue Signs for Homes and General Display. Make Money on these Fast Selling Signs. 35¢ Sellers. 15¢ Sample Ultra-Blue Store Stock Signs—7x11, \$1.00 postpd. 15¢ Sample Ultra-Blue Religious Signs—7x11, \$1.00 postpd. 100—Ultra-Blue Stock Signs—7x11, \$6.00. No C. O. D.'s.

**L. LOWY, 8 W. Broadway, N. Y. 7, Dept. 348**

**SENSATIONAL ITEM**

**10 SOLID and MOVABLE CHARM BRACELETS**

24K Gold, Silver and Hamilton plated finish



Order now for Christmas sales. Any quantity. Immediate delivery.

25% with order.  
**\$7.00 Doz.** Balance C. O. D.

**TIMES SQUARE SALES CO.**  
705 7th Ave., New York 19, N. Y.



# SALESBOARD SIDELIGHTS

## New York:

Ten new coin-filled boards and some jumbo hole (six for a quarter) salesboards make up new numbers that Profit Manufacturing Company is breaking this week and next. . . . Otto Goldman, Globe Printing Company sales manager, returned to his desk Monday (6) from an East Coast biz trip with orders in all his pockets. . . . A. N. S. Sales, Inc., Elmira, N. Y., is reporting heavy action on its gun and knife deal boards.

Phil Eisen, Dave Mann, Jack Glass, Saul Tuntson and Dave Singer were some of the many guests of Hy Greenglass, head of Greenglass Sales Company, at the race track Saturday (11), helping him celebrate the 10,000th sale of his firm's Sport of Kings salesboard. All the salesboard men were Greenglass's guests after the races, too.

Joseph Rake, of Rake Join Machine Exchange, Philly, is reporting big

sales of Multi-Giants. . . . Harry Turber, of Black Sales, says his firm will have its second board out next week. . . . A combo cigarette lighter and case is the latest gadget to be offered on merchandise boards in the East. . . . Globe Printing has a new board set to break.

## Chicago:

Consolidated Manufacturing Company's general sales manager, Irving Sax, left on a business jaunt to the Western States last week. . . . Harold Boex, vice-president at Pioneer Manufacturing Company, was another to take off on a business trip. . . . Al Schechter, of Howard Machine Products Company, says the new candy board deal recently introduced by his firm is clicking with operators and customers, judging from reports from the field.

Harlich Manufacturing Company expects Sales Director Manny Gutterman back next week from the West Coast. Firm's Sam Feldman, sales manager, says manufacture and shipments of new boards are continuing at a steady pace altho there is some pinch on raw materials. New triangle seal boards introduced recently are meeting with good reception, Sam reports. Use of triangle seals improves the sales potential of a board because they create the optical illusion that there are less seals on a board than there actually are. Truth is, Sam says, there are 72 triangle seals in two-thirds of the space that is required for 60 of the square type.

Gardner & Company, currently issuing about 10 new boards a week, is finding that the cigarette payouts are becoming increasingly popular. Miss F. Zinder, assistant sales manager, says the new You Can't Miss board with poker tickets is scooting up into the high play field. Other Gardner boards with dice, bell and number tickets are pulling with not much preference in any one type. Charles B. Leedy, sales manager, who was in the East scouting new salesmen, returned to the home grounds this week.

Sylvan Miller, vice-president of production over at Superior Products, tells of a 25 per cent increase in plant personnel during recent weeks. Altho raw materials are a bit scarce, especially binder board, output is being hiked to big scale production. Superior is putting out three new boards a week, rounding out all phases of its line. Miller states. President Jack Morely and Seymour Trott, vice-president and sales manager, were due back from their respective trips beginning of this week. Report has it that every sales representative that Seymour has put on is doing top-notch work. There were five added during the past few days, all in key states.

Current talk of the Superior Sales staff are the sales contests being conducted. Based on best showings on individual salesmen's quotas, prizes range from suitcases to expensive watches. Earle Parker, covering Pennsylvania, and I. Ruppert, Florida man, are mentioned as top hitting fellows in the current competition.

# Husky PROFITS with these New Giant Hole Boards

SIX 5¢ TICKETS IN EACH GIANT HOLE

25¢ You Can't Miss!!

15 10

SIX 5¢ TWELVE FREE TICKETS IN EACH GIANT HOLE

TWELVE BIG FINS

POSSIBLE PAYOUT OVER 100%

AND 50¢ WINNERS

50 150 250 350 450 550 650 750 850 950 1000

100 200 300-400 500 600 700 800 900 1000

ANY ONE OF THE GIANT HOLES MAY CONTAIN 2 OR MORE WINNERS

ORDER No. 200 "TWELVE BIG FINS"

Giant Holes  
6 Tickets in each Hole  
25c Per Hole  
- Thick -  
Number Tickets  
Avr. PROFIT \$28.16  
(Maximum) PROFIT \$39.50

ORDER No. 200 "YOU CAN'T MISS"

Giant Holes  
6 Tickets in each Hole  
25c Per Hole  
- Thick -  
Poker Tickets  
Average PROFIT \$27.45

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO 16, ILL.

## LARGEST SELECTION OF COINBOARDS IN THE NATION!

### TYPICAL SPECIALS

Piggie Bank, 1500 holes—5¢ play	Takes IN—\$75.00	Pays OUT—\$38.25
PRICE \$4.18 plus \$1.70 in coins		
Play Ball, 2000 holes—10¢ play	Takes IN—\$200.00	Pays OUT—\$124.00
PRICE \$6.40 plus \$7.70 in coins		
Jack Rabbit, 1500 holes—10¢ play	Takes IN—\$150.00	Pays OUT \$99.50
PRICE \$5.00 plus \$1.70 in coins		
3-Way Money, 1200 holes—25¢ play	Takes IN—\$300.00	Pays OUT—\$190.00
PRICE \$5.67 plus \$6.00 in coins		
Lucky Dimes, 1500 holes—10¢ play	Takes IN—\$150.00	Pays OUT—\$84.00
PRICE \$5.60 plus \$3.00 in coins		
Pennies From Heaven, 1200 holes—5¢ play	Takes IN—\$60.00	Pays OUT—\$28.50
PRICE \$3.80 plus 26¢ in coins		
Standout, 1792 holes—5¢ play	Takes IN—\$89.60	Pays OUT—\$38.50
PRICE \$5.50 plus \$2.20 in coins		

10¢ JACK IN BARREL 70¢

2000 HOLES—10¢ PLAY

Takes IN \$200.00

Pays OUT \$129.00

PRICE \$5.67 plus \$8.30 in coins

ALSO AVAILABLE: Multi-Giant Boards—6 Tickets for 25c

Send for FREE 64-page Illustrated Catalog. 25% Deposit With Orders, Balance C. O. D.

**PROFIT MFG. CO.**  
41 WEST 23RD ST. NEW YORK 10, N. Y.

## SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$ 1.25
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	42.75	3.25
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	35.20	2.50
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢, stating your requirements. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO.** BOX 66, MICHIGAN CITY, INDIANA

### PULL TICKET CARDS

AT VERY, VERY REASONABLE PRICES — WE MANUFACTURE ONLY —

WE SPECIALIZE IN

## TIP—TAKE TIP—JACKPOT—BASEBALL

Write, Wire or Phone. Our New Factory Address

PHONE: WHEELING 340 COLUMBIA SALES CO. 302 MAIN ST. WHEELING, W. VA.

## SALESBOARDS

SPECIALS—25% DEPOSIT

Holes	Name	Profit	Price
400	5¢ Dollar Board, Thick	\$ 7.00	\$ .65
600	25¢ Charley	51.00	.79
1000	5¢ Double Fin	24.50	1.08
1800	5¢ Lulu, X Thick	18.00	1.89

NEW! 6 TICKETS PER HOLE BOARDS:

200	25¢ Kwik Fin	Max. Avr. \$37.50	\$2.92 1/2
200	25¢ 6 in 1	Max. Avr. 37.50	2.92 1/2
1000	25¢ Jack Pot Charley	Avr. \$52.08	\$1.25
1200	25¢ Texas Charley, Seal	Avr. 102.28	1.89
1000	5¢ Win-a-Fin, Jumbo	Avr. 25.20	1.98
1020	25¢ Block Buster, X Tk.	Avr. 81.58	2.59
1200	5¢ 3 Grand Prize	Avr. 48.45	2.39
1000	25¢ J.P. Grille, X Tk.	Avr. 27.00	2.89
2170	Rd. Wh. Bl. Sule. Tickets	\$36.50	\$1.67
120	Tip Ticket Books, Gr.	\$19.85; Doz.	\$1.89

WORLD'S BEST BOARDS, TICKETS, CARDS

**DELUXE MFG. CO.**  
DeLuxe Building Blue Earth, Minn.

# EMPIRE

FOR THE Finest in SALES BOARDS

**EMPIRE PRESS**  
637 SOUTH DEARBORN ST. CHICAGO 5, ILLINOIS

# PUSH CARDS

ALL sizes of straight or skip numbers, with all winners, or with one winner under Master Seal. Also regular Cards up to 600 Holes.

FREE Catalog. Write

**W. H. BRADY CO., MFRS.**  
CHIPPEWA FALLS, WISC.

## Make \$250 to \$500 a week

### BE YOUR OWN OPERATOR OF PUSH CARDS

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.

**Watches Styled for Beauty and Built for Accuracy!**

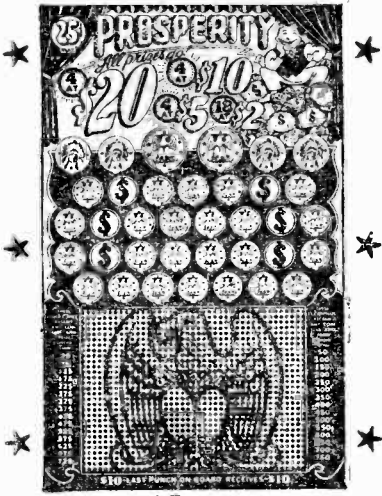
Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, and sells out in 1 or 2 days. You can place hundreds of these cards each week. 25% Deposit with Order, Bal. C. O. D., F. O. B. Chicago

PUSH CARD WITH 2 WATCHES  
1 Watch to the seller and 1 Watch to the winning seal.  
Push Card Takes in \$21.  
Your Cost . . . . . \$10.  
EXTRA PUSH CARDS 10¢ EA.

Your Profit \$11.00

Write: **J & M SALES CO.**—708 S. STATE ST.—CHICAGO 5, ILL.

**COIN BOARDS**



**PROSPERITY—25¢ PLAY  
DEFINITE PROFIT—\$104.00**

Most complete line of  
**COIN BOARDS** in the country.

Send for our  
**FREE CATALOG**

**HOWARD MACHINE PRODUCTS CO.**

2754 West Diversey Blvd. Chicago 47, Ill.

**“Feet-on-Desk” Technique  
Passe Method of Operation**

(Continued from page 76)  
stances, I must limit myself to opinion and observation.

**Operation Always Good**

It is true that the Rollerdrome did enjoy one of the best seasons in its history last year, but it is also true that Bill has never shown anything but a profitable season during his many years of operation. Some have been better than others. For example, the first year's business of the Rollerdrome was far above our greatest expectations, but as a general rule Bill has managed to show a steady increase in business during his entire career. Proof of this statement is that the Rollerdrome is the climax of a business which originated in a building with a skating surface that measured 40 by 90 feet.

There are no specific secrets in the manner in which my brother operates, and Cincinnati is no more skate-minded than other cities of its size. There have been many other operators who have opened in this city and have failed completely. We have seen many come and go, so I can safely say that there is nothing exceptional about our locality.

**Two Important Keys**

I would say that the two most important factors in the operation of the Rollerdrome are: (1) The skating program is arranged so that everyone has the opportunity to enjoy the type of skating that interests him most, and (2) the musical background is alive and healthy. These, along with the fact that Bill has an uncanny faculty for selecting box-office items from headaches, are major differences I have noticed in many rinks I have visited.

As a personal opinion, I believe many operators have paid too much attention to the theoretical element who have managed to make themselves prominent in the past few years. It is amazing but true that in many instances this group has been able to change the entire structure of solid rink management. This statement requires an explanation of the difference between the aims of Perry B. Rawson and theory. When Perry introduced international style skating to the United States he brought an invaluable asset to the rink business. To the rinks that were employing a dance skating routine it brought a new phase of interest into their rinks. To localities that were unfamiliar with the box-office value of skate dancing, confin-

ing this activity to an occasional circle waltz, it was a gift from heaven. The difficulty is, I believe, that Rawson's efforts have given birth to a group of ambitious theorists who have usurped his entire plan with the glamorous idea that to be successful the roller rink business must be completely revised so as to compare favorably with a combination Ice Palace and Stork Club.

Many years ago Perry advised me that box office was a certainty in the teaching of dancing thru class instruction, but to be certain to teach them to skate first. He also advised me that while the 1 per cent showcase was an asset and desirable, it was also a headache and unprofitable. The intervening years have taught me how right Rawson was. In 1940 I had an occasion to write Rawson in regard to a new idea I had in mind for a roller skate. In answer to this letter Perry advised me that the fashion of skating on tight action alone had set his plan back a good five years. The present trend toward flexible action is only one example of how much harm can be done thru theory.

**Let 'Em Skate**

One noticeable difference I have observed in the operation of the Rollerdrome in comparison with other rinks I have visited in the past few years is that it seems to me that the ordinary patron is forced to spend more time in the isles than on the main skating surface. Wherever I visited all that I seemed to hear was a lot of whistles blowing and the "clear-the-floor" announcement being made. In some instances the main floor is cleared of all skaters before every dance number is played. In Cincinnati we try to keep everyone skating as much as possible.

(To be continued)

**PEACE IN OFFING**

(Continued from page 76)

Roller Skating Rink Operators' Association of the United States, who was named a one-man committee three months ago by the RSROA board of control to negotiate with ASCAP.

Details of the projected agreement have not been worked out but are slated to be a major item on the agenda at the December board meeting, to be held either in Cleveland or Detroit.

Many rinks, particularly those using record music, have eliminated ASCAP music because of objection to the existing fee system. While many rinks have signed with ASCAP on an individual basis, this will be the first time a general license arrangement, applicable to all rinks, has been worked out.

Rinks have secured further protection, according to Fred A. Martin, secretary of the RSROA, by an understanding with ASCAP officials that there will be no raise in fees in the meantime, despite the recent increased schedules proposed by ASCAP in other amusement fields.

**MRS. WEISMULLER**

(Continued from page 76)

and skating sessions will be continued as in the past.

Several former members on the professional staff have left the Arena to go with other rinks. Richard and Marjorie McLaughlan have taken a year's contract with the Strathcona Club, Toronto. Lucy and John Shook are dividing their time by teaching at Coliseum Rink, Toledo, O.; Ambassador Rink, Clawson, Mich., and West Huron Rink, Pontiac, Mich. Rose Martin is dividing her time by teaching at Ambassador Rink, Clawson, Mich., and Flint Park Rink, Flint, Mich.

**Dance-Tone Distributorship  
Goes to Bergin & Norcross**

MEDFORD, Mass., Oct. 11.—J. W. Norcross, Greeley, Colo., and Fred J. Bergin, Fresno, Calif., have been appointed distributors for Dance-Tone Record Company in Washington, Oregon, California, Iowa, Nebraska, Missouri, Kansas, Texas and Colorado, it was announced this week by Fred H. Freeman, of the Dance-Tone firm here.

Bergin and Norcross will maintain a distribution point in Greeley. Because of its geographical position, said Freeman, this location will afford Western rink operator rapid delivery of a complete line of records.

**2D MOUNT VERNON**

(Continued from page 77)

and the Reading (Pa.) Roller Racing Club of Carsonia Park Rollerdrome, reported Jack Edwards, AOW director of speed.

The heavy turnout helped boost AOW's early-season business average 50 per cent above the same period of 1946 and 125 per cent above the corresponding period of 1945, Edwards announced.

Mount Vernon skaters had little opposition in the meet, winning the five-event program by a 5 to 0 score.

Results: 440-yard ladies, Ginger Mann, Mount Vernon; Janet Smith, Reading, and Jerry Abbatello, Mount Vernon; 880-yard ladies, Ginger Mann, Mount Vernon; J. Smith, Reading, and Marge McCoppin, Mount Vernon; 880-yard men, John Gregory and Fred Suggard, Mount Vernon, and Luther Wensel, Reading; one-mile men, Harold Hand, Mount Vernon; J. Albrith, Reading, and E. Waldorf, Mount Vernon, and two-mile men, Larry Bisinger and F. McCarthy, Mount Vernon, and G. Garret, Reading.

Reading racers, who wanted to practice on the plastic floor, arrived early Saturday afternoon in eight cars, accompanied by a busload of rooters.

AOW's inter-rink contests resume tonight at Twin City Arena, Elizabeth, N. J., while Reading is slated to meet Twin City November 1 at Elizabeth.

**RUHLMAN'S LEXINGTON**

(Continued from page 76)

the rink's seventh anniversary party, to be held some time this month, and the annual Halloween party. Moonlight parties are held each Friday from 11 p.m. to 1:30, featuring couple numbers to organ, novachord and solovox music.

Rink is operating nightly except Mondays from 8 to 11 with a 60-cent charge. Tuesday, Thursday and Saturday matinees go for 30 cents, while Sunday afternoon sessions have a 45-cent gate. Special kiddie sessions for 18 cents are held Saturday mornings, featuring novelty numbers.

Bronze, silver, gold and optional dances will be taught this year in Lexington's Tuesday night class, scheduled to begin soon. A special feature is the rink's dance and figure class for children from 4 to 14, held Wednesday afternoons from 4:30 to 6:30.

Cecil Milam and Raymond Smith, operators of Arena Recreation Center, Washington Pa., have designed a novelty card aimed at eliminating profanity in the rink. Folded in book style, the outside page bears the words, "Instructions for Those Who Want to Cuss." Inside, in large type, are the words "Shut Up! With the compliments of Arena Recreation Center."

**SPECIAL**

- Lulu's, 1900 H, 5¢, Thick . . . . . \$1.50
- Color Boards, 1800 H, 5¢, Thick . . . . . Each
- Jar-O Boards, 1800 H, 5¢, Thick . . . . . Each
- Montana Specials, 1800 H, 5¢, Thick . . . . . \$1.75
- Lulu Belles, 2000 H, 5¢, Thick . . . . . Each

1/4 Deposit, Balance C. O. D.  
**MANKATO NOVELTY COMPANY**  
639 1/2 Mound Ave., Mankato, Minn.

**SALESBOARDS & TICKETS**

Holes	Name	Average Profit	Net Price
1000	1¢ Cigarette Board, Pays Out 30 Packs		\$ .78
500	5¢ Silver Peak Coins Not Included (6)	\$15.00	1.73
1500	15 Section Plain Board		1.76
2500	25 Section Plain Board		3.09
960	5¢ Fifi	26.70	3.26
1250	25¢ Cheery Charley	89.00	2.58
600	5¢ Lotta Bucks	9.00	1.15
1020	5¢ Everything Goes	24.55	2.16
1200	5¢ Sittin' Pretty	24.30	3.69
1000	5¢ 25¢ Pok a Seal Ticket Pad	31.50	1.74
2040	5¢ Single Sewed Red, White, Blue Ticket	30.00	.90

We Have Many Other Money Makers  
25¢ Deposit—Balance C. O. D.  
**PAN SALES COMPANY**  
7 West 5th Street NEWPORT, KY.

**JAR DEALS & SALESBOARDS**  
Write for prices  
**Galentine Novelty Co.**  
520 E. Sample St.  
South Bend 18, Ind.

**SALES BOARDS - - TICKETS**  
**EMPIRE LINE**  
MANUFACTURER'S DISTRIBUTOR  
**GRAND NOVELTY COMPANY**  
1304 E. Indianola Ave., Youngstown, Ohio  
Phone: 8-2479

**NEW! REFILLABLE BINGO TICKET DEALS**

**CHEERFUL CHARLEY**  
(186 Winners)  
1200 Tickets at 25¢

— FIRST TIME SHOWN —

Takes in . . . . . \$300.00  
Pays Out (Average) . . . . . 222.72  
Profit (Average) . . . . . \$ 77.28

Jackpot Contains 32 Hand-Stamped Seals  
1—\$25.00 Seal 31—\$5.00 Seals  
6 Seals Co, Average Each \$5.62.

Consolations  
6 at \$2.50 174 at \$1.00

Price Per Complete Deal . . . . . \$2.86  
Price for Refill:  
32 Seal Jackpot Card & 1200 Tickets . . \$1.36

Terms: 25% Deposit, Balance C. O. D.  
WRITE FOR ILLUSTRATED CIRCULAR.

**A-P DISTRIBUTING CO.** 2220 MARKET ST. ST. LOUIS 3, MO. Ph.: Chestnut 4693



**COIN-OPERATED MACHINES, SECOND-HAND**

Only advertisements of used machines accepted for publication in this column.

RATE: 12¢ a word . . . Minimum \$2.00

Remittance in full must accompany all ads for publication in this column.

**A-1 BUYS—STAMP MACHINES, SHIPMAN**  
Victory Rolls, Peanut, Gum Machines, Multiplex  
Folders. U. S. P., 100 Grand, Waterbury (5),  
Conn. oc25

**A-1 CONDITION—TWO WURLITZER COUNT-**  
er Models 61, ea. \$59.50, both, \$115. 1/2  
deposit. Box 1189, Aransas Pass, Tex.

**A.B.T. TARGETS—LATEST MODEL F OR**  
Challengers, \$24.00. Five for \$115.00.  
Kicker-Catcher, \$19.00. Edford, 541 So. Dear-  
born, Chicago 5, Ill. oc25

**CLOSING OUT SLOT MACHINES, SALES**  
Boards, Electric Meat Slicers, Scales, Cash  
Registers, Refrigeration Cases, Coolers, etc. Pier,  
718 Main, Dubuque, Iowa.

**EXHIBIT BULLS EYE—\$35. 5 COLUMBUS**  
Venders, 100 lb. Ball Gum, \$60. 9 Regal  
Venders, like new, 100 lb. Gum, \$80. 3 Silver  
Kongs Jr., 100 lb. Gum, \$55. Gum 190 or 5-8  
count. Immediate shipment on Advance Machines.  
Write, 1/2 cash. Boyer Vending Co., 134 West  
Clark, Champaign, Ill.

**FIRST \$55 MONEY ORDER RECEIVED TAKES**  
10 used 5c Cashtrays. Southwest Vending Co.,  
Box 1171, Denver 1, Colo.

**FOR SALE—D.D. TRACK ODDS, \$225;**  
Club Trophy, \$45; Band Wagon, Owl, Broad-  
cast, A.B.C. Bowler, \$15. Music Machine Co.,  
Brunswick, Ga.

**FOR SALE—23 BOOTH 1c PEANUT MA-**  
chines, \$46 for lot. 6 Cash Trays, \$25 for lot.  
All in fine condition. 1/2 deposit, balance C.O.D.  
Malne Vending Machine Co., Snow St., Pine  
Point, Me.

**FOR SALE—1947 DELUXE PHOTOMATIC,**  
quarter play; 1946 Voice-o-Graph, 35c play.  
Used about 90 days; asking price Photomatic,  
\$1000; asking price Voice-o-Graph, \$800. Perfect  
condition crated ready to ship. Mail \$100 de-  
posit each machine with order, balance C.O.D.  
J. A. Smith, P. O. Box 123, Lumberton, N. C.  
oc25

**FOR SALE—TEN U. N. STATES STAMP MA-**  
chines; used a year. Steady income, \$12.50  
each. Oechant, 1420 E. 11th St., Davenport,  
Iowa.

**FOR SALE—A.B.T. CHALLENGERS, POST-**  
war models, good condition, \$27.50 each. New  
Challengers, \$40 each. Standard Scale Co., 4333  
Duncan, St. Louis 10, Mo.

**FOR SALE—3 14' WURLITZER SKEE BALLS**  
ready for location, \$225. We have other types  
Skeeballs and Pin Balls. R. L. Kiefer, 17347  
Quincy, Detroit, Mich. University 10155.

**FOR SALE—A.B.T. CHALLENGERS, TARGET**  
Skills and Big Game Hunters, \$12.45 each.  
Coin Machine Corp., 406 Prescott, Greensboro,  
N. C.

**NEW COIN SIFVE—ACCURATELY ASSORTS**  
pennies, from nickels, from dimes, from quarters.  
1000 coins per minute. \$13.50 each f.o.b. New  
York. Globe Distributors, 17 West 60 St., New  
York, N. Y.

**ONE MILLS THREE BELL, TWO MILLS FOUR**  
Bells, payouts; used 7 months; A-1 shape. All  
three for \$25. One Victory Derby, in good  
shape; best offer takes. L. J. Gilcrest, Box 824,  
Livingston, Montana.

**MASTER VENDERS FOR SALE—MASTER**  
All Purpose Venders. Will vend pistachios, ball  
gun, candy, etc., without any extra parts. Ma-  
chines like new. Penny model, \$8.95 each.  
Penny and nickel model, \$12.95 each. Also  
Victor Penny Deluxe, \$9.95 each. Coin Machine  
Corp., 406 Prescott, Greensboro, N. C.

**OPERATORS ATTENTION—ARE YOUR MA-**  
chines being beat by drilling? We have a fool  
proof replacement part for slots that prevents this  
type of loss. For further information contact  
Norton Distributing Co., 5812 S. E. Lafayette  
Street, Portland, Oregon. oc18

**REBUILT POPCORN MACHINES FOR SALE—**  
Fully guaranteed. Priced from \$150.00. Con-  
solidated Confections, 1314 S. Wabash, Chicago  
5, Ill. oc25

**SLOT MACHINES, \$15 UP—CONSOLE CLOSE-**  
outs; Mills Clock Gears; A.B.T. No. 500 Free-Play  
Chutes; request list; twenty-two No. 33 Jr.  
Penny Venders, \$97.50; lot twenty 1-cent Bulldog  
Chutes, \$27.50. Coleman Novelty, Rockford, Ill.

**WANT TO BUY—DU GRENIER "S" MODEL**  
cigarette machines. L. & H. Vending, 4807  
Poster Ave., Brooklyn, N. Y.

**WANTED—FRIE DIGGERS, HAND OPER-**  
ated, any kind of Diggers, Rotaries; we pick up.  
J. W. Landi, 323 Sanford, Upper Darby, Pa.

**WANTED—USED GENCO ADVANCE ROLLS**  
and long or short Genco Bank Rolls or other  
type Skeeballs. University Supply, 6432 Cass,  
Detroit, Mich. Trinity 14808.

**WANTED—SCALES. WANT TO BUY FER-**  
sonal Weighing Penny Scales. State make, model,  
condition and best price. If offer accepted will  
send deposit. Coin Machine Corp., 406 Prescott,  
Greensboro, N. C.

**1 JUMBO ROOT BEER BARREL WITH COILS**  
—Used three months. Erics, \$150. 40 De  
Luxe 3 Wire Seeburg Selectionatic Wall Boxes,  
excellent condition. \$10 each. Stephan Brothers,  
P.O. 101, Chester, Pa.

**7 MILLS SILVER AND GOLD VEST POCKET'S**  
—Used 30 days, \$52.50. Week's trial. Duvy,  
Childersburg, Ala.

**10 LONGACRES AND THOROUGHBREDS—**  
\$75 each; 3 Pastimes, converted to Free Play  
from Turf Champs, \$15 each; 2 Mills Owls, con-  
verted to Free Play, \$15 each; 2 Wurlitzer 600  
Keyboard, Victory cabinet, \$125 each; 1 Mills  
Throne, \$100. Every machine in A-1 condition,  
clean and ready for location. Coin Machine Mart,  
1412 Central Parkway, Cincinnati, Ohio.

**10 JUNIOR DIGGERS—COUNTER MODELS,**  
hand operated; 8 Exhibit Rotaries, Mutoscopes,  
Bucklers, Merchautmen Diggers, 6 Hollaball, 9  
foot Skee Alleys. National, 4243 Sanson, Phil-  
adelphia, Pa.

**30 GOTTLIEB GRIP MACHINES—WITH IRON**  
stands; as good as new, \$600 for the lot. 1/2  
deposit, balance on delivery. Millard 146-07 115  
Ave., Ozone Park, Jamaica, Long Island, N. Y.

**150 MASON MINT VENDERS, 1c PLAY, SOME**  
with Gum Converters, A-1 condition; no reason-  
able offer refused. Wm. Presser, 1648 St. Clair,  
Cleveland, O.

**THE FOOTBALL SEASON IS HERE**

**WE OFFER YOU A COMPLETE LINE OF FOOTBALL BOOKS AND SERIES. LET US HEAR FROM YOU**

**29Q—29 TKTS.—USED ON ANY GAME OF FOUR QUARTERS.**

**12F—120 TKTS.—BIG TEN FOOTBALL BOOK. 3 IN 10 COMB. TEAM NAME ON TKT.**

**12FB—120 TKTS.—NOS. ONLY TKT. WITH SOUTHERN TEAMS LISTED ON BACK.**

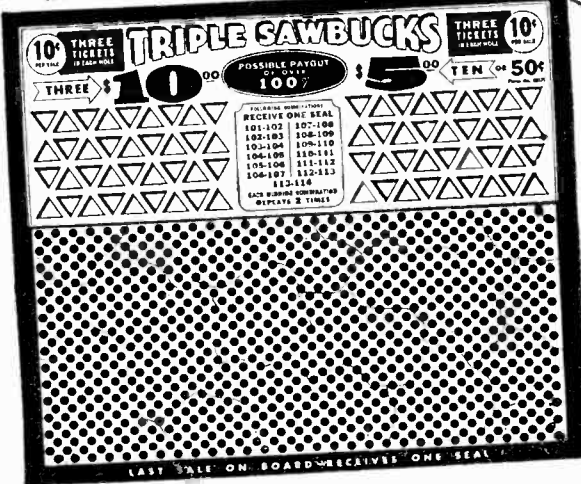
**12AFB—120 TKTS.—NOS. ONLY TKT. DAILY FOOTBALL, NO TEAMS LISTED.**

**16BFB—1820 TKTS.—NOS. ONLY TKTS. 4 IN 16 COMB. TEAMS LISTED ON BACKS.**

**17BFB—2024 TKTS.—NOS. ONLY TKTS. 3 IN 24 COMB. TEAMS LISTED ON BACKS.**

**WERTS NOVELTY CO., INC.**  
920 S. PERSHING DR. MUNCIE, INDIANA

*Scooping Again!* **3 For 10¢ PLAY!**



**THREE TICKETS IN EACH HOLE**

**Now is the right time for low priced play!**

**"TRIPLE SAWBUCKS"**

840 G L Holes  
**10¢ PLAY**  
Three Tickets Per Hole  
SPECIAL THICK  
No. 18171

Takes In ..... \$84.00  
Av. Payout... 41.04  
PROFIT ..... \$42.96

*Extra!* **ANOTHER FIRST! TRIANGLE SHAPED SEALS!**

**HARLICH**

MANUFACTURING COMPANY • 1200 N. HOMAN, CHICAGO 51, ILL.

*"Where boards of BETTER QUALITY for BETTER PROFITS are made"*

**MULTI-GIANTS (6 TICKETS IN EACH HOLE)**

Holes	Play	Name	Profit	List Price
200	25¢	They All Go (Def.)	\$24.25	\$5.65
200	25¢	Score a Fin	38.53	7.87
250	25¢	Sparkling	33.00	8.70
240	25¢	Trial Treat (Def.)	27.00	6.55
200	25¢	Hat Box	25.15	7.47
200	25¢	Striking	28.50	7.47
200	25¢	Hawailan Honey	25.40	7.37
200	25¢	Play Time	28.00	7.48

\*First With the Latest in Quality Boards.\*  
Regular Discounts Given to the Trade.

**Rake Coin Machine Exchange**

609 Spring Garden St., Philadelphia 23, Pa.  
Phone: LOMBARD 3-2678

Direct Manufacturer's Distributor  
Genuine Original  
**JAR-O-DO TICKETS**  
RWB, Pasted, Each ..... \$1.90  
RWB Tickets, Plain, Each ..... 1.65  
RWB Big "6" Sizes, Each ..... 2.35

*You Can't*  
**"TOP"**  
*Muncie Made*  
*Tickets*

**MUNCIE HAS BEEN THE CENTER OF THE TICKET GAME INDUSTRY FOR 25 YEARS**

**Distributors and Operators**  
**CONCENTRATE YOUR PURCHASES WITH THESE MUNCIE MANUFACTURERS**

**GAY GAMES, INC.**  
**COMMERCIAL PRINTING CO.**  
**A. B. C. NOVELTY CO.**  
**WERTS NOVELTY CO., INC.**  
**MUNCIE NOVELTY CO.**  
**HOME TALLY CARD CO.**  
**NOEL MANUFACTURING CO.**

## Ops Face Added Cost as Freight Rates Go Up 10%

CHICAGO, Oct. 11.—Operators were faced this week with another slight increase in end prices of equipment as the Interstate Commerce Commission (ICC) complied with a railroad request to raise freight rates thruout the nation by approximately 10 per cent.

The move, which has been pending for several weeks, was granted Tuesday (7) as a temporary measure for relief of the railroads while the ICC considers a permanent increase which would raise freight rates an average of 27 per cent.

### Prices F. O. B. Factory

A check of Chicago coin machine manufacturers and distributors indicated that the added cost of freight shipments will fall upon the shoulders of operators. Manufacturers pointed out that, in general, all of their prices are F.O.B. factory and thus the freight rate increase will have no direct effect on them.

Distributors contacted said that they would have to add the cost of increased freight rates onto the price of the machines to operators. Considering the average cost of equipment, the increase will be proportionately small. The average increase in the cost of shipment of a juke box between the East Coast and Chicago, for instance, will be about 50 cents, it was pointed out.

The increase in cost may make it even more profitable to use shipment by trucks, it was stated by several coinmen contacted. Already many firms are using this method for the majority of their shipments. This is particularly true of shipments between distributors and operators, where the average distance is small.

In the past the policy of most firms has been to use railroad freight shipments only in cases where the distances are long and the amount of equipment to be shipped is large enough to make use of full carload shipments.

### 8.9% Increase

Actually, the increases granted average 8.9 per cent, with some types of materials escaping the rate increase. None of these items have any direct connection with the coin machine industry.

The increases were granted to the

railroads because of the vast rise in operating costs they have encountered. It was estimated that the additional 10 per cent in rates will provide approximately \$125,000,000 for the railroads during the remainder of the year.

The new rates will go into effect Monday (13).

In Washington, ICC officials told *The Billboard* that when the commission gets around to ordering a permanent increase in freight rates, coin machines will probably be treated as a "general commodity," rather than being subjected to a special increase.

There is, however, a proposal on record that coin devices, other than vending machines, shipped in less than carload lots be reclassified from second to first class, while carload lot charges would be increased from present 55 per cent to 65 per cent of first-class rates.

For vending machines, the proposal would shift rates on broken shipment from second class to 92½ per cent of the first-class rate, while the carload lot rate would be increased from current 55 per cent to 60 per cent of the first-class rate.

Any additional permanent increases ordered by the ICC will be on top of the previous increase averaging 17.6 per cent granted to the railroads by the commission in January.

## NAAMO Plans Booth For 1948 CMI Show

ATLANTIC CITY, Oct. 11.—The National Association of Amusement Machine Owners (NAAMO) will have Booth 90B at the Coin Machine Industries' annual convention in Chicago, January 19-22, at the Sherman Hotel, according to F. McKim Smith, NAAMO president.

Annual NAAMO luncheon will be held January 21 in the Louis XIV Room of the hotel, with Ted Kruse, NAAMO regional director in Chicago, in charge of arrangements.

## Lost Meter

MIDDLETOWN, N. Y., Oct. 11.—Someone lifted a parking meter, post and all, from the curb in front of Police Commissioner J. Lester Burnett's home last week. The commissioner has alerted the entire police force to watch for anyone setting himself up in a business hitherto reserved for the municipal parking authorities.

## Legality of Pa. Tax Law Probed

PITTSBURGH, Oct. 11.—A petition filed here in the Pennsylvania Supreme Court questions the legality of Pennsylvania's new law which permits local municipalities to place taxes on anything which the State has not already taxed.

Under the measure, which Gov. James Duffy signed last July (see *The Billboard*, July 12), city governments may place taxes on a wide variety of businesses which are not already being taxed. Included are amusements, coin-operated equipment, wages, income and sales.

The petition filed here was brought by coal operators in the case of the Robinson Township School District, where a 5-cent-per-ton local tax on coal production has been levied.

Under provisions of the Pennsylvania Enabling Act, no ceiling is placed on the amount of tax which a local government may impose. At the time the measure was passed by the Legislature, business men in general protested this indefinite provision.

The only limit which the law does enforce is that the local governments may not impose taxes to bring in more revenue than is currently being collected thru real estate taxes. As Pennsylvania business men point out, this section allows every town government to increase taxes by as much as 100 per cent.

## Distributors Keep Sat. Closings For Portland

PORTLAND, Ore., Oct. 11.—Saturday closing, undertaken experimentally as a summer measure, has proven so satisfactory that four of the five coin machine distributing companies in Portland have adopted it as a permanent policy pending some development now unforeseen that would necessitate a change.

Mrs. Helen Cusson, office manager for the Jack R. Moore Company, expressed the viewpoint of the concern:

"We have found a good employee reaction to the five-day week, which allows them activities they would be denied under a five and one-half day week. We have had favorable reaction from the trade, which knows that we are going to continue to give the best possible service and that if an emergency arises we are ready to go out of our way to meet it."

### Trade in Stride

Budge Wright, manager of Western Distributors, observed that the five-day week has necessitated changes in record keeping but noted that the trade during the summer had fallen into stride with the five-day week.

Other distributors following the five-day policy are Mills Sales Company, Ltd., Frank Sandberg manager, and Columbia Music Company, E. Roland Allen manager.

## Say Rough Handling Responsible for Bad Penny Scale Results

TALLAHASSEE, Fla., Oct. 11.—Penny weighing scales came in for some unfavorable publicity here this past week as the result of an Associated Press story saying that most of the scales won't register the correct weight. But Nalls Berryman, chief of the State Department of Agriculture's division of weights and measures, came up with a kind of defense for the scales.

Said Berryman: "They (the scales) won't stay right," adding that the reason the penny scales wouldn't is the rough treatment they receive, both from the people who use them and from the location managers who move them in and out of doors every day.

These two reasons, Berryman said, are why personal weighing scales are difficult to keep within legal tolerances.

Meantime, Berryman told newspaper reporters that his department had made a check of every penny scale in Tampa to get some idea of their accuracy. Berryman said that 80 per cent of that city's scales were inaccurate, and that operators of the scales had had them readjusted for correct weight. A recheck, Berryman reported, showed that the scales went off kilter a few weeks later because of the kind of treatment they receive.

## Council Moves To Permit Pins

WORCESTER, Mass., Oct. 11.—A motion to legalize pinball machines in this city has been introduced into the city council.

The proposal would require registration of all machines at an annual fee of \$24. Temporary registration for a period of less than seven days would be \$5.

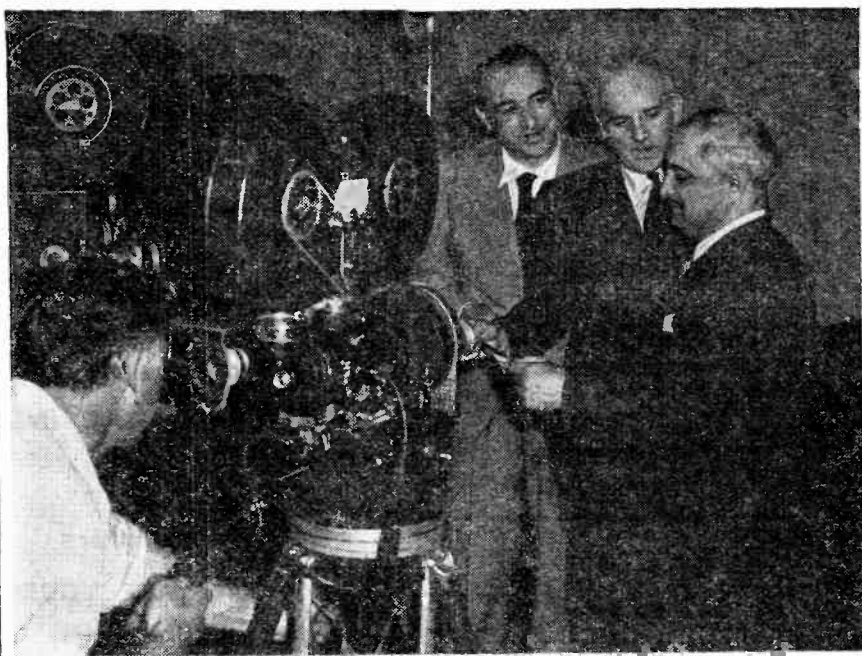
## Alabama County Cig Tax Now in Effect

BIRMINGHAM, Oct. 11.—New Jefferson County cigarette tax of 2 cents per pack, which became effective October 1 in the county and 15 municipalities, will "yield revenues totaling between \$900,000 and \$1,000,000," according to License Inspector Bradley Brown.

Birmingham, Tarrant City, and Bessemer are not affected by the new levy. Jefferson County will receive one-fourth of the revenue, with the rest being divided among the municipalities on a population basis.

## Charlotte Meter Rev. Rises

CHARLOTTE, N. C., Oct. 11.—Parking meter collections here for recent weeks has averaged \$1,116.30 according to a city accountant's report. Coin return on the meters has increased approximately \$200 a week under a new collection system which is supervised by the city treasurer, with the meters now being guarded by police.



NEWSREEL CAMERAS catch Dave Gottlieb, Coin Machine Industries' (CMI) president, presenting \$100,000 check to Walter Winchell, national chairman of Damon Runyon Cancer Fund, as George Glassgold, New York attorney, looks on. Figure represents contributions by CMI members, including operators, distributors and manufacturers, at the half-way mark in CMI's drive. It also represents one of the largest single contributions by any one industry.



## Cancer Fund Gets \$100,000, Second Donation From CMI

CHICAGO, Oct. 11.—A check for \$100,000 was presented to Walter Winchell, national chairman of the Damon Runyon Memorial Fund for Cancer Research, by officials of Coin Machine Industries, Inc. (CMI) here Tuesday (7).

The \$100,000 check is the second payment, the first being a check for \$20,000 presented to Winchell in Chicago on August 13. The \$120,000 total thus far contributed by CMI to the cancer fund represents collections made during the first half of the

## Pollay, Goros To Roll on New Amuse. Mach.

NEW YORK, Oct. 11.—Production of a new rolldown, Roll-Ette, was announced as on the verge of mass assembly last week by Mac Pollay and Nat Goros, principals of a new manufacturing firm, Dynamic Devices, Inc.

First of a series of new products contemplated by Dynamic, Roll-Ette takes its name from the simulated roulette wheel which spins on the face of the machine while in operation. In constant motion from the time a coin is inserted, the wheel is halted only when a ball rolls into the skill hole, thus determining the amount of the bonus score.

Mac Pollay, for many years proprietor of United Phonograph Service, local music machine repair house, was the engineer who designed Roll-Ette. He claims that the new rolldown eliminates many banks of relays and the associated maze of wiring which present breakdown hazards on many older type machines. Pollay asserted that the machine will enable juke operators, whose mechanical skill may be limited, to add amusement machines to their routes without overloading service requirements.

Among the features claimed for Roll-Ette are a ball trap to prevent a player with a long reach from capturing free balls, and a lid which locks automatically when lowered. Other features include breakproof back arches, heavier bumper rubbers and standard light bulbs in the machine's head.

Distributors who will handle Roll-Ette have not yet been announced by Dynamic, but according to Nat Goros, appointment of a New York distributor probably will be made within a week. He declared that 24 machines have been on test location in New York for the past several months.

Altho production of Roll-Ette is now under way at Dynamic Devices' New York plant, the firm plans soon to acquire larger quarters outside the city, while maintaining the local address for executive offices.

## Coven Distributing Holds Three Indiana Shows for New Game

CHICAGO, Oct. 11.—Coven Distributing Company held three two-day Indiana showings of Bally's Nudgy this week, following the initial Chicago presentation October 1-3. David Orman and Edward Winkoff, of Coven's sales staff, conducted the showings.

First showing, held October 6 and 7 in Fort Wayne at the Hotel Keenan, was followed by one in Indianapolis October 8 and 9 at the Hotel Lincoln, and the October 10 and 11 showing in Evansville at the Hotel McCurd.

campaign. Drive for contributions will continue up to the banquet on January 22, 1948, which will climax the annual CMI convention and show.

Previous plans had been to present the entire amount to Winchell at the banquet, but since such a large sum was collected during the first three months of the drive, it was decided to put the money to work fighting cancer as soon as possible.

The \$100,000 check was presented to Winchell when he passed thru Chicago Tuesday en route to California. Present for the presentation were Dave Gottlieb, CMI president; Ray Moloney, national chairman of the CMI cancer fund drive; Lyn Durant, largest individual donor to the fund; Herb Jones, John Chrest, George Glassgold, Jim Mangan; James A. Gilmore, secretary-manager of CMI, and Roy Topper, *Chicago Herald-American* columnist.

After presentation of the check, the group and Winchell were filmed by Fox-Movietone newsreel cameramen.

Winchell, in a message to Chicago newspaper editors, said, "Stopping today en route to California I personally received from Dave Gottlieb, president of Coin Machine Industries, Inc., Chicago, a check from his association in the amount of \$100,000 for the Damon Runyon Memorial Fund for Cancer Research.

"Five weeks ago this same organization gave me another check for \$20,000, making their total contribution to date \$120,000. The supreme American spirit shown by coin machine leaders such as Dave Gottlieb, Ray Moloney, who is national chairman of the association's Damon Runyon campaign, and Lyn Durant, who personally contributed \$50,000, is deserving of the whole world's loudest applause in this fight against the universal enemy, cancer."

## Schools, Assns. Express Interest in NAAMO School

ATLANTIC CITY, Oct. 11.—Inquiries from vocational training schools and coin machine organizations in all parts of the country are arriving at the offices of the National Association of Amusement Machine Owners (NAAMO) every day, according to F. McKim Smith, NAAMO president. Latest is a letter from James T. Goode, principal of the Dallas Vocational School, who asked for information from NAAMO on how to start a coin machine mechanics' training school in his city fashioned after the New York venture.

"For the present we believe a much better job can be done by a trained staff in one school with the latest facilities and improved teaching equipment than by having the vets instructed in various vocational schools throuthout the country, especially when all veterans are eligible to take this course in New York City regardless of where they now live," Smith states.

### Second Class Next Month

Second class of veterans, which begins in November, will be double the size of the first class, and A. P. Henry, senior instructor at the Manhattan Trades Center (where the present New York City Board of Education, Veterans' Administration, and NAAMO sponsored school is being held), states there will be at least eight members of this second course who are being sent to the school at the expense of coin machine operating firms from six States. According to Henry, these mechanics were hired by operators and have been working

## See Public Ill Will From Neglected Arcade Machines

NEW YORK, Oct. 11.—Stories published in *The Billboard* during the past few months telling of vending machines on location that do not vend anything and are creating public ill will took another twist this week when it was noted in the trade that many coin machines in amusement

arcades in and around the city do not operate—or do not operate as intended.

While it is possible to get coins returned on machines that do not work at all, after considerable prompting in some cases, there is no recourse for a patron who puts a coin in a machine and finds that it operates, but not as the manufacturer intended.

Baseball machines, for example, in several arcades which work now on set number of balls regardless of number of outs, do not do anything other than throw the ball and allow the player to try to hit it. The run-and-hit totalers don't work and the holders for one, two or three base hits are out of order.

### Over-Age Machines

Some arcades have machines that are so old that the patron is afraid to insert a coin for fear of breaking the machines. While other arcades have new 1947 juke boxes on location, still others have juke boxes that are so worn out that some people leave rather than hear the over-age music machine try to play a disk.

Broken glasses and poorly patched glasses on hockey and other flat glass covered coin machines also give a bad impression of the arcade industry to the customer who wants to insert a few pennies or nickels.

One of the surest signs of the need for a house cleaning in many of the arcades is the fact that a new machine, whether it proves a success or not on locations, usually takes in the coins in arcades because of the contrast between it and the old worn-out amusement machines.

### Not All at Fault

These conditions do not exist in all of the arcades in this area, since many have only new or reconditioned machines in their establishments. It is pointed out to coinmen, however, that arcades could be minting more coins each day if they would only take stock of their headquarters and either recondition their present machines, give their operating machines better service or add new machines.

Officials of the National Association of Amusement Machine Owners, as well as an official of the Coney Island Arcade Owners' Association, are planning to introduce some reform measures in an effort to correct some of the evils of the present method of managing arcades at forthcoming meetings of their groups.

## Steal \$6,000 From United Mfg. Safe; Miss \$6,000 More

CHICAGO, Oct. 11.—Two masked gunmen broke into the plant of United Manufacturing Company here last week and escaped with \$6,000 after prying open the firm's safe.

The pair forced the night watchman, Hjalmar Olsen, to help them haul the safe out of the office and into an anteroom and then pried it open with crowbars.

Altho they made off with \$6,000, their robbery was not half as successful as it might have been, for they missed another \$6,000, a bundle of bonds and \$5,000 in silver parts used in making contact points for pin games which were also in the safe.

Firm spokesmen said that the fact that the bandits found more than a few dollars of petty cash money was pure chance, for there is seldom any other money kept in the safe over night, but that circumstances had made it necessary to leave the large sum on the particular night of the robbery.

Chicago police are still working on the case. The night watchman was not injured by the pair.

## Tax Gross Take Of Machines in Alabama County

MONTGOMERY, Ala., Oct. 11.—Juke boxes and amusement devices, under a new law affecting operations in Tuscaloosa County, Alabama, will pay a tax based on 1 per cent of their gross receipts. Originally introduced as House Bill 831, the new law likewise imposes a 1 per cent gross sales tax on retailers.

Purpose of the new tax, as set forth in the bill, is to provide funds for enlarging, improving and operating the Druid City Hospital in Tuscaloosa. The new taxes, the bill states, are imposed in addition to all other licenses and taxes levied by law as a prior condition to doing business in Tuscaloosa.

### New Location Going Up

BURNS, Ore., Oct. 11.—Coin machine operators on the lookout for new locations are watching with interest construction of a \$100,000 recreation building which has just started in the downtown district. Known as the C & B Building, it will include a bowling alley, tavern and other entertainment features.

for them for some time, but the operators feel that they would like their men to complete the school course at the operating firms' expense and with the understanding that their old jobs will be waiting for them when they are graduated from the school.

The Veterans' Administration has informed NAAMO that they will stand all traveling expenses of partially disabled vets from any part of the United States to New York City to attend the coin machine school. All vets taking the course have been, and will continue to be, promised jobs as mechanics in the section of the country to their choosing as near as possible.

### Taking Over Jobs

Some of the first class of graduates already are starting to pack their bags to leave for out-of-town mechanic positions—all of the graduates of the first class are spoken for at this time.

Veterans from any part of the country are invited by the school to submit an application to the national headquarters of the association, 1400 Boardwalk, Atlantic City. First class will receive a \$100 check (from NAAMO members and friends) with their graduation diploma at the dinner November 6 at the Downtown Athletic Club.

Second course gets under way November 3 with several improvements in teaching equipment planned for the class, Henry states. At present there are more than 100 used coin machines on hand at the school.

## Beat Move To Tax Portland Smokes 4 to 5

### Income Taxes Go Up

PORTLAND, Ore., Oct. 11.—A proposal to tax cigarettes 2 cents a pack in Oregon was defeated Tuesday (7) in a special election at which the voters also overwhelmingly rejected a proposed 3 per cent sales tax. Official figures won't be in until a canvass is made, but newspaper tallies showed the cigarette tax lost 4 to 5 and the sales tax lost 1 to 3.

The two issues were tied in together so that approval of the sales tax would have eliminated the cigarette tax even tho the smokes levy had been approved. It was the fifth time since 1933 that the voters have rejected sales tax proposals.

Cigarette venter operators did not object to the tax in that it would have eliminated pennyng the packs and would have equalized prices between Oregon and Washington. Portland area is served mostly by a Vancouver, Wash., concern, J. H. Harris, Inc., and the machine price is 17 cents. Harris said the tax would have resulted in a 20-cent machine price. Counter prices are 15 and 16 cents.

### Locations Welcome Defeat

Locations, however, such as taverns, welcome the defeat of the cigarette tax with the view that customer resentment, regardless of source, is bad for all business.

Defeat of the sales tax resulted in higher income taxes for all persons in the coin machine industry, as well as in all other lines. String to the proposal provides that income tax exemptions are lessened with defeat of the sales tax, while success of the sales tax would have increased the exemptions. Increase is effective January 1, 1948, payable on 1947 income.

Income tax increase, however, is threatened with court test as to constitutionality, the State CIO announcing plans for such a challenge.

## Uneeda Vendors Appoint Weiner Sales Manager

NEW YORK, Oct. 11.—Expansion of the Uneeda Vendors, Inc., manufacturers of cigarette and candy vending machines, was indicated by the announcement by Jake Breidt, president, of the appointment of Murray Wiener as general sales manager and the addition of two new distributors, both well known in the coin machine field.

Effective immediately, Mack Postel, who has been in the field for the past 23 years, becomes Uneeda distributor for Illinois, Indiana, Wisconsin, Nebraska, Minnesota and Iowa. Postel's headquarters will be at 1012 Milwaukee Avenue, Chicago.

Bill Wiener, brother of Murray, will become Uneeda distributor for New York and all of New England and will make his headquarters at 585 10th Avenue, New York.

The new Uneeda general sales manager has spent more than 20 years in the cigarette and the vending fields and was formerly co-owner and general sales manager of Uneeda-Pak Products, Brooklyn. In his new position he will work on the firm's cigarette machine and also will be actively engaged in merchandising Uneeda's new candy machine, which is expected to go into production before the end of the year.

## Federal Government Releases Details of Candy Consumption

WASHINGTON, Oct. 11.—U. S. Department of Commerce, in two recent reports, presented an analysis of the 1946 candy market, giving confectionery sales over the country by States, and sales of candy products in July this year compared with sales for the same month in 1946.

According to the 1946 report, New York was the highest State in poundage consumption (277,024,000) and dollar sales (\$78,974,000), but ranked 10th in per capita consumption (20.4 pounds).

Second in poundage sales for 1946 was Illinois (188,560,000), but Illinois was third in dollar sales (\$50,694,000) and sixth in per capita consumption (22.6 pounds). Third State in poundage sales was Pennsylvania (182,359,000), ranking, however, second in dollar sales (\$52,077,000) and dropping to 19th place in per capita consumption (18.3 pounds).

### Three Leaders

The three States leading in per capita consumption were Utah (34.2 pounds), Colorado (27.3) and Iowa

## Almond Prices On Upswing for New Crop Nuts

CHICAGO, Oct. 11.—New crop almonds, which started out firm at the end of summer, are now shooting up in price, and nut vending machine operators probably will have to pay at least a part of the increase.

Current reports indicate that almonds are bringing a 14-cent-per-pound higher price from the grower than they did at the beginning of September. No one will venture to predict when the market might break, so almond wholesalers and jobbers are expected to be forced to increase their price to operators.

At least one wholesale company has already announced a price increase. The Adams-Fairfax Corporation, Los Angeles, in a letter to all of their customers this week announced that effective immediately customers will be billed at 90 cents per pound for the new crop almonds.

## Distributor Meets Postponed by NATD

NEW YORK, Oct. 11.—Sales managers' seminars, currently being held by the National Association of Tobacco Distributors (NATD) in principal cities thruout the country, will be called to a halt temporarily after the meeting at the Mark Hopkins Hotel, San Francisco, October 18, NATD announced this week. Heavy pre-holiday business expected during November prompted NATD's decision.

The postponed meetings, scheduled for Seattle, Denver, St. Louis, Syracuse and New York, will be held early next year.

## M. Cole & J. Ruth Form Distrib Firm

NEW YORK, Oct. 11.—Murray Cole and John Ruth formed their own distributing firm this week with temporary headquarters at 150 East 39th Street. Company will handle a 1-cent candy venter called Sugar-bowl, made by Holli-Ware Manufacturing Company, Chicago, and a postage stamp venter.

Cole is a veteran coinman, while Ruth is a newcomer to the business. New firm is looking for a permanent showroom.

(22.9). Three States having the lowest per capita confectionery consumption were Kentucky (9.5 pounds), Alabama (9.8) and Mississippi (10.3). National average per capita consumption was 17.1 pounds, with the 2,438,026,000 pounds being sold during the year valued at \$687,000,000.

### Largest Increases

Highest sales increases were noted in Minnesota, North Dakota, South Dakota and Nebraska, which areas showed an 81 per cent increase in sales over the same period last year. Second highest in increased sales were New York and New Jersey, which recorded a 72 per cent increase. Coming third were Iowa and Missouri, with a 67 per cent boost. Most remaining States reported sales increases ranging from 1 per cent to 58 per cent, with one State, Pennsylvania, showing no increase or decrease. Eight States reported a drop in sales. Georgia, Florida, Arkansas, Louisiana, Oklahoma and Texas reported a 10 per cent drop, while Ohio and Indiana showed a 7 per cent decline.

Only States showing an increase in production in July this year over the preceding month were Georgia and Florida, with a remarkable 15 per cent increase. Other States showed declines ranging from 36 per cent (Ohio, Indiana, Colorado and Utah) to a slight 2 per cent (Maryland, District of Columbia, Virginia, West Virginia and North Carolina).

## Court Upholds Miami Cig Tax

MIAMI, Fla., Oct. 11.—A local tax on cigars, cigarettes and other tobacco products has been upheld here by Circuit Judge Charles A. Carroll, who last week dismissed a suit brought by John C. Johnson, represented as a consumer, and Rufus Smith, a drugstore owner, to test the legality of the tax, which, it is estimated, brings \$720,000 yearly into the city's treasury.

According to Judge Carroll, "there is no ambiguity or uncertainty as to the city's statutory power to impose this excise tax."

The tobacco excise tax, which is operative only in the city, not in Miami Beach, is levied at the rate of 1-cent for each 10 cents, or fraction, of the purchase price. Cigarettes are also taxed 4 cents a pack by the State.

Attorneys indicated they will appeal to the Florida Supreme Court.

## Tax Paid Cigs Gain Over '46

WASHINGTON, Oct. 11.—Cigarette tax paid withdrawals for the eight months ended August 31, 1947, totaled 221,391,330,803 units, according to the Internal Revenue Department of the U. S. Treasury. Figure tops last year's total for the same period by 9,951,158,338 units or 4.7 per cent.

During August alone cigarette tax paid withdrawals amounted to 29,059,546,317 units, a gain of 106,741,637 units or .37 per cent over August, 1946.

## New Philly Laundry

PHILADELPHIA, Oct. 11.—Renewed interest in automatic washing machine operations finds another coin-operated laundry opening up this week. Making for the third laundry location in the South Philadelphia section, newest spot was set up by Jack Lopez at 1729 South 2nd Street and is known as the Washerette.

## August High In Ice Cream Manufacture

### Give 8 Months Figures

WASHINGTON, Oct. 11.—Ice cream production in the United States during the first eight months of 1947 reached 452,030,000 gallons, it was announced by the Department of Agriculture's Bureau of Agricultural Statistics. Total represents a decline of 11 per cent over the same period of 11 per cent over the same period a year ago, tho topping the 1941-45 average period by 49 per cent.

August, traditionally a heavy output month, accounted for an estimated 75,885,000 gallons or 16 per cent of the eight-month production report. Further study of the output figures reveals that August production was 3 per cent above the previous month and but 2 per cent under August, 1946. Full value of August ice cream production can be gleaned from the fact that this year marked the second time on record that output during the eighth month exceeded that of July.

Factors influencing high August output were two in number—hot weather and high humidity, a combination unusually favorable to increased ice cream sales. Except for the extreme southeastern part of the nation, Pacific Coast region and the southern tip of Texas, abnormally high temperatures prevailed thruout the country.

Seasonal advances by the South Atlantic, West North Central and East North Central regions more than offset production declines in other sections of the country, with the unusual result of a seasonal gain at a time when a decline should have been effective. Sharpest advance was made in East North Central States where gain over July was 14 per cent. In contrast, Pacific Coast States aggregated a 5 per cent decline.

Pennsylvania was the leading ice cream producer in August with 8,080,000 gallons, a figure that exceeded both its July, 1947, and its August, 1946, totals. New York's 7,400,000 gallons took the runner-up spot. Colorado and Louisiana with 600,000 gallons each were the smallest producers of ice cream during August.

## Venders Watch Price of Cocoa Going Up Again

WASHINGTON, Oct. 11.—With the apparently unchecked cocoa bean price showing a steady trend to rise, government and candy trade analysts gave little solace to candy venter operators when they flatly stated that there was little hope the International Emergency Food Council (IEFC) would be able to allocate cocoa in such a manner as to curb rising prices of futures.

Beginning September 22, an IEFC group convened in Amsterdam, Holland, to blueprint allocation recommendations for the year starting October 1. These recommendations will be handled by another IEFC committee scheduled to meet at London in November. Washington observers believe there is a possibility that U. S. allocations may be increased as a last resort to harness runaway prices.

Harold O. Smith, local representative of the National Confectioners' Association, said that present indications pointed to continued cocoa shortages together with rising prices.



# Chicago Automatic Laundry Tests Inconclusive; Fail To Find Harmful Bacteria

## City Considers New Ordinance To Cover Coin Laundries

CHICAGO, Oct. 11. — Chicago's Board of Health this week announced results of its tests made in coin-operated automatic laundries here.

In reporting the findings, Dr. Herman N. Bundesen, president of the board, said that the tests disclosed that "enough bacteria are left on clothes after the full washing and rinsing cycle of 30 minutes to be harmful if the bacteria are of a disease-producing nature."

An official of the health board told *The Billboard*, however, that tests were not extensive enough to prove the killing powers of the washers on harmful bacteria, but that in no case did the test reveal the existence of any disease-producing bacteria in the washers.

### Official Statement

In the official statement released to Chicago newspapers, Dr. Bundesen said that "it is believed that most kinds of disease germs which might be found upon garments, clothing, bed linen or towels in the average family wash would ordinarily be killed by the washing and rinsing process."

The tests in Chicago were initiated after Representative O'Toole, of New York, charged on the floor of the House of Representatives that coin-operated laundries were unsanitary. (*The Billboard*, August 2.)

The inconclusive nature of the test was attributed by a spokesman for the board to the fact that no tests were made wherein disease-producing bacteria were introduced into the machines and forced to go thru a complete washing cycle. "Because of this," the spokesman said, "there is no way we can be sure that the washing done in the machines actually will kill all harmful bacteria."

Tests revealed that the average temperature used for washing in coin laundries here is 168 degrees for a 12-minute wash and three six-minute rinses. City ordinances here require that all laundries maintain a temperature of 175 degrees in washing for a period of 20 minutes, or one of four special treatments must be used. These are: Use of a disinfectant, ironing at a specified temperature, drying at a specified temperature or steam treatment.

### Consider Ordinance

Because coin-operated laundries offer different problems than those of regular laundries, the city council is presently considering a special ordinance to cover coin laundries which is more adaptable to their requirements, it was reported.

In their tests, the Chicago health department found the biggest potential source of danger is in the case of so-called "warm water washes" used for woolens, silks, rayons and non-fast color materials. Temperature usually used in washing these materials is between 95 and 120 degrees.

Dr. Bundesen said that additional precautions are required when a warm-water wash is used. It can be especially dangerous if one warm-water wash follows another without a hot-water wash in between to kill lingering bacteria which will not be killed by temperatures under 120 degrees. The use of disinfectants was recommended.

Figures indicate that warm-water washing makes up about 15 per cent of the business at automatic laundries. Operators point out that soap and bleach used are in themselves powerful disinfectants and other

types of bacteria-killers are available for use of patrons of most coin laundries.

Robert Bailey, Chicago district manager of Telecoin Corporation, which has installed over 50 Bendix automatic washer-equipped laundries in the Chicago area, said that he has advised operators of these establishments to use a hot-water flush after each warm water wash as an extra precaution.

### Broadcast Reply

Bailey took to the air to explain the sanitation standards of self-service laundries following the report by Dr. Bundesen which was misquoted in some Chicago newspapers. In a special recording used on an on-the-spot news program over Station WMAQ here Wednesday (8), he pointed out that no tests made by Dr. Bundesen's staff have indicated any disease-producing bacteria remain in clothes properly washed in Chicago coin laundries and that no complaint has ever been filed by the Chicago health department.

On the radio program, Bailey told Chicago listeners of the statement made by Dr. Samuel Frant, acting commissioner of health of New York, after O'Toole's speech, in which Frant said, "The combination of the hot water and soap powder together with the series of rinses is adequate to destroy all disease-producing organisms."

Bailey also said that Bendix Home Appliances, Inc., recently had Robison Laboratories, Detroit, conduct tests which indicated that the washing cycle used in automatic laundry machines is sufficient to kill all harmful bacteria.

Similar tests were conducted at the request of Westinghouse's home appliance division by Michigan State College and the Food Research Laboratory of Long Island, N. Y., in 1940, and proved that the type of automatic washers now in use in coin laundries meets the highest standards of sanitation. (*The Billboard*, August 2.)

### Other Recent Tests

Other tests which have given automatic laundries a clean bill of health were made recently in Augusta and Atlanta, Ga.; Plainfield and Newark, N. J., and Flint, Mich.

Coin laundry officials point out that the temperatures generally used in automatic laundry operations are at least 20 degrees above the required temperature for the pasteurization of milk in Chicago.

## Firms File Denials To FTC Accusations

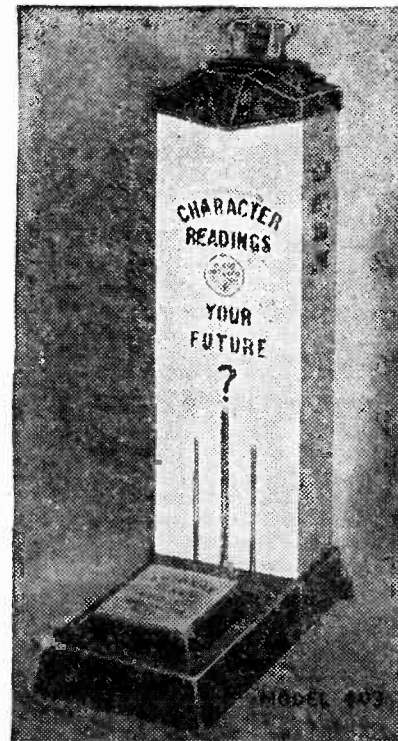
WASHINGTON, Oct. 11.—Filing of denials to Federal Trade Commission (FTC) charges alleging price discrimination and conspiracy to fix prices and suppress competition by 19 firms producing corn derivatives was announced by FTC.

In answering the charges the 19 respondents generally disputed the allegations which FTC declared were "directed chiefly against collusion in the quotation and support of prices, terms and conditions of sale for such products as corn sirup, corn sugars, corn oils, dextrins and starches."

Commission was vague about when the hearings would be held, stating merely that the hearings would take place in "due course."

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MAKING SCALE ON  
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100 PER CENT  
AUTOMATIC  
NO KNOBS OR HANDLES  
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AMERICA'S ORIGINAL MASTERS IN IMPORTING, ROASTING AND SALTING OF PISTACHIO NUTS  
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All sizes—5/8-1/2-3/8

only **40¢** per pound in 500 pound lots

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Better write for details on machines you are interested in.

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### SPECIAL BRAND NEW VENDERS!! IMMEDIATE DELIVERY

Silver Kings (1¢ or 5¢)	Each \$13.95
Columbus Nut or Ball Gum (1¢ or 5¢)	12.50
Reliable Cash Trays (Almonds), 5¢	9.95
Victor Model V (Ball Gum or Nut, 1¢)	11.75

200 5¢ Cash Trays, 1947 Model, used 2 weeks ..... \$7.85 ea.

Ball Gum (5/8 or 170) ..... 38¢ lb. (100 lbs. or more)

California Teeney Almonds (A-F), in 5 lb. cartons ..... 95¢ lb.

Pistachios ..... 60¢ lb. | Va. Peanuts ..... 28¢ lb.

Adams Gum ..... 55¢ box | Boston Beans ..... 28¢ lb.

1/3 Dep.—Balance C. O. D.

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## Association Adopts Nine-Point Plan

### NCWA Sets Up Program

WASHINGTON, Oct. 11.—Adoption of a nine-point program for the National Candy Wholesalers' Association (NCWA) by the board of directors was announced this week by M. J. Herrick, president, following a meeting at the Statler Hotel. Included in the program are plans to continue opposition to discriminations against the wholesaler and to initiate the development of a program of public relations for the candy wholesaler and the independent retailer to enable them "to attain the recognition they rightly deserve as the major factor in the distribution of candy."

Points of the program to be pushed during the coming year by the NCWA are:

#### Fair Trade Practices

1. Co-operate with the Trade Practice Committee of the wholesale confectionery industry when appointed, and the Federal Trade Commission in its efforts to secure compliance of all members and non-member jobbers with the rules to prohibit unfair trade practices.

2. Encourage proper merchandising of candy by the jobber thru co-operation with NCA Distribution Committee and other agencies in merchandising training and by initiating such other projects as will aid in better merchandising of candy.

3. Continue to protect the interests of the candy wholesaler thru maintenance of Washington headquarters, proper staff, legal counsel and a National Committee on Governmental Affairs.

4. Assist associations and committees in the respective states as a clearing house on State tax and regulatory problems affecting candy and the candy wholesaler.

5. Extend its program of field work thru local and area meetings to encourage formation of local and area organizations to handle wholesale problems that are not national in character.

#### Public Relations Program

6. Begin the development of a public relations program to enable the candy wholesaler and his customers—the independent retailer—to attain the recognition they rightly deserve as the major factor in the distribution of candy and in service to the manufacturer and consumer, and to establish a joint committee of jobbers and manufacturers for co-operation in such programs.

7. Continue the study, compilation and dissemination of information on new and better methods of operation, facilities and services for the wholesalers of candy.

8. Continue and extend the collection of statistics and comparative financial and operating data to enable wholesalers to improve their efficiency of operation.

9. Continue efforts to bring about decisions of the Federal Trade Commission in cases alleging illegal discrimination against the jobbers in purchase prices on confectionery and to use all other lawful means to protect the jobber against further illegal discriminations.

The meeting was presided over by H. W. Looch, of Baltimore, chairman of the board, with 23 members of the board, including President Herrick and C. W. McMillan, executive secretary and treasurer, in attendance.

## Fancy Premiere for Hollyw'd Laundry, Ald Branch Office

HOLLYWOOD, Oct. 11.—A real Film City premiere marked the introduction of Half-Hour Laundry here to housewives when Automatic Laundry Distributors opened their Sunset Boulevard branch Thursday. Staging a press preview earlier in the week, the coin-operated laundry pulled plenty of space in the local daily. Wednesday night a semi-public preview was held.

Thursday's open house featured free laundry as the house paid the quarter necessary to turn the 40 Laundromats. Children who brought their parents to the opening were presented with ice cream cones and the housewives were given flowers.

In addition to the washers, spot has 20 driers, four extractors and six ironers, the latter in private booths. There are attendants to instruct customers in ironing and to advise on the stability of colors in clothes.

Air-conditioned thruout, the automatic laundry has a playroom where the kiddies can be parked while the mother is doing the weekly wash.

Laundry is the West Coast headquarters for Ald, Inc., under the supervision of Don Reisser, West Coast branch manager.

## Chicago Firm Announces New Nickel Vender

CHICAGO, Oct. 11.—Bill Fryer, well-known coinman, this week announced the formation of Bill Fryer Associates to manufacture a new-type nickel gum and candy-roll vender.

The vender, which is now in production at a Chicago manufacturing plant, will have a 156-package capacity. It is suitable for either counter or wall locations, measuring 18 by 8 by 6 inches.

Simultaneously with the announcement of the new Chicago firm, Fryer announced the appointment of two distributors for the new vender. L. G. Harkins & Company, Inc., of Pittsburgh, will handle distribution for the East Coast area, and Buchanan Associates, Inc., of Akron, will cover Michigan and Ohio.

#### Visible Merchandise

The new vender, which will be known as Fryer's Self-Service Machine, features complete display of all merchandise thru a plexiglass panel on the front and both sides of the machine. It has six columns with an individual delivery chute for each. Delivery is actuated by a push plunger and selection is made by depositing a nickel in one of six coin chutes.

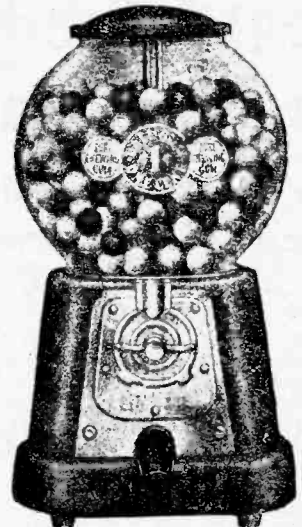
Merchandise is fed into the delivery chute by a no-spring mechanical device. Cabinet for counter use has four suction cups to anchor it in place and wall locations can be accommodated by use of one-piece wall brackets. The cabinet is ready stamped for use in either manner.

Metal portions of the cabinet's outer surface are gold anodized. A special metal name plate just below the merchandise window on the front of the machine will be made up with each operator's name.

A single lock is incorporated into the cabinet which is filled from the back. The back of the cabinet is a solid steel plate. Any standard size package of gum or candy roll can be used in the vender.

Distribution of the machine will be made thru the firm's distributors to operators. According to Fryer, initial shipments will be made in the near future.

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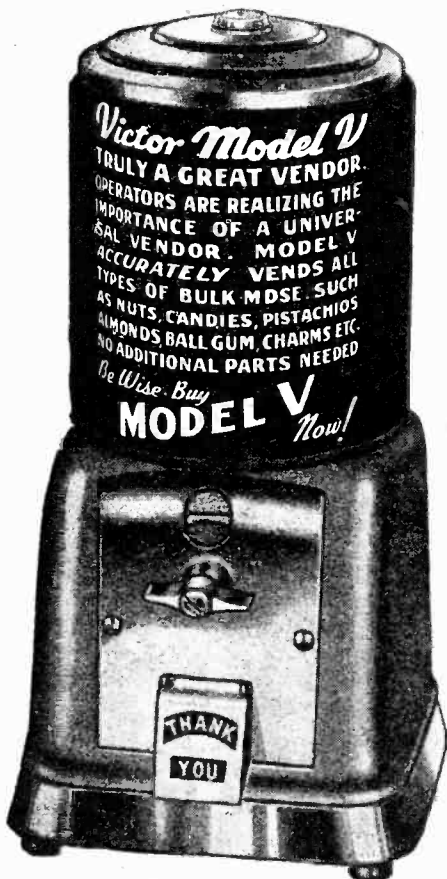
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3310 Poplar St.  
Fort Huron, Mich.

**L. M. Becker Vending  
Service**  
107 Dewey St.  
Brillion, Wis.

**Bernard K. Bitterman**  
1405 Central  
Kansas City 6, Mo.

**Buckman Novelty Co.**  
107 S. Madison St.  
Green Bay, Wisc.

**Champlin Nut & Choco-  
late Co.**  
1194 Tremont St.  
Boston 20, Mass.

**Cleveland Coin Machine  
Exchange**  
2021 Prospect Ave.  
Cleveland 15, Ohio

**Cogswell Novelty Co.**  
202 Washington  
Twin Falls, Idaho

**A. Connors Distributing  
Corp.**  
19 E. Utica St.  
Buffalo, N. Y.

**Co-Operative Distributing  
Co.**  
234 Jefferson St.  
Louisville, Ky.

**Eastern Carolina Candy Co.**  
Box 629  
Morehead City, N. C.

**Ellingsworth Nut & Supply  
Co.**  
15 Thirteenth Ave., N. E.  
Minneapolis, Minn.

**Empire Coin Machine Ex-  
change**  
1012-14 Milwaukee Ave.  
Chicago 22, Ill.

**Fielding Mfg. Co.**  
250 W. Pearl St.  
Jackson, Mich.

**Frank Distributing Co.**  
535 N. 8th St.  
Philadelphia 23, Pa.

**General Distributing Co.**  
2812 Main St.  
Dallas 1, Texas

**1906 Leeland Ave.**  
Houston 3, Texas

**3000 Alameda Ave.**  
El Paso, Texas

**325 East Nueva**  
San Antonio, Texas

**119 So. Walker St.**  
Oklahoma City, Okla.

**Arthur Graeff**  
1232 Broadway  
Toledo 9, Ohio

**T. B. Holliday Co., Inc.**  
1200 W. Morehead St.  
Charlotte 1, N. C.

**Miami Valley Vending  
Supply**  
330 W. Norman Ave.  
Dayton 5, Ohio

**Jack Nelson & Co.**  
2320 Milwaukee Ave.  
Chicago 47, Ill.

**Parkway Machine Corp.**  
623 W. North Ave.  
Baltimore 17, Md.

**Penn-Jersey Distributing Co.**  
Stratford, N. J.

**Pioneer Vending Service**  
481 Sacman St.  
Brooklyn 12, N. Y.

**J. Rosenfeld Co.**  
3218 Olive St.  
St. Louis 3, Mo.

**Leon "Hi Ho" Silver**  
740A Hayes St.  
San Francisco, Calif.

**Southern Coin-a-Matic Dist.  
Co.**  
943 N. W. 7th Ave.  
Miami 36, Fla.

**Southwest Distributing Co.**  
17 N. 7th St.  
Fort Smith, Ark.

**Star Vending Co.**  
510 W. 4th Ave.  
Denver 9, Colo.

**Russ Thomas**  
2180 Central Ave.  
Memphis, Tenn.

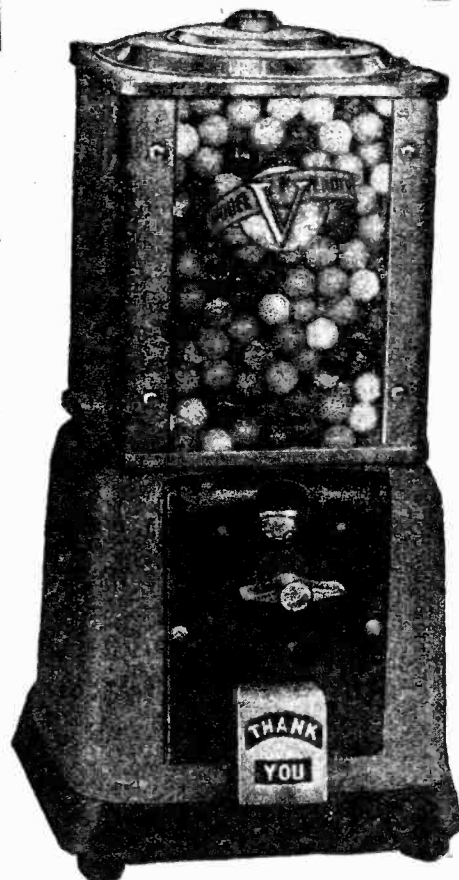
**T. O. Thomas Novelty Co.**  
1572 Jefferson St.  
Paducah, Ky.

**Roy Torr**  
Lansdowne, Pa.

**Vending Machine Co.**  
207 Franklin St.  
Fayetteville, N. C.

**Veterans Vending Co.**  
1304 21st St.  
Port Huron, Mich.

**Wisconsin Novelty Co.**  
3734 N. Green Bay Ave.  
Milwaukee 6, Wis.



MODEL V  
DELUXE CABINET TYPE

## VICTOR VENDING CORP.

5711 GRAND AVENUE

CHICAGO 39, ILLINOIS

TEL.: NATIONAL 0220

# HAMILTON

is in PRODUCTION again!

... Famous MODEL P-W coin operated person weighing SCALE is available once more in limited quantities.

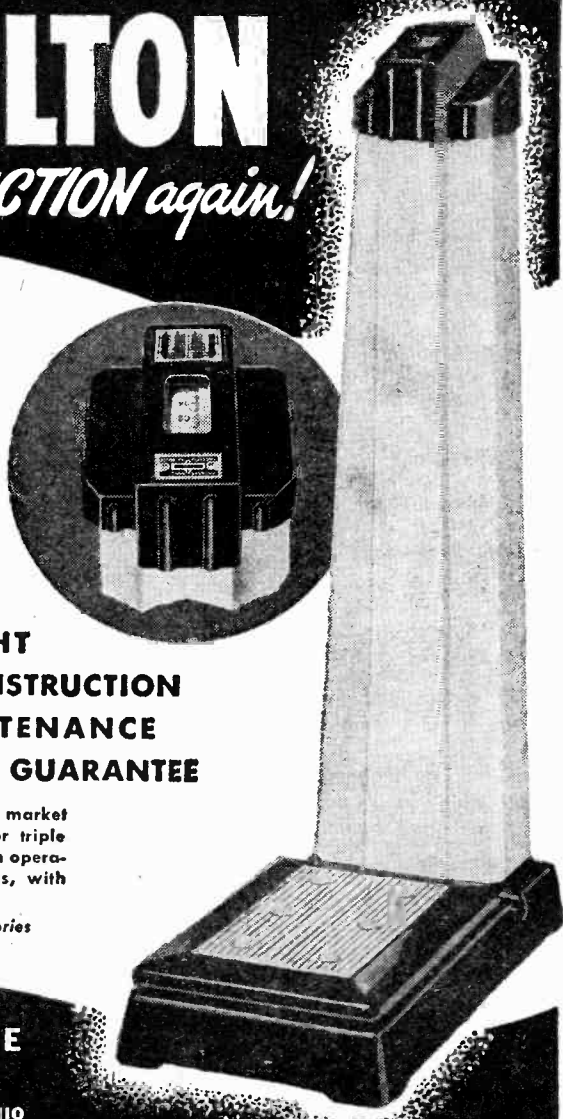
- LOW COST
- MODERN DESIGN
- LIGHT WEIGHT
- RUGGED CONSTRUCTION
- NO MAINTENANCE
- LIFETIME GUARANTEE

The outstanding scale on the market today. Operators can double or triple the number of scales they have in operation if they use Hamilton Scales, with no increase in investment.

\*Distributors—Exclusive Territories  
Open—Write to

**HAMILTON SCALE COMPANY**

214 OLIVER ST., TOLEDO 4, OHIO



HOT  
Money  
Maker

ANNOUNCING THE APPOINTMENT  
OF A  
PENNSYLVANIA DISTRIBUTOR  
FOR

## "POP" CORN SEZ



The profits are enormous with "Pop" Corn Sez because here is popcorn served everywhere—hot, fresh and sanitary, crispy and well seasoned.

Limited number of county franchises still available in Pennsylvania.

Write, Wire, Phone TODAY

**Carl E. Temple Co.**

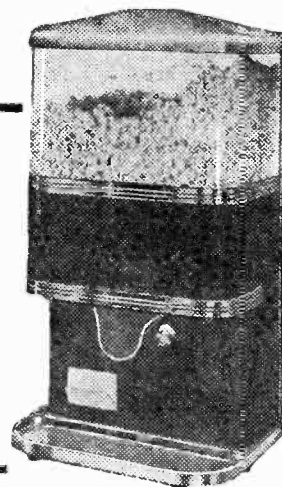
Distributors of all  
Coin Operated Machines

LEWISTOWN, PA.

PHONE 867

## THE LITTLE GIANT HOT POPCORN DISPENSER

- MODERN ILLUMINATED plastic. Stainless Steel Trim. Adds beauty to any location. Chromalox heating elements (not a bulb).
- PRACTICAL GUARANTEED. No Service Calls Necessary. Has gravity-feed and shut-off, all in one operation (Pat. Appl. for).
- ECONOMICAL VENDING operators will find that servicemen can handle these dispensers in addition to present routes. Contact us for information on why it is more profitable to operate dispensers without a coin chute. Designed, engineered and location-tested by a working operator. Eight-gallon capacity may be increased thru use of larger plastic cylinder. Measurements, 15" by 12" by 29". Portions controlled by size of bag or bowl.
- IN PRODUCTION, READY FOR DELIVERY... ONLY... \$57.50
- 1/2 Deposit, Balance C. O. D.



**ABC POPCORN CO.**  
3441 W. NORTH AVE.  
BELmont 7103

WHOLESALE AND SUPPLIES  
CHICAGO 47, ILL.



**NOW AVAILABLE**

**THE Challenger**

The most efficient profit-making Hot Nut Dispenser

3-way vending means 3-way profits!

- Uniform heat in all 3 units • It's attractiveness means finer locations • Operates at 5c-5c-5c; 10c-10c-10c; 10c-5c-10c; 5c-10c-5c (25c slot soon)
- Each slot reversible • Beautifully designed with highly polished finish • Engineered for economy • Lifetime construction—Inexpensive part replacement.

**DISTRIBUTORS • SALESMAN**

• OPERATORS •

Territories Now Open

**TROPICAL TRADING CO.**  
716 W. Madison St. • Chicago 6, Ill.

**Import Firm Offers New Five-Cent Bar**

NEW YORK, Oct. 11.—Scheduled to go on sale this month is an imported five-cent candy bar manufactured in Holland. It was displayed here recently by the Stanley Trading Company, Inc.

Bar is a product of the Bendsorp Royal Dutch Company, Bussum, Holland. It is described as a "bubble bar" of cellular texture and made by a patented process. According to reports, the cell runs thru and thru the bar, and there is no hard outside layer.

This is reportedly the first time that an imported candy bar has been manufactured to sell on American markets for five cents.

Company will also offer three 10-cent bars. One is a milk chocolate bar, the second a semi-bitter chocolate and the third chocolate mixed with ground hazel nuts.

The Stanley Trading Company is in charge of importing and distributing Bendsorp products for all of the U. S. with exception of the New England area, which is covered by David Mordecai, Inc., Boston.

**Samms Purchases Ice Cream Vender Route**

CHICAGO, Oct. 11.—Thomas Andrae, who operated ice cream vending machines here for the past seven years, has sold his route to Ted Samms. Andrae is now jobbing reconditioned vending equipment, and is working for the Vending Machine Service Company, Chicago, a firm specializing in reconditioning venders.

Andrae's route of ice cream venders was located in the city limits, with most of the stops office buildings, institutions or industrial. Andrae was one of the city's first operators of Revco equipment.

**Invent Automatic Dog Food Vender**

CHICAGO, Oct. 11.—Food situation may be closing in on a lot of people, but Sandy, 13-year-old dog, is not worrying about his future fare.

His master, Harry Johnson, recently devised a dog biscuit vender, canine operated, which holds eight biscuits. Machine is operated by a trip platform which releases one biscuit at a time, placing it on a wooden base where it can be reached and eaten by the dog.

**Ice Cream Manufacturers' Association To Hold Meet**

CHICAGO, Oct. 11.—Members of the National Association of Retail Ice Cream Manufacturers will meet at the Congress Hotel here October 15.

An ice cream exhibit and sampling clinic will be top features of the convention.

**Thanks to Venders**

PITTSBURGH, Oct. 11.—Prisoners in the Allegheny County Jail will get special holiday meals Thanksgiving, Christmas and New Year's Day, thanks to the cigarette and candy machines on location in the institution.

Venders were installed several years ago after jail officials discovered and broke up a profitable undercover operation whereby visitors smuggled in cigarettes and candy to inmates at greatly increased prices. Income from the machines in the past two years will provide for the holiday menus, and part of the fund will be used to purchase 250 prayer books.

**Florida Lions' Club Places Gum Venders**

JACKSONVILLE, Fla., Oct. 11.—Local Lions' Club campaign to place ball gum venders on location thruout this city in an effort to raise funds for the aid to the blind and underprivileged youth programs is off to a good start, John Ivy, club's aid chairman, announced at a recent luncheon in the Tourist Center here.

Ivy's report stated that 112 merchants have agreed to locate venders within the confines of their business establishments, with 35 machines already installed.

**Ice Cream Institute Starts 2-Wk. Merchandising Courses**

WASHINGTON, Oct. 11.—Fundamentals of ice cream merchandising will be covered in a series of special two-week courses of the Ice Cream Merchandising Institute (ICMI), according to George W. Hennerich, ICMI managing director. First of the schools already has been started and the second class begins November 3.

Applications for enrollment in any of the classes, extending until next fall, are now being received at the ICMI headquarters, 1022 Barr Building. Complete list of dates of the classes also can be obtained by writing the institute's headquarters here.

**Philip Morris Declares 3 Quarterly Dividends**

CHICAGO, Oct. 11.—Three quarterly dividends were declared by directors of Philip Morris & Company, Ltd., Inc., this week. These included regular quarterly dividends of \$1 per share on the cumulative preferred stock, 4 per cent series; 90 cents per share on the 3.60 per cent series of cumulative preferred, and 37½ cents per share on the common stock payable to holders of record September 30 on October 15.

**Tampa Gets Launderette**

TAMPA, Oct. 11.—Opening of the fifth in a chain of Launderette stores here was announced this week. New automatic laundry features 24 machines. Soap, bluing and bleach are being offered free to patrons.

**Diamond Match Man Retires**

WASHINGTON, Oct. 11.—Arthur L. Winter, of South Bend, Ind., announced here at a recent sales meeting of the Diamond Match Company that he will retire from service as a salesman for the firm after 38 years' service.

Winter, who joined the company in 1909, is well known in the Iowa, Illinois, Wisconsin and Indiana areas where he has worked as a Diamond sales representative.

**SALES STIMULATING VENDOR VALUES**

Unsurpassed in PROFIT-MAKING Ability

**GOLDEN STATE**  
Favorite of Operators Coast to Coast. Rugged, service-free mechanism. All Purpose—All Product Available in 1¢ or 5¢ Model. Sample Lots. Write for Quantity Price.

**DISTRIBUTORS:** Contact Us. Some Territories Still Open.

**GOLDEN STATE Hot-Nut Vendor**  
Vends All-Type Nuts. HEAT Element Guaranteed Forever. Flashing, Brilliant, Eye-Attracting Beauty.

**\$29.95**

**VENDOR SUPPLIES**  
Write for List. Distributors. Write for Quantity Prices.

**BADGER SALES CO., INC.**  
2251 W. Pico Blvd. Los Angeles 6, Calif.

**ADVANCE MODEL D BALL GUM VENDOR**

USED A-1 CONDITION  
2 or more

**\$9.00 each**  
SAMPLE \$10.00

**5/8 and 170 Count BALL BUBBLE GUM**  
100 Lbs. and Over  
**ALL 38c PER LB.**  
25 Lbs. to Carton.  
The Best in the Nation.

Write for Prices on Complete Line of Vending Machine Merchandise. We Buy and Sell New and Used Vending Machines.

All Orders F. O. B. New York  
1/3 Deposit, Balance C. O. D.

**SUNFLOWER DISTRIBUTING CO., INC.**  
2125 Amsterdam Ave., New York 32, N. Y.

**MERCHANDISE SPECIALS**

140 Count Bubble Ball Gum 38¢ per lb.  
170 Count Bubble Ball Gum 38¢ per lb.  
Minimum 100 lbs.

**AN ADVANCE MACHINE TO SUIT YOUR NEEDS**  
My Best Advertisement Are the Machines in Use

**ORDER TODAY**  
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

**J. SCHOENBACH**  
DISTRIBUTOR OF  
ADVANCE VENDING MACHINES  
1647 Bedford Ave. Brooklyn 25, N. Y.

**FAMOUS EPPY CHARMS**

Series #1 Series #2  
**\$3.50 \$4.50**  
per M per M

Six other charm and prize items available from us. Write in and ask for free samples.

**SAMUEL EPPY & CO., INC.**  
113-08 101ST AVENUE  
RICHMOND HILL 19, L. I., N. Y.

**1948 IMPS**  
1¢ or 5¢ Cigarette or Fruit  
**\$12.95**  
Lots of 12

**SHIPMAN TRIPLEX STAMP MACHINE**

Brand new! Vends 1¢, 3¢ and 5¢ Air-mail Postage Stamps. Sluggproof, compact, foolproof. Immediate Delivery. Operator's Price **\$39.50**

**STAMP FOLDERS**  
For Shipman, Schermack, Victory.  
10,000 ... \$ 5.75  
25,000 ... 13.95

Save a Trip to the Postoffice

Distributors interested in selling our advertised machines write for details.

1/3 Deposit on All Orders. Write for Catalog on Bulk Vendors, Games, etc.

**PARKWAY MACHINE CORPORATION**  
623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

**SEE THE GORDON COIN MACHINE CO. AD ON PAGE 126**

**★ Drink-O-Mat INDUSTRIES**

General Sales Office:  
250 WEST 57 STREET NEW YORK 19  
Phone: Circle 6-5941  
Factories: Lawrence, Mass.  
**AMERICA'S FOREMOST PIONEERS OF BEVERAGE DISPENSERS**

• FOR EVERYTHING IN COIN MACHINE EQUIPMENT and SUPPLIES •

CONTACT **VEEDCO**

2113 Market St. Phila. Pa.



**SPECIAL DEAL!**  
**VICTOR MODEL V**  
 FAMOUS PRE-WAR VENDORS  
 5 Globe Type Model V \$58.75  
 Plus 50 Lbs. Bubble Ball Gum, all for \$76.25  
 Mention Deal E When Ordering

**We Accept Trade-ins. We Buy & Sell Used Machines.**

Virginia Peanuts, 30 Lb. Ctns., 28¢ lb. Ctns. 47¢ lb. Ctns.  
 Pistachio Nuts, Med., 25 Lb. Ctns. 58¢ lb. Ctns. 22¢ lb. Ctns. \$13.75  
 Spanish Peanuts, 30-Lb. Ctns. 22¢ lb. Ctns. \$13.75  
**BUBBLE BALL GUM**  
 144 Count 38¢  
 170 Count, 25 Lb. Cartons 37¢  
 Ball Gum Orders—Full Cash.

1/3 Deposit, Certified Check or Money Order. Balance C. O. D.  
**PIONEER VENDING SERVICE**  
 Exclusive Victor Distributor in N. Y.  
 401 Seckman St., Brooklyn 12, N. Y.  
 Phone: Dickens 2-7992

**Rowe Will Instruct Ops at NAMA Confab**

WHIPPANY, N. J., Oct. 11.—Rowe Manufacturing Company has taken space on the seventh floor of the Palmer House, Chicago, for the convention of the National Automatic Merchandising Association (NAMA), December 14-17, it was reported by Chris Gabrielson, vice-president.

Every effort will be made by Rowe to have a large attendance of its ops at the convention, and the firm will feature instruction for the ops and servicemen at its display.

Representing Rowe will be Ralph Phipps, Gale Anderson and Richard Kapke, who will handle the instruction periods.

**2 Coin Firms Open In Charlotte, N. C.**

RALEIGH, N. C., Oct. 11.—Secretary of state has granted charters to two new firms in Charlotte, N. C., to deal in vending machines. One, Popcorn Products, Inc., will deal in popcorn machines. Authorized capital stock is 1,000 shares without par value. Clyde Traywick, J. Berke Freeland and Alvin London, of Charlotte, were listed as the incorporators.

Second firm, Brady Distributing Company, was formed to deal in unspecified types of automatic vending machines. Authorized capital stock, \$100,000; subscribed stock \$300 by C. B. Brady, Maude Brady and J. H. Wilburn, also of Charlotte.

**Universal Match Moves, Enlarges Seattle Branch**

ST. LOUIS, Oct. 11.—Universal Match Corporation has announced that its Seattle branch is in the process of being moved to larger quarters. New address will be at Lowman Building there.

In line with establishing the Seattle area as a major marketing operation, Universal disclosed that Wayland Tanning, a native of Boise, Idaho, and associated with the firm in the Midwest since his war service, had been named Seattle manager. Abe Brashen and W. E. Templeton, former Universal representatives in Tacoma, Wash., and Portland, Ore., respectively, will head Tanning's sales staff. Harold Hovet will cover the Spokane area.

**BALL GUM!**

Attention **NORTHWESTERN OPERATORS**

All we heard was--**YOU'RE CRAZY, IT'S IMPOSSIBLE BUT HERE IT IS!**

It's with great pride we announce our distributorship for the new B-G (Ball Gum) Adapter. Made exclusively for your Northwestern Model 33 Peanut machine. It can be installed in about five minutes.

Pep up slow locations by changing to Ball Gum with the B-G Adapter.



OUR NEW B-G (BALL GUM) ADAPTER

Complete unit ONLY \$1.50, packed 12 units to carton. One-third with order, balance C. O. D. All shipments F. O. B. Pine Bluff or San Antonio.

Due to material shortage our supply for immediate delivery is limited, so first come, first served.

**ORDER NOW!**

GALLOWAY NOVELTY CO.  
 817 W. 7th Street  
 Pine Bluff, Ark.

MASTER VENDERS  
 216 Rouff Street  
 San Antonio, Texas

**MERCHANDISE VENDING OPERATORS**

Would you like to have an ADDITIONAL route of profitable machines and merchandise in your own area that pays for itself out of earnings?

If your reputation is good and references will stand thorough checking, mail us a history of yourself to date and we will send necessary information.

As a nationally known Company we have several plans available for the proper applicants.

BOX D-137

Billboard Cincinnati 22, Ohio

**CIGARETTE MACHINES**

NEW LEHIGH PX, 10 COLS., 425 PACK CAP., AVAILABLE FOR IMMEDIATE DELIVERY!!!

NEW EASTERN ELECTRIC	\$222.50	NATIONAL 950	\$100.00
NEW DU GRENIER CHALLENGER, 7 COLS.	\$125.00	NATIONAL 750	90.00
NEW UNEEDA, 8 COLS.	159.50	ROWE ROYALS, 10 COLS.	105.00
NEW UNEEDA, 6 COLS.	149.50	ROWE, 6 COLS., 150 PK.	32.50
UNEEDA MODEL 500, 15 COLS.	\$100.00	DU GRENIER CHAMPION, 9 COLS.	92.50
UNEEDA MODEL E, 15 COLS.	72.50	DU GRENIER "W," 9 COLS., 300 PACK CAP.	62.50
UNEEDA MODEL E, 12 COLS.	62.50	DU GRENIER MODEL WD, 9 COLS., 385 PACK CAP.	72.50
UNEEDA MODEL E, 8 COLS.	57.50	DU GRENIER "S," 7 COLS., 210 PACK CAP.	50.00
NATIONAL 930	75.00	DU GRENIER, 6 COLS., 150 PACK CAP.	32.50
NATIONAL 630, 150 PACK CAP.	32.50	STEWART-McGUIRE, 8 COLS.	35.00



WEEKLY SPECIAL!  
 Du Grenier Champion, 7 Cols., 280 Pack Cap. \$75.00

**CANDY MACHINES**

NATIONAL 9-18, 9 COLS.	\$110.00	UNEEDA, 5 COLS., 102 BAR CAP.	\$ 75.00
ROWE STANDARD, 8 COLS., 120 BAR CAP.	95.00	DU GRENIER CANDYMAN, 72 BAR CAP.	62.50
ROWE 5¢ MINT GUM			\$15.00

10¢ CIGAR MACHINES, Cap. 175, 7 Col. . . . \$32.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

One-Third Deposit With Orders—Balance C. O. D.

Parts and Mirrors available, including the 25¢ vending changeover parts for all makes and models.

**UNEEDA VENDING SERVICE**

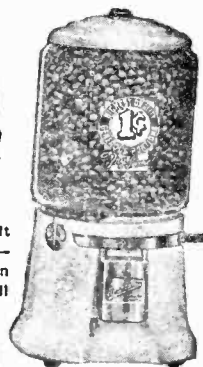
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"  
 166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

**NORTHWESTERN BULK VENDERS**

MEAN MORE FOR YOUR MONEY

There is a Northwestern machine to meet all of your needs. They're built for profitable operating. Dependable lifelong equipment—easy to service—sales-creating appearance. We are Factory Headquarters for Northwestern machines in the East. See our complete display and let us give you full details on all the popular Northwestern models.

Pistachio Queens, Red, 5 Lb. Bags	72¢ Per Lb.
Pistachio Large, Tulip Red, 5 Lb. Bags	50¢ Per Lb.
Jumbo Peanuts, 30 Lb. Ctn.	31¢ Per Lb.
Spanish Peanuts, 30 Lb. Ctn.	24¢ Per Lb.
Cashew, 480 Count, 30 Lb. Ctn.	56¢ Per Lb.
Squash, Red or White, 25 Lb. Ctn.	20¢ Per Lb.
Boston Baked Beans, 32 Lb. Ctn.	28¢ Per Lb.
Rainbow Peanuts, 32 Lb. Ctn.	28¢ Per Lb.
Cinnamon Peanuts, 32 Lb. Ctn.	28¢ Per Lb.
Licorice Lozenges, 38 Lb. Ctn.	30¢ Per Lb.
M & M, Ass'd Colors, 16 1/2 Lb.	42¢ Per Lb.
Ball Gum, 1/4, 140 Count, 25 Lb. Ctn.	40¢ Per Lb.
Ball Gum, 170 Count, 25 Lb. Ctn.	60¢ Per Lb.
Adams Gum, All Flavors, Tab or Candy Coated. Box 100.	54¢



MODEL 40

(4 Lb. Globe)  
 Less than 25 . . \$10.85  
 Less than 100 . . 10.60  
 100 or more . . 10.35

Charms • Stands • Brackets • Globes (Glass and Plastic) • Used Machines • Send for Free List.

1/3 Deposit With All Orders, Balance C. O. D.

**NORTHWESTERN SALES & SERVICE COMPANY**

4105 16TH AVENUE Telephone: Windsor 8-3600 BROOKLYN 4, NEW YORK  
 ALL QUOTATIONS NET F. O. B. BROOKLYN SUBJECT TO CHANGE WITHOUT NOTICE.

**LOW PRICE!**

COIN-OPERATED  
**POPCORN VENDER**

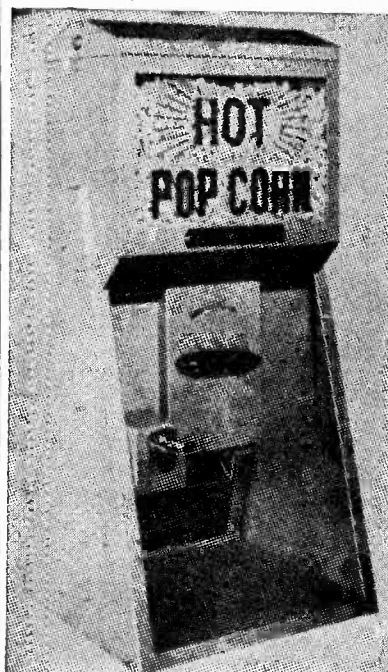
ONLY . . . \$69.50

Leave the can with the location. Let the merchant keep machine full. It's the sweetest operating deal in the business. You have separate key for cash box. All you do is collect.

- Holds 6 gallons of pre-popped corn
- Vends 2 oz. for 10¢
- Thermostatic heat control
- Stainless steel, trouble-free mechanism
- Easy to service
- Very attractive metal cabinet
- Well lighted
- Immediate delivery
- Also in non-coin-operated model, \$59.50.

25% deposit required with order.

**Jack Nelson Jr. & Co.**  
 2320 Milwaukee Ave. Chicago 47, Ill.



## Detroit Firm Plans New Procedure for Vending Operations

DETROIT, Oct. 11.—New firm called Associated Vendors, Inc., is being organized with capital of \$50,000, to act as a holding or investment company in the vending machine field. Group

is headed by Shirley T. Johnson, Detroit attorney. Offices of the company are located at 600 Griswold.

Active manager of the company is L. R. Tower, of the Miller Kenower & Company, who stated that the company would not engage in actual operation but will secure locations and contract them out to other companies in various fields of automatic merchandise.

## Milk Bureau Study May Help Vending

WASHINGTON, Oct. 11.—Research into improved methods of freezing and refrigerating milk and cream without loss of its freshness, important to milk and coffee vander operators, is a project approved under the Research and Marketing Act of 1946 (RMA), the Department of Agriculture disclosed last week.

Conducted by the Bureau of Dairy Industry, research is expected to advance the complete utilization of milk, and also to lessen some of the seasonal milk marketing problems. Currently, long-time preservation of milk products involves the removal of virtually all water (dried milk), removal of almost half its water content (evaporated milk), or removal of about half of milk's water content and the addition of sugar as a preservative (sweetened condensed).

In announcing the new project, RMA Administrator E. A. Meyer revealed that there had already been considerable research in recent years concerning the preservation of milk. He stressed freshness retention as the biggest problem encountered thus far.

## Missouri City Adds Local Cigarette Tax

ST. LOUIS, Oct. 11.—Another Missouri city has placed a local tax on cigarettes. The city council of Louisiana has voted a 2-cent per pack tax to go into effect November 1.

The tax law provides for a tax of \$1 per 1,000 on all cigarettes sold at retail. Merchants, and venders who qualify as merchants, will receive 10 per cent of the face value of the stamps for handling costs.

## Plan Wider Variety Of Electro Colors

NEWARK, N. J., Oct. 11.—Walnut and mahogany finishes are proving the most popular choice of operators buying Electro, electric cigarette vending machine, according to Mario Caruso, C-Eight Laboratories president.

It is expected that, by the end of this year, the vender will be produced in a wide variety of graining effects which will give the appearance of natural wood, Caruso states.

## SPECIAL CLOSE-OUT!

ACT AT ONCE—LIMITED QUANTITIES

### BOSTON BAKED BEANS

(Candy coated peanuts—chocolate flavored)  
Packed 9 lbs. to box.  
(24 6-oz. bags)  
54 lbs. to shipping ctn. **20c LB.**  
(6 boxes)

### RAINBOW PEANUTS

(Candy coated peanuts—assorted flavors)  
Packed 12 lbs. to box.  
(48 4-oz. bags)  
72 lbs. to shipping ctn. **20c LB.**  
(6 boxes)

### CHOCOLATE COVERED PEANUTS

Packed 7 1/2 lbs. to box.  
(24 5-oz. bags)  
45 lbs. to shipping ctn. **30c LB.**  
(6 boxes)

### SUGAR TOASTED PEANUTS

(Virginia peanuts—sugar roasted)  
Packed 2 3/4 lbs. to box.  
(30 1 1/4-oz. bags)  
49 1/4 lbs. to shipping ctn. **18c LB.**  
(21 boxes)

IMMEDIATE SHIPMENT

Terms—50% with order, balance C. O. D., F. O. B. Newark

## ASCO PACKING CO.

55-57-59 Branford St., Newark 5, N. J. Bigelow 3-7744-5

## Northwestern World's Finest Bulk Vendors



- DELUXE 1¢ or 5¢ Combination \$27.00
  - PLASTIC GLOBES. 30.20
  - MODEL 39 . . . . . 14.40
  - MODEL 33 . . . . . 12.60
  - 33 BALL GUM . . 11.40
  - MODEL 40 . . . . . 10.85
- LESS IN QUANTITY

## BRAND NEW IMPS

EITHER 1¢ OR 5¢ PLAY Cig. or Fruit Reels  
**\$12.95 ea.**  
LOTS OF 12 OR MORE  
5 or More. Ea. . . . \$13.75  
Sample . . . . . 14.50



## MILLS VEST POCKET BELL

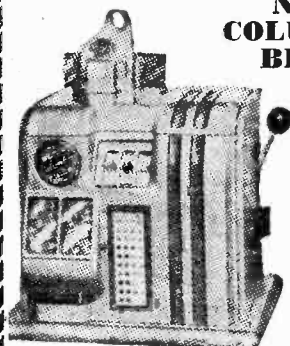
SIZE 8"x8"x8"  
A 5¢ pocket size slot with automatic payout system. Awards from 3 to 20 nickels.



OPERATOR'S PRICE  
**\$65.00**

In Stock—Mills Black Cherry and Golden Falls.

## NEW COLUMBIA BELLS



Twin Jackpot 1947 Models

**\$99.50 EA.**

Changeable to 1¢, 5¢, 10¢, 25¢ Play

## COUNTER GAMES

- Kicker & Catcher (New) . . . . . \$37.50
- Acme Electric Shockers (New) . . . . . 18.50
- Gottlieb Grip Scales (New) . . . . . 38.50
- Amer. Eagles, 1¢, Token Payout . . . . . 17.50
- Marvels, 1¢, Token Payout . . . . . 29.50
- Marvels, Brand New . . . . . 39.50
- Daval Skill Thrill, New, Penny Back . . . . . 39.50
- Liberty & Mercury, 1¢ . . . . . 14.50
- Champion Sparks, 1¢ or 5¢, Token Payout . . . . . 19.50
- Klix Blackjack, 1¢ . . . . . 12.50
- Bat-a-Ball (New) . . . . . 29.50
- Star Card Vendor (New) with 1000 Cards . . . . . 19.50
- Pop-Up (New) . . . . . 29.50
- Champion Basketball (New) . . . . . 29.50

## SUPPLIES AND ACCESSORIES

- Hard Shell B.B. Beans, 35# Ctn. Per lb. 29¢
- Hard Shell Army-Navy Mix, 35# Ctn. Per lb. . . . . 29¢
- Hard Shell Rainbow, 35# Ctn. Per lb. . . . . 29¢
- Licorice Lozenges, 38# Ctn. Per lb. . . . . 30¢
- Pee Wee B.B. Beans, 32# Ctn. Per lb. . . . . 27¢
- Pee Wee Rainbow Peanuts, 32# Ctn. Per lb. . . . . 27¢
- Pee Wee Cinnamon, 32# Ctn. Per lb. . . . . 27¢
- Charms, Large, Per 1000 . . . . . \$4.50
- Charms, Small, Per 1000 . . . . . 3.50
- Bubble Gum, 144 and 170 Count, 35# Ctn. Per lb. . . . . 38¢
- Spanish Peanuts, 30# Ctn. Per lb. . . . . 22¢
- Virginia Peanuts, 30# Ctn. Per lb. . . . . 28¢

WRITE FOR COMPLETE LIST!

1/3 Deposit must accompany all orders.

## RAKE COIN MACHINE EXCHANGE

609 Spring Garden St., Philadelphia 23, Pa. Lombard 3-2676

## NEW SILVER KING VENDORS

Bulk or Ball Gum 1¢ & 5¢ MODEL SAMPLE \$13.95

10 or More \$12.50 Ea.

25 or More \$10.30 Ea.

VICTOR MODEL V Globe, \$11.75. Cabinet, \$13.75.

Send for Literature and Quantity Prices on All Machines. 1/3 Deposit Required With Orders. Address All Mail to Dept. B.

## FRANK DIST. CO.

535 N. 8th St. Phila. 23, Pa.

# 7 REASONS WHY The POSTMASTER

is the PREFERRED POSTAGE STAMP VENDER!



ORDER A SAMPLE NOW! See Your Nearest Distributor

1. Vends choice of three sanitary stamps directly from U. S. Government rolls!
2. Each unit adjustable to vend 2 to 5 stamps.
3. Stamps are accurately cut off on perforations!
4. Full rolls of 500 or 1000 stamps inserted in a few seconds. Eliminates expense and nuisance of tearing sheets and inserting stamps into folders.
5. Capacity 2 to 3 times greater than folder-type venders. Takes only a few minutes to service.
6. Aluminum cabinet (11" x 11 1/2" x 8" deep), finished in attractive colors and trimmed in chrome. Precision-built mechanism constructed to last a lifetime.
7. Merchants welcome Postmaster because of its compactness, streamlined beauty, time-saving and money-making features.

DAVAL PRODUCTS CORPORATION  
1512 N. FREMONT ST., CHICAGO 22, ILL.

**ALKUNO**  
will charm the birds right out of the trees and tons of nickels right into your bank account—when the N. A. M. A. show rolls around.



## Full Production For Tradio Coin Radio for Cafes

NEW YORK, Oct. 11.—Full-scale production of a new coin-operated radio designed specifically for booth operation was announced this week by Tradio, Inc., Asbury Park, N. J.

Known as "Tradio-Ette," the six-tube receiver was described by Victor Trad, president of Tradio, as the world's smallest coin-operated radio, measuring 7½ inches long by 7½ inches wide and 5½ inches deep. Despite its small size, Trad claims the new set incorporates the sensitivity and selectivity usually found in large console models.

Features of the radio include a specially designed squelch circuit to eliminate inter-station interference and a pre-set maximum volume control which restricts the program chosen by the listener to his individual booth. No inter-unit wiring is necessary, as each set is plugged in individually to a standard electrical outlet.

Trad also declared that Tradio-Ette is fitted with a slug rejector, as well as a timer that can vary the play from 7½ minutes to one hour at the option of the operator, by means of a simple screw adjustment. Since no outside antenna is required, loose wiring is eliminated. The set is enclosed in an aluminum cabinet, available in a variety of colors.

A number of the radios have been tested on location, according to Trad, and will be made available to operators in quantity by Tradio's own distributor organization.

## New Distributions Named by AMI

CHICAGO, Oct. 11.—AMI, Inc., has appointed two new distributors and extended the territory of a third distributor, Lyndon C. Force, manager of general sales, announced Thursday (9).

Force stated that the Automatic Games Supply Company will handle AMI equipment in Minnesota and the territory that borders on Eastern North and South Dakota. Automatic has headquarters in St. Paul and is managed by Bob Wenzel, former assistant manager of the same firm.

Second appointment concerns the Koers Distributing Company, Rapid City, S. D. Firm will distribute the juke box manufacturer's products in Wyoming, Eastern Montana and the western parts of North and South Dakota. Owned by J. G. Koers, this company will establish a branch office in Sheridan, Wyo., in the near future.

Force said that both firms will have formal operators' showings at dates to be announced soon.

AMI also disclosed that David Rosen, Inc., Philadelphia, will handle its equipment in Maryland. Firm, already an AMI distributor in Eastern Pennsylvania and Delaware, will establish a separate corporation in Maryland and set up offices in Baltimore, according to Force.

## Star Disks Aimed at Jukes

NEW YORK, Oct. 11.—Adventure Records, which has specialized in children's records, has started a new pop label, which will be called Star, and which will specialize in songs for juke box play. Initial release will be *He Holds a Lantern While His Mother Chops the Wood*, by Suzybelle, Jed and Their West Virginia Hillbillies, backed with *Jealousy*, by Ginger and Lanny Grey and a sextet. Label will be distributed by Midtown Distributors.

## Ops Help Vets

NEW YORK, Oct. 11.—Local juke box operators helped to promote Mayor O'Dwyer's campaign to provide jobs for vets by including in their machines the record, *Let's Get a Job for a Purple Heart Joe*, the theme song of the Job for Veterans Week.

## Special Board Meet Held by Cincy Ops

CINCINNATI, Oct. 11.—Automatic Phonograph Owners' Association (APOA) held a special board meeting Tuesday (7) afternoon, Sam E. Chester, president, announced. During the meeting a committee was appointed for the Christmas party to be held December 7 at the Hotel Gibson here.

Serving on the party committee are Ray Bigner, chairman; Bill Harris, Harry Hester, Al Lieberman, Mrs. Ganzmiller and Charles Kanter.

## Videograph Gets the Jump With Coin Juke-TV Combos

NEW YORK, Oct. 11.—Getting a jump on the rest of the industry by officially showing a new coin-operated television set-juke box combination, as well as a new wall box which will offer television, two-channel radio and music selectivity, the Videograph Corporation will take over the Salle Moderne at the Hotel Pennsylvania for three days starting Friday (17). There it will aggressively promote the showing nationally thru special delivery announcements, wires and special delivery invitations.

H. F. Dennison, Videograph president, in announcing the showing, said Videograph would advocate a minimum guarantee of \$30 weekly front money for the operators handling his equipment. Dennison told *The Billboard* that he and his firm would make every effort to establish the guarantee now—while this phase of the industry (coin-operated television and combination tele-juke) is new, so that the location owners would not be broken in to expect a straight di-

## Los Angeles Juke Box Ops Believe Tavern Video Use Only a Temporary Measure

Divided Opinion on Amount of Play Loss Due to Tele

LOS ANGELES, Oct. 11.—Music machine operators here are divided on the question of whether television is making inroads into the juke's coin box. But most think that video is copping cash only temporarily. Those who conceded that television is a threat offer the solution that sight and sound be tied together for an operator's deal. One firm is considering such a product.

One operator, who asked that his identity not be revealed, said that he did not expect television to cut into the takes. He recalled that during the early days radio was considered a threat and that it made its appear-

ance in taverns just as television is doing today. After low cost production was reached and radio was no longer a novelty, the sets were removed to the location owner's home or the back room.

To find the location owners' side of the matter *The Billboard* asked the Southern California Tavern Owners' Association for its findings. This organization has made no official survey. There are cases on hand in which tavern owners have said that television had saved their business lives. However, more have reported that it pulls a beer-drinking crowd and that they nurse a drink along—too long—for profitable operation.

Another point against tele is that when it draws well, the patron who wants a quick drink before he goes home is unable to get to the bar or catch the bartender's eye when he gets there. Being pinched for time, this type of patron generally leaves without making a purchase.

Ray Suhr, an operator, said that less than 20 per cent of his spots had video but that it had cut into his gross. When the television set is on, the juke box is off. So far, there have been only intermittent programs over the two television outlets. Another operator said that as long as the programs were of the type that they are today, nothing need be feared.

The operators are not the only ones who believe that tele will get good business after it is organized and gets coverage. One local firm, which asked that no mention be made of its name, is planning to bring out a device that will supply radio, phonograph music—and television—all on a coin-operated basis.

Jay Bullock, a long-time operator and associated with Southern California Automatic Music Operators' Association (SCAMOA), believes that the juke box selling point is "Music you want, when you want it." However, he personally believes, that the best way to handle it is to tie it up with music and the juke box operator have the two. Bullock said he had found that most taverns draw people during television broadcasts but that, the minute the free show is over, they leave for home, leaving the tavern owner to serve only the stragglers who remain.

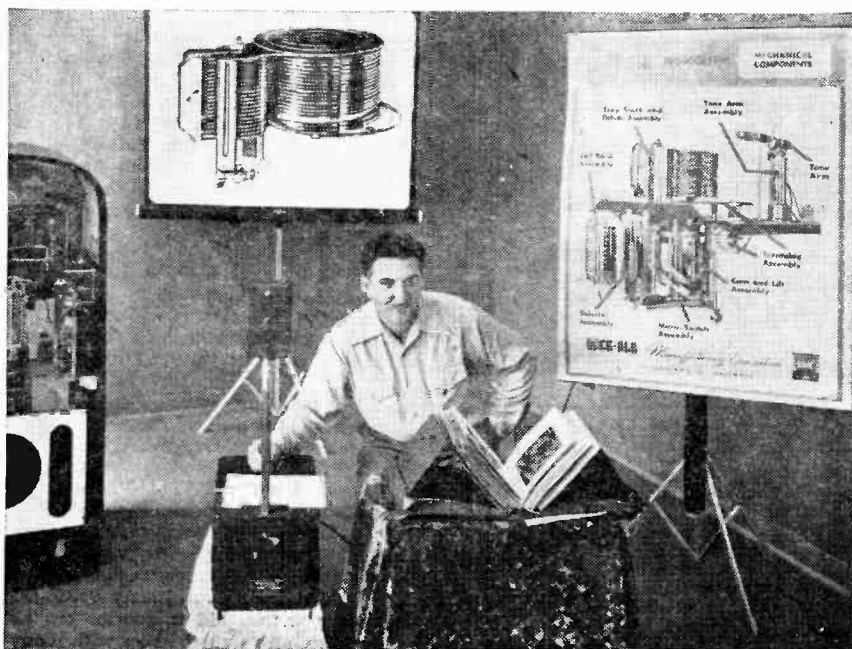
Laymon Lee, an operator, said that television was in some of his spots but that he had been talking hard for music. He pointed out that he was selling locations on the idea that they were getting a cut on the music operation whereas television means a lost outlay of money.

Practically all of the operators who have had video competition report that when it was first installed, it pulled well. After a time, when the novelty had worn off, the set was taken home where the location owner and his family could enjoy it in the quiet of their home. Despite all of this, the operators are watching.

One operator, when confronted by a location owner who was bent on putting in a set and when the music man had exhausted all selling points, dug into the technicalities of the set for his argument.

"Do you know there are 9,000 volts of electricity in that set and why the glass is thick over the front of it?" he asked, figuring he would get a negative answer. "That thing is liable to explode," he warned.

Music machines have no competition there.



PORTABLE EQUIPMENT used in service training schools of Rock-Ola Manufacturing Corporation is demonstrated by Jack Barabash, firm field serviceman and one of the school's instructors. Shown above are wall charts of phonograph mechanisms, projector and film library of 118 slides that depict parts and sections of different units of the firm's equipment.

**Sign Ritter Show**

The Tex Ritter show has been signed by the Toy-of-the-Month Club, subsidiary of the Gadget-of-the-Month Club, and associated manufacturers, for an extensive nationwide campaign starting on 25 stations in leading cities. The transcribed show was also purchased by the Oklahoma Gas & Electric Company for presentation over KTOK, Oklahoma City, six times weekly.

Smiley Burnette, Western tune scribe and pic warbler, is en route to New Orleans with his wife, where they will be special guests of honor of Louisiana Governor Jimmie Davis at the Governor's Ball in New Orleans. Continuing on to Miami, Burnette will open at the Olympic Theater and will do two weeks of personal appearances before returning to the film

**AMERICAN FOLK TUNES**

**Cowboy and Hillbilly Tunes and Tunesters**

capital November 4 to start work on the next film, *Durango Kid*. Burnette recently formed his own publishing firm, Rancho Music, which will be managed by Glenn Shaw, with Lyn Rote as contact girl and secretary.

Jenny Lou Carson, who switched from Mercury to Victor, has just cut the following sides: *The Crossroads Where We Said Goodbye, I'll Never Trust You Again, I L-O-V-E You and What Do I Have To Do?* all of which are from her prolific pen. . . . San Antonio's huge Municipal Auditorium was jammed September 25 when Station WOAI staged its 25th anniversary celebration, with a cast

including Red River Dave, the Light-crust Doughboys, and Lou Emerson and Rosita.

Gene Autry guested on Bill Stern's eighth anniversary broadcast last week from his dressing room backstage in Madison Square Garden, New York, where his rodeo was working. . . . Roy Rogers's rodeo currently in Chicago. . . . Universal Records lining up a hillbilly catalog. . . . Chord Records, Milwaukee, has inked Sammy Madden's Wisconsin old-time band.

**Close Harmony Ranch**

Roy West, of the Range Riders, WGAR, Cleveland, reports that his Harmony Ranch, located outside Cleveland, closed October 12 after a successful outdoor season. . . . Chester Studdard's *Dixieland Jamboree* at Gadsden, Ala., is looking for name headline folk talent for future shows. The regular cast was recently joined by Smiley Wilson and Kitty Carson, from WXXL, Peoria, Ill. Curly Fagan, of New Orleans, is another recent addition.

Tex Ritter winds up a personal appearance on the Kemp Southern State circuit October 19. . . . Tex Williams finished a week at the Palace, Cleveland, and is currently at the Oriental, Chicago. . . . Eddie Arnold's latest recorded ditty, *To My Sorrow*, was written by V. J. McAlpin, who also authored *What Is Life Without Love?* . . . Claude and Buddy, the President record artists, have left KWKH, Little Rock, and moved to KMLB, Monroe, La., where they already have one sponsored show daily.

Bill Boyd and his band have been having a hectic time keeping up with their schedule lately. They have been doing a personal appearance in Fort Worth from the Virgil Bourland record shop and doing their broadcasts from KXOL, Fort Worth, via remote wires. Then they rush back to Dallas, where they are heard daily over WRR, and often skip over to the cutting studios of KRLD, Dallas, to cut records and e.t.'s. Boyd expects to be in Hollywood November 1, where he will record and do a flock of personal appearances.

Slim Reinert has taken over Moose Auditorium, Easton, Pa., for promotion of weekly Western shows. Using his own cowboy company, Reinert is adding guest attractions and has already booked in Pepper and Janie, Broadway Buckeroos, Rusty Keeler's Tumbleweeds and Jack Day. . . . Willis Meyers, new Cowboy Record artist, is alternating between WSAN, Allentown, Pa., and WNAR, Morristown, Pa. His first four sides include *Great Speckled Bird, Don't Stand in God's Way, You Can Be a Millionaire With Me and The Parlor Is a Pleasant Place*.

In the near future, a 1,000-watter will open at Coshocton, O., where WTNS tees off. Station Manager Fred Dodge reports they will use plenty of recorded folk music for a starter. . . . Al Rogers, of WJAS, Pittsburg, and his partner, Betty Pearl, plan to leave that station October 10 for some station in West Virginia.

Pat Patraw and Pete Taylor have teamed up with Tex Hoobgood to cover the schools around New York to advertise Autry's rodeo. Taylor is also doing a show over a new station in Vineland, N. J. . . . Jimmy DeKnight, cowboy writer, did a guest on the MacMacGuire's video show with Jenny Winge over WPTZ, Philadelphia. . . . *Juke Box Cannonball*, published by Jack Howard, Philadelphia, has been waxed by Ray Whitley on Cowboy, Cousin Ford Lewis on Four Star and Jesse Rogers on Sonora.

Slim Luse, formerly fiddler with Pee-Wee King, is now heading his own unit, the Swingin' Rangers, over WISR, Butler, Pa. Personnel includes Gene Mumford, guitar; Bus Obenrider, bass; Howard Matz, accordion, and Hunter Craig, steel guitar. . . . Jenny Lou Carson is the writer of *Never Trust a Woman*. Red Foley, who does the tune on Decca, is not the writer, even if the Decca label credits Foley with the penning.

**\$ CASH \$**  
**\$ CASH \$**  
FOR  
**USED RECORDS**  
WE BUY  
ANY QUANTITY  
ANYWHERE IN THE U.S.A.  
Write, Wire or Call  
Collect!!  
**Seymour Schwartz & Co.**  
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IT'S  
**MAGIC MUSIC**  
Telephone  
Music Box  
for  
BOOTH or COUNTER  
Write Now for Complete Story  
**MODERN MUSIC, INC.**  
PLAZA STATION BOX 8114 KANSAS CITY 2, MO.

**OPERATORS, ATTENTION!**  
TOP PRICES PAID FOR  
USED RECORDS  
SELL TO Chicago's Largest  
Distributor of Used Records.  
WE PAY THE FREIGHT  
WRITE, CALL OR SHIP TO  
**USED RECORD EXCHANGE**  
1736 N. Keeler CHICAGO 39, ILL.  
Telephone: CAPitol 7852  
Will Pick Up Within 100 Mile Radius

**FOR SALE—PHONOGRAPHS**  
As taken off route. Good running order,  
not rebuilt.  
6 Wurl. 61. Ea. . . . . \$ 55.00  
3 Aireons, Ea. . . . . 300.00  
2 Singing Towers, Ea. . . . . 100.00  
2 Wurl. 600R. Ea. . . . . 95.00  
2 Seeburg Vogue, Ea. . . . . 225.00  
**WATERLOO NOVELTY CO.**  
1220 Avalon Ave., Waterloo, Iowa

**ROCK-OLA**  
PREMIER PHONOGRAPH, Ea. . . \$125.00  
ROCK-OLA AND DIALATONE WALL-  
BOXES, any quantity, Ea. . . . 5.00  
**HOHMANN MUSIC**  
277 N. FOURTH ST. COLUMBUS, OHIO  
Terms: 1/3 Dep., Bal. C. O. D. MAin 0285

**FOR SALE**  
**WIRED MUSIC—32 LOCATIONS**  
Gr. \$800 week. \$14,000 cash handles.  
5321 1/2 Hollywood Blvd., Hollywood 27, Cal.  
Hollywood 6287

**Eagle**  
PHONOGRAPH  
REPLACEMENT PLASTICS

GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

PERFECT FIT

SOLID COLOR

**PLASTIC WINDOWS**  
Now, clear, transparent . . . for your model 850 program holder.  
Per Set. . . . . \$5.00

WURLITZER		ROCK-OLA	
Each	Each	Standard, Master, DeLuxe or Supers:	Each
800 Top Corners . . . . .	\$16.50	Top Corners (Solid Red, Yellow or Green) . . . .	\$12.75
800 Lower Sides . . . . .	15.00	Lower Sides (Red or Yellow)	12.75
800 Middle Sides . . . . .	3.00		
800 Top Centers (Right or Left, Red) . . . . .	9.50		
800 Back Sides (Green) . . .	9.50	<b>SEEBURG</b>	
800 Top Centers (Onyx) . . .	5.50	"Hi-Tone" Model 9800, 9800, 9200:	
600, 500 Top Corners . . . .	5.50	Lower Sides (Solid Red, Yellow or Green) . . . . .	\$14.50
700 Top Corners . . . . .	8.50	"Hi-Tone" Grille Pillasters (Solid Red, Yellow, Green or Onyx) . . . . .	2.25
700 Lower Sides . . . . .	9.50	"Classic"—"Colonel":	
700 Back Sides . . . . .	8.50	Top Corners (Solid Red, Yellow or Green) . . . . .	6.00
750 Top Corners . . . . .	9.75	Lower Sides . . . . .	9.50
750 Lower Sides . . . . .	9.75		
750 Top Center . . . . .	5.50	<b>SHEET PLASTICS</b>	
750 Middle Sides . . . . .	2.00	20"x50", Pliable, Per Sheet	
850 Top Corners . . . . .	12.50	50 gauge, red, yellow, low, green or clear	\$12.50
850 Lower Sides . . . . .	8.75		
850 Top Center . . . . .	12.50		
850 Peacock Glasses . . . . .	4.75		
950 Lower Sides . . . . .	12.50		
24 Top Corners . . . . .	1.25		
24 Lower Sides . . . . .	5.50		
41, 61, 71 Top Corners . . .	5.50		

IF YOU DON'T SEE WHAT YOU WANT—ASK FOR IT!

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1514 FREMONT AVE. CHICAGO 22, ILL.  
PHONE MICHIGAN 1247

THE FINEST, MOST LUXURIOUS . . . HIGHEST PRICED COMMERCIAL PHONOGRAPH MADE

The **"Manhattan"**

By **PACKARD**

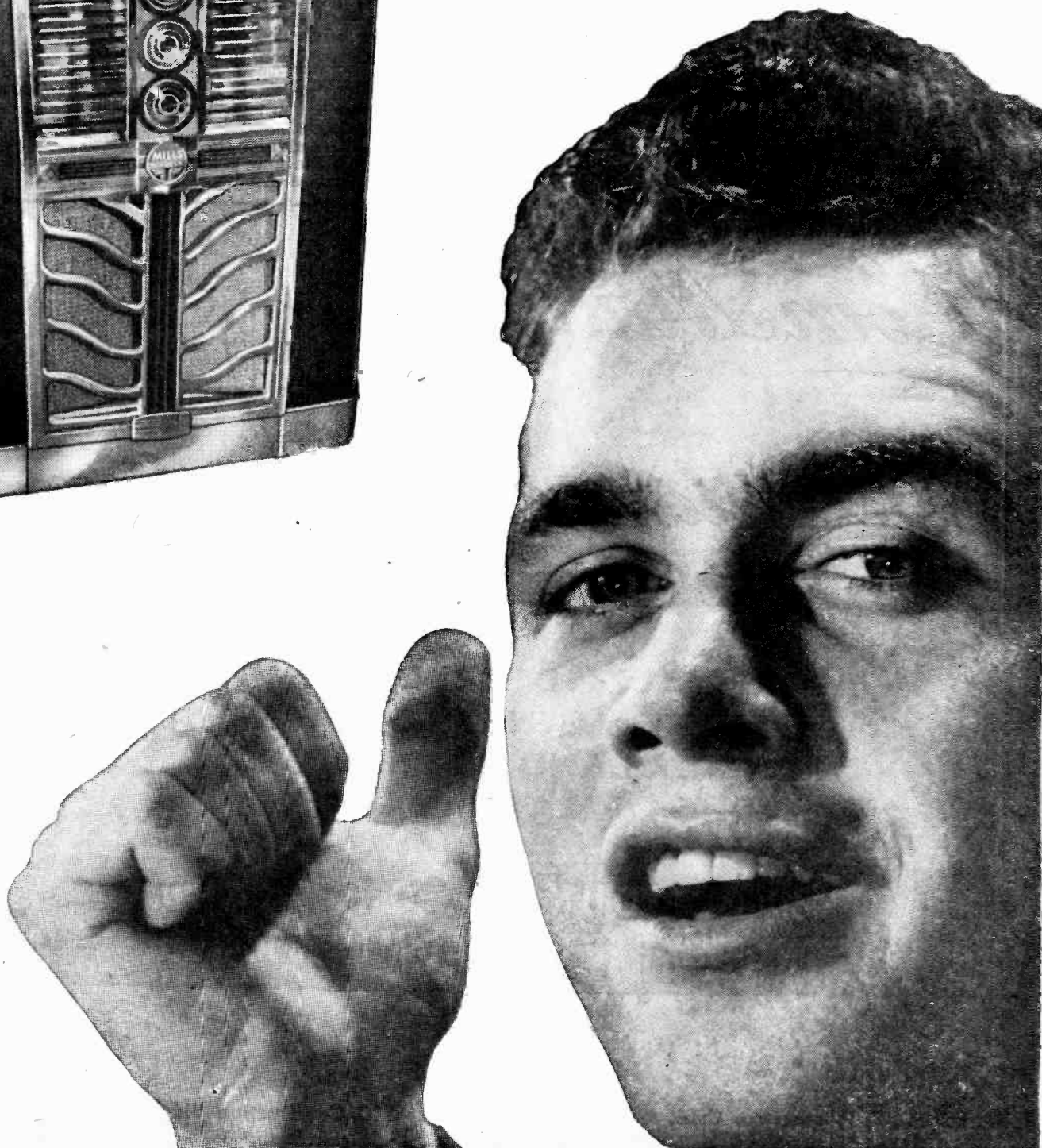
**PACKARD MANUFACTURING CORP., INDIANAPOLIS 7, IND.**



*If it's a Mills I always play it!*  
**you can't beat a bargain!**



*the Public prefers*  
**THE MILLS CONSTELLATION**  
*the coin box concurs*



**Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois**

## Mass. Ops Ask Distrib Aid In Fight on Direct Sales

WORCESTER, Mass., Oct. 11.—Members of the Worcester County Phonograph Operators' Association have requested distributors in their territory to aid them in their campaign against direct sales of juke boxes to locations.

Officials of the association informed *The Billboard* this week that at least 10 phonographs, all rebuilt models, have been sold directly to location owners here during the past few weeks.

A spokesman for the association said that operators here are powerless to control the situation without help from the distributors.

He reported that the association

## Atlas Novelty Holds First of Annual Juke, Parts Meets in Omaha

CHICAGO, Oct. 11.—Atlas Novelty Company held the first of its annual Seeburg phonograph and accessory showings today at the Paxton Hotel in Omaha.

Second meeting, scheduled for October 12, will take place at the Des Moines office, while the third meeting is to be in Peoria, Ill., at the Jefferson Hotel October 19. Refreshments and entertainment are being offered at all showings.

All Atlas officials from the Chicago headquarters will be present at the three meetings. Reed Whitney, Seeburg factory distributing manager; Phil Moss, from the Atlas Des Moines office, and Bill Cuff, Atlas representative in Nebraska, will also attend the meetings.

"feels that the distributors should agree to cut off future sales to any operator found guilty of making a direct sale to a location owner."

The attitude of the Worcester ops coincides with that of other operators throught the country who are waging campaigns against the present growth of direct sales (*The Billboard*, September 13).

## Commercial Music Holds Showing for New Wurlitzer 1100

HOUSTON, Oct. 11.—A two-day showing recently at the Houston branch showrooms of the Commercial Music Company centered around the new Wurlitzer Model 1100 phonograph. Display officials reported that about 400 operators attended.

Branch Manager J. C. Old, Sales Manager L. T. Newlin, and Sales Representative Harry Pinkston were assisted during the showing by Raymond Williams, owner of Commercial Music, and A. M. Mendez, Wurlitzer regional director.

Food, refreshments and entertainment were served in the large storage room which had been specially decorated for the occasion.

NEW YORK, Oct. 11.—The Savoy Record Company has appointed the Morry Kaplan Music Sales Company, Detroit, to distribute its products in Michigan. Also appointed by the record company was Robert E. Myers, Piedmont, Calif., who will handle the Savoy distributorship in Northern California. Both appointments are effective immediately.

## Phoney Coins

LOS ANGELES, Oct. 11.—According to U. S. Secret Service agents, somebody in this city is making plenty of money—but it isn't very good money. Counterfeit 25-cent coins apparently are being made in wholesale quantities in a Los Angeles "money mill," the agents said. The coins are not well made, but might be intended for amusement machines and vending devices only, the agents believe.

Several hundred coins have been seized in Las Vegas, Nev., where two men are under arrest on suspicion of trafficking in them. The coins have been traced to Los Angeles.

## Cade Distributing Announces Changes In Firm Personnel

PHILADELPHIA, Oct. 11.—Cade Distributing Company here, formed in June this year and headed by Charles L. Cade, reorganized its personnel at a recent dinner meeting.

Arthur Schaffer, well known in the phonograph industry, was appointed sales manager of the Packard Distributor. James E. MacDermott, a newcomer in the industry, was named general manager, and Gus Back was appointed supervisor in charge of service.

George Cade, firm's secretary and treasurer, it was announced, will spend the next few months making a survey of the territory covered by the company.

Another addition to Cade Distributing is the new private secretary, Miss Annais Asousa.

## Claim Melody Time Coin Radio OK for Use as Fire Alarm

LOS ANGELES, Oct. 11.—Melody Time, the coin-operated radio with the inter-communication feature, complies with Assembly Bill No. 753 requiring apartment houses three stories or more and containing 20 or more rooms to have automatic or manually operated fire alarm systems, Ken Bevan, head of the firm, said.

The set, built to the standards set by the National Board of Fire Underwriters, affords patrons of motels and hotels with radio entertainment. The inter-com feature enables patrons to talk to the office by merely pushing a small lever on the side of the set to open the circuit. Because the office of the establishment is in touch with every room in which a set is installed, the inter-com set-up can be used in event of fire or other emergencies.

Bevan said that a number of motels in this vicinity had already complied with the requirements under the bill. At the time some of the installations were made they were used for entertainment and for announcing the arrival of visitors or phone calls at the office.

According to Bevan, the Legislature is considering more stringent regulations on fire alarms, feeling that the protection should be extended to smaller buildings.

## W. Cuker Made Office Mgr. Of Murphy Distrib Company

ST. LOUIS, Oct. 11.—Murphy Distributing Company here has announced the appointment of William Cuker as office manager.

Firm is a distributor of AMI equipment in Missouri and Southern Illinois.

# Coin Machine

# Acceptance Corporation

**A SPECIALIZED CREDIT AND  
FINANCING AGENCY FOR MAN-  
UFACTURERS AND DISTRIBUTORS  
OF COIN-OPERATED MACHINES**



**LEADERSHIP FOUNDED ON SOUND  
FINANCING EXPERTLY ADMINISTERED**

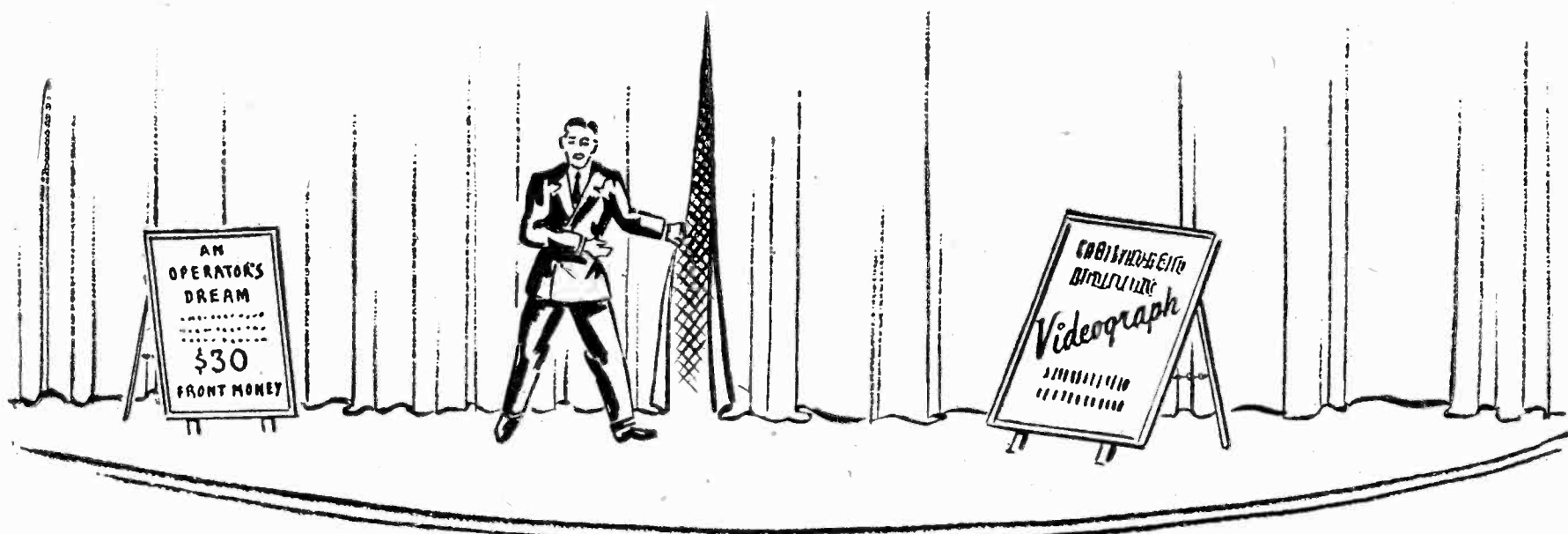
**134 NORTH LASALLE STREET • CHICAGO 2 • ILLINOIS**

717 Market St., San Francisco, Calif.

710 Construction Bldg., Wood & Akard Sts., Dallas, Texas

761 Peachtree St., N. E., Atlanta, Ga.





ALL EYES ARE ON-

# Videograph

**Coin Operated Music Systems  
Combined With Emerson Television**

*Two entirely different types of coin operated systems  
that will revolutionize the entire automatic music industry.*

*See Them! Hear Them!*

**OCTOBER 17 • 18 • 19  
SALLE MODERNE ROOM • HOTEL PENNSYLVANIA**

*Videograph Corporation* 601 West 26th St. New York 1, N. Y. • BRyant 9-3734

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Cinaudagraph Speakers Division of Aireon

A-2

## ADVANCE RECORD RELEASES

(Continued from page 33)

### FOLK

- AN OLD-FASHIONED TREE.....Gene Autry (HERE COMES) ..... Columbia 37942
- BABY, DID YOU LIE TO ME?.....Jimmie Dolan (MEMORY OF) ..... Modern 20-531
- BRUSHY MOUNTAIN .....Milo Twins (DOWN TOWN)..... Capitol Americana 40049
- CAJUN HOP.....Harry Choates (RUBBER DOLLY)..... Modern 20-528
- HARRY CHOATES SPECIAL.....Harry Choates (FA-DE-DO STOMP) ..... Modern 20-530
- CITY OF MEMPHIS .....Johnny Tyler (The Riders of the Rio Grande) (OH, HOW) ..... Victor 20-2503
- COW BELL POLKA .....Spade Cooley Ork (TROUBLED OVER) ..... Columbia 37937
- DO YOU WONDER WHY.....Roy Acuff and His Smoky Mountain Boys (Roy Acuff) (THEY CAN) ..... Columbia 37943
- DOWN TOWN BOOGIE .....Milo Twins (BRUSHY MOUNTAIN)..... Capitol Americana 40049
- FA-DE-DO STOMP.....Harry Choates (HARRY CHOATES)..... Modern 20-530
- FOLLOW THRU.....Merle Travis (I LIKE) ..... Capitol Americana 40050
- HERE COMES SANTA CLAUS .....Gene Autry (AN OLD-FASHIONED) ..... Columbia 37942
- HONEY, BE MY HONEY BEE.....Riley Shephard (Santa Fe Rangers) (I CAN'T) ..... Musicraft 510
- I CAN'T GIVE YOU BACK YOUR HEART .....Riley Shephard (Santa Fe Rangers) (HONEY, BE) ..... Musicraft 510
- I COME FROM MISSOURI.....Denver Darling (Ozark Playboys) (WHEN YOUR) ..... MGM 10084
- I DON'T WANT NOBODY.....Bob Atcher (Randy Atcher and His Swingin' Cowboys) (I'LL NEVER) ..... Columbia 37944
- I GUESS I'LL GO ON DREAMING ..Bailes Brothers (THERE'S TEARS) ..... Columbia 37927
- I KNEW THAT YOU WERE FOOLIN' ALL ALONG.....Jimmie Dolan (ONE TRUE) ..... Modern 20-540
- I LIKE MY CHICKEN FRYIN' SIZE.....Merle Travis (FOLLOW THRU) ..... Capitol Americana 40050
- I'LL BE WAITING AT THE GATE.....Wally Fowler and His Georgia Clodhoppers (WASTIN' MY) ..... Capitol Americana 40045
- IF YOU CARE AGAIN.....Jimmie Dolan (WHEN LOVE) ..... Modern 20-541
- I'LL NEVER GROW TOO OLD TO LOVE YOU.....Bob Atcher (Randy Archer and His Swingin' Cowboys) (I DON'T) ..... Columbia 37944
- I'M TYING THE LEAVES SO THEY WON'T COME DOWN.....Elton Britt (The Skytoppers) (I'VE LIVED) ..... Victor 20-2501
- I'VE LIVED A LIFETIME FOR YOU.....Elton Britt (The Skytoppers) (I'M TYING) ..... Victor 20-2501
- JUDY .....Eddie Kirk (MEMORIES ARE) ..... Capitol Americana 40046
- LIBERTY .....Bob Wills and His Texas Playboys (THE KIND) ..... Columbia 37926
- LITTLE BEAVER .....Homer Clemons (OPERATION BLUES) ..... Modern 20-533
- LITTLE RED CABOOSE BROKE LOOSE .....Eddie McMullen's Sleepy Valley Five (WORRIED MIND) ..... Rainbow 50004
- MEMORIES ARE MY SOUVENIRS ..Eddie Kirk (JUDY) ..... Capitol Americana 40046
- MEMORY OF YOUR LAST GOODBYE.....Jimmie Dolan (BABY, DID) ..... Modern 20-531
- NEAR YOU .....Lonzo and Oscar and Their Winston County Pea Pickers (WHEN YOU) ..... Victor 20-2502
- OH, HOW YOU LIED .....Johnny Tyler (The Riders of the Rio Grande) (CITY OF) ..... Victor 20-2503
- ONE MILLION RAILROAD TIES.....Jimmie Dolan (WHY I'M) ..... Modern 20-542
- ONE TRUE HEART .....Jimmie Dolan (I KNEW) ..... Modern 20-540
- OPERATION BLUES.....Homer Clemons (LITTLE BEAVER) ..... Modern 20-533
- PLAYBOY SWING.....Lone Star Playboys (WESTPHALIA WALTZ) ..... Modern 20-536
- RUBBER DOLLY .....Harry Choates (CAJUN HOP) ..... Modern 20-528
- SIX MORE MILES .....The Cumberland Mountain Folks (Molly O'Day) (THE DRUNKEN) ..... Columbia 37938
- SONGS OF THE SMOKY MOUNTAINS ALBUM .....Roy Acuff and His Smoky Mountain Boys (Roy Acuff) ..... Columbia C-143
- Fire Ball, Mail..... Columbia 37596
- Freight Train Blues..... Columbia 37598
- Low and Lonely..... Columbia 37599
- Pins and Needles (In My Heart)..... Columbia 37597
- The Precious Jewel..... Columbia 37597
- Wabash Cannon Ball..... Columbia 37598
- Wait For the Light To Shine..... Columbia 37599
- Wreck on the Highway..... Columbia 37596
- TEN MORE MILES DOWN THE ROAD.....Deuce Spriggins (WHO BROKE) ..... Coast 264
- THE DRUNKEN DRIVER .....The Cumberland Mountain Folks (Molly O'Day) (SIX MORE) ..... Columbia 37938
- THE KIND OF LOVE I CAN'T FORGET .....Bob Wills and His Texas Playboys (Tommy Duncan) (LIBERTY) ..... Columbia 37926
- THE TIES THAT BIND HAVE BEEN BROKEN.....Oklahoma Sweethearts (WHEN YOU'RE) ..... Capitol Americana 40053
- THEY CAN ONLY FILL ONE GRAVE.....Roy Acuff and His Smoky Mountain Boys (Roy Acuff) (DO YOU) ..... Columbia 37943
- THERE'S TEARS IN MY EYES (All the Time) .....Bailes Brothers (I GUESS) ..... Columbia 37927
- TOO MANY WOMEN .....Milton Estes and His Musical Millers (WHOA, SAILOR) ..... Decca 46080
- TROUBLED OVER YOU .....Spade Cooley Ork (Tex Williams) (COW BELL) ..... Columbia 37937
- WASTIN' MY TIME ON YOU .....Wally Fowler and His Georgia Clodhoppers (I'LL BE) ..... Capitol Americana 40045
- WESTPHALIA WALTZ.....Foy Willing and the Riders of the Purple Heart ..... Modern 20-536
- WHEN LOVE ISN'T THERE.....Lone Star Playboys (PLAYBOY SWING) ..... Modern 20-541
- WHEN THE SUN GOES DOWN .....Jimmie Dolan (IF YOU) ..... Modern 20-541
- WHEN YOU WERE SWEET .....Lonzo and Oscar and Their Winston County Pea Pickers (NEAR YOU) ..... Victor 20-2502
- WHEN YOUR HAIR HAS TURNED TO SILVER.....Denver Darling (Ozark Playboys) (I COME) ..... MGM 10084
- WHEN YOU'RE OUT CHEATING WITH SOMEBODY ELSE.....Oklahoma Sweethearts (THE TIES) ..... Capitol Americana 40053
- WHO BROKE THE LOCK ON THE HEN HOUSE DOOR? .....Deuce Spriggins (TEN MORE) ..... Coast 264
- WHOA, SAILOR .....Milton Estes and His Musical Millers (TOO MANY) ..... Decca 46080
- WHY I'M WONDERING NOW.....Jimmie Dolan (ONE MILLION) ..... Modern 20-542
- WORRIED MIND.....Eddie McMullen's Sleepy Valley Five (LITTLE RED) ..... Rainbow 50004

(Continued on opposite page)

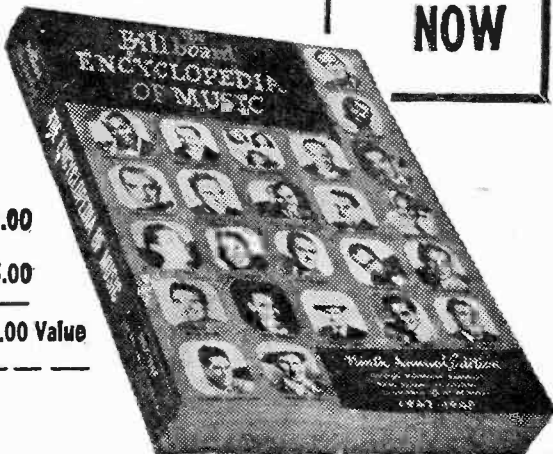
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**ADVANCE RECORD RELEASES**

(Continued from opposite page)

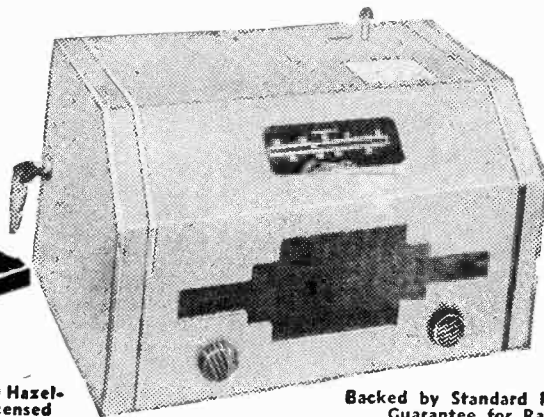
**LATIN-AMERICAN**

- A LA MALA ..... Juanita Escoto (HIJO DE)..... Peerless 2609
- A MEDIA LUZ. (AT TWILIGHT) ..... Jugo Del Carril (ESTA NOCHE) ..... Victor 23-0682
- AMOR TORERO ..... Mariachi Juan Guitron (MARCHA AL-FONSO) ..... Peerless 2610
- AROUND THE WORLD RHUMBA..... Gomez Ork (Gomez) (MIAMI BEACH) ..... Rambow 10027
- AVENTURA ..... Julio Flores (SENDEROS OPUESTOS)..... Peerless 2612
- CELESTE Y GRIS ..... Mario A. Rodriguez (TE VENGO)..... Peerless 2606
- CON LA COMIDA NO SE JUEGA (HANDS OFF THE BEANS) ..... Orlando Guerra (Julio Cueva Ork) (LA RAREZA) ..... Victor 23-0677
- CUANTO TE QUIERO ..... Hermanas Hernandez (POR UNA) ..... Peerless 2597
- DECITE Y VERAS ..... Eddie Gomez (Miguelito Miranda Ork) (TARDECITA PROVINCIANA) ..... Victor 23-0680
- EL APASIONADO ..... Angelina y Tono (EL VAGABUNDO)..... Peerless 2607
- EL CORRIDO DE NAYARIT ..... Martin y Malena (NO ME)..... Peerless 2594
- EL TELEFONITO ..... Vicentico Valdes (RONCO)..... Peerless 2604
- EL VAGABUNDO ..... Angelina y Tono (EL APASIONADO)..... Peerless 2607
- ESTA NOCHE ME EMBORRACHO.. Hugo Del Carril (A MEDIA).. Victor 23-0682
- FAVORITE RUMBA RHYTHMS**
- ALBUM** ..... Nora Morales ..... Decca A-598
- Bim Bam Bum ..... Decca 50034
- Capulita Azucarado ..... Decca 50034
- Como Yo No Hay Quien Baile el Munico..... Decca 50036
- La Rueda ..... Decca 50036
- No Me Dejes de Querer..... Decca 50037
- Noro Especial..... Decca 50037
- Oye Negra..... Decca 50035
- Serenata Ritmica..... Decca 50035
- FIESTA ..... Los Tres Vaqueros (LA CARRETA)..... Peerless 2605
- FULL SPEED AHEAD (A Todo Mecate) ..... Hermanas Aguilar (Mariachi Vargas) (POR QUERER) ..... Victor 23-0681
- HIJO DE LA BUENA SUERTE ..... Juanita Escoto (A LA) ..... Peerless 2609
- LA BAREZA DEL SIGLO ..... Orlando Guerra (Julio Cueva Ork) (CON LA) ..... Victor 23-0677
- LA CARRETA ..... Los Tres Vaqueros (FIESTA) ..... Peerless 2605
- LA MOSCA ..... Trio Durango (LA PACHUQUITA) ..... Peerless 2593
- LA PACHUQUITA ..... Trio Durango (LA MOSCA)..... Peerless 2593
- LAS PERLITAS ..... Mariachi Juan Guitron (ME VIENES)..... Peerless 2596
- MARCHA ALFONSO MARTINEZ ..... Mariachi Juan Guitron (AMOR TORERO) ..... Peerless 2610
- MAS QUE AMOR (More Than Love)..... Trio Vegabajeno (RASTRO)..... Victor 23-0679
- ME VIENES GUANGO ..... Mariachi Juan Guitron (LAS PERLITAS) ..... Peerless 2596
- MUERTE DE MANOLETE ..... Trio Janitzio (PICHUCALCO)..... Peerless 2632
- NO ME RAJO ..... Martin y Malena (EL CORRIDO)..... Peerless 2594
- NO PUEDO OLVIDAR ..... Hermanas Hernandez (NO TE) ..... Peerless 2600
- NO TE VUELVAS A IR ..... Hermanas Hernandez (NO PUEDO)..... Peerless 2600
- NOCHE DE RONDA ..... Irving Fields (Campos Trio) (RHUMBA QUESUMBA) ..... Victor 23-0676
- NOCTURNO INDIANO ..... Alberto Socaras Ork (RHUMBA FANTASY) ..... Victor 25-1095
- NOVILLERO ..... Juan S. Garrido Ork (SILVERIO) ..... Peerless 2473
- PAN, PAN, PAN ..... Noro Morales (UN POQUITO)..... Peerless 1167
- PICHUCALCO ..... Trio Janitzio (MUERTE DE)..... Peerless 2633
- POR QUERER A UNA MUJER (I Love a Woman) ..... Hermanas Aguilar (Mariachi Vargas) (FULL SPEED) ..... Victor 23-0681
- POR UNA MUJER ..... Hermanas Hernandez (CUANTO TE)..... Peerless 2597
- RASTROS (Vestige) ..... Trio Vegabajeno (MAS QUE) ..... Victor 23-0679
- RHUMBA FANTASY ..... Alberto Socaras Ork (NOCTURNO INDIANO) ..... Victor 25-1095
- RHUMBA QUESUMBA (Sizzling Rhumba) ..... Irving Fields (Campos Trio) (NOCHE DE) ..... Victor 23-0676
- RONCO ..... Vicentico Valdes (EL TELEFONITO)..... Peerless 2604
- ROSALIA ..... Alberto Dominguez Ork (VIVA MI) ..... Peerless 1919
- RUMBAS VOL. II ALBUM** ..... Eddie Le Baron Ork ..... Decca A-587
- Amor Cincero (True and Sincere Love) ..... Decca 25206
- Capulito de Aleli (Little Flower of My Dreams)..... Decca 25203
- Colorin Colorao (My Red Hot Mama)..... Decca 25204
- Cubanakan ..... Decca 25206
- La Mulata Rumbera (Mulata Likes the Rumba)..... Decca 25205
- La Runidera (Wanna Lot o' Love) ..... Decca 25204
- Negra Consentida (My Pet Brunette)..... Decca 25203
- Quierene Mucho (Yours)..... Decca 25205
- SAMBAS ALBUM** ..... Maximillian Bergere..... Decca A-589
- A Jardineira (The Gardener) ..... Decca 25212
- Dizem Par Ahi (They Say) ..... Decca 25213
- Foi Bace (It Was You) ..... Decca 25213
- Magdalena Foi-Se Embora (Magdalena Went Away)..... Decca 25214
- Mama Eu Quero (I Want My Mama) ..... Decca 25211
- Ola, Sen Nicolau (Hello, Nickolas)..... Decca 25214
- Quando Eu Penso Na Bahia (When I Think of Bahia)..... Decca 25212
- Si Acaso Voce Chegosse (In Case You Arrive)..... Decca 25211
- SENDEROS OPUESTOS** ..... Julio Flores (AVENTURA)..... Peerless 2612
- SILVERIO** ..... Juan S. Garrido Ork (NOVILLERO)..... Peerless 2473
- SOUVENIR ALBUM** ..... Machito and His Afro-Cubans..... Decca A-595
- El Muerte Se De Rumba..... Decca 50032
- La Rumbantela..... Decca 50031
- Nague..... Decca 50030
- Parabola Negra..... Decca 50031
- Yambu..... Decca 60030
- TAKE ME, TAKE ME** ..... Jose Curbelo Ork (Chito Izar) (TE AMO) ..... Victor 23-0675
- TARDECITA PROVINCIANA** (Peace-ful Afternoon) ..... Eddie Gomez (Miguelito Miranda Ork) (DECITE Y) ..... Victor 23-0680
- TE AMO** (I Love You) ..... Jose Curbelo Ork (Chito Izar) (TAKE ME) ..... Victor 23-0675
- TE VENGO A PEDIR UN FAVOR** ..... Mario A. Rodriguez (CELESTE Y)..... Peerless 2606
- UN POQUITO DE AMOR** ..... Noro Morales (Bob Johnstone) (PAN, PAN) ..... Majestic 1167
- VARITA DE NARDO** ..... Laurita y Ray (VENTANITA MORADA) ..... Peerless 2603
- VENTANITA MORADA** ..... Laurita y Ray (VARITA DE) ..... Peerless 2603
- VIVA MI DESGRACIA** ..... Alberto Dominguez Ork (ROSALIA)..... Peerless 1919

(Continued on page 116)

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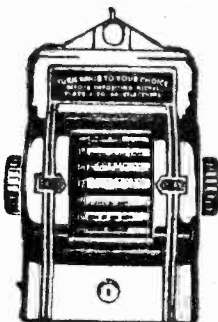
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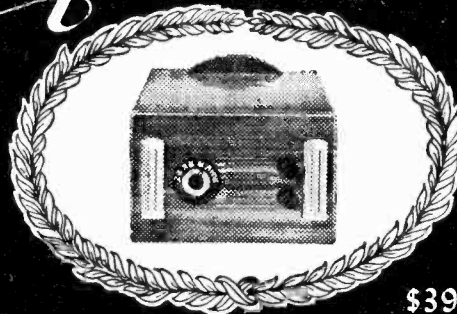
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**New York:**

Plans have been completed by F. McKim Smith, president of the National Association of Amusement Machine Operators (NAAMO) for the \$100-plate dinner to be held at the Waldorf-Astoria next Wednesday (15). Meanwhile, the first graduating class of the NAAMO mechanics' school is winding up its work, and A. P. Henry, acting head of the Manhattan Trades School, reports the entire graduating class will finish their course with honors.

Jim Stewart, president of Stewart Products, Greenwich, Conn., has purchased the building housing his present headquarters and plans to use the site as a research laboratory. . . . Ben Horowitz, of Albena Sales Company, has been huddling with three coinmen from Argentina. Ben also reports recent juke box sales to Belgium ops.

Now that the World Series is over, the fall season has started full blast. The avenue was jammed with out-of-towners for the seven days of the series, with coinmen scrambling for ducats to accommodate their visiting customers. . . . An Imperial picture machine has been installed in Johnny Christopher's 42d Street arcade.

Harry Beldner has opened his new Belco Sales Company, with headquarters in Jersey City. . . . Sam Sacks, of the Acme Sales Company, caught a 350-pound tuna last week-end while fishing at Freeport, N. Y. Sam says he is looking for a dairy farm and is bidding for one in up-State New York which has 168 cows on location. (See New York on page 112)

**Worcester, Mass.:**

Operators are still talking about the Wurlitzer party at the Hotel Sheraton here September 29. The boys went away convinced that Si Red, Bill McDonald and Bob Jones, of Boston, are topnotch hosts.

Looking over the new models and enjoying the refreshments were Tony Salvideo, Jack O'Day, Ed Christie, Steve Pieloch, John Chaplin and Ray Shea. Shea, a former operator who sold his route several years ago, is back in the business again.

**COINMEN YOU KNOW**

**Detroit:**

Albert Hoffman, amusement operator, is dusting off his Bang-a-Deer machines. They had been in storage because of the wartime scarcity of ammunition necessary to operate them. . . . Harry Lewiston is returning from a vacation in the East. His partner, Archie Gayer, just got thru spending his vacation at his home here. . . . Clarence W. Franklin, who recently established the Michigan Amusement Company with Charles W. Palmer, of Dearborn, has left for a honeymoon trip following his marriage last week.

Paul Kurtz and Wayne T. Bensman, who recently formed the Personal Service Vending Company at 3000 Glynn Court, have moved to new quarters at 7608 Merrill Avenue. . . . The Michlin Chemical Company has just been established at 3741 Elmhurst Avenue by a group of five ex-G.I.'s, headed by Arnold Michlin, whose father has operated a chemical house in Detroit for many years. The new company will enter the beverage vending field as an operating firm in the near future, and plans are under way to place a newly developed cup vendor beverage of their own on the market nationally at a later date.

Max Marsten, AMI distributor here, has entered the hospital for a double hernia operation. . . . Roy Clason, field representative of the juke box association, was up at Grand Rapids Monday for a meeting of the new local chapter there. . . . Betty Kessler, office manager of the Michigan Automatic Phonograph Owners' Association (MAPOA), is suffering from a cold.

Bill Dallas and J. Gaydos are establishing headquarters of their new music operating firm, Gay-Dal Music Company, on Plainview Avenue. . . . George Skinas, MAPOA president is concentrating on his up-State route, and his Packard distributorship in the up-State area. He is retaining only three machines in the Detroit territory.

**New Orleans:**

Operators on the Mississippi and Alabama Gulf Coast say that damage to coin equipment from the recent hurricane and flood has proven serious. . . . N. C. Wicker, of New Orleans Coin Machine Exchange, reports that it will be from six to eight weeks before there will be any play in many locations. He and other representatives of the company made a visit to the stricken coastal areas.

Coast operators are of the opinion, generally, that most of the winter season business has been lost, and many do not expect much activity until next summer, Wicker said. Operators were not enthusiastic about replacing equipment now, due to the fact that many of the structures, formerly housing locations, have to be completely rebuilt. According to reports, little of the equipment destroyed was covered by insurance.

Benny Catita, of Pascagoula, Miss., was in town and told of the loss of phonos and four pin games. . . . Mrs. Marie Friedhof, of M. F. Amusement, Biloxi, Miss., suffered considerable loss, as did A. H. Peeples, New Orleans operator, who lost two brand-new Wurlitzers on the Coast. . . . Jack Wainwright, owner of several hotels here as well as other commercial buildings, has entered the juke box business as an operator and is reported to be expanding rapidly.

A. P. Monte, of A. M. Amusement, returned from a trip to Hot Springs. . . . Joseph Villars is now jobbing various makes of jukes at his Villars Sales Company. His repair department is open 24 hours for operators. Joseph reports a continuing, if not "brisk" demand for equipment and says disk sales are good. . . . The New Orleans Pinball Operators' Association (NOPOA) held its first meeting in several months at Maylie's Restaurant, with Julius (Papa) Pace presiding. . . . Dixie Coin Machine Company recently shipped a number of counter machines to Nicaragua for Senor Ramirez.

Buster Williams, owner of Music Sales Company, with offices here and in Memphis, was called to the latter city October 5 because of the death of his father-in-law. Ed Roberson, general manager of the firm here, is impatiently waiting for the stork. Johnny Calisi is new in the firm's record department. Lamar Roberson, Ed's younger brother, is out in the territory for the company. Visiting Music Sales from Monroe, La., recently were M. Ward, manager of Delta Automatic Music Company; Sam (Bull Moose) Thompson and Speedball Crowe, all of the same firm.

Music Sales, says Williams, expects to be in its new quarters in a few weeks. A contract has been let for remodeling the interior and construction of a new mezzanine for record sales. First floor will be used for display, sales and pinball repair.

Fab Distributing Company is comfortably settled in its handsome new building.

**Kansas City:**

Betty Marley and Stephen B. Labunski were married here October 2. Bride is the daughter of Mr. and Mrs. Ernest Marley. Her dad, is well known in coin machine circles. Labunski, who speaks several foreign languages, is a lecturer on foreign affairs. While in the service he was stationed at army headquarters in Berlin as chief translator and also did liaison work between units of the American and Russian armies in various parts of Europe. Newlyweds will leave soon on a three-month tour of the country, during which Labunski will speak before various well known clubs and organizations.

**Los Angeles:**

Dolores and Jean Minthorne staged their Seeburg open house Sunday (5). Already plans are being made to show the Seeburg and Bally lines in Phoenix, Ariz., October 26. Chances are that Jean Minthorne and Mike Hobart, sales manager, will return to the Arizona city for the showing. Additional shows in the near future are being set for San Diego, San Bernardino and Bakersfield, Calif., for the Seeburg line. . . . Maria Solle, manager of the music bar at Bill Leuenhagen's, is off to Palm Springs for a vacation. . . . Mr. and Mrs. Rippe, of Rippe Music Company, left for a month's vacation in Tennessee.

Jay Bullock has announced that he will move to a new location November 1. The new spot is at the corner of Berendo on West Pico. In this location he will have more space than at SCAMOA headquarters. . . . Leonard Baskfield returned to San Francisco following his attendance at the showing of the Filben Music line at the local branch of the E. T. Mape Distributing Company. . . . Nels Nelson, new manager of M. S. Wolf Distributing Company, back at his desk following a brief business trip in the territory.

Harold Tureen, of Long Beach, Calif., a visitor at Badger Sales Company. . . . Joe Duarte, export manager for Badger, has moved into his new house. At Badger, Jack Leonard is holding down the parts department while his sidekick is in Chicago. . . . Carl Robertson a buyer along West Pico from Anaheim. . . . Edward L. Nelson, vending machine operator, left recently for a five-week trip in the East. . . . Russell Collier, of Cigarettes Unlimited, along coin row renewing acquaintances.

**Des Moines:**

Plans are in the making for a meeting of Iowa coin-machine operators to be held in Des Moines sometime during the month of November. No definite date has been set and plans are still in the preliminary stage.

Some 200 operators and guests attended the two-day opening show for new Wurlitzer phonographs at the Paster Distributing Company in Des Moines. A buffet dinner and open house was held at the firm's display rooms which were elaborately decorated with flowers. Oscar Anchors, of the Wurlitzer factory, was on hand to explain the new changes in the machine. Sam Cooper, of the St. Paul office of the Paster Distributing Company, has been transferred to the Des Moines office.

Ted Bush, of the Bush Distributing Company at Minneapolis, has been a visitor with Irv Sandler, of the Sandler Distributing Company. Maynor Tood, Rockola representative, was also on hand at the Sandler office in Des Moines. . . . Phil Moss, Des Moines manager for Atlas and Warren Merrill, also of the Des Moines office, attended the Seeburg sales meeting held in Chicago.

**Cincinnati:**

Sam E. Chester, president of the Automatic Phonograph Owners' Association (APOA), and his wife were regular attendants at the recent horse show held at River Downs, both being ardent horse fans. . . . APOA held a special board meeting October 7. . . . Mrs. Ann Unger, who operates the Unger Music Company in Mount Washington, is a new member of the APOA.

Nat Bartfield, of the B. W. Novelty Company, is on vacation with his family. They are visiting Pittsburgh and New York. The Bartfields moved into their new apartment on South Crescent shortly before leaving on their trip. . . . Charles Kanter, Ace Sales Company, is also vacationing. Charles is in Miami Beach, Fla., where he is visiting his mother and father and at the same time recuperating from a recent serious illness.

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Chicago:

Real indication of increased action on the production and sales fronts is the growing number of distributor meets being held by manufacturer organizations. Recent conclaves were held by O. D. Jennings and J. P. Seeburg firms with more about to take place. . . John Neise, Jennings' Western sales manager, is back from a trip thru Arkansas, Mississippi and Kansas, while J. R. Bacon, firm vice-president and general manager, arrived at the office Tuesday (7) from a quick trip to Indiana. Recent callers at the plant were J. Hilliard, Kokomo, Ind.; Irv Weiler, Consolidated Distributors, Kansas City, Mo., who will hit Indianapolis, St. Louis and Tulsa, Okla., before returning to his headquarters, and Tony Ballew, Appleton, Wis. Neise reports that Fred Anderson, Jennings' man in New York and New Jersey, is recovering from a broken leg sustained in a recent auto accident.

Grant Shay, vice-president of Bell-o-Matic Corporation, has prepared a four-page brochure in dazzling colors that shows the firm's bells to best advantage. Good natured Grant was the innocent victim of Cincinnati gagmen recently. In the Queen City to attend the wedding of Evelyn Goldberg, daughter of Sicking, Inc., executive, Grant was invariably served pimento cheese sandwiches while other guests attending the nuptial parties feasted on steaks.

Harry Brown, head of American Amusement Company, reports that George Ponsler, of roll-down fame in New York, is establishing offices and manufacturing facilities in Brown's Grand Avenue building. Ponsler, who will occupy 10,000 square feet there, is due in Chicago Tuesday (14) to complete final arrangements.

Charlie Schlicht, manager of the music division for Mills Industries, reports stepped-up Constellation production is now permitting him to handle carload shipments. He also says that anyone reporting that the music business is at a low point is just not doing the necessary pitching required of the times, now that full scale competition is back. He gives credit to his staff for realizing that the mailed-in order days are over. Incidentally, Schlicht goes to the hospital for an operation this week. He expects to return to his office in about a week.

Over at Buckley Manufacturing Company visitors of the week included Tom Crosby, of the Gopher Company, Minneapolis; Les Purington, of Vend-O-Matic, in Nashville. R. E. (Smitty) Smith became a grandfather of a 9 1/2-pound boy Tuesday (7). Baby's dad is R. E.'s son, Tom, who put in a hectic four years on a navy subchaser off the coast of Trinidad. . . Ted Rubenstein, president of Marvel Manufacturing Company, reports that samples of his new five-ball, Oscar, now on display at distributor offices, are already beginning to get orders.

Fulton Moore, Williams Manufacturing Company, states the firm is going along with heavy production for its All-Star baseball game. Coinmen making this stop recently were Ed Hollyfield, New Orleans, and Sam London, who has the London Distributing Company in Milwaukee. Recent coin row callers included A. J. Byrde and A. Zook, who jointly head the B & Z Sales Company in Cairo, Ill., and T. B. Halliday, up from North Carolina.

Bernie Schutz, Coin Amusement Games, is in Hines General Hospital for observation. Firm, however, is carrying on with conversions of Bang-a-Bunny. . . AMI's Monte West is on a business trip that will take him thru the Mountain States, Seattle; Portland, Ore.; San Francisco, Los Angeles, San Antonio and Houston. Firm visitors here were Harold Midyett, Tennessee Music Distribu-

(See Chicago on page 113)

Portland, Ore.:

W. B. Fackenthal, who is leaving coin machine operation after 40 years, the last nine of them in Portland, says he notices an alarming trend in the Portland-Vancouver area toward location ownership and operation of music machines. Vociferous in his denunciation of this practice as ultimately ruinous to all phases of music machine operation, he says that the problem of service is one of the obstacles to this type of operation. Reputable operating companies would discharge a mechanic serving this type of operation, he said, but nevertheless independent mechanics are picking up stray jobs of this nature. Entering the operation field at Philadelphia in 1907, he has sold his route of pins and music here to specialize in taverns. Tavern operation, he says, is improving in that the owner is given more protection against minors who misrepresent their ages, the liability being placed by the State liquor control commission on the minor and parents after the tavern operator has exercised due precautions against serving an under-age person.

J. C. Peterson, manager of the Klear Tone Radio Service Company, agent for the Packard Manufacturing Corporation, said presentation of the Manhattan would be in the near future, arrangements awaiting word from C. D. Kemp, new Packard Northwest representative headquartered in Portland.

Les Tobey, of the John Welch music machine operation, reports fall improvement in gross. . . John Welch took a week off to attend to the closing of his lodge on the Deschutes River, east of the Cascades.

Earl Waldram, member of the Portland operating firm Globe Amusement Company, has opened an electrical concern in Bend, Ore., retaining, however, his interests in Globe. Other Globe firm members are Fred Dethloff, manager, and Art Purkapile. . . Budge Wright, manager of Western Distributors, gave up for one day while fighting a bad cold but was back at the office next day.

Indianapolis:

Frank Scherrer, manager of Radio-Matic, Inc., reports that all of the first-class hotels here have coin-operated radios in their rooms. . . Mrs. Peter Stone, Indiana Automatic Sales Company, has returned to her desk after being absent three weeks. . . Otto Riegger, of Southern Automatic Service staff, reports the birth of a girl October 3 in the Methodist Hospital here.

Southern Automatic Music Company will hold a special showing of its 1948 equipment, including Model 148, in the salesroom October 12-13. Refreshments and luncheon will be served. Operators were invited by telegram. Sam Weinberger, head of Southern Automatic Music; Bryce Grey, and S. R. White, members of the organization, attended the Seeburg sales meeting held recently in Chicago. . . Don Brennen, at the Indiana Music Corporation, visited operators in Northern Indiana last week.

Peter Stone, of the Indiana Automatic Music Company, toured the Ohio River towns, visiting operators last week. . . Indiana coinmen calling on local distributing firms included Dale Wiley, Peru operator; Leon Bane, Oxford Amusement Company, Oxford; Thomas Birch, Muncie operator, and Chester Bridwell, Bridwell Music Company, Bedford. . . Homer E. Capehart, Packard Manufacturing Company, was the guest speaker at a luncheon meeting of local theater operators at the Antlers Hotel, October 9. The meeting was held in protest against an increase of ASCAP's music license fee for theaters.

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SUSPENSE 99.50
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STAPLES

NEW: BANK BALL, 9-ft. skeeroll
ONE WORLD, roll down game
Williams' ALL STARS, new improved model

RECONDITIONED: ACE BOMBER \$150.00
AIR RAIDER 69.50
BANK BALL 250.00
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SKY FIGHTER 125.00
TOTAL ROLL 275.00
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Write for prices on all new equipment. Send for complete bulletin.
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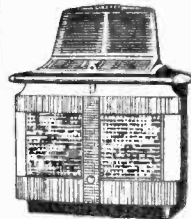
MUSIC

Seeburg Hi Tone, 8800, R.C.E.S. \$189.50
Seeburg Hi Tone, Cut Down R.C.E.S., Refinished 269.00
Seeburg Colonel, Refinished 225.00
Rock-Ola Standard 129.50
Wurlitzer 950 \$269.50
Wurlitzer 800 269.50
Wurlitzer 412 54.00
Wurlitzer 145, Red Stepper 29.50

PIN GAMES

Surf Queen \$ 69.50
Carnival 99.50
5-10-20 39.50
Stage Door Canteen 49.50
Knock Out 39.50
Suspense \$99.50
Spell Bound \$ 95.00
Super Score 124.50
Kilroy 139.50
Big Hit 69.50
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Mutoscope Diggers Bally Draw Bells

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Seattle 1, Wash.

Phone: Garfield 3585

# COINMEN YOU KNOW

## New York:

(Continued from page 110)

Murray Cole and John Ruth have formed a distributing firm and will handle a new candy vender, known as Sugarbowl, as well as a postage stamp machine. . . . Jack Heide, of Heide Candy, was a guest at the New York tobacco table meeting last week. . . . Dave and Al Simon are now in their new headquarters on 10th Avenue.

The Booth Tobacco & Confectionery Company held a big party last week to open its new building. President George Elicofon reported a full house attended the party. . . . Charlie Lichtman, of Hub Distributors, is trying to solve the problem of overflow business. It seems Charlie is still getting tickets for blocking the sidewalk outside the Hub headquarters with excess jukes.

Leo Knebel, formerly of Minute Music, is now working for H. F. Dennison's new combination juke box-television firm, Videograph, as an engineer. . . . Bernard Katz, Coney Island arcade owner, is busy getting an island arcade group organized. . . . Sam Garber and Stanley Gersh, Perfect Games Company executives, have moved into their new headquarters in Coney. Firm soon will announce a new machine.

The Automatic Music Operators' Association's (AMOA) annual dinner-dance next Saturday (18) at the Waldorf-Astoria will celebrate the organization's 10th anniversary. Barney Schlang and Ruth Nussbaum, in charge of arrangements, report a big ticket sale.

Irving and Milton Goldstein, Automatic Book Vending Company heads, report production of the Book-o-Mat machine is under way. . . . Phil Mason, of Dave Lowy & Company, reports a large-scale buying of juke boxes in recent weeks. The firm has added a girl to the staff to handle foreign orders.

Lou Brown, Coradio, reports the firm has a new coin-operated radio. . . . Dave Rosen, of the Philadelphia coin machine distributing firm bearing his name, visited town last week. . . . Helen Freeman is handling more and more of the details of her brother's Harrisburg, Pa., juke operations. . . . Stan Weiser and his wife are the parents of a second daughter. The newcomer has been tagged Terry Lynn.

Larry Ascher, International Mutoscope Corporation, says the firm plans to exhibit at the Christmasland show at Grand Central Palace in December. . . . Herman Perin, new Seacoast New York Corporation regional manager for Genco, finds that the new game, Broncho, is moving fast in the territory. . . . Joe Ash, of Active Amusement, Philly, spent a few days in town recently.

Samuel Leschin, head of the International Vending Machine Corporation, will exhibit his new package vender at the Hotel McAlpin early next month. . . . The Food Fair Show, to be held on the Steel Pier in Atlantic City next January, is slated to feature several new candy bars, manufactured by new firms, which will be shown for the first time.

Max Levine, Scientific Machine president, is readying a new machine for an early showing. . . . Lou Jaffa, Eastern Electric Vending Machine Company's sales manager, states that sales have been growing steadily. . . . Harry Wartel, Postage Stamp Machine Company, has been selling many of his machines to chain stores.

Mac Pollay and Nat Goros, of the newly formed Dynamic Devices, Inc.,

have started production on their new game, which will be known as Roll-ette. . . . Paul Robinson, R & R Vending, is back in town after spending a three-week vacation in Jacksonville, Fla., visiting the future Mrs. Robinson.

Irving Meyerson, Trenton, N. J.; Max Fine, Syracuse, and Robert Morrison, Hillside, Mass., were visitors here last week and enjoyed some on the Indian summer weather. . . . Al Meyers, Rockaway Park arcade owner, is going to Hot Springs shortly for a rest. . . . Empire State Candy Club will hold its annual dinner-dance in Syracuse Saturday (18).

J. W. Shillan, former English coin machine manufacturing executive, is currently at the Commodore Hotel. . . . Ralph Pelleter, Silver Creek, N. Y.; C. W. Michaels, Dunkirk, N. Y., and J. W. Donough, Somerset, Mass., were some of the out-of-towners on the avenue last week. . . . Abe Rothenberg, former New York operator, is now operating around St. Louis.

Ed Lesson, Viking Tool executive, left Monday (13) for Chicago on Minit-Pop business. . . . Jack Hylton, head of the English juke box manufacturing firm bearing his name, is reported due in the city within the next month. . . . Henry L. Frank, Frank Vending, is vacationing in Atlantic City. . . . Ted Kruse, Amusement Corporation (Chicago) executive, is expected in town this week.

Game machine operators are looking with interest at the current Bronx situation. . . . John Bowman, Spacarb engineer, instructed at the National Association of Amusement Machine Owners' Mechanic Training School last week. . . . Max Schaffer, executive of the firm running three arcades in the Times Square area, is considering installation of more vending machines in the spots.

## LOWEST PRICES IN THE COUNTRY!! MUSIC

- Seeburg Classic . . . . . \$150.00
- Seeburg Vogue . . . . . 150.00
- Seeburg Concert Grand . . . . . 145.00
- Seeburg Concert Master, R.C. . . . . 175.00
- Wurlitzer 600R's. Each . . . . . 120.00
- Rock-Ola 16 . . . . . 55.00
- Rock-Ola 12 . . . . . 45.00
- Wurlitzer 61 . . . . . 55.00
- Wurlitzer 616 Victory . . . . . 95.00

## ARCADE

- Premier Barrel Roll Skee Ball Alley . \$100.00
- Super Skee Roll Alley. Each . . . . . 95.00
- Jack Rabbit . . . . . 99.50
- Rock Ola World Series . . . . . 40.00
- Keeney Submarine . . . . . 40.00
- 2 Goales. Each . . . . . 99.50

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ALL GUARANTEED CONDITION.  
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## DOWN GO PHONOGRAPH PRICES

Following are new low prices on used phonographs.

<b>WURLITZER</b>		Twin Twelve . . . . . \$ 69.50	
850 . . . . .	\$269.50	5-Wire Cellar Job . . . . . 69.50	
780 . . . . .	249.50	Monarch . . . . . 69.50	
500 . . . . .	129.50	<b>SEEBURG</b>	
800K . . . . .	119.50	Hiltone, R.C. . . . . \$209.50	
800 . . . . .	109.50	Hiltone, E.S. . . . . 179.50	
24 . . . . .	89.50	Commander, Cadet, Maestro, Major . . . . . 189.50	
24 Cellar Job . . . . .	69.50	Plaza . . . . . 89.50	
24 Victory . . . . .	79.50	Casino . . . . . 89.50	
61 . . . . .	59.50	Concert Grand . . . . . 89.50	
616, Ill. . . . .	59.50	Regal . . . . . 89.50	
616, Plain . . . . .	49.50	8200 Conversion . . . . . 79.50	
50 . . . . .	39.50	Royal . . . . . 69.50	

<b>ROCK-OLA</b>		Melody Queen . . . . . 69.50	
Commando . . . . .	\$149.50	Rex 30-Wire Cellar Job . . . . . 59.50	
Super . . . . .	139.50	1941 Factory R.C. Special, R.C. . . . . 169.50	
De Luxe . . . . .	120.00	Factory R.C. Special, 30-Wire . . . . . 139.50	
Standard . . . . .	115.00	<b>MILLS</b>	
Playmaster and Spectravox . . . . .	99.50	Empress . . . . . \$ 89.50	

The above prices are for equipment right off location. They will be complete and in working order, but not reconditioned. If you want them expertly refinished, mechanism washed, all parts checked, tone head renewed and Talking Gold used, add \$35.00 per phonograph. At this price they are UNCONDITIONALLY GUARANTEED.

<b>WALL BOXES</b>		Aircon . . . . . (with new Accumulator and Coin Chute) . . . . . \$349.50
Seeburg S-24-1Z . . . . .	\$ 5.95	
Seeburg S-20-1Z . . . . .	5.95	
Seeburg Wireless Baromatic . . . . .	29.50	
Seeburg 3-Wire Baromatic . . . . .	22.50	
WS-2Z Wireless . . . . .	19.50	
DS-20-1Z 3-Wire . . . . .	17.50	
Wurlitzer 120 . . . . .	7.50	

**1946 PHONOGRAPHS — LIKE NEW**

Wurlitzer . . . . .	\$650.00
Rock-Ola . . . . .	395.00
Seeburg . . . . .	Write

All Tubes and Miniature Bulbs — 40% Discount.  
Terms: 1/3 cash with order, balance C. O. D.  
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SEND FOR CATALOG  
QUICK, EFFICIENT SLOT MACHINE REPAIRS

**BAKER NOVELTY CO.** 1700 WASHINGTON  
CHICAGO 12, ILL.



**Chicago:**

(Continued from page 111)

tors, Nashville, and Nels Nelson, Minneapolis.

Exhibit Supply Company, thru Frank Mencuri, reports that the firm's long awaited parts catalog is about to hit the presses. Final engraving work is now in progress. Mencuri's little daughter, Nancy May, is out of the hospital but will be hospitalized soon again for an appendectomy.

Christian Buehler & Company, Vendo coin changer distributor, has added four representatives to its sales force this week, General Manager J. L. O'Neill says. Alex Izzard, in charge of Vendo's coin changer division, and Henry C. Schulte, area manager, were in Chicago this week visiting the Buehler offices. . . . Joe Kline, over at Atlas Novelty Company, is rushing about in a pink haze these days, preparing for his marriage next month.

Monarch Coin Machine Company is the destination of numerous letters from Spain, according to Clayton Nemeroff. Inquiries for coin equipment in each one, he claims. Visitors here last week included George Ohlen-dorf, Freeport, Ill.; Bob MacLean, Kenosha, Wis.; Tom Doraciak, Forreton, Ill., and William Farmer, an operator in Mississippi. . . . Bob Gnarro, ABC Music Service, reports that two of his assistants were introduced to parenthood recently—Al Rice and "Red" Bale. Both new mothers are doing fine.

Jimmy Martin, James H. Martin Company, says the cigarette vender reconditioning service is kept operating steadily with shipments of machines from distant points coming in almost daily. Andre Thomas, formerly operator of an ice cream vender route, is acting as a repre-

sentative for Martin's repair service. Andre joined the Martin firm last week. . . . Bill Perry, head of Ex-Cell Products Sales Company, says the Congress Hotel showing of the new Ex-Cell cup vender is focusing a lot of interest on the new machine. A special demonstration and luncheon was held for theater owners on the last day of the showing.

Bert Davidson, general sales manager of National Filben Corporation, was on the West Coast last week attending the first showings of the Mir-rocle Music line there. Norwood Veatch, General Distributors, St. Louis, was a visitor at the Filben plant and offices.

Bruno Kosek, who was erroneously reported as being with Midwest Distributing Company but who is a partner with Phil Rubey at Mid-State Distributing Company, reports plenty of business activity around their offices and that they are keeping up with it and making shipments the same day orders come in.

Tom Buchanan, of Buchanan Associates, Inc., Akron, was a guest of Bill Fryer, head of recently organized Bill Fryer Associates. . . . Martin Freedman, of Corco Coin-Radio, recently back from the West Coast, reports the coin radio industry in that section is booming and prospects for the future are good, even tho the industry is already well established.

Recent visitors at Rock-Ola Manufacturing Company were Pete Stone, Indiana Automatic Sales Company, Indianapolis; Irv Weiler, Consolidated Distributing Company, Kansas City; B. D. Lazar, B. D. Lazar Company, Pittsburgh, and Jim Lyons, well-known Kansas operator.

Gordon Sutton, of Illinois Simplex, has returned from a recent business trip. He reports that the 1948 Wurlitzer line is receiving good reception thruout his territory.

Staff at Empire Coin Machine Exchange moved into new offices. Partners Gil Kitt and Ralph Sheffield have new desks and say that over them are coming a rush of fall business, following a somewhat slow summer. Paul Glaser and Bob Schaffer are back from a road trip into Wisconsin. Paul has inherited the job of switchboard operator until one can be located.

Joe Frank, Nashville, was a recent caller at the plant of United Manufacturing Company. . . . Despite the fact that most Chicago coinmen had their ears practically glued to radios during broadcasts of World Series games, business was reported good.

Lee S. Jones, of P. & S. Machine Company, reports that they are set to go with their new combination arcade-pin game, Tom Tom. Cabinets arrived from St. Louis last week, making immediate assembly of first models for shipment possible.

Three members of the Coin Machine Industries, Inc., public relations bureau staff received personal notes commending them on their efforts on behalf of the Damon Runyon Memorial Fund for Cancer Research from Walter Winchell. Those receiving the notes were Gwen Desplenter, Mrs. Dorothy Ellis and Mae Samlow.

Among visitors at the Bally Manufacturing Company plant this week were Ed Ravreby, Associated Amusements, Inc., Boston; Ed Hollyfield, Dixie Coin Machine Company, Inc., New Orleans; R. R. Jones, Jones Distributing Company, Salt Lake City; B. D. Lazar, B. D. Lazar Company, Pittsburgh; Jack Moore and Al Sleight, Jack R. Moore Company, Portland, Ore., and Jimmy Johnson, Pan American Sales Company, San Antonio. It was the new game, Nudgy, Bally general sales manager, George Jenkins, says, that brought them to town. All were nudging him for shipments of the game, he said.

**Maroney, Rodins Send Mchs. to NAAMO School**

WASHINGTON, Oct. 11.—Stephen Maroney, regional director of the National Association of Amusement Machine Owners (NAAMO), announced yesterday (10) that he and Ben Rodins, NAAMO executive board member, had sent a 15-ton truck loaded with all types of coin machines to the Veterans' Coin Machine Mechanic School sponsored by the New York City Board of Education, the Veterans' Administration and NAAMO in the Manhattan Trades Center, New York.

Maroney donated 34 of his large arcade machines, the largest single donation, as his part of the truckload. This was Rodin's second contribution to the school. F. McKim Smith, NAAMO president, announced at the same time that he had sent a truckload of machines to the school from his Rye Beach, N. Y., arcade.

Other recent contributions came from F. D. Munson, Terminal Arcade, Indianapolis; Carl Trippe, of Ideal Novelty, St. Louis, and Alfred Bergman, of Alfred Sales, Buffalo.

**New Flight Trainer Production Set for Fall by Aerobatic**

NEW YORK, Oct. 11.—Production of a new flight trainer with an automatic scorer is set for this fall, according to C. M. Jones, president of the Aerobatic Flight Instructor Company. Machine was exhibited at the convention of the National Association of Amusement Parks, Pools and Beaches last December in the Sherman Hotel, Chicago. Shortage of equipment, material and change of several features of the coin-operated machine have delayed its construction, according to Jones.

Trainer features a screen before which the patron sits. Ground and horizon is projected on the screen with an automatic scoring device that shows how skillful the patron is at piloting the plane.

**New Lock Washer for Coin Machine Parts**

CHICAGO, Oct. 11.—Recent development in the coin machine field is the toothed lock washer made by Shakeproof, Inc., this city.

According to its manufacturer, main use of the washer is to prevent loosening at threaded fastening points. By applications of this washer, Shakeproof states that coin mechanisms can be adjusted with marked accuracy, maintaining adjustment despite the constant vibrations to which they are constantly exposed.

Firm states that Mills Industries' engineers have incorporated toothed lock washers into the coin mechanism used on bottle drink venders.


**Atlas Reissues First Coin Machine Guide**

CHICAGO, Oct. 11.—First release of Atlas Novelty Company's "Hit Parade of Coin Machines," announced in September, required an additional issue to fill all requests, according to Harold Schwartz.

Idea for the guide, which is aimed at providing operators with reports on games that show good play, originated with Schwartz. Succeeding reports will be issued at the start of each month, all being based on information and play ratings gathered by the company's field representatives and technicians.

There are more **TRADIO's** installed throughout the country than any other coin-radio!

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MILLS BONUS . . . . .	70	75	80
MILLS HAND LOADS . . .	80	85	90
MILLS CHROME . . . . .	80	85	90
MILLS BLACK CHERRY	120	125	130

ORIGINAL CLEAN EQUIPMENT  
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20 Late Model Pins, 8 New Seeburgs, 1 950 Wurlitzer, 1 600 Wurlitzer, numerous Parts and Used Equipment. Plenty of new locations available in this territory. Reason for selling, other business. **BOX D-134, c/o The Billboard, Cincinnati 22, O.**

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EXPERTLY MOLDED — PERFECT FIT**

New! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. \$5.00 Per Set.

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<b>ROCK-OLA</b> Standard, Master, De Luxe or Supers: Each Top Corners (Solid Red, Yellow or Green) \$12.75 Lower Sides (Red or Yellow) 12.75 Top Door Plastics (Red, Yellow or Green) 6.75 Commandos: Top Corners 8.00 Top Center 7.00 Long Sides 12.75 Combination Yellow and Red Color Scheme. <b>SEEBURG</b> "Hi-Tone" Model 9800, 8800, 8200: Lower Sides (Solid Red, Yellow or Green) \$14.50 "Hi-Tone" Grille Pillars (Solid Red, Yellow, Green or Onyx) 2.25	<b>"Glasco"—"Colonel":</b> Top Corners (Solid Red, Yellow or Green) \$ 6.00 <b>"Cadet"—"Major":</b> Top Corners 2.50 <b>WURLITZER</b> Each 800 Top Corners \$18.50 800 Lower Sides 15.00 800 Middle Sides 3.25 800 Top Centers (Right or Left, Red) 9.50 800 Back Sides (Green) 9.50 800 Top Centers (Onyx) 5.25 600, 500 Top Corners 5.50 700 Top Corners 8.50 700 Lower Sides 9.50 700 Back Sides 8.50 750 Top Corners 9.75 750 Lower Sides 9.75 750 Top Center 5.50	750 Middle Sides \$ 2.25 850 Top Corners 12.50 850 Lower Sides 8.75 850 Top Center 12.50 850 Peacock Glasses 5.00 950 Lower Sides 12.50 24 Top Corners 1.20 24 Lower Sides 5.50 41, 61, 71 Top Corners 5.50 <b>MILLS</b> Available in Red, Yellow or Green. Throne—Empress: Each Top Corners \$14.00 Throne—Empress: Lower Sides 14.00 <b>SHEET PLASTIC</b> Not Painted Non-Brittle 20"x50", Pillable. Per Sheet \$12.50 50 gauge, red, yellow, green or clear. 60 Gauge, Per Sheet \$14.50
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IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York. Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!  
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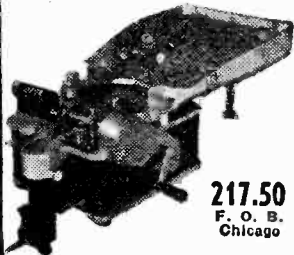
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COTTLEB FLYING  
TRAPEZE  
NUDCY  
NEVADA

Our Reconditioned Machines Are Up To A Standard, Not Down To A Price.

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217.50 F. O. B. Chicago

**ONE BALLS**

ENTRY  
SPECIAL ENTRY  
EUREKA  
JOCKEY SPECIAL  
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**VICTORY DERBIES VICTORY SPECIALS** Still Available at Bargain Prices.

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School Days	Marines At Play	Majors '44	Stratoliner	Showboat	Speedball	Zig Zag
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Knockout	Big Parade	Sky Blazer	Sky Chief	Air Circus	Argentine	Gun Club
Victory						
Step-Up	Super Score	Spellbound	Amber	State Fair		
Bally Undersea Raider	\$89.50	Ten Strike, H.D.	\$69.50	Many Others.		

**DEL Signore SALES CO.**

183 Broadway "WE REPAIR THE GAMES YOU WEAR, SEND 'EM IN" Fort Edward, N. Y.

Havana	\$125.00	Arizona	\$19.50	Oklahoma	\$19.50
Big Hit	39.50	Victory	19.50	Star Attraction	19.50
Canteen	39.50	Capt. Kidd	19.50	All Pre-War Games	
Surf Queen	39.50	Jungle	19.50	and Conversions. Ea.	19.50
Big Parade	19.50			Torchy, Now	200.00

**LEHIGH SPECIALTY CO.**

1407 W. MONTGOMERY AVE. PHILADELPHIA 21, PA.

**Metered Radio Co., New Coin Set Firm, Formed in Detroit**

DETROIT, Oct. 11.—Steady expansion of the coin-operated radio field is indicated by the organization of the Metered Radio Company here following several months of informal experimental operation. Company, headed by Peter C. Nyvall and Ferd R. Bernard, who are both in the printing business, is being operated at the present time as a spare time operation.

They are specializing in hotel locations at the present time and are planning to expand in such fields as hospitals and tourist cabins, despite the higher insurance rate of the latter location. For hospital locations they are planning to add the headband type receiver to the standard sets. At present they are using both Sentinel and RCA radios.

According to Bernard, there is a general move, at the present time, to increase the terms offered hotel locations to a 35 per cent margin for the hotel in place of the 25 per cent rate that has been standard practice in the past. At the same time, operators are offering a one-year contract in place of the standard three-year contract. Bernard looks with disfavor on this development but points out that the competitive situation in the industry has resulted in such offers.

Another form of competition in the hotel radio field is the direct rental radio. In most cases the radio licensee places the sets in the hotel on a monthly fee basis, charging a fee of about 75 cents a day to the client for rental. Bernard points out that a coin-operated radio offers advantages to the hotel guest in that he can use it at his own convenience for a nominal 25-cent fee per day, and during the hours he himself selects, without the additional bother of having a radio delivered to his room and the necessary tip to the bellboy.

**Bloom Plans Early Tele-Juke Output**

NEW YORK, Oct. 11.—Completion of the first unit of a new coin-operated, combination television set and juke box, Tele-Juke, and plans for an early start of production were announced this week by Al Bloom, president of Speedway Products, Inc.

Tele-Juke consists of a television set bolted to the top of a Model 600 Wurlitzer. It will operate thru one set of coin chutes and one amplifier for both units. A nickel will cover three minutes of playing time for either phonograph or tele set.

Featured in the new machine is a mechanism which permits switching back and forth between tele and juke during any playing time unit. Bloom stated that a basic patent for this mechanism has been applied for.

Speedway Products will act as Tele-Juke's distributor in New York City, and distribution plan calls for company installation and servicing of the television part of the mechanism for one year. Out-of-town distributors have not been appointed yet, but will be expected to offer the same service plan. Bloom says that, during the first year of a machine's operation, operators or their mechanics will be asked to attend a service school at the Speedway plant to learn television maintenance.

**Louis Wolfgang Perfects Gadget To Save Records**

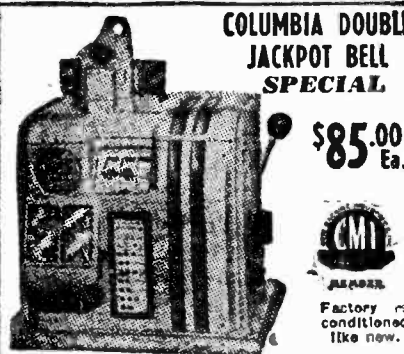
DETROIT, Oct. 11.—Louis Wolfgang, of the Phono Record Saver Company of Detroit, has just perfected a new plastic gadget, to be mounted on the center of records, to prevent wear from the spindle.

Disk is transparent and is said to prevent accidental tripping of changer mechanism as well.

IDEAL FOOTBALLS, Floor Samples	\$198.50
JACK RABBIT	149.50
UNDERSEA RAIDER	189.50
DRIVEMOBILE	139.50
ACE BOMBER	129.50
SKY FIGHTER	129.50
SCIENTIFIC BATTING PRACTICE	69.50
PERISCOPE	69.50

**METAL TYPER DISCS FOR GROETCHEN TYPER**  
Finest Aluminum—Standard Thickness \$8.50 Per 1000  
Satin Finish  
**PRECISION DIES** Sample on Request  
**MONEY BACK GUARANTEE**  
1/3 With Order, Balance C. O. D.

**MAX GLASS DISTRIBUTING COMPANY**  
914 DIVERSEY • CHICAGO 14, ILL.



Changeable right on location in a few moments! time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 1/2" high, 14 1/2" wide, 12" deep, 60 lbs. wt.

1/3 DEPOSIT, BAL. C.O.D., F.O.B. CHICAGO  
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**WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!**  
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Dynamite	\$89.50	Step-Up	\$89.50
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Midget Racer	44.50	Mystery	138.50
Superliner	84.50	Baffle Cord	119.50
Showgirl	99.50	Rocket	139.50
Kilroy	119.50	Mills Throne	75.00

1/3 Deposit with order, balance C. O. D. Also delivering all new pin games. Write — Wire — Phone for Prices.

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**"TALKING GOLD"**

**Plastic Grille Cloth**  
Now Available in **COLORS**  
GOLD SILVER COPPER GREEN WINE

**SPEEDWAY PRODUCTS, Inc.**

502 W. 45th St. New York 19, N. Y. Al Bloom, President Phone: LOnacre 5-0371

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**Master Music Mechanic**

Over ten years' actual coin machine experience. Expert on Wurlitzer, Seeburg and Rock-Ola machines. Fifteen years in radio. Repair amplifiers, do all types of installations; also all Five or One Ball Pin Games, Ray Guns, etc. Age forty, married, family, no boozers. Very dissatisfied on present job. Prefer South or Southwest.  
**BOX D-135, c/o The Billboard, Cincinnati 22, O.**



### Triangle Music Co. Appointed Distrib For Constellation

CHICAGO, Oct. 11.—Triangle Music Company, Knoxville, has been appointed distributor of the Mills Music Line, Charles Schlicht, manager of Mills Industries music division, announced Monday (6).

Triangle's territory includes Southern Kentucky and Eastern Tennessee. Firm is headed by W. L. Williams, who handled Mills products before the war.

Schlicht also disclosed that Constellation production has been stepped up and that carload shipments are now being made.

### Meredith Company Adds Piped Music

DES MOINES, Oct. 11.—Meredith Publishing Company, of Des Moines, one of the largest magazine firms in the Middle West, has installed canned music for its employees. The purpose, the management said, was to "remove fatigue and boredom by a subconscious effect on the individual."

The company has 1,350 specially selected recordings which are played 20 minutes in each hour. Speakers are provided in six departments, in addition to the cafeteria and lounge. The departments having music are the composing room, inspection, advertising, service, research and hand bindery. The music in the cafeteria and lounge is continuous during the lunch period.

Boogie woogie and hot numbers are taboo, as are most of the novelty arrangements which are considered too distracting. Selections mostly are fox trots and concert numbers.

The program can be cut off from any department at will, and speakers can be used for communication.

It is the first such installation in a Des Moines industrial plant.

### AMOA's Oct. 18 Dinner Dance at Waldorf Sells Out

NEW YORK, Oct. 11.—The 10th annual dinner dance of the Automatic Music Operators' Association (AMOA) next Saturday (18) was reported as sold out this week. The Grand Ballroom of the Waldorf-Astoria Hotel here will be taken over by more than 900 guests, including operators from Chicago, Indianapolis, Miami and other centers thruout the country.

Al Denver, AMOA president; Sidney H. Levine, general counsel; Barney Schlang, executive secretary, and Schlang's assistant, Ruth Nussbaum, are in charge of the affair. With recording artists set to entertain during the show, Schlang reported that the music will be provided by Billy Shuback's ork and Henny Youngman will be emcee.

### Oregon Tavern Owners Ask Change in Minor Sale Law

PORTLAND, Ore., Oct. 11.—The Oregon Tavern Owners' Association, in annual meeting here, started action to obtain legislative protection for tavern operators from minors who falsify age identifications. After discussion by David Fertig, association attorney, the association prepared to seek revision of State law at the next legislative session.

While in Oregon the State liquor control commission recently revoked or suspended licenses of many tavern operators for alleged sale to minors, Pennsylvania has a model law under which minors convicted of such misrepresentation are given jail sentences and the victimized tavern operator does not suffer, Fertig pointed out.

### Hershey Stockholders Vote For Change in Common Stock

HERSHEY, Pa., Oct. 11.—Stockholders of the Hershey Chocolate Corporation have voted to split the firm's common stock three for one effective September 16. This will call for conversion of the present \$4 convertible preference stock into three shares of common.

Hershey has been authorized to list 879,186 additional common shares on the New York Stock Exchange.

# Bally NUDGY

Be first with Bally NUDGY . . . with new SHIFTING playfield, an exclusive Bally feature. New, startling player-controlled action. Nudge Lever kicks the ball from bottom to top of board. Plenty of high-score, bumper and kick-out appeal. Get NUDGY on location now . . . order today!

PATENT PENDING

**FAST  
5-BALL  
PLAY  
CONVERTIBLE  
NOVELTY OR  
FREE PLAY**

**NUDGE  
LEVER**



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### Get 'Em NOW! IMMEDIATE DELIVERY

BALLY SPECIAL ENTRY—WRITE

**Bally**  
**ROCKETS \$160**  
Brand new—in crates

**Bally**  
**DOUBLE BARRELS \$75**  
All brand new—in crates

1/2 Deposit With Order, Balance C. O. D. F. O. B. Baltimore.

### WANT TO BUY! DRAW BELLS DE LUXE DRAW BELLS TRIPLE BELLS

Give condition — denomination and price. No junk!

### "Manhattan"



Distributors for Packard's 'Manhattan,' the world's finest phonograph — a sensation on every location.

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Vernon 3034

### IN PRODUCTION—ORDER NOW!

## The NEW Mercury ATHLETIC SCALE

Operators report it the best Penny money maker ever made.

15 different moneymakers in one great machine. Invites repeat plays.

NEW — SENSATIONAL — LEGAL —  
BUGPROOF — DURABLE

PRICE \$195.00 F. O. B. Detroit

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Some protected territories open for bona fide distributors

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### WE NEED SPACE

Must Clear Out All Used Games Immediately!!

40 LATE PIN GAMES—AT PRICE

1 Evans Ten Strike, Novelty Model, 1947 Model, Used 60 Days—Write for Price.

1 Evans Ten Strike, Free Play Model, Used 60 Days—Write for Price.

100 Counter Games—Good Condition.

16 Aireon Phonographs—Make Offer on All or Any Part—All Are in Good Condition.

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All A-1 Reconditioned

MILLS VEST POCKET CHROME . . . \$49.50

MILLS VEST POCKET BLUE AND GOLD . . . 39.50

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WE BUY, SELL AND EXCHANGE

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STANDARD METAL TYPERS

NEW AND USED MACHINES



MACHINE PARTS AND SUPPLIES  
EXPERT REPAIR SERVICE

FINEST QUALITY METAL TYPER DISCS

Priced from \$7.50 Per 1,000

LUMIFRAME LIGHT-UP TOP SIGNS

NEW COLORED DISCS

NOW AVAILABLE  
Guaranteed to increase your receipts.  
WRITE FOR SAMPLES AND PRICES.



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4333 DUNCAN AVE., ST. LOUIS 10, MO.

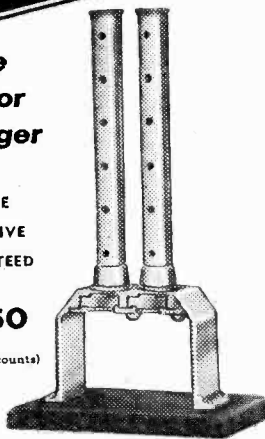
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The Junior Changer

- FAST
- ACCURATE
- ATTRACTIVE
- GUARANTEED

\$17.50

(Distributor Discounts)



Fastest, Most Accurate Coin Dispenser on the Market

This attractive chrome finished changer is of all metal, precision machined construction. Available with either 5c-5c or 1c-1c tubes. A flick of the finger automatically dispenses either 5 or 10 coins in the palm of your hand. Fully tested for accuracy. Capacity is \$13 in nickels. Has a heavily weighted non-slip base. Sold on a money-back guarantee.



Northwest Sales Co.

EXCLUSIVE NATIONAL DISTRIBUTOR  
2144 Elliott Avenue Seattle 1, Wash.

ADVANCE RECORD RELEASES

(Continued from page 109)

INTERNATIONAL

ANDY'S JOLLY HOP POLKA	Frankie Yankovic and His Yanks (John Pecon) (ROLLING ROCK)	Columbia 37948
BACK AND FORTH POLKA	Polish Aristocrats Ork (GOOD HEALTH)	Harmonia H-1160
BFVO PARCHE SON FELICE (Drink Because I Am Happy)	Quartetto Excelsior (MARIA PIA)	Standard F-6033
BIJE MAMCIA	Fr. Wojnarowski Ork (SUCCESS POLKA)	Harmonia H-1151
BRIDGEPORT POLKA	Walter Solek Ork (PEP IT)	Harmonia H-1162
CAMPAGNOLA CALABRESE	V. Bellantoni (L. Canoro Ork) (STRO-FETTE ALLEGRE)	Harmonia H-2043
CARME', TU NASCISTE PE' ME!	Joe Masiello (ZAPPATORE)	Harmonia H-2026
CARMELITA	The Gondoliers (ROMAN HOLIDAY)	Harmonia H-2201
CHI SA PECCHE'	Joe Masiello (NAPULE BELLO)	Harmonia H-2024
CHOO-CHOO POLKA	Walter Solek Ork (WANDA)	Harmonia H-1156
CISAWY KONISIU	Brunon Kryger Taneczna Ork (TAM ZA)	Harmonia H-1181
CLARINETTO MAGICO	Giovanni Vicari Quartetto Siciliano (LA BELLA)	Harmonia H-2101
COUNTRY WEDDING MARCH	Brunon Kryger International Ork (WEDDING MARCH)	Harmonia H-1116
CULT MUSIC OF CUBA ALBUM (3-10")		Disc 1512
Carabali Cult Song; Lucumi Cult Song; Kimbisa Cult Song		Disc 1512
Congo Cult Drums; Djuka Cult Drums; Carabali Cult Song; Arara		Disc 1514
Cult Songs		Disc 1513
Lucumi Cult Songs; Carabali Cult Song		Disc 1513
DANS PA RIXO (Dance on Rixa)	Ivor Peterson (NORRESKENET VALS)	Standard F-5011
DOLORES POLKA	Polish Aristocrats Ork (SPRINGTIME POLKA)	Harmonia H-1166
EVZONAKIA	George Xenopoulos (MALAMO)	Standard F-9043
FALCON POLKA	Wacek Solek Ork (NA PIECU)	Harmonia H-1165
FATHER TOLD ME SO	Frank Wojnarowski Ork (MARIANNE POLKA)	Harmonia H-1161
GOOD HEALTH POLKA	Polish Aristocrats Ork (BACK AND)	Harmonia H-1160
GORALSKA POLKA	Brunon Kryger Taneczna Ork (OJ SZEWCZYKU)	Harmonia H-1182
HI GIRLIE POLKA	Walter Solek Ork (OLD TIMERS)	Harmonia H-1153
HOPELESS	Babe Wagner's Dutchmen (LAENDLER No. 1)	Columbia 37947
HORA STACCATO	Charles Magnante (MISIRLOU)	Standard T-131
I BOUGHT YOU A BEER	Walter Solek Ork (OVER THE)	Harmonia H-1154
I KAB' AN DURSCHT	Max Helmut Wessels (JA, JA)	Standard F-11007
IRTHES ARGA	M. Thomakos (ZEMILE)	Standard F-9042
I' SO GIUVANNE	A. Sigismondi (L. Canoro Ork) (O PRIMMO)	Harmonia H-2042
IF GOLFO INCANTATO	Giovanni Vicari Ork (PICCOLA CAPRICIOSA)	Harmonia H-2056
JA, JA, DIE ZENZI	Max Helmut Wessels (I KAB')	Standard F-11007
JEANNIE POLKA	Walter Solek Ork (WHOOPEE POLKA)	Harmonia H-1157
JEDZIEMY, JEDZIEMY	Brunon Kryger Taneczna Ork (POD JAWOREM)	Harmonia H-1180
KTOREDY JASIU POJEDZIESZ	Brunon Kryger Taneczna Ork (KUMOTER)	Harmonia H-1183
KUMOTER	Brunon Kryger Taneczna Ork (KTOREDY JASIU)	Harmonia H-1183
LA BELLA CATANIA	Giovanni Vicari Quartetto Siciliano (CLARINETTO MAGICO)	Harmonia H-2101
LA VEZZOSA	Giovanni Vicari Quartetto Siciliano (PIOGIA DI)	Harmonia H-2100
LAENDLER No. 1	Babe Wagner's Dutchmen (HOPELESS)	Columbia 37947
LAMENT PIJAKA	Wacek Solek Ork (WESOLY WACEK)	Harmonia H-1152
LOVE SERENADE	The Gondoliers (VIOLETTA)	Harmonia H-2200
LUMBERJACK POLKA	Polish Aristocrats Ork (PATRICIA POLKA)	Harmonia H-1159
MALAMO	George Xenopoulos (EVZONAKIA)	Standard F-9043
MALARZ	Wecek Solek Ork (NEW BRITAIN)	Harmonia H-1158
MANAGGIA 'E RROSE	Joe Masiello ('NGIULINELLA)	Harmonia H-2027
MARIANNE POLKA	Frank Wojnarowski Ork (FATHER TOLD)	Harmonia H-1161
MARIATRESA CARCIOFFOLA	Anna and Roberto Ciaramella (MARITEMO E')	Harmonia H-2040
MARITEMO E' ASSICURATO	Anna and Roberto Ciaramella (MARIATRESA CARCIOFFOLA)	Harmonia H-2040
MARCEKITKES	Miriam Kressyn (Abe Ellstein Ork) (SHPILT A)	Standard F-8008
MARIA PIA	Quartetto Excelsior (BFVO PARCHE)	Standard F-6033
MEMORIES	Gaylord Carter-The Islanders (MISSOURI WALTZ)	Black & White 3017
MERIDEN POLKA	Walter Solek Ork (CRAZY MUSICIANS)	Harmonia H-1155
MISIRLOU	Charles Magnante (HORA STACCATO)	Standard T-131
MIGLIAVACCA	Giovanni Vicari Ork (SPERANZE PERDUTE)	Harmonia H-2057
MISSOURI WALTZ	Gaylord Carter-The Islanders (MEMORIES)	Black & White 3017
MUSIC BOX POLKA	Fr. Wojnarowski Ork (O ZUZANNO)	Harmonia H-1150
NIESPODZIANKA POLKA (Surprise Polka)	Joseph Bednarek Ork (OMNIBUS POLKA)	Standard F-3031
NORRESKENET VALS (Northern Lights Waltz)	Ivor Peterson (DANS PA)	Standard F-5011
MUTTATA 'E SENTIMENTO	Joe Masiello (ZINGARO)	Harmonia H-2025
NA PIECU	Wacek Solek Ork (FALCON POLKA)	Harmonia H-1165
NAPULE BELLO	Joe Masiello (CHI SA)	Harmonia H-2024
NEL NEGOZIO DI DISCHI	Anna and Roberto Ciaramella (VACO 'E)	Harmonia H-2041
NEW BRITAIN POLKA	Wacek Solek Ork (MALARZ)	Harmonia H-1158
'NGIULINELLA	Joe Masiello (MANAGGIA 'E)	Harmonia H-2027
'O PRIMMO FIGLIO	A. Sigismondi (L. Canoro Ork) (I' SO)	Harmonia H-2042
O ZUZANNO	Fr. Wojnarowski Ork (MUSIC BOX)	Harmonia H-1150

(Continued on opposite page)

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This Offer Good for 60 Days  
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- Exhibit Coed
- Exhibit Mam'selle
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- Genco Honey

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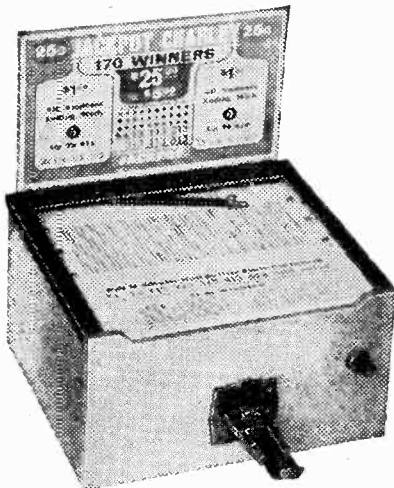


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Eureka ..... write  
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Club Trophy..... 44.50

**CONSOLES**

Keeney 5c Bonus Bell..... write  
Bally DeLux Draw Bell..... write  
Bally Draw Bell, 5c..... \$275.00  
Jennings Challenger, 5-25c.. write

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(All very clean)

Vanities (new)..... \$170.00  
Ranger (new)..... 180.00  
Vanities (like new)..... 140.00  
Rio ..... 130.00  
Miss America..... 125.00  
Step-Up ..... 85.00  
Marjorie ..... 180.00  
Bally-Hoo ..... 125.00  
Surf Queen..... 55.00  
Play Boy ..... 145.00  
Spellbound ..... 110.00  
Orchid ..... 175.00  
Dynamite ..... 165.00

One-third deposit

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Regular Reserve Jackpot  
5c ..... \$135.00  
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**GOLDEN FALLS—Hand Load**

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Write for Special Prices on Golden Falls Cabinets

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Phone: WHItell 4370  
Buy "AMERICAN" and you buy the "FINEST"

**ADVANCE RECORD RELEASES**

(Continued from opposite page)

**RACE**

BABY PLEASE DON'T GO..... Joe Williams (WILD COW) Columbia 37945  
\*BIG FAT MAMA ..... Lucky Millinder (TROUBLE IN)..... Decca 48053  
BOOGIE WOOGIE GUITAR..... Gabriel Brown (HOLD THAT)..... Beacon 5021  
CIVILIZATION (Bongo, Bongo, Bongo)..... Sy Oliver Ork (Sy Oliver) YOU CAN'T (Bongo)..... MGM 10083  
CLING TO ME, BABY ..... The Three Flames (Tiger Haynes) (SALT PEANUTS)..... Columbia 37935  
DIDN'T IT RAIN?..... Sister Rosetta Tharpe-Marie Knight (Sam Price Trio) (STRETCH OUT)..... Decca 48054  
DO YOU KNOW HOW IT FEELS TO BE LONESOME ..... Bon Bon (Red Caps Trio) (I DROVE)..... Beacon 7201  
FAT MAN BLUES ..... Lee Norman Band (JUST PLAIN)..... Lissen 1041

**GOLDEN GATE SPIRITUALS**

ALBUM ..... Golden Gate Quartet..... Columbia C-145  
Blind Barnabus..... Columbia 37834  
God's Gonna Cut You Down..... Columbia 37835  
I Will Be Home Again..... Columbia 37832  
Jezebel..... Columbia 37835  
Joshua Fit De Battle of Jericho..... Columbia 37833  
No Restricted Signs (Up in Heaven)..... Columbia 37832  
Swing Down, Chariot..... Columbia 37834  
Wade in the Water..... Columbia 37833

HEY! HEY! BIG MAMA ..... Chicago All-Stars (Johnny Morton) (NO, NO)..... Columbia 37928  
HOLD THAT TRAIN..... Gabriel Brown (BOOGIE WOOGIE)..... Beacon 5021  
I DROVE YOU INTO SOMEONE ELSE'S ARMS ..... Bon Bon (Red Caps Trio) (DO YOU)..... Beacon 7201  
I LOVE YOU YES I DO..... Bull Moose Jackson (SNEAKY PETE)..... King 4181  
I'M STILL WORRIED ..... Big Maceo-Tampa Red (IT'S ALL)..... Victor 20-2505  
IT'S ALL OVER NOW ..... Big Maceo-Tampa Red (I'M STILL)..... Victor 20-2505  
JUMP IT WITH A SHUFFLE ..... Jesse Price Blues Band (NAGASAKI)..... Capitol Americana 40047  
JUST PLAIN FOXY ..... Lee Norman Band (FAT MAN) Lissen 1041  
LONESOME ROAD ..... Paul Breckenridge (ROCK-A-MA SOUL)..... King 4182  
\*MY MAMA DON'T ALLOW ME ..... Arthur (Big Boy) Crudup (STANDING IN)..... Victor 20-2509  
NAGASAKI ..... Jesse Price Blues Band (JUMP IT)..... Capitol Americana 40047  
NO, NO, BABY ..... Chicago All-Stars (Sugarman Peniger) (HEY! HEY!)..... Columbia 37928  
REVERSE THE CHARGES..... Sunny Williams Trio (Sunny Williams) (THE WOOGIE)..... Super Disc 1030  
ROCK-A-MA SOUL ..... Paul Breckenridge (LONESOME ROAD)..... King 4182  
SALT PEANUTS ..... The Three Flames (CLING TO)..... Columbia 37935  
SNEAKY PETE ..... Bull Moose Jackson (I LOVE)..... King 4181  
\*STANDING IN MY WINDOW ..... Arthur (Big Boy) Crudup (MY MAMA)..... Victor 20-2509  
STRATO-CRUISER ..... Joe Lutcher's Jump Band (SUNDAY BLUES)..... Capitol Americana 40052  
STRETCH OUT ..... Sister Rosetta Tharpe-Marie Knight (Sam Price Trio) (DIDN'T IT)..... Decca 48054  
SUNDAY BLUES..... Joe Lutcher's Jump Band (Joe Lutcher) (STRATO-CRUISER)..... Capitol Americana 40052  
THE BOOGIE MAN..... Sunny Williams Trio (Sunny Williams) (REVERSE THE)..... Super Disc 1030  
THE CHERRY IN MY FRUIT ..... Tommy Edwards Trio (Tommy Edwards) (WHO'LL TAKE)..... Top 1155  
\*TROUBLE IN MIND ..... Rosetta Tharpe-Lucky Millinder (BIG FAT)..... Decca 48053  
WHO'LL TAKE MY PLACE WHEN I'M GONE? ..... Tommy Edwards Trio (Tommy Edwards) (THE CHERRY)..... Top 1155  
WILD COW MOAN..... Joe Williams (BABY PLEASE)..... Columbia 37945  
YOU CAN'T TELL THE DEPTH OF THE WELL (By the Length of the Handle on the Pump)..... Sy Oliver Ork (Sy Oliver) (CIVILIZATION)..... MGM 10083

**CLASSICAL AND SEMI-CLASSICAL**

A CHORAL CONCERT ALBUM De Paur's Infantry Chorus-Leonard De Paur, (3-12") Dir. Columbia MM-709  
Deep River..... Columbia 72350-D  
Eli Eli..... Columbia 72349-D  
1. Hospodl Polmilul (Lord, Our God, Have Mercy); 2. Bless the Lord, O My Soul..... Columbia 72350-D  
1. O Bone Jesu; 2. Adoramus Te, Christe..... Columbia 72351-D  
1. The Blessing of St. Francis; 2. Here Is Thy Footstool (Op. 11 From "Three Chorales")..... Columbia 72349-D  
The Lord's Prayer..... Columbia 72351-D  
COPIN: BALLADE No. 3 IN A-FLAT MAJOR, Op. 47, Parts I & II..... Guiomar Novaes ..... Columbia 72345-D  
CHOPIN: SONATA No. 2 IN B-FLAT MINOR, Op. 35 ALBUM (3-12")..... Robert Casadesus..... Columbia MM-698  
EMPEROR WALTZ..... Lauritz Melchior (Georgia Stoll Ork) (THE KISS)..... MGM 30030

**LEVANT PLAYS DeBUSSY ALBUM**

(4-12")  
Arabesque No. 1 in E Major..... Oscar Levant ..... Columbia MM-710  
Arabesque No. 2 in G Major..... Columbia 72353-D  
1. General Lavine-Eccentric (Prelude No. 6, Book II); 2. Minstrels (Prelude No. 12, Book 1)..... Columbia 72352-D  
La Cathedrale Engloutie (The Sunken Cathedral)..... Columbia 72354-D  
La Plus Que Lente—Valse..... Columbia 72355-D  
La Soiree Dans Grenade (Evening in Granada)..... Columbia 72353-D  
Reflets Dans L'Eau (Reflections in the Water)..... Columbia 72352-D  
1. Serenade for the Doll; 2. The Little Shepherd..... Columbia 72355-D

MENDELSSOHN: ELIJAH, Op. 70 Isobel Baillie-Gladys Ripley-James Johnston-Harold Williams-Huddersfield Choral Society-Liverpool Philharmonic Ork-Sir Malcolm Sargent, Dir. Columbia MM-715

MOZART: QUINTET IN D MAJOR FOR STRINGS ALBUM (3-12")..... Budapest String Quartet..... Columbia MM-708  
SCHUBERT: DEM UNENDLICHEN (To the Infinite) (10")..... Lauritz Melchior (Ignace Stasfogel) SCHUBERT: DEM)..... Columbia 17509-D  
SCHUBERT: SERENADE (Stanchen)..... Lauritz Melchior (Ignace Stasfogel) (10")..... Columbia 17509-D  
SCHUBERT: SYMPHONY No. 8 IN B MINOR ALBUM (3-12")..... The Philadelphia Ork-Bruna Walter, Dir. Columbia MM-699  
SCHUMANN: ARABESQUE, Op. 18..... Jose Iturbi..... Victor 10-1325

ROMAN SINGERS OF SACRED MUSIC FROM THE VATICAN CHOIRS ALBUM Roman Singers of Sacred Music (Msgr. Refice, Dir.)..... Seva 18  
Accamaciones (Salute)..... Seva 7001  
Ave Maria, Part I and II..... Seva 7002  
Jubilate Deo..... Seva 7003  
Regina Coeli..... Seva 7003  
Tu Es Petrus..... Seva 7001



SEEBURG LO TONE, R. C., \$335.00  
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WURLITZER 600R, \$139.50  
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WURLITZER 616, \$84.50  
412, \$59.50

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71, \$109.50  
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Expect to sell out these musical bargains in 3 days

# ESTABLISH CMI LEGAL DEP'T

## D. Ruttenberg Chosen Special Project Chief

### End Eight-Month Search

CHICAGO, Oct. 11.—After a search which began last February, following the 1947 Coin Machine Convention and Show, the directors of Coin Machine Industries, Inc. (CMI), this week announced they have chosen Dudley C. Ruttenberg to head up CMI's new Tax and Legal Department.

Ruttenberg is 33 years old, single, and a graduate of the University of Wisconsin's law school, where he received his LL.B cum laude. For four years he served in the army, receiving a direct commission in the field. With the occupation army in Bavaria, Germany, Ruttenberg became a judge advocate.

### Gilmore Statement

In a statement released this week by CMI's secretary-manager, James A. Gilmore, the purpose and aims of association's new department were outlined.

"CMI's tax and legal department," the statement said, "is to be built from the ground up thru Mr. Ruttenberg's expert experience and ability. He will compile quickly as possible a complete file of the laws of each and every State and the ordinances of all principal cities that effect coin-operated machines of every kind and description: vending, music and amusement, either as to taxing, licensing or regulation.

"He will, in time, be prepared to furnish reliable information to anyone in the industry who calls for it for use in their community or State in combating taxation or regulation inimical to coin machine operation. And he will be subject to call to personally defend the coin machine industry either in courts or before city councils or tax committees."

### Reason for Bureau

Commenting on the reason for establishing the legal bureau, CMI's



DUDLEY C. RUTTENBERG, appointed this week to head Coin Machine Industries' new Tax and Legal Department.

announcement said that "The coin machine industry has been sorely in need of someone or someplace to turn to for this help when and where it was needed."

Establishment of the new legal and tax department is designed to round out the association's work in behalf of the industry. During 1946 CMI launched its public relations bureau, under the direction of James T. Mangin, to give the public a better idea of what the coin machine industry is. Establishment of a legal and tax department, for benefit of the industry, gives the association a brand-new service to offer the trade.

Ruttenberg will make his headquarters in the offices of CMI, Room 508, 134 North La Salle Street, Chicago 2.

### Savannah Auto Wash Opened

SAVANNAH, Ga., Oct. 11.—White's Self Service Laundry, opened here last week, announced inclusion of equipment for drying clothes after washing. Opening was promoted by large ads in a local paper.

## U. S. Vending Announces Agency Plan on Candy Mch.

CHICAGO, Oct. 11.—The United States Vending Corporation this week announced details of its new agency-distribution plan which will be used to place the firm's new refrigerated candy bar vender, and other to-be-announced products, on the market. Under the plan, operators, called agencies in the program, will be franchised and assigned definite territory. U. S. Vending officials said that the agency plan is the result of 18 months' post-war study of the market. The manufacturing company will direct all sales from the firm's general

offices in Chicago thru regional managers in the field.

### Help in Installation

Distributors, who are being selected from established coin machine distributing companies and other qualified organizations, will allocate U. S. Vending machines in his assigned territory, will assist where necessary in making location installations and provide a flexible financing arrangement.

According to the plan announced this week, "The U. S. Vending agency will own and service U. S. Vending equipment in a pre-determined territory on much the same basis as typical automobile agencies now operate." Each agency, or operator, must own a minimum of machines, probably 25. Operators, the outlined plan states, will be chosen from existing operating companies, "catering companies and candy wholesalers in the larger metropolitan centers. In towns of 10,000 population or less, where qualified persons in the foregoing categories are not available, U. S. Vending agencies may be selected from theater owners, news dealers, automobile dealers, appliance dealers, gasoline wholesalers, ice cream manufacturers and even restaurant and drugstore owners."

As a primary goal, firm executives said that the nation's 3,070 counties have been divided into 2,216 agency territories. As an over-all, national average, the firm figures to provide one agency for every one and one-half counties or approximately 60,000 people. "Extreme examples," the firm said, "are an agency in Western Texas which comprises 11 counties in contrast to the one borough of New York City in which there will be a minimum of 19 agencies."

### Allocate Production

All production will be allocated from manufacturer to distributor, and the distributor in turn will allocate machines to the agencies.

Explaining its decision to refer to the operating companies as agencies, an official statement from U. S. Vending says, "The phrase USVC Agency was selected to describe operators of USVC equipment because of its acceptance in the automobile and appliance fields. It also carries with it considerably more prestige in the business and manufacturing organizations than the word 'operator' used loosely to describe purchasers of all other types of coin-controlled equipment."

## 5 Year Drought Over; Beer Back in Dalton

DALTON, Ga., Oct. 11.—Following a straw vote taken August 20 which showed the majority of citizens here in favor of beer sales in this community, "dry" during the past five years, the city council announced last week that they would approve both wholesale and retail licenses for package sales of beer, ale and malt beverages.

### Franklin Shifts Meters

FRANKLIN, Pa., Oct. 11.—Broken parking meters in the business district here are being replaced with meters removed last week from residential areas.

## Hold Chicago Ex-Cell Cup Vender Show

### Dinner for Theater Men

CHICAGO, Oct. 11.—Ex-Cell Products Sales Company's 10-day showing of the new Ex-Cell cup vender at the Congress Hotel here drew to a close October 10 with good attendance and a special luncheon party and demonstration for owners and managers of Chicago movie theaters.

Showing was conducted by Ex-Cell Sales officials William Perry, Lee Orenstein and H. F. Bass. Also present was Joseph Goldberg, designer of the vender and head of Ex-Cell Products Manufacturing Company, and Seymour L. Gale, head of Drinkomatic Company, Chicago firm operating cup venders.

In addition to the attending operators, Perry said, were several visits by members of the engineering staff of the Illinois Bell Telephone Company, who were inspecting soft drink machines for installation in the company's exchange buildings and offices.

### Indie Weather Inspection

Attending special theater men's showing the afternoon of the final day were over 50 independent owners of local houses and officials of several of the large theater chains. These included Walter Immerman, general manager of the Balaban & Katz organization; Arthur Schoenstadt, head of the 30 Schoenstadt theaters in Chicago, and Miss Jedleka, purchasing agent for the Essaness chain of 31 theaters.

Present at the movie men's showing was Jack Rose, general manager of the Alex Manta circuit in Indiana and Illinois; M. Rubens, of the same firm, and Jerry Marks, owner of the Times Theater. Marks, Orenstein said, has had the new Ex-Cell machine in his theater for the past six weeks on a trial operation by Gale's operating firm.

On display during the showing were two units, one set up for operation and the other with the front panel removed for inspection of its mechanism. Three Vendo coin changers were also on display, latter standing beside the venders and being recommended by Ex-Cell Sales for companion installation on each location.

## MYCO AUTOMATIC SALES CO.

### GENUINE PANORAMS

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Guaranteed to be A-1 first class condition. Every machine thoroughly checked over. Reconditioned. Ready to operate.

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**WORTH TWICE THIS PRICE**

Sensational for Arcades, Parks, Fairs, Restaurants, Cafes, Bars, Motels, Photo Studios, Stores, Factories, and many other locations.



These Panorams are terrific money makers to operate—by using Hollywood film in white locations and colored subjects in colored locations. Machines have R. C. A. projectors and amplifiers—use any 16mm. film.

### GENUINE "BANG-A-DEER" GUN MACHINE

**\$199.50**

Shoots Real Bullets in a Real Rifle. Machine is 6 ft. high, 30 in. wide, 6 1/2 ft. long. Inside cabinet has revolving target. **BULLETS \$50 CASE 10,000 Shots**

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TERMS: 1/3 DEPOSIT, BALANCE C. O. D.



# ALA. OPS' ASS'N OUTSTANDING

## Nov. Hearing Planned for Canteen Plea

### NCWA Pushes FTC Case

WASHINGTON, Oct. 11.—Following up a recommendation by the trial examiner for denial of a motion to dismiss Federal Trade Commission (FTC) charges against the Automatic Canteen Company of America, FTC is planning an early November oral argument of Canteen's motion.

Tentatively set for October 28, the hearing date appears likely to be postponed on the plea of Canteen's counsel.

In recommending rejection of Canteen's motion to dismiss FTC charges that the company received "discriminatory prices" from suppliers and maintained "restrictive terms" in contracts with distributors FTC Trial Examiner Charles Bayly asserted in his report that FTC's "complaint states a valid cause of action."

### Contends "Sufficient Evidence"

The report further contends that "there is sufficient evidence . . . tending to support the charges. . . ." The report concluded that "it is not unduly burdensome for the respondent to proceed at this time to offer its defense."

Supporting his recommendation, the trial examiner claimed that Canteen's contracts with distributors "prohibit the distributor from owning and operating any vending machine for five years after termination of the lease, or the use of any competitor's product."

Stating that no sanction is sought by FTC against the distributors, the report declared: "It would appear that these conditions and exclusive rights are for the benefit of the lessor, since the lessee never owns any property and lessor may repossess the Canteens."

### Examiner's Summary

In a summary the examiner said, referring to the charges of discriminatory prices on supplies: "There is a difference in price between what respondent (Canteen) paid for the product and what its competitors paid. The acts of respondent have the effect of lessening competition and causing injury to competitors. Respondent knowingly induced discriminations and received them with the knowledge that it was a favored buyer over its competitors. Respondent bought at a price at which it could make a satisfactory profit with indifference to what price its competitors were paying. The methods of control used by the respondent diverted business and tended to create a monopoly while operating in interstate commerce."

Meantime, in Washington, the National Candy Wholesalers' Association (NCWA) has provided a special legal fund to pay the costs of its recently granted intervention in the Canteen case.

## Baltimore Tobacco Table To Meet Twice Each Month

BALTIMORE, Oct. 11.—The second and fourth Friday of each month will be meeting days for the Baltimore Tobacco Table at the Lord Baltimore Hotel hereafter. Next meeting will be on October 24, with all tobacco men and tobacco venders in the area invited.

## Calendar for Coinmen

October 14-17—National Association of Retail Ice Cream Manufacturers' annual convention, Congress Hotel, Chicago.

October 15-18—National Hardware Show, Grand Central Palace, New York.

October 20-23—National Tavern Association's annual convention, Steel Pier, Atlantic City.

October 27-29—International Association of Ice Cream Manufacturers' annual convention, Miami Beach.

October 27-31—National Electrical Manufacturers' Association's convention and show, Hotel Traymore, Atlantic City.

November 18-20—National Association of Popcorn Manufacturers' annual convention and show, Hotel Sherman, Chicago.

December 14-17—National Automatic Merchandising Association's convention and show, Palmer House, Chicago.

January 19-22—Coin Machine Industries, Inc., convention and show, Hotel Sherman, Chicago.

## Six Southern States Report Revenue Gain; Tenn. Doubles

SPARTANBURG, S. C., Oct. 11.—Tax collection reports from several Southern States indicate that business in this section is on a general increase.

State reporting tax collection increases were South Carolina, Tennessee, Alabama, Texas, North Carolina and Florida.

In South Carolina the State tax commission reported collections amounting to \$6,920,000 during September, almost \$1,500,000 more than during the corresponding month in 1946, putting the fiscal year's first quarter take at \$3,250,000 ahead of the \$41,759,000 collected in the first three months of the 1947 fiscal year.

Tennessee reported September tax collections nearly double those of September, 1946. Main agent in bringing about the huge rise was

\$3,173,351 produced by the newly enacted sales tax. Total Tennessee tax revenue during the first quarter of the 1948 fiscal year was 84 per cent over the same period in the 1947 fiscal year. Tobacco taxes in Tennessee were up 5 per cent during the period.

Alabama, whose 1947 fiscal year ended September 30, announced the greatest collection in her history, with the total at \$76,541,785. This figure was \$12,140,549 ahead of the 1946-47 fiscal year. Among individual taxes, cigarettes produced \$7,130,355.

Texas's September tax revenue amounted to \$2,982,819 while revenue in September, 1946, was \$2,760,215, with cigarette stamp sales bringing over half—\$1,772,336.

A gain of \$1,712,257 was reported in North Carolina September tax collections over the same month in 1946, with the total being placed at \$8,004,437. The increased tax income carried the State general fund revenue to a new high of \$23,789,329 collected during the first quarter of the 1948 fiscal year.

Florida reported a gain in income from cigarette taxes, collecting \$2,878,535 for the first three months of this fiscal year—a 7.2 per cent increase for the same period a year ago.

NEW YORK, Oct. 11.—A toy Bell machine, complete with chips, and a mechanical toy bingo machine are now being manufactured by Kalon Radio Corporation, Brooklyn.

## Watches Awarded 8 Rock-Ola Distribbs

CHICAGO, Oct. 11.—Lord Elgin watches were awarded to eight Rock-Ola distributors for outstanding sales records during the month of September.

Those receiving the awards are A. N. Delaport, Rex Amusement Company, Syracuse; Irv Weiler, Consolidated Distributing Company, Kansas City; L. Shulman, Modern Distributing Company, Denver; Warren Deaton Jr., Warren C. Deaton Associates, Columbus, O.; Sam Stern, Scott-Crosse Company, Philadelphia; B. D. Lazar, B. D. Lazar Company, Pittsburgh; D. M. Wertz, Wertz Music Supply Company, Richmond, Va., and Pete Stone, Indiana Automatic Sales Company, Indianapolis.

## Ill. Retail Sales At All-Time High

CHICAGO, Oct. 11.—Retail sales in Illinois, a barometer of the State's general business conditions, during the first quarter of 1947 more than doubled the pre-war figures of 1941 and were above those during the corresponding 1946 period, according to a recent survey by the bureau of economic and business research of the University of Illinois.

Illinois retail sales in the first quarter of 1947 were \$1,737,337,000 as compared with \$1,390,003,000 last year. Figures for 1941 were approximately \$823,000,000.

## Music Group Has Vigorous P-R Campaign

### Report Tax Changes

MONTGOMERY, Ala., Oct. 11.—Typical of the kind of progressive work State operator associations can accomplish, is the record of the comparatively young Alabama Music Operators' Association (AMOA) which has its headquarters in Montgomery. Since its beginnings in June, 1946, AMOA has conducted a vigorous campaign to call public attention to the phonograph industry and present the facts about that industry to correct false impressions which have been built up in the public mind.

Currently, the association, thru its executive secretary, Col. R. E. L. Choate, is working with the League of Municipalities in an effort to get uniform business license fees for the juke box trade in all Alabama cities and towns. Colonel Choate pointed out to *The Billboard* that at present music operators in Alabama are subject to a wide variety of tax fees depending on local ordinances.

### To Discuss Changes

Later this month—the date has not been definitely fixed—AMOA members will hold a meeting to discuss changes in license formalities caused by passage October 2 of House Bill 235.

This new law, which was supported by the association, keeps music license fees at the same figure existing before the measure passed, but makes some important changes in the formalities of securing and displaying licenses.

In a report to the membership, Colonel Choate pointed out that one of the most important features of the new law is the repealing of a decision by the State's attorney general, handed down in July, to the effect that all licenses issued to music operators should bear the address of the location of the machine, and that in the event the machine should be moved a new license was required.

After the AMOA appealed to the Revenue Department, asking that this decision not be enforced, the operators moved to have this provision (See *Ala. Ops' Ass'n* on page 123)

## MONARCH COIN'S FALL EXTRA-SPECIALS!

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Come and Get 'Em PHOTOMATICS Just off Location. \$295.00 Each . . .

BRAND NEW Write for Prices Packard Hideaway Unit, Plamor Boxes, Evans Casino Bells, Evans Bangtails Comb., Evans Ten Strike, Evans Winterbook.

### ARCADE EQUIPMENT — FULLY RECONDITIONED

Ace Bomber . . . . .	\$109.50	Keeney Submarine . . .	\$ 64.50
Air Raider . . . . .	69.50	Pacific Express . . . .	59.50
Batting Practice . . . .	69.50	Rapid Fire . . . . .	79.50
Baker Sky Pilot . . . . .	89.50	Radio Rifle . . . . .	49.50
Champion Hockeys . . . .	79.50	Sky Fighter . . . . .	99.50
Chlooin Hockeys . . . . .	69.50	Super Bomber . . . . .	129.50
Evans Tommy Gun . . . . .	69.50	Rocket Buster . . . . .	79.50
Ex. Fist Striker . . . . .	129.50	Periscope . . . . .	69.50
Ex. Vitalizers . . . . .	79.50	Western Baseballs . . .	109.50

### NEW EQUIPMENT IMMEDIATE DELIVERY

Williams All Stars	Eureka Double Barrels
Advance Rolls	Jockey Club, P.O.
Broncho	Jockey Specials
Heavy Hitter	Deluxe Draw Bells
Silver Streak	Bally Triple Bells
Oscar	ABT Challengers
Co-ed	Jenn. Challengers
Tom-Tom	
Carousel	
Bowling League	
Nudgy Nevada	

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LIKE NEW (1946) .....\$395

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- Seeburg Plaza .....159.50
- Seeburg Commander .....139.50
- Seeburg Crown .....149.50
- Seeburg K-15 .....89.50
- Seeburg K-20 with USR2 .....149.50
- Seeburg Model H (12 Record) .....79.50
- Seeburg Rex .....129.50
- Seeburg Concert Grand .....149.50
- Seeburg Royal .....124.50

**WURLITZER**

- Wurlitzer 850E .....\$279.50
- Wurlitzer 616 Lite-Up and Plain .....99.50
- Wurlitzer 700 Keyboard .....279.50
- Wurlitzer 600A Keyboard .....199.50
- Wurlitzer 500, \$199.50, Three for .....550.00
- Wurlitzer 61 Counter Mod., w/std. ....99.50
- Wurlitzer 71 Counter Mod., w/std. ....125.00
- Wurlitzer Mod. 24 Hideaway .....99.50

**ROCK-OLA**

- Rock-Ola Super 40 .....\$179.50
- Rock-Ola Master 40 .....179.50
- Rock-Ola Hideaway (20-Record) .....79.50
- Rock-Ola '39 DeLuxe .....169.50
- Rock-Ola Twin 12 Hideaway .....89.50
- Rock-Ola Rock-o-Lite .....179.50
- Rock-Ola Conv. Hideaway, '39 DeLuxe. 99.50

**AMI**

- AMI Singing Tower (20-Record) .....\$ 99.50
- AMI High Boy (40-Record) .....149.50
- AMI Top Flight .....119.50

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- Mills Throne .....99.50

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- FLICKER** .....\$19.50 ea.
- LINE UP** .....\$19.50 ea.
- MONICKER** .....\$19.50 ea.
- REDHEADS** .....\$19.50 ea.
- SALUTE** .....\$19.50 ea.
- SLUGGER** .....\$19.50 ea.
- SOUTHPAW** .....\$19.50 ea.
- VICTORY** .....\$19.50 ea.

- ARMY & NAVY** .....\$29.50 ea.
- DEFENSE** .....\$29.50 ea.
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- SKY RAIDER** .....\$29.50 ea.
- TOPIC** .....\$29.50 ea.
- KNOCKOUT** .....\$29.50 ea.

- BLUE GRASS** .....\$39.50 ea.
- DARK HORSE** .....\$39.50 ea.
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- LIBERTY** .....\$39.50 ea.
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- ARIZONA** .....\$49.50 ea.
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- LAURA** .....\$49.50 ea.
- OKLAHOMA** .....\$49.50 ea.
- YANKEE DOODLE** .....\$49.50 ea.
- MIDWAY** .....\$49.50 ea.
- STREAMLINER** .....\$49.50 ea.

- SOUTH SEAS** .....\$ 59.50
- SANTA FE** .....59.50
- BRAZIL** .....59.50
- TRADE WINDS** .....59.50
- IDAHO** .....59.50
- STAGE DOOR CANTEEN** .....79.50
- BIG HIT** .....89.50
- DYNAMITE** .....89.50
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**CONSOLES**

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- JUMBO PARADES** .....49.50
- BIG TOPS** .....49.50
- SARATOGA** .....49.50
- BIG GAMES** .....49.50
- HI HANDS, conv.** .....69.50
- SARATOGA, conv.** .....69.50
- PAGE REELS, conv.** .....79.50
- SUPER BELLS** .....89.50
- BAKERS PACERS, late** .....129.50
- KEENEY TWIN BONUS BELLS** .....645.00

**200 USED MACHINES** .....\$39.50

- MILLS** .....\$39.50
- JENNINGS** .....\$39.50
- FACE** .....\$39.50
- UP** .....\$39.50

**ARCADE**

- GOALEE, used** .....\$149.50
- GOALEE, new** .....249.50
- ASTROLOGY SCALE, 5,000 tickets** .....85.00
- SPOT LITE, used 1 wk.** .....79.50

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Just Like New

- 5.....25c Bronze | 3.....25c War Eagle
- 5.....10c Melon Bell | 2.....10c War Eagle
- 4.....5c Melon Bell | 5.....5c Blue Front

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**TRI-STATE DISTRIBUTING CO.**  
248 CHARLOTTE STREET ASHEVILLE, N. C.

# Reach Agreement in Cincy Juke Operators' Squabble

CINCINNATI, Oct. 11.—Peaceful end of the long dispute between members of the Cincinnati Automatic Phonograph Owners' Association (APOA) and non-member, independent operators seemed assured today following meetings between the operators in the law offices of Lawrence Kane, association counsel.

With representatives of the Buckeye Retail Liquor and Beer Dealers' Association, sponsor of the conferences, mediating, oral agreements were reached, said Kane, which will lead to harmony. Both sides gave concessions in the parleys, he said.

Independents had complained that members of Local D-422, International Brotherhood of Electrical Workers (AFL), could not, under contract with APOA, service machines operated by independents. Therefore, the indies said, they had to employ non-union men. Under the new arrangement, servicemen working for independents will be eligible

to apply for union membership.

Another bone of contention was the set of fair-trade practices incorporated in by-laws of APOA. One in particular that caused ill feeling was an agreement by which APOA members would not attempt placement of machines in locations already serviced by other members.

Kane said that such an agreement is not unreasonable, pointing out that installation of a machine, its wiring and wall boxes call for considerable investment by the operator. He might, said Kane, incur considerable loss should a location owner decide to change to another operator the next month. The new agreement protects operators from such short-term installations.

Membership in APOA would be open to what now are independents, and then probably would be welcomed into the association on the new basis of agreement, Kane said.

It was indicated that at least two more meetings will be held to complete details and get the agreement on paper.

A permanent juke box committee is to be appointed by the liquor dealer group to assist in handling any problems which may rise in connection with that aspect of service to cafe patrons. Following the latest meeting, Bernie Sims, Buckeye president, informed cafe-owner members that juke boxes which had not been operated since September 26, as a protest against the operators' dispute, should now resume operation.

## NCA Appoints Group To Seek Change in N. Y. Sales Tax Law

NEW YORK, Oct. 11.—A committee of New York candy dealers has been appointed to work with the New York State Legislature in January on the possibility of securing revision of the New York sales tax law.

At the 1947 session of the Legislature an enabling act was passed which gives a "model ordinance" for cities and counties to use in preparing local sales taxes. Suggested ordinance places a tax on candy and confectionery but exempts from the sales tax other foods sold at retail.

**Appointed by NCA**

Committee appointed by the National Confectioners' Association (NCA), will ask that candy and confectionery be given the same treatment as other foods.

Thus far, Erie County, in which Buffalo is located, is the only county which has adopted a retail sales tax following the enactment of the enabling act. Erie county board of supervisors followed the so-called model ordinance and placed a 1 per cent tax on retail sales.

City council of Syracuse, Onondaga County, passed a sales tax law on September 17 following the rejection of a similar measure by the Onondaga County trustees. Syracuse measure, however, will not go into effect until March 2, 1948. It sets the tax at 2 per cent.

**Others Consider Levy**

Reports indicate that Mount Vernon and Yonkers are also considering enactment of sales taxes as authorized by the enabling act. Several counties, however, have voted against enactment of local retail sales or use taxes and some have recommended that the enabling act be annulled at the January session of the Legislature.

Candy men appointed to the committee to request revision of the law include John S. Swersey, Huyler's, New York City; John D. Hayes, Fanny Farmer, Rochester; and Walter Zittel, May Lincoln Candies, Buffalo. The committee will work closely with NCA officials and Harry Lustig, executive secretary of the Association of Manufacturers of Confectionery and Chocolate of New York.

## Cincinnati NCA Meet Draws 150 Candy Men

CHICAGO, Oct. 11.—National Confectioners' Association's (NCA) Council on Candy drew 150 attendants at its recent Cincinnati regional meeting. Charles E. Schneider, Cincinnati Candy Recovery Association (CCRA), presided at the business meeting and banquet attended by the confectionery manufacturers, wholesalers and jobbers.

Smith H. Cady Jr., council director, presented a summary of council advertising, using color slides as illustrations. Other speakers were H. W. Grim, Keelson Cigar Company, CCRA council chairman, and John F. Poetker, John F. Poetker & Son.

Also at the speakers' table were Lester Buerkel, Edward J. Buerkel Candy Company; Charles E. Schneider, CCRA secretary; Ruth B. Johnson, Consolidated Candy Company; August L. Hessel, CCRA president, and Mrs. Paul Groene, Paramount Confection Company.

## Better Orange Juice Gov't Program Aim

PASADENA, Calif., Oct. 11.—The Department of Agriculture will build a laboratory in the vicinity of California Institute of Technology here to work on the project of making orange juice better. Building will be constructed within the coming year.

The 10,000-square foot building will be equipped with centrifuges, color analysis machines and analytical balances for a program including: Determining why processed orange juice changes flavor.

Seeking suitable ways to quick-freeze orange juice.

Investigating methods of retaining processed orange juice flavor and color.

The present laboratory, established in 1913, was built in the interest of Southern California's citrus industry.

PORTLAND, Ore., Oct. 11.—Another responsibility was placed upon the shoulders of pinball location owners by Police Chief Leon V. Jenkins, who issued a warning against allowing minors to play.



## Nation's Tourists Increase In Numbers; Watch Spending

CHICAGO, Oct. 11.—Vacationists, always a good source of revenue for the coin machine operator, were out in even greater numbers during the summer this year than last, with most States reporting an increase of from 12.5 to 20 per cent over 1946. Some areas reported a 20 per cent drop in tourists, but on the whole the visitor trade was a healthy business stimulant despite a more careful watch the average traveler put on his "vacation dollars."

In some sections State and city officials went on record as promoting a longer vacation season, particularly in the Midwest where many tourists curtail trips after the Labor Day holiday. Mayor Tom Howley, Wisconsin Dells, Wis., says "tourist trend is toward a longer vacation season" in that section. He said that after an analysis of this summer's hotel registrations and reservations for September and October this trend was very apparent. They almost tripled those of previous falls, he said.

### Dollars Circulate

According to a survey by the *Chicago Journal of Commerce*, dollar expenditures of the 1947 summer tourist were much greater than for the previous year. While rising prices account for a portion of this increase in expenditures, it was the larger group of traveling citizens that were primarily responsible for the fuller flow of coins and currency thruout the country.

In many States, tourist courts took precedence over long-established hotels and spots offering American-plan accommodations. Former were booked to capacity while latter in some instances had vacancies.

### Survey by Areas

Major resort areas summed up their summer tourist business thusly: Wisconsin—Cabin accommodations led to more elaborate types of stopovers, but business averaged lighter than in 1946. Tourists did not spend quite as freely as during the former season.

Michigan—Officials state that tour-

trade business should top the \$400,000,000 volume chalked up last year when final figures are in. Number of visitors was estimated at 15 per cent over the 1946 quota. Better class of resorts did the best business. Overall spending was more cautious, tips were down, and tourists demanded more value for their money.

Minnesota—While hotel and cabin accommodations were taxed to capacity and road travel was up 35 per cent over the previous season, dollar volume on tourist business remained the same as the year before. Resort capacity is said to have been increased by 20 per cent.

### Auto Tourists Increase

Southern California—Tourists arriving by car during June and July were up about 21 per cent from a year ago. Expanded tourist court facilities absorbed the increase. Catalina and seacoast resorts "full all summer." Hotel, food and bar business is said, however, to have dropped. During the last week in August tourist traffic "softened." Spokesmen predicted plenty of accommodations for the fall.

New England—Number of visitors about the same as in 1946; 3,000,000. Dollar volume also remained at same level. Lower priced and "informal" lodgings drew most tourists.

### N. Y. Traffic Off

New York—Vacation crowds here were reported to be from 10 to 20 per cent below those recorded in 1946. Number, however, remained above pre-war figures. As 1946 was an all-time high year for tourists here, the 5,000,000 to 6,000,000 visitors this year was considered good. Buying of bar and other luxury items slackened off, it was noted.

Colorado—Tourists here are expected to hit 2,225,000, an increase of 12.5 per cent over last year. Reports here also indicated a less free period of tourist spending.

Montana—Tourist accommodations "booked to capacity on main routes and in parks," with visitors some 20 per cent above number recorded last year. Night club money was off.

## 1,000 Mpls. Park Meters To Go; New Units Ordered

MINNEAPOLIS, Oct. 11.—Minneapolis is in for a new batch of parking meters, with installation to begin soon, the new units to replace the thousand or more already in operation.

Reason is that city council last week passed an ordinance which would increase street parking fees from 5 cents an hour to 5 cents a half hour. Present meters are geared for the 5-cent-an-hour rate and will have to be pulled out.

Under the new plan the parker, to stay 30 minutes, will pay a nickel; to stay one hour will pay two nickels into the machine.

Meanwhile, the city of St. Paul reported parking meter receipts for September, \$12,022, raised to \$109,248 the revenue collected from these devices since their installation 10 months ago.

## Pledge Campaign Against Tenn. Tax Law Violators

NASHVILLE, Oct. 11.—State officials pledged an all-out campaign here against violators of the sales tax law.

Tax Commissioner Sam K. Carson has sworn out 25 warrants against 11 individuals and their partners who operate 10 retail enterprises in Nashville. All are charged with failure to comply with the law.



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**UNSURPASSED IN  
PROFIT EARNINGS**

Down the Atlantic  
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**ORDER FROM SEABOARD**

Direct Genco Factory Agents in

Maine	Florida
Vermont	Alabama
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Rhode Island	Louisiana
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District of Columbia	
Virginia	
North Carolina	
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COLUMBUS 5-4585

Before it came out we told you that **BRONCHO** had everything.

NOW, machines already on location, are proving—with top money—all our claims for this truly phenomenal game.

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### LARGEST WHOLESALERS OF USED PHONOGRAPHS

WURLITZER		MILLS	
Wurlitzer 412	\$ 39.50	Mills Throne	\$ 79.50
Wurlitzer 616, Plain	49.50	Mills Empress	99.50
Wurlitzer 616, Ill.	59.50	<b>WALL BOXES</b>	
Wurlitzer 616, Live-Up Top and Bottom	69.50	Buckley Plain or Chrome	\$ 2.50
Wurlitzer 61, Counter Model	75.00	Wurlitzer #100	7.50
Wurlitzer 42/24 Victory	79.50	Buckley Lite-Up, Brown	7.50
Wurlitzer Cella Job	79.50	Rock-Ola Dial-a-Tune Box	7.50
Wurlitzer 24	85.00	Buckley Lite-Up, Chrome	9.00
Wurlitzer 600, Rotary	109.50	Wurlitzer #120 Boxes, 5¢	10.00
Wurlitzer 42/600 Victory	115.00	Wurlitzer Sweet Music Box	12.50
Wurlitzer 71, Counter Model	119.50	Wurlitzer #125 5-10-25¢ Boxes	12.50
Wurlitzer 500K	125.00	Seeburg 24 Sel. Wall-o-Matic, Remote	17.50
Wurlitzer 600 Keyboard	145.00	Seeburg 20 Sel. Wall-o-Matic, Remote	19.50
Wurlitzer 950	245.00	Packard Boxes, Used	22.50
Wurlitzer 850	269.50	Packard Boxes, New	29.50
Wurlitzer 700	275.00	Seeburg 20 Sel. Wall-o-Matic, R.C., 5-10-25¢	37.50
Wurlitzer 750, E&M	285.00	Seeburg Bar-o-Matic, 5-10-25¢	39.50
Wurlitzer 1015	635.00	<b>PARTS</b>	
<b>SEEBURG</b>		Bennett Route Master Needles	\$ .35
Seeburg Casino	\$ 75.00	Cash Box Locks, Each	1.00
Seeburg Regal	89.50	Buckley Bracket for Bar Boxes	1.75
Seeburg Plaza	89.50	Seeburg Brackets for Bar Boxes	2.95
Seeburg Hi-Tone 8200 Victory	110.00	Packard Brackets for Bar Boxes	2.50
Seeburg Gem	110.00	7 1/2" 15 Watt Bulbs, Per Case	10.50
Seeburg Vogue	139.50	Seeburg Adapter for Wurlitzer 24	12.50
Seeburg Classic	139.50	Seeburg Play Boy Console for R. C.	15.00
<b>SEEBURG CADET, ES</b>	155.00	Lumilines, Per Case of 24	21.00
Seeburg Cadet-Majors	155.00	Wurlitzer #130, Adapter	22.50
<b>SEEBURG HI-TONE 8800, ES</b>	165.00	Wurlitzer #300, Adapter	22.50
<b>SEEBURG CADET, ESRC</b>	175.00	Wurlitzer #145, Red Stepper	32.50
<b>SEEBURG HI-TONE 8800, ESRC</b>	185.00	<b>ARCADE ROLL DOWN GAMES</b>	
Seeburg Envoy, ESRC	189.50	ROLL-A-SCORE	\$125.00
<b>ROCK-OLA</b>		<b>GENCO TOTAL ROLLS</b>	195.00
Rock-Ola Windsor or Monarch	\$ 69.50	<b>MILLS PANORAM, \$150.00</b> (Crated \$10.00 Extra)	
Rock-Ola Standard	119.50	Send 1/3 Deposit, Balance C. O. D.	
Rock-Ola De Luxe	129.50	<b>HUB DISTRIBUTING CO.</b>	
Rock-Ola Master	139.50	632 Tenth Ave., cor. 45th St. New York 19, N. Y. Circle 6-9570	
Rock-Ola Spectravox & Playmaster	110.00	<b>SPECIAL</b>	



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WITH THE NEW  
BAKERS PACERS**

The Aristocrat of Consoles

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- Flashing Odds
- 7 Coin Play
- Illuminated Track

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Here is your chance to buy one of the best games made by Daval Mfg. Co. for 1/3 of list price. 25 new, late style Daval FREE PLAY Games in original cartons, cigarette or fruit reels. This machine has been proven to be one of the best money makers in closed territories. Price, \$24.50 each; 5 for \$110; 10 for \$210. WRITE, WIRE OR PHONE

**PENNIES, INC.**

246 CHARLOTTE STREET ASHEVILLE, N. C.

# CANDY PRICE DROP RUMORED

## Cocoa Price Possible Key

**Belief in possible lower price of candy bars persists in spite of rises**

CHICAGO, Oct. 11.—In spite of continuing announcements by various candy manufacturers of price rises, rumors persisted here this week that there will be a general candy price drop after the first of the year.

Candy manufacturers gave no indication that there was any prospect for such a development other than the possibility that a drop in the price of cocoa beans, biggest supply headache at the present time, might serve as a catalyst for a small drop in box prices of candy bars after the Christmas buying season is over.

### Competition Increase

It is expected that competition between candy bar makers will increase during the coming year as new manufacturing facilities become available and output is increased, thus possibly bringing about some price changes to aid sales campaigns.

However, on the manufacturers' side of the picture, the problem of reaching a happy medium between rising production and raw material costs and the pressure of consumers (See *Candy Price Drop* on page 124)

## RECORD REVIEWS

(Continued from page 31)

**JACK FINA (MGM 10085)**  
*Golden Earrings—FT; VC.*  
*So Far—FT; VC.*

It's a smartly polished band that Jack Fina brings to the label for the first time. His band fully voiced and blending with full and broad tone, the instrumental sparkle is provided by the maestro's scholarly Steinwaying, flushed by the string section. Only there's not enough of the Fina piano flourishes in these cuttings to make for any real ivory flash. Nonetheless, it's all smooth and danceable for both sides of the disk. The Fina music creates the gypsy atmosphere for *Golden Earrings*, but unfortunately, Harry Pine is no romany piper. Lad fares much better for the *So Far* ballad from the *Allegro* show score.

Coin play will depend largely on the maestro's personal following.

**FREDDY MARTIN**  
(Victor 20-2473 and 20-2476)

*When I Write My Song—FT; VC.*  
*Hora Staccato—FT.*  
*Don't You Love Me Anymore—FT; VC.*  
*On the Santa Claus Express—FT; VC.*

The songwriters gain dipping into the classical composers, it's an able adaptation of Saint-Saens' *My Heart at Thy Sweet Voice* for what comes out as *When I Write My Song*. And for Freddy Martin, the classical melody is tailor-made for his polished dance rhythms emphasizing the soft fiddles, piano and tenor sax, with

Stuart Wade romantically emphatic in his baritone. For the flip, also in the slow ballad frame, it's a tuneful and buoyant *Don't You Love Me Anymore* with Clyde Rogers' soft tenor piping assisted by the Martin Men for the lyrical attraction. *Hora Staccato* merely provides a frame for Gene Conklin's whistling of the fiery gypsy melody without attracting any undue attention for his effort. And for the flip, it's a cheerful and catchy holiday tune in a bright and rhythmic *Santa Claus Express* with Wade and the Martin Men expressing the Yuletide spirit lyrically.

Ballad sides will pay off for the phono ops, with the *Santa Claus Express* sure to bring in coins during the holidays.

**RAY HERBECK (Columbia 37869)**  
*Tiss Me Or Ya Dotta Det Out—FT; VC.*  
*Playmates—FT; VC.*

Ray Herbeck goes tootie-fruitie for this twosome. Band boys provide a sprightly rhythmic base as Betty Benson overbears in trying to lisp it for a cutie-pie piping to *Tiss Me Or Ya Dotta Det Out*. Nor does the canary make her chant mean anything more for Saxie Dowell's familiar *Playmates* novelty.

Nothing here to excite phono fans.

**MATTY MALNECK (Columbia 37877)**  
*Shangri-La—Parts I and II—FT.*

Dusting off a forgotten master, label brings a colorful and melodious orchestral composition, with full symphonic contrasting boogie-woogie overtones in the *Shangri-La* scoring of a full concert orchestra directed by Matty Malneck. Weaving an intricate musical and rhythmic pattern for the beautiful melody, the composition also showcases the striking harp strums of Robert Maxwell, movie studio musician, who displays real artistry for both the legato and hot jazz passages. It's the composition of maestro and soloists and bears repeated hearings to get the full flavor of its melodic meaning.

For the home library.

**LOUIS PRIMA (Victor 20-2477)**  
*I'll Never Make the Same Mistake Again—FT; VC.*  
*You Can't Tell the Depth of the Well—FT; VC.*

Setting a good bounce beat to the *Same Mistake Again* ballad, Louis Prima sings it with a full measure of haziness for the sentimental song, assisted by the responsive chants of the boys in the band. For added measure, the maestro gets in some fine trumpet measures to space his singing. More suited to his husky rhythm chanting is the *Depth of the Well* ditty, with the band boys again joining in on the song. And while the band lays down a good rhythmic beat, the spinning is entirely a sing.

It will take the Louis Prima fans to find any favor here.

**LARRY GREEN (Victor 20-2479)**  
*The Old Ferris Wheel—FT; VC.*  
*Sipping Cider by the Zuyder Zee—FT; VC.*

These tuneful and attractive music-box melodies are particularly suited to the Steinway tinkles of Larry Green, with the subdued dance rhythms of the band making it easy to take on the hoof and just as pleasant for the ear. With the maestro's light and nimble-fingered keyboarding setting the stage, *The Old Ferris Wheel* spins at a ballad tempo, with June Robbins singing the refrain with full nostalgic feeling. Just as effective is the Green music, his piano replete with music-box tinkles, for

## Set Showing For Spacarb Mix-a-Drink

### Debut at NAMA Meeting

CHICAGO, Oct. 11.—New three-flavor cup-type drink dispenser by Spacarb, Inc., of New York, will be shown for the first time during the National Automatic Merchandising Association's (NAMA) convention and exhibition December 14-17 at Chicago's Palmer House.

I. H. Houston, president of Spacarb, said this week that the three-flavor Mix-a-Drink is now being produced at the Bath Iron Works Corporation, Bath, Me. Feature of the machine, of course, is its selectivity with the added consumer appeal that any or all of the flavors can be combined by the customer to suit his own taste.

### Embodies Coin Changer

Vender is equipped with an automatic dime and quarter coin changer and with a slug rejector. It is being built to sell nickel drinks, with a capacity of 1,000 cups. Stainless steel sirup tanks, completely sealed, will hold 17 gallons. Houston said the new Mix-a-Drink was designed by Norman Bel-Geddes.

New vender will be sold exclusively to and thru Spacarb franchise holders. The parent firm announced this week that these franchise operators can stock the vender with the three flavors most popular in their locality.

J. P. Pero III, sales manager of the firm, described other features of the vender as front-door servicing, self-locking, sealed coin box and counter to assure true count of drinks sold and an exclusive solid aluminum cooler with carbonator cast in, which will deliver drinks in five seconds.

## Music Systems, Inc., Holds Seeburg Show

CLEVELAND, Oct. 11.—Music Systems, Inc., here will hold a showing of the new 1948 Seeburg line October 19, Joe Nemes, firm head, announced this week. Operators of 36 Ohio counties are expected to attend.

Showing will be climaxed by a 1 p.m. luncheon in the Rainbow Room of the Carter Hotel here.

the buoyant and catchy *Sipping Cider* ditty, with Miss June's ditting again in high order. It's all smartly tailored in the tradition of the supper room syncos.

Both sides will count at the smart and intimate coin locations.

**KAY KYSER (Columbia 37925)**  
*Pushin' Sand—FT; VC.*  
*It Happened in Hawaii—FT; VC.*

A reissue of two Kay Kyser cuttings that shows off the band to best advantage. Still spinning bright and with plenty of rhythmic punch is the riff-patterned *Pushin' Sand* for which Trudy Erwin adds some stylish scat singing. Also with a fine bounce base is the *Hawaii* rhythm ditty with a torrid trumpet teeing off as the band sets the stage solidly for Harry Babbitt's smooth vocal to the sustained vocal harmonies of Dorothy, Trudy, Jack and Max.

*Pushin' Sand*, still to hit its real stride, makes effective coin bait.

### Fully Reconditioned Money-Back Guarantee

#### SLOTS

**BAKER**  
Black Beauty, 3/5, 5¢ .. \$125  
Black Beauty, 3/5, 10¢ .. 135  
Black Cherry, 3/5, 25¢ .. 145

**WATLING**  
Rol-a-Top, 10¢ .. \$ 45

**JENNINGS**  
4-Star Victory Chief, 10¢ .. \$ 85  
4-Star Victory Chief, 25¢ .. 95  
Silver Chief, 5¢ .. 85  
Victory Chief, Mod. M, 5¢ .. 95  
Victory Chief, Model M, 25¢ .. 125

#### MILLS

Gold Chrome, 2/5, 5¢ .. \$115  
Gold Chrome, 2/5, 10¢ .. 125  
Gold Chrome, 2/5, 25¢ .. 135  
Gold Chrome, 3/5, 5¢ .. 105  
Bonus Bell, 10¢ .. 140  
Black Cherry, 2/5, 25¢ .. 195  
Brown Front, 3/5, 25¢ .. 110  
Silver Chrome, 3/5, 5¢ .. 125  
Silver Chrome, 3/5, 10¢ .. 135  
Silver Chrome, 2/5, 50¢ .. 250  
Blue Front, 3/5, 10¢ .. 95

#### NEW FIVE BALLS

Keeney Click .. Write  
Williams Torch .. \$205  
Chicago Coin Playboy .. 195  
Genco Money .. Write  
Exhibit Mam'selle .. Write

#### WILLIAMS' ALL-STARS

5¢-10¢-25¢ Coin  
Chutes. Guaranteed  
Mechanically Perfect!

#### NEW FIVE BALLS

Exhibit Coed .. Write  
Chi. Coin Gold Ball .. Write  
Bally Ballyhoo .. Write  
Genco Broncho .. Write  
United Nevada .. Write

#### CONSOLES

Mills Three Balls, 5-10-25¢ \$250  
Jennings Silver Moon, 5¢ .. 75  
Pace Twin Reels, 10-25¢ .. 125  
Pace Saratoga, 10¢ .. 85  
Pace Saratoga, 25¢ .. 75  
Keeney Three-Way Bonus Super Bell, Floor Sample, 5¢-10¢-25¢ .. 975  
Keeney Twin Bonus Super Bell .. 595  
Keeney Single Bonus Super Bell, 5¢-10¢-25¢ .. 395

#### ONE - BALLS

**NEW Bally Entry** .. Write  
Big Parlay, latest model .. \$275  
Victory Derby, guar. perfect 175  
Jockey Club, Payout .. 95  
Turf King, Payout .. 95  
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# Alabama Operators' Assn. Frames Strong P-R Program

(Continued from page 119)  
corrected, Colonel Choate said.  
As the new law reads, licenses is-  
sued will bear only the operator's  
name and business address, and only  
one license will be required each year.  
This will permit an operator who  
must pull a machine from a stop to  
do so without going to the courthouse  
to have the location address corrected.

"However," Choate told the oper-  
ator-members, "it is expressly stated  
in the bill that licenses will be pur-  
chased in the county in which the  
machine is operating at the beginning  
of the license year. This is very im-  
portant, and everyone must comply."

A second important proviso in the  
new law makes it necessary for the  
operator to place his license either  
on or near the machine in operation.

Earlier this year the Alabama  
Legislature got three unfavorable  
bills which would have raised license  
fees on music equipment to a level  
operators could not afford. One of  
these proposals, which the Legislature  
turned down, would have increased  
license fees to \$100 per machine.  
Presentation of statistical data on  
music operations convinced the Legis-  
lature that such a fee was not feasi-  
ble.

### Paper Commends Group

A recent edition of *The Mont-  
gomery Journal*, in its editorial  
column, commented on the work of  
the Alabama association by starting  
off saying, "The days of the juke  
box king are a thing of the past."  
The column went on to explain that  
the AMOA's members own and oper-  
ate 60 per cent of the State's 4,000  
juke boxes, and that they are making  
a living but are far from growing  
wealthy on their gross receipts.

After giving comparative figures on  
the pre-war cost of owning and oper-  
ating a music route, *The Journal*—  
in one of the most truthful and fa-  
vorable stories ever printed about the  
phonograph business in this State—  
quoted Choate's breakdown of two op-  
erations to show the kind of "take-

home" pay operators are getting.  
"The owner of 46 machines," the  
case history said, "grossed \$32,443.  
But half went to location owners. His  
50 per cent amounted to \$16,221. Out  
of this amount he paid \$575 in State  
and county licenses, \$320 to cities,  
\$648 in sales tax, \$460 in federal tax,  
total \$1,913. In addition, he paid  
\$4,784 for records. This left the  
operator \$9,534, but out of this  
amount he had to pay overhead and  
the wages of four employees."

*The Journal* story concluded with  
this observation: "Today a cross-  
section of Alabama business men are  
music box operators."

At the last meeting of AMOA the  
following officers and directors were  
elected and installed for the coming  
year: Claude Hall, Jasper, president;  
T. E. Farned, Russellville, first vice-  
president; C. L. Cawlishaw, Mobile,  
second vice-president; Sam H. Stew-  
art, Tuscaloosa, treasurer; I. E.  
Cohen, Montgomery, secretary. Di-  
rectors are: Nathan Allen, Birming-  
ham; Paul Daniels, Montgomery; W.  
B. Loosier, Decatur; Johnnie Walters,  
Selma; J. H. Weinand, Fairhope; J.  
C. Barnes, Demopolis; David Franco,  
Montgomery; Leonard Barnes, Selma;  
C. J. Fox, Mobile, and Ollie Coker,  
Birmingham.

### Make Reprint Mailing of Magazine Article on NCWA

WASHINGTON, Oct. 11.—A reprint  
of the article *Town Square of the  
Nation*, from the August issue of *Na-  
tion's Business*, which gives the Na-  
tional Candy Wholesalers' Associa-  
tion (NCWA) a mention as being in  
the hub of things in Washington, is  
being sent to all members and friends  
of NCWA by C. M. McMillan, execu-  
tive secretary-treasurer of the asso-  
ciation.

Accompanying the article is a letter  
telling how important "location" is  
in all businesses—even for associa-  
tions.

## RECORDS MOST-PLAYED ON THE AIR

(Continued from page 127)

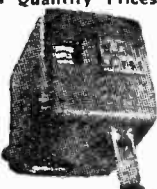
(Bing Crosby-Carmen Cavallaro, Decca 24101)		
8	10	12. WHEN YOU WERE SWEET SIXTEEN . . . . . Victor 20-2259—ASCAP
8	9	13. NEAR YOU . . . . . Elliot Lawrence (Rosalind Patton) . . . . . Columbia 37838—ASCAP
6	—	14. FEUDIN' AND FIGHTIN' (M) . . . . . Dorothy Shay (Mischa Russell Ork) . . . . . Columbia 37189—ASCAP
21	14	15. I NEVER KNEW . . . . . Sam Donahue (Bill Lockwood) . . . . . Capitol 405—ASCAP

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# ALBUM REVIEWS

(Continued from page 21)

**NIGHT AND DAY**—Ginny Simms (Sonora MS-496)

Altho it's a bit late for the movie tie-up, there's still no time limit to the popularity of Cole Porter's *Night and Day* musical score for the movie of that name. Moreover, the fact that Miss Ginny handled the singing chores in the movie makes this set of eight selections from the screen score a fine Porter package. While her piping may be without the depth for the dittying, her thin pipes spin out the lyrics with a pleasant liquid flow. And with the selections everlasting favorites, the plattering is easy enough to take without any vocal brilliance to carry the cuttings. A studio orchestra, with subdued strings, woodwinds and brasses to fit the piping, Miss Simms contrasts the tempos to make for favored pace changes in her chanting for *Night and Day*, *I've Got You Under My Skin*, *You're the Top*, *My Heart Belongs to Daddy*, *What Is This Thing Called Love*, *Just One of Those Things*, *I Get a Kick Out of You* and *Easy to Love*. Glamour photo of the songbird graces the album cover with a whirl of musical notes keyed to thumbnail face photos added to the notes and tune titles printed on the inside page.

**VICTOR YOUNG** (Decca A-428)

Maestro-composer Victor Young, with a full concert orchestra rich in strings taking their cues from his stick, provides a restful and easy salon music session for this set of four records. Featuring Ray Turner at the piano, two of the records take in Young's lovely mood melodies, with two sides for his *Pearls on Velvet* and a mating of *Stella by Starlight* and *Love Letters*. Two more sides spread out Hubert Bath's *Cornish Rhapsody*, with Turner for the solo Steinwaying. And for a change of pace, polishes off the package with entirely rhythmic scoring for *Ragging the Scale* and *Kitten on the Keys*.

**FACSIMILE**—Leonard Bernstein-RCA Victor Orchestra (Victor DM-1142)

Music for the modern ballet, it's tense and neurotic musical patterns that Leonard Bernstein has devised in this composition, *Facsimile*, which he labels "a choreographic essay." The composer conducting the RCA Victor Orchestra, the unmelodic action music, originally written last summer for the Ballet Theater, is played with full intensity and full dynamics. For the ballet, the music is intended to mirror the psychological tension of a woman and two men, and for such design *Facsimile* translates emotional tensions and frustrations that indicate loneliness and nervousness. While not as pleasant to make for the popularity of Bernstein's ballet music for *On the Town*, the modern music student and modern ballet dancers will find this musical essay of some measure of interest. Cubist creation of ballet figures makes for a colorful title page with notes on the composer and his music filling the inside page of this two 12-inch record set.

**RAVEL**—Pierre Monteux-San Francisco Symphony (Victor DM-1143)

For those seeking out the senuous and symbolic musical eloquence of Ravel, this set of four 12-inch records makes a notable addition to the waxed shelf. Conducting the San Francisco Symphony Orchestra with a full sensitivity of the melancholy melodies and joyous music that Ravel has captured for his compositions, Pierre Monteux gives a brilliant and highly interpretive reading for two of the master's more familiar ballet pieces. For four sides its the plaintive melodies in contrasting waltz tempos of the *Valses Nobles et Sen-*

*timentales*, depicting eight musical scenes of the flirtatious courtesan and her old Duke and young lover. For three sides, it's the joyous and symbolic music of young lovers in the grove of Pan ever popular as the *Daphnis et Chloe Suite No. 1*. To polish off the set, Monteux includes Ravel's elegant arrangement of Debussy's mood-inspiring *Sarabande* melody. It was Monteux who gave the *Valses* their first concert performance back in 1914, the maestro also conducting the first ballet performance of *Daphnis et Chloe*. Frank Decker's symbolic ballet figured design makes for album cover attraction with notes on Ravel's music filling the inside page.

**HALLOWE'EN**—Lionel Barrymore (MGM 10-A)

With the holiday at hand, the label packages Lionel Barrymore's musical fantasy of *Hallowe'en*, which was first introduced at the Hollywood Bowl in 1945 by Miklos Rosza, who conducts the large orchestra for this set for three 10-inch records, and which has since been performed several times on the air. Barrymore, who composed the eerie and descriptive music, which gets its symphonic overtones in Rosza's orchestration, joins the waxing session as narrator to tell Dailey Paskman's fanciful story of the little girl who was saved from the big bear by a clan of six elves. While the story is in true fairy-tale tradition for the kids, the emphasis on musical fantasy in spite of the interspersed lyrical verses makes for tune and tale treatment that is entirely adult. But while Rosza gives the music full breath of symphonic scoring, it's without the melodic charm that makes it so much easier to drift into the realm of fantasy. As for the *Hallowe'en* linkage, it's only in the eerie elements of the music and the horror elements of the story. When Barrymore's rumbling doesn't carry the story thread, it's the deep bass singing voice of John Ford as the fearless woodman, the tenor of Edward Lear as the shoemaker and the soprano of Marion Bell as Myrtle, the little girl who is stolen by Boo Boo, the bear. No stinting in its production, but it doesn't make it any easier to hold a kid's attention for the six sides. Descriptive story drawing of the woodman and the elves, along with photo of Barrymore, makes for an attractive cover design, with an open letter from the screen actor printed on the inside page giving cast and production credits.

**BACH: MASS IN B MINOR**—Robert Shaw-RCA Victor Chorale and Orchestra (Victor DM-1145)

Bach's most famous secular cantata, *Mass in B Minor*, in all its secular beauty and musical dimension, is transcribed in its entirety for the first time to give the label a real prestige package. Robert Shaw, conducting the RCA Victor Chorale and Orchestra, together with the soloists, bring out the full liturgical brilliance and musical glory of Bach's great musical testament of faith. And apart from its secular interest, it makes a most ambitious addition to the musical shelf for the many lovers of Bach music. Soloists, all singing with distinction and full reverence, as does the large mixed chorus itself, include Anne McKnight and June Gardner, sopranos; Lydia Summers, contralto; Lucius Metz, tenor, and Paul Matten, bass. And above all, much credit for the musical majesty of the full setting goes to conductor Robert Shaw. For the entire *Mass*, the recording calls for 17 12-inch records, packaged in two separate albums. A cathedral scene for the appropriate cover design, with notes on the music, credits, and a full breakdown of all parts of the cantata filling the inside covers.

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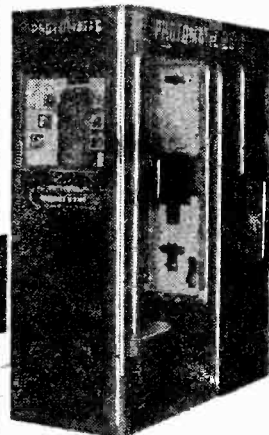
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5¢ Brown Front . . . 90.00
10¢ Brown Front . . . 100.00
25¢ Brown Front . . . 110.00
5¢ Blue Front . . . 75.00
5¢ Jennings Ciga- rora . . . . . 45.00

10¢ Blue Front . . . \$ 90.00
25¢ Blue Front . . . 105.00
Chicago Metal Double and Triple Revolv-a-Round Safe Stands.

TERMS: 1/3 Deposit,  
Balance C. O. D.

### SLOT PARTS

We have all Mills Slot and  
Jumbo Parts.

## COIN-A-MATIC DISTRIBUTORS

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**Don't make the same mistake!**  
**DON'T LET THIS HAPPEN TO YOU**

**You'll be ahead with EXHIBIT games**

*Ask Any Operator*

**EXHIBIT SUPPLY CO.**  
 (ESTABLISHED 1901)  
 4222-30 W. LAKE STREET · CHICAGO 24, ILL

**ANNOUNCING . . .**  
**NEW CHAIN DRIVE COIN CHUTE**

FOR ALL MODELS OF MILLS MACHINES  
 The **GREATEST** improvement since the **BELL** was invented  
**MADE ONLY IN 5c-10c-25c PLAY**

- Won't Take Steel Slugs
- Throws Out Bent Coins
- Won't Take Any Coin Thicker Than a Good Coin
- Eliminates 99% of All Your Coin Chute Trouble Calls
- Made From the Best Materials
- All Wearing Parts Hardened
- Will Outwear 2 Machines
- Can Be Changed From One Machine to Another
- No Cutting—No Drilling—No Filing
- Fits Right in Place of Old Chute
- Self-Adjusting to Mechanism

• Cannot Clog or Jam  
 • Coins Cannot Shingle

TESTED AND PROVEN ON ALL TYPES OF LOCATIONS FOR 2 YEARS.  
 Can be installed right on location in 5 minutes.

**10 DAYS' FREE TRIAL — 1 YEAR GUARANTEE**

**MODEL A** "ALL SAMPLES" **\$35.00**  
 Fits All Escalator Mills Machines Up to the Jewel

**MODEL B**  
 Fits the New Jewel Bell

IMMEDIATE DELIVERY

**MADE ONLY BY**  
**VALLEY SPECIALTY CO., INC.**  
 550 N. CLINTON AVE. ROCHESTER 5, N. Y.  
 "20 YEARS OF COIN MACHINE MANUFACTURING"

P and S

**TOM TOM**

Suitable for Any Pin Game or Arcade Location . . . Anywhere!

**First Shipments Already Starting**

TESTED ON ACTUAL LOCATIONS

**P and S MACHINE CO.**  
 3017 N. SHEFFIELD AVE., CHICAGO, ILL.

**BIG Profits with "MISTIC DERBY"**

- ★ Newest racing sensation
- ★ Fastest nickel earner
- ★ The take will run you dizzy
- ★ More angles than an old maid
- ★ Terrific trade stimulator
- ★ Legal anywhere
- ★ Fast enough for arcades

Operators' price, \$249.50. Write for low jobbers' prices. Write, wire or call

**SHORELINE DISTRIBUTORS**  
 2303 No. 11th Street Phone 3273 or 3582 Sheboygan, Wisconsin

**Abbott presents . . .**  
**"BUCCANEER" ALLEY ROLL**

**7-BALL ROLL DOWN WHAT A GAME!**

- Animated back board
- Multi-colored, scenic playing field
- Lite-up pockets
- Radiotype wiring
- Feather touch buttons
- Simplified mechanism
- Standard GUARDIAN parts throughout
- Lightweight, natural finish cabinet
- Scores up to 750,000

PRICE **\$479.50**  
 1/3 Deposit, Balance C. O. D.

**ORDER TODAY AND WATCH THE BUCKS ROLL IN WITH "BUCCANEER"**

See Your Local Distributor or

**ABBOTT SPECIALTIES CORP.**  
 612 10th Ave. NEW YORK 18, N. Y.  
 Phones: Circle 5-4875-6-7

**New!**

**SPECIAL  
Announcement**  
ALL NEW 1 WAY AND 2 WAY

*Keeney*

**BONUS Super Bells**

**NOW Available with HALF DOLLAR Coin Chutes!**



Any combination obtainable  
in 5-10-25-50c Coin Chutes!

★ Think what it means to take in up to \$2.50 per play thru one 50c coin chute. Actually **DOUBLE** your top earnings in "hot spot" locations. Your choice of 5c-10c-25c chutes comes to you as standard equipment—your half dollar chute together with 50c mechanism priced at fifty dollars extra. Operate 50c coin chutes with Keeney's 1 Way or 2 Way Bonus Super Bell consoles and become financially independent. You're missing a **GREAT DEAL** if you don't act today.

Order from your Keeney distributor **NOW!**

J. H. *Keeney* & CO., INC.

"THE HOUSE THAT JACK BUILT"

2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS



JOE ASH

**ACTIVE  
RECONDITIONED GAMES  
'NUFF SAID**

**COMPLETELY RECONDITIONED—READY FOR LOCATION!**

**EXHIBIT CARD  
VENDORS**

NEW — IN ORIGINAL CARTONS  
WRITE!

**MUTOSCOPE  
ATOMIC BOMBERS**

NEW — IN ORIGINAL CRATES  
WRITE!

**CHICAGO COIN  
GOALEES**

NEW — IN ORIGINAL CRATES  
WRITE!

ALL POST-WAR MACHINES

**STAGE DOOR CANTEEN**  
\$49.50

**SURF QUEEN**  
\$49.50

**BIG HIT**  
\$49.50

**SUSPENSE**  
\$64.50

**SUPERLINER**  
\$89.50

1/3 WITH ORDER, BALANCE C. O. D.

**ACTIVE AMUSEMENT MACHINES CO.**

666 No. Broad St.  
Philadelphia 30, Pa.  
Fremont 7-4495

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Mitchell 2-7646

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Scranton 4-6176



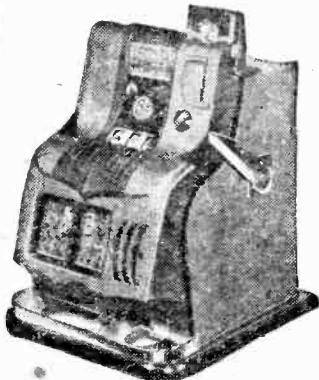
'YOU CAN ALWAYS DEPEND ON ACTIVE -- ALL WAYS'

**COIN MACHINE OF PITTSBURGH**

Delivering Mills Latest Machines

**JEWEL BELL**

Available in 5c-10c-25c Play



**BRAND  
NEW  
MILLS**

5c Q T,  
\$115.00



Exclusive Distributor for Mills  
Slots in Western Pennsylvania,  
Ohio and West Virginia.

**NEW FIVE BALLS**  
Exhibit Mam'selle  
Gottlieb Flying Trapeze  
Genco Broncho  
Bally Silver Streak  
Bally Nudgy  
Unlaid Nevada

**NEW**  
Bally Triple Bell ..... Write  
Buckley Track Odds ..... Write  
Evans Bang Tall ..... Write  
Keeney Bonus Super Bell, 5¢ \$550.00  
Champion Hockers ..... 60.00

**USED SLOT MACHINES**

Slightly Used Columbia Bells \$ 55.00	5¢ Jennings Victory Chief .. \$50.00
3-Way Keeney Bonus Bells . 795.00	10¢ Jennings Victory Chief .. 55.00
5¢ Mills Vest Pockets . . . . 35.00	5¢ Jennings Silver Moon Chief 80.00
5¢ Mills Blue Fronts . . . . . 50.00	10¢ Jennings Silver Moon Chief 65.00
5¢ Jennings Silver Moon Club 60.00	10¢ Pace Comet . . . . . 49.50
10¢ Jennings Silver Moon Club 65.00	25¢ Pace Comet . . . . . 59.50

**TERRIFIC BUYS—USED FIVE BALLS**

\$29.50                      \$39.50                      \$49.50

**C'MON IN AND SEE!**  
Filben Stow-a-Way . . \$398.00  
Filben Mirrocle Cabinets 325.00

**FILBEN  
MIRROCLE MUSIC**

we can show you how to  
turn your old electric selection  
mechanisms into new equipment.

**COIN MACHINE DISTRIBUTING CO.**

500 NORTH CRAIG ST. ★ PITTSBURGH, PA.

now . . **RESTAURANT RADIO!!**



**CONCERTONE '9000**

**GIVES YOU  
BIG**

**INCOME FROM**

*Brand new  
locations*

**BEAUTY PARLORS,**

**CAFE, ETC.**

only **39.45**

They'll spend real money while listening to their favorite radio program in restaurant locations. For the first time, you get low-cost, precisioned-perfect restaurant and beauty parlor coin-radio designed especially to fit any counter or wall space. **CONCERTONE '9000** is a sturdily built super heterodyne RCA licensed radio that has these startling features . . . Instantaneous play . . . Universal station coverage . . . Location volume control . . . No special wires . . . Each unit is self-contained . . . 7½ minute play for 5¢ . . . One or more radios to a location. Get into this lucrative biz today!

**TERRITORIES NOW OPEN FOR DISTRIBUTORS**  
GOTT RADIO MFG. CO., 6517 WEST BLVD., INGLEWOOD, CALIF.

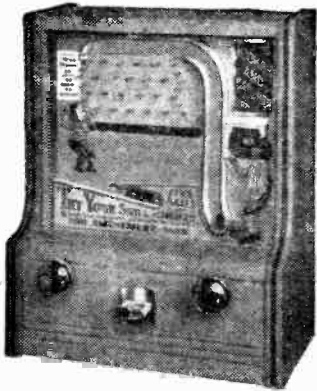
**Concertone '9000**  
MANUFACTURERS OF FINE COIN RADIOS



NOW DELIVERING  
THE NEW 1948  
MODEL

# KICKER and CATCHER

NEW FLASH — NEW BEAUTY  
NEW SCORING ARRANGEMENT



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR  
INVESTED THAN ANY GAME MADE!

5 Balls For One Cent **\$37.50** F. O. B. CHICAGO

5 BALLS FOR 5 CENTS, \$41.25

ORDER TODAY! Try for 10 days. Money Back If Not Satisfied. . . You Keep Receipts!

**BAKER NOVELTY CO.**

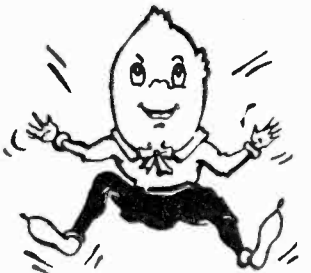
Headquarters for Slot Machines  
and Bakers Pacers

1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS



ALL THE  
KING'S  
HORSES  
AND ALL

THE KING'S MEN  
ARE WAITING FOR  
**HUMPTY  
DUMPTY!**



## FOR SALE

IN WESTCHESTER COUNTY, N. Y.  
PINBALL & AMUSEMENT ROUTE

Consists of 90% Post-War Games (new),  
1 truck and large selection of Parts. This  
Route is well established and must be seen  
to be appreciated. All returns confidential.  
Will sell all or take in partner.

**BOX 239**

THE BILLBOARD  
1564 Broadway New York 19, N. Y.

## WANT

Experienced Man to service and collect Music and Pin  
Ball Route. Steady employment with good salary.

**MILLER MUSIC COMPANY**

at Indian Lake, Russell's Point, Ohio  
60 miles from Columbus, Ohio

Mailing Address:

**MILLER MUSIC CO., R.R. 1, Huntsville, Ohio.**

## Cincinnati Ops' Assn. Answers Attack on Juke Box Industry

CINCINNATI, Oct. 11.—Newspapers here continued last week to give prominent attention to the music machine industry, with the council preparing to continue hearings this week on a proposed ordinance to license juke boxes. The law committee, which will set fees, has announced no definite amounts to be included in the proposed licensing plan.

Meantime the city's newspapers continued to give the industry some

## Philippine Sugar Export

MANILA, Oct. 11.—E. D. Hester, economic adviser for the United States Embassy here, announced that exports of Philippine sugar will probably not exceed 200,000 tons in the 1947-'48 milling season.

unfavorable publicity as a result of a tavern explosion which the police were quoted as blaming on a dispute between rival music operators. Allen Brown, attorney representing the Cincinnati Automatic Phonograph Owners' Association, appeared before the council committee this week to point out that juke box operating is a reputable business.

## SERVICEMAN SLOTS AND PIN GAMES

State salary, experience and references.  
Real opportunity to honest, sober, dependable man. Reply:

BOX 130, The Billboard  
155 N. Clark St. Chicago 1, Ill.

## 5 DAYS' TRIAL

5 DOUBLE SAFES, 1D, like new	\$20.00
4 DOUBLE SAFES, 1D, new	50.00
2 SINGLE SAFES, 2D, new	25.00
1 BOX STAND, new	15.00
6 CROSS STANDS	3.00
1 DOUBLE SAFE, new, Revolveround, heavy, with door bolts	100.00
7 COLUMBIA G. A., 1947	50.00

**NORMAN DEE**

Phone 2414 CUMBERLAND, MD.

# 3 Good Reasons

Why Buckley Built  
Equipment . . belongs on  
your operating schedule



*Buckley* **Chrome MUSIC BOX**  
Available in 20 or 24 Selections

*Buckley* **TRACK ODDS**

A New 7 COIN RACE HORSE CONSOLE, Cash or Check Play

*Buckley* **BELLES** Available in the  
Following Models:

• **CRISS CROSS BELLES** Newest idea in payout combinations.

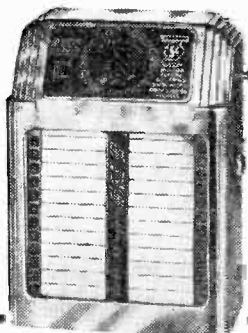
• **BUCKLEY GUARANTEED JACKPOT BELLES** For Clubs  
and Locations desiring to give definite Jackpot Payouts.

• **HAND LOAD JACKPOT BELLES**

• **AUTOMATIC JACKPOT BELLES**

All Models Incorporate NEW Features and IMPROVEMENTS Not Found on Other Machines

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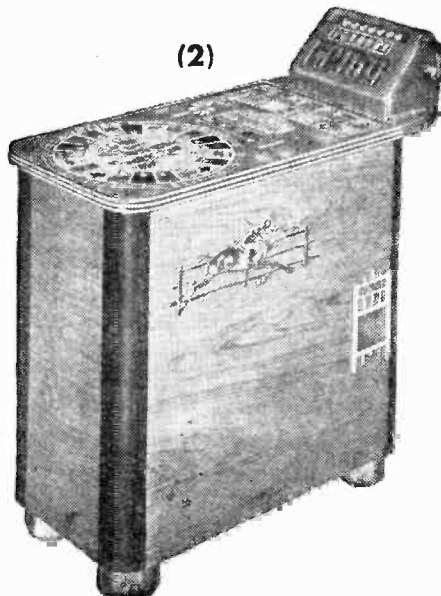


THE

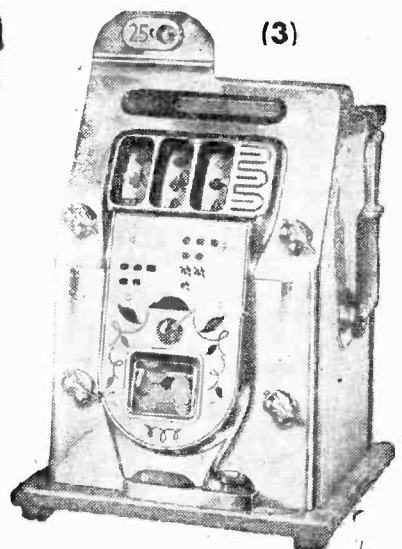
**WALL BOX**

OPERATORS PREFER!

(2)



(3)



*Buckley Manufacturing Co.*

4223 WEST LAKE STREET • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533







It's CONDITION That Counts! SUPER SPECIAL! MYSTERY \$124.50

- FREE PLAYS: Baffle Card \$119.50, Sea Breeze \$79.50, Bally Moo \$179.50, Show Girl \$99.50, Big League \$54.50, Rio \$109.50, Carousel \$129.50, Smarty \$89.50, Crossfire \$169.50, Smoky \$119.50, Fast Ball \$84.50, Spellbound \$84.50, Lightning \$109.50, Super Up \$84.50, Midget Racer \$84.50, Step Up \$84.50, Miss America \$149.50, Havana \$149.50

ANY FREE PLAYS BELOW @ \$19.50 ALL READY FOR LOCATION ABC Bowler, Argentine, Armada, Bomb the Axis Rats, Champ, Defense, Fox Hunt, G.I. Joe, Gun Club, Home Run ('41), Dude Ranch, Paradise, On Deck, Show Boat, Sea Raider, Tail Gunner, Miss America (Chi-Coin), Big Time, Belle Hop, Venus, Victory.

- ONE BALLS: Big Parlay, FP \$259.50, Fortune, Comb. FP/PO \$29.50, Record Time, FP (compl. but needs repr.) \$25.00, Whirlaway, FP \$39.50, Bally Eureka (New) Write

- ARCADE: Atomic Bomber \$269.50, Bally Defender \$59.50, Bow-to-Ball, '6' \$139.50, Bow-to-Ball, '14' \$179.50, Chi-Coin Goalee \$189.50, Genco Whizz w/Stand (Brand New) \$74.50, Panoram (Viewing Show) \$229.50, Pokerino \$179.50, Red Ball \$89.50, Stands for ABT Challenger \$9.75, Ten Strike, '46, FP \$169.50, Undersea Raider \$89.50, Voice-o-Graph, 35¢ Slot, '46 (Like New) Write

- MUSIC: Rock-Ola Commando (Very Clean) \$189.50, Rock-Ola Commando Hideaway (No Amp.) \$99.50, Rock-Ola Standard, '39 \$189.50, Wurlitzer 700 \$259.50, Wurlitzer 950 \$289.50, Wurlitzer 616, 110V-DC \$119.50, Seeburg 8200 (Very Clean) \$159.50, Alreone '46 Super DeLuxe \$399.50, Packard w/Boxes, '46 \$22.50, Ultra-Tone Chandelier Ceiling Speaker \$19.50, Baffles, 30" (any phone speaker fits)

- COUNTER GAMES: ABT Challenger, New \$44.50, American Eagle, Non-Coin, New \$19.50, American Eagle, 5¢, Used \$17.50, Bouncer, New \$19.50, Daval Free Plays, New \$32.50, Daval Free Plays, Used \$22.50, Daval Gushers, 5¢, New \$22.50, Hi-Fly \$39.50, Kicker & Catchers, New \$37.50, Pop-Ups \$37.50, Wagon Wheels F/Reels, Used \$17.50, Whirl-o-Balls, New \$37.50

The House of Quality SILENT SALES SYSTEM 634 D STREET N.W., WASHINGTON 4, D. C. 2505 N CHARLES STREET - BALTIMORE 18, MD

1947 Jukes, Games Appear in Numbers In African Cities

CAPETOWN, South Africa, Oct. 11. —New 1947 model juke boxes and game machines are making their appearance around South Africa in large quantities with new operators, for the most part, placing them in milk bars, cafes and pubs. Bell machines are still getting the coins in many club locations, with the first new machines since the war starting

to arrive in force to help expand these operations.

Arcade machines are finding a poor market in South Africa mainly because of the huge prices that they have to pay for them to get them from the United States. Several English-made arcade machines, of the smaller type, are enjoying a fair success.

It is noted that most of the location-selling phonograph salesmen that have courted coin machine operators for the past few years have turned to operating themselves, and many locations that formerly owned their own juke box have sold out to an operator because of lack of repairmen for service calls while privately owned.

FOR SALE HALF INTEREST IN MUSIC MACHINE AND PIN BALL ROUTE IN SOUTHERN NEW JERSEY 1946 truck and established business. Splendid opportunity for expansion. 120 machines, one-half pin ball. Late model equipment. \$18,000.00. Have other business demanding more time. Write BOX D-128, c/o The Billboard, Cincinnati 22, O.

MECHANIC AVAILABLE Immediately. 15 years' experience as mechanic-manager on phonograph, pins and arcade. Have complete test equipment for own repair of amplifiers, steppers and wall boxes. Install all makes of wired or wireless phonographs. Desires permanent position with reliable operator or distributor. Married, sober, car. References and personal data on request. BOX D-129, Care Billboard, Cincinnati 22, Ohio.

WORLD'S LARGEST DISTRIBUTING HOUSE! EMPIRE SUPER MARKET'S 1012-14 MILWAUKEE AVE. LESS THAN MANUFACTURER'S COST! BAT-A-BALL UPRIGHT MODEL \$84.50 BRAND NEW, IN ORIGINAL CRATES! ORDER NOW!

- NEW PIN GAMES: UNITED NEVADA \$1.00, GOTT. TRAPEZE \$1.00, BALLY NUDGY \$1.00, MARVEL OSCAR \$1.00, GENCO BRONCHO \$1.00, EXHIBIT COED \$1.00, DOUBLE BARREL \$1.00, BAL. SILV. STRIKE \$1.00, MARV. LIGHTNING \$1.00

- ARCADE MACHINES: WHIZZ & STD. \$79.50, BOMBSIGHT \$350.00, ADVANCE ROLL \$499.50, PREMIER BOWLO \$499.50, TEN GRAND, 10 1/2 Ft. \$499.50, BASKET B. CHAMP \$279.50, POKERIO \$445.00, METAL TYPER \$250.00, AMUSE. TUMBLER \$125.00, MIR-O-SCALE \$169.50, AMERICAN FORTUNE \$169.50, IDEAL FOOTBALL \$395.00

- NEW COUNTER GAMES: POP-UP \$24.50, ABT CHALLENGER \$49.50, FOLDING STAND \$11.95, GOTT. GRIP SCALE \$39.50, GRIP-VUE \$49.95, BASKETBALL, 1¢ \$39.50, WITH STAND \$49.50, KICK & CATCHER \$37.50, MARVEL CIG. REELS \$39.50, IMP., 1¢ or 5¢ \$14.50, BEST HAND \$30.00, MEX. BASEBALL \$30.00, SKILL THRILL \$30.00, FREE PLAY \$30.00, HEAVY HITTER \$160.00, WITH STAND \$175.00

- NEW SLOTS: JENNINGS LITE-UP CHIEF \$324, \$334, \$344, \$454, JENNINGS STANDARD CHIEF \$269, 279, 289, 399, MILLS BLACK CHERRY \$248, 253, 258, 338, MILLS GOLDEN FALLS, H.L., 2-5 \$258, 263, 268, 348, WATLING ROLATOP \$175, 200, 225, 300, GROETCHEN DE LUXE CLUB COLUMBIA \$149.50, GROETCHEN COLUMBIA, JP \$145.00, MILLS VEST POCKETS \$74.50, LOTS OF 5 \$65.00

- SLOT SAFES, STANDS: CHICAGO METAL REVOLVING SAFES— UNIVERSAL, Single, \$79.50; Double \$116.75, BOX STANDS \$27.50, FOLDING STANDS \$12.50

WILLIAMS' GREATEST MONEY MAKER! ALL STARS .. WRITE

- SLOTS: 50¢ GOLDEN FALLS, NEW REB. \$199.50, 5¢ MILLS BLUE FRONT, ORIG. \$99.50, 10¢ BROWN FRONTS \$119.50, 5¢ BONUS BELL \$119.50, 10¢ BONUS BELL \$129.50, 25¢ BONUS BELL \$139.50, 5¢ GOLD CHROME, H.L. \$129.50, 10¢ GOLD CHROME, H.L. \$139.50, 25¢ MILLS CLUB CONSOLE \$149.50, 5¢ MILLS Q.T. \$89.50, VEST POCKETS, 1946 Model \$49.50, 10¢ BLACK CHERRY, NEW REB. \$134.50, 25¢ BLACK CHERRY, REB. 2-5 \$139.50, 5¢ JENN. SILVER CHIEF \$99.50, 5¢ JENN. CLUB CONSOLE CHIEF \$109.50, COLUMBIA'S J.P., 1946 Model \$89.50, 5¢ JENN. BRONZE CHIEF \$199.50, JENN. CIGAROLA XV \$99.50, JENN. LITE-UP CHIEFS, Used 10 Days, 5¢, \$215; 10¢, \$225; 25¢ \$235.00

- CONSOLES: 5¢-25¢ 2-WAY BONUS SUPER \$825.00, 5¢ KEEN, BONUS SUPER BELL \$395.00, 25¢ KEEN, BONUS SUPER BELL \$449.50, BALLY TRIPLE BELL Write, BALLY DE LUXE DRAW BELL Write, BAKER'S PACERS, D.D., J.P. \$395.00, 5¢ COMB. SUPER BELLS \$79.50, BALLY SUN RAYS, F.P. \$69.50, HI HAND, COMB. \$89.50, WATLING BIG GAME, P.O. or F.P. \$89.50, 5¢ PACE SARATOGA SR., P.O. \$69.50, 5¢ PACE REELS, COMB. \$89.50, JENN. FAST TIME, P.O. \$59.50, BALLY BIG TOP, P.O. or F.P. \$89.50, MILLS JUMBO, LATE HEAD \$69.50, JENN. SILVER MOON, F.P. \$69.50, 5¢ BALLY CLUB BELL \$89.50, EVANS LUCKY STAR \$149.50, GALLOPING DOMINOS, J.P. \$149.50

- NEW CONSOLES: BALLY TRIPLE B. \$895.00, DE L. DRAW BELL \$12.80, BALLY HI BOY \$39.50, MILLS 3 BELLS \$645.00, JENN. CHALLENGER \$595.00, EVANS BANGTAILS \$671.50, EV. WINTERBOOK \$826.00, EVANS RACES \$931.00, BAKERS PACERS, 5¢, DD \$629.50, GROET. TWIN FALLS \$486.00

- NEW VENDORS: SILVER KING, 1¢ or 5¢ NUT OR B.G. \$13.95, SILVER KING HOT NUT VENDOR \$29.95, VICTOR MODEL V, 1¢ GLOBE TYPE \$11.75

- NEW ONE BALLS: JOCKEY CLUB, P.O. \$845.00, JOCKEY SPECIAL \$646.00, GOTT. DAILY RACES \$650.00, BALLY EUREKA \$489.50

- ONE BALLS: VICTORY SPECIAL, Auto. Shuf. \$315.00, PIMLICO, F.P. \$89.50, CLUB TROPHY, F.P. \$74.50, DARK HORSE, F.P. \$69.50, '41 DERBY, F.P. \$79.50, RECORD TIME, F.P. \$69.50, LONGACRE, F.P. \$129.50, TURF KING, P.O. \$99.50, JOCKEY CLUB, P.O. \$89.50, MILLS OWL, 1 OR 5 BALL, F.P. \$49.50, LONGSHOT, P.O. \$74.50, KENTUCKY, P.O. \$74.50, SPORT KING, P.O. \$64.50, VICTORY DERBY, P.O. \$179.50

- ARCADE: EV. TEN STRIKE, 1947 MODEL \$239.50, EV. TEN STRIKE \$89.50, EV. TOMMY GUN \$49.50, BALLY DEFENDER \$119.50, BATTING PRACTICE \$89.50, GENCO WHIZZ—Like New \$59.50, SHOOT TO TOKYO \$79.50, SHOOT THE CHUTES \$79.50, CHICAGO COIN GOALEE, Like New \$169.50, GOTT. 3-WAY GRIPS, 1946 Model \$24.50, CHICAGO COIN HOCKEY \$89.50, KICKER & CATCHER \$24.50, ABT MODEL F, BLUE \$24.50, RAPID FIRE \$74.50, BALLY SKY BATTLE \$99.50, EX. H. HAMMER STRIKER \$47.50, ADVANCE SHOOTER \$64.50, BALLY UNDERSEA RAIDER \$139.50, PIKES PEAK \$24.50

RECONDITIONED 5 BALLS

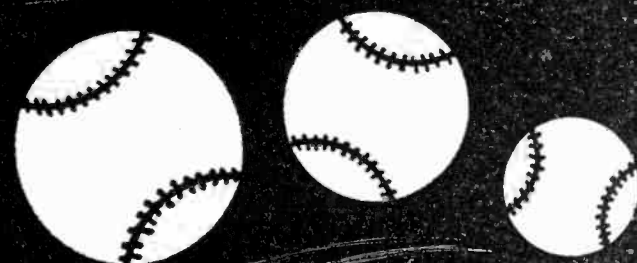
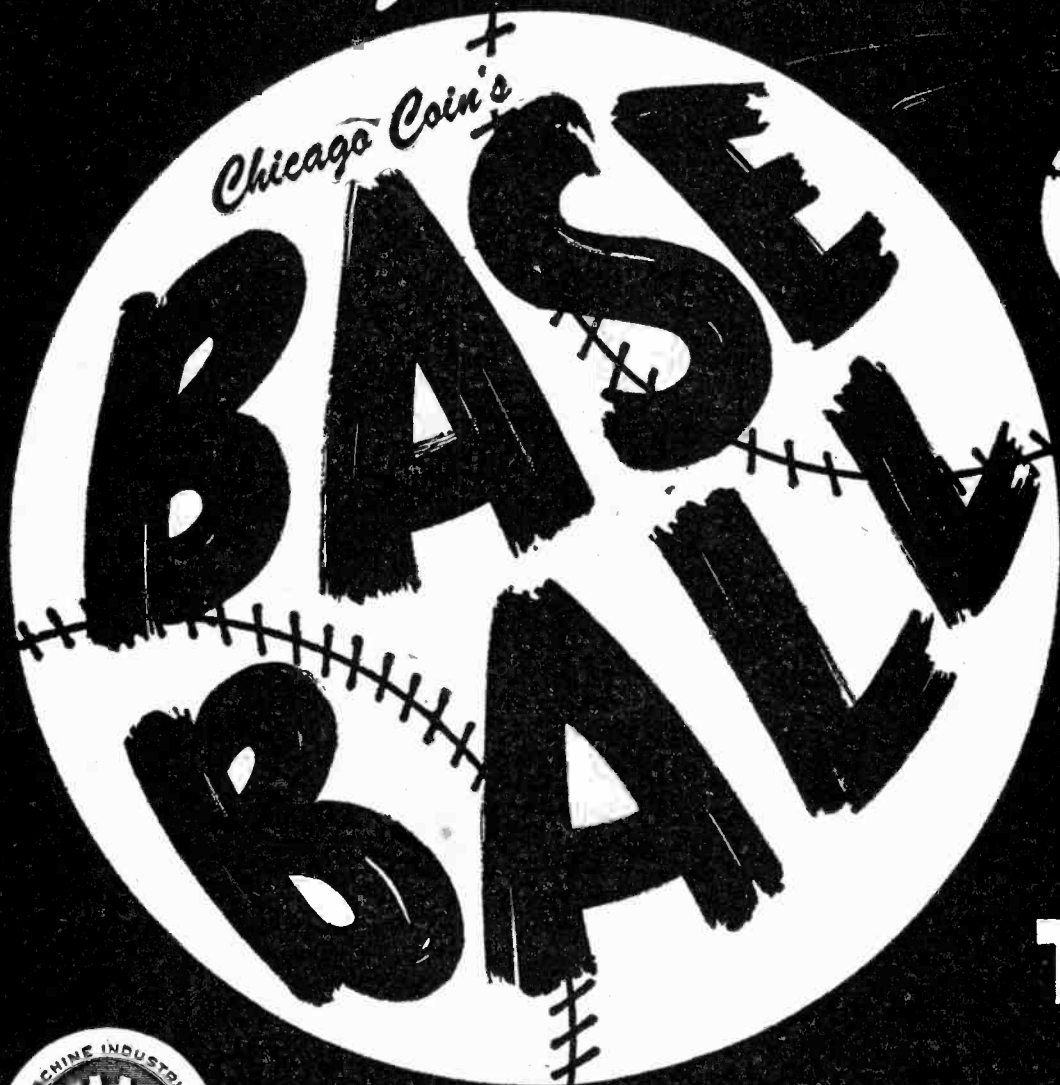
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MIAMI, FLORIDA Established route of coin-operated music machines. Present earnings approximately \$650.00 weekly, increasing to approximately \$900.00 weekly from November to May. This business has been established for the past ten years. Reason for selling is other business interests. Full investigation invited from interested parties only. Cash required \$75,000.00. WRITE TO BOX D-136 c/o The Billboard, Cincinnati 22, O.

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- 16 TEN-CENT MILLS BLACK CHERRY BELLS, ONE CHERRY PAYOUT.
- 22 TWENTY-FIVE-CENT MILLS BLACK CHERRY BELLS, ONE CHERRY PAYOUT.
- 2 FIVE-CENT MILLS BLACK CHERRY BELLS, TWO CHERRY PAYOUT.
- 2 TEN-CENT MILLS BLACK CHERRY BELLS, TWO CHERRY PAYOUT.
- 2 TWENTY-FIVE-CENT MILLS BLACK CHERRY BELLS, TWO CHERRY PAYOUT.

ALL THE ABOVE AT \$115.00 EACH

- 8 FIVE-CENT MILLS GENUINE GOLD CHROME, ONE CHERRY PAYOUT.
- 8 TEN-CENT MILLS GENUINE GOLD CHROME, ONE CHERRY PAYOUT.
- 10 TWENTY-FIVE-CENT GENUINE GOLD CHROME, ONE CHERRY PAYOUT.

THE ABOVE ARE ALL FACTORY REFINISHED AT \$100.00 EACH

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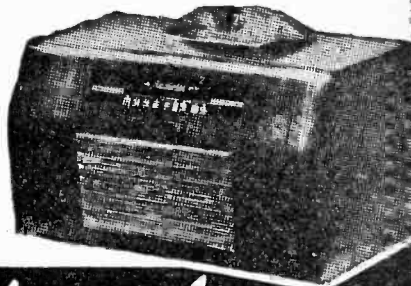
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WITH HIGH PAYOUT

50c to \$25.00 for 5c Play

FAST PLAY — GREATER EARNINGS!

Evans' new electro-pneumatic control speeds up play faster than ever before!

**MYSTERY ODDS!** On each play odds change with flashing lights and mechanical action!

**7 COIN DROPS** with Individual Coin Detectors!

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Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!



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1520-1530 W. ADAMS ST.  
CHICAGO 7, ILLINOIS

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1 1/2¢ per ft.

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Seeburg Distributors and Operators—

13338 MOTORS

(new) for WB1Z

BAROMATICS

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Dixie	Ten Spot	Brite Spot
Gold Star	Formation	Boom Town
Lone Star	Limelight	Speed Demon
Metro	Majors	Entry
Line Up	Flying Squadron	Paratroops
Dough Boy	Stars	Star Attraction
Velvet	Capt. Kidd	Rebound
Big Chief	Hold Over	Belle Hop
G.I. Joe	Super Charger	Wild Fire

**\$39.50 EACH—4 for \$130.00**

Jungle	5-10-20	Bol-a-Way
HI Dive	Exh. Bowling Alley	Production
Keep 'Em Flying		\$ 69.50
Step Up		89.50
Torchy		179.50
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Bally Rapid Fire, crating included	46.50
Chicken Sam, with Rifle Range Conv., crating included	74.50
Champion Hockey, crating included	29.50
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Mills Owl, crating included	15.00
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Rock-Ola Dial-a-Tune Wall and Bar Boxes. Ea.	5.00
Wurlitzer Model 100, 5 1/2 Wall Boxes. Ea.	5.00
Wurlitzer Model 125, 5-10-25 1/2 Wall Boxes. Ea.	15.00
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120-E	246.50
1415 (like new)	Write for Prices

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Standard or DeLuxe	116.50
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AMI Top Flite	49.50
AMI Singing Tower, with Rock-Ola 20 Mechanism	49.50

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3m	84.50
Regals or Crowns	136.50
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Colonel or Envoy, ESRC	275.00
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830 or 9800, ESRC	210.00
8200, ES	200.00
8200, ESRC	285.00

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146W WITH NEW 1947 DOOR & DOME . . . . .	650.00	780 . . . . .	195.00
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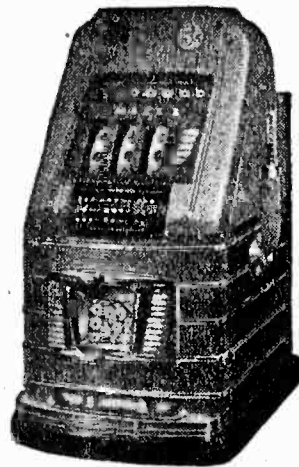
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Immediate Delivery—  
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Available in 5c-10c-25c Play



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BONUS BELL, 5¢ . . . . .	119.50
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Mills 5¢ Jumbo, P.O., Late  
Head, Fruit or Animal . . . \$69.50

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Champ . . . . .	42.50
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Catalina . . . . .	79.50
Wild Fire . . . . .	29.50
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Wurlitzer Victory Cabinet 24 . . . . .	\$105.00
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Also New Pin Games.

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\$29.50 Ea.

Air Circus, Big Parade, Bolo-way, Bombardier, Bosco, Bubbles, Catalina, Defense, Eagle Squadron, 5-10-20, Four Aces, Jeep, Hollywood, Home Run '42, Idaho, Invasion, Flat Top, Keep 'Em Flying, Knockout, Marvel Baseball, Topic, Streamliner, Sky Chief, Mustang, Verus, Victory, Yankee Doodle, Yanks, American Beauty, Sentry, Kismet, Midway, G.I. Joe, Horoscope, Marines at Play.

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A.B.C. Bowler, All American, Argentine, Bandwagon, Belle Hop, Big Chief, Dixie, Dude Ranch, Polo, Gold Star, Jungle, Legionnaire, Monicker, Play Ball, Slugger, School Days, Sport Parade, Spot Pool, Stratoliner, Sunbeam, Ten Spot, Wildfire, Hi Hat, South Paw, Zig Zag, Star Attraction.

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Double Barrel ..... 69.50  
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Midget Races ..... 109.50  
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Single ..... \$ 79.50  
Single DeLuxe ..... 119.50  
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Mirro-Scale ..... \$125.00  
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Rock-Ola Standard ..... \$109.50  
Rock-Ola De Luxe ..... 149.50  
Seeburg 9800, R.C. .... 185.00  
Seeburg Envoy, R.C. .... 175.00  
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Wurlitzer 800R ..... 109.50  
Wurlitzer 500, Victory Cabinet ..... 145.00  
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AMI Hiboy, 40 Records ..... 295.00  
Personal Music Boxes, Ea. .... 15.00  
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Buckley Diggers ..... 89.50  
Rotary Pushers ..... 265.00  
Pop Up, New ..... 25.00  
Champ Basketball, New ..... 49.50  
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5¢ Bobbals, F.P. .... 39.50  
5¢ Pace Reels, C.P. .... 39.50  
5¢ Pace Reels, Comb., F.P. .... 49.50  
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1¢ Gottlieb Grip Scales ..... 32.50  
1¢ Daval Buddy-Cigarette ..... 27.50  
5¢ Jennings Grandstands ..... 12.50  
5¢ Vest Pockets, Late ..... 49.50  
1¢ Basket Ball, New ..... 44.50  
1¢ Genco PeeWee, New ..... 29.50  
1¢ Windmill Jr., Ncw. .... 17.50

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	5¢	10¢	25¢	50¢
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Mills Jewel Bells	248.00	253.00	258.00	350.00
Mills Golden Falls	248.50	253.50	258.50	350.00
Mills Vest Pockets	74.50			
Jennings Std. Chief	269.50	279.50	289.50	399.00
Jennings Club Chief	324.00	334.00	344.00	454.00
Groetchen Columbia				145.00
Watling Rotolap	175.00	200.00	225.00	300.00
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\$1.00 Pace DeLuxe				650.00

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10¢ Blue Fronts ..... 89.50  
25¢ Blue Fronts ..... 89.50  
5¢ Brown Fronts ..... 89.50  
10¢ Brown Fronts ..... 109.50  
50¢ Chiefs ..... 249.50  
50¢ Blue Fronts ..... 249.50  
\$1.00 Chief ..... 475.00

REBUILTS  
LIKE BRAND NEW  
5¢ COPPER, GOLD AND BLUE, Hammerloid Finish ..... \$149.50  
10¢ COPPER, GOLD AND BLUE, Hammerloid Finish ..... 159.50  
25¢ COPPER, GOLD AND BLUE, Hammerloid Finish ..... 179.50  
(Drill Proof and Knee Action)

1/3 DEPOSIT WITH ORDERS

## CENTRAL OHIO COIN MACHINE EXCHANGE

185 E. Town St. Phones: AD 7949 Columbus 15, Ohio AD 7993

## WANTED to BUY or TRADE FOR NEW GAMES

Kilroy	Fast Ball	Surf Queen	Havana
Amber	Superliner	Big Hit	Mystery
Smarty	Step Up	Sea Breeze	State Fairs
Spellbound	Midget Races	Tornado	Suspense
Dynamite	Big League	Rios	Rocket
			Fiesta

All games must be in working order but not cleaned. State price and games you have in first letter. The listing of games above are for resale.

**Mid-State Co.** 2369 MILWAUKEE AVE., CHICAGO 47, ILL.  
Phone: Everglade 2545

## INVESTMENT OPPORTUNITY

Well known Coin Machine Manufacturer expanding and needs additional \$80,000 for working capital.

New game already set up and in production. Our firm open for rigid investigation. All inquiries will be treated in strictest confidence.

Address: BOX NO. 128, The Billboard  
155 N. Clark St. Chicago, Illinois

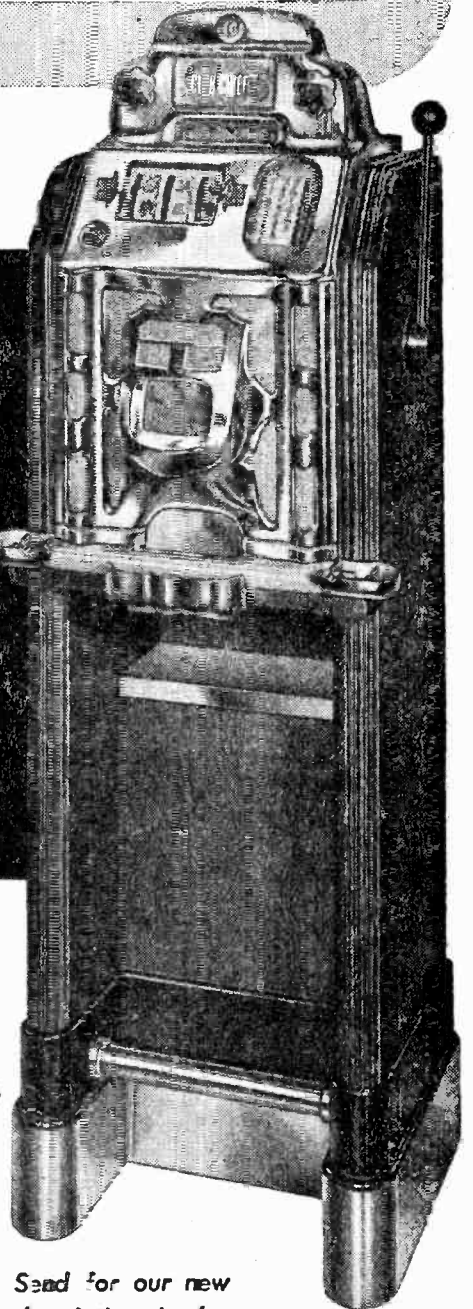
**I**mpressive!  
in every respect!  
Player action will leap to new heights

with the

*Jennings*  
**CLUB**  
**CONSOLE**

(the same tried and tested Jennings Chief in new dress!)

*Different features that will instantaneously make a hit on any location*



Send for our new descriptive circular

**Jennings & Co.** 1906  
4307-39 WEST LAKE STREET • CHICAGO 24 • ILL.  
The Leader in the Field for over 40 Years  
MEMBER OF COIN MACHINE INDUSTRIES, INC.

Earnings Go Up with the Greatest of Ease

When You Operate GOTTlieb's New

# FLYING TRAPEZE

A CIRCUS OF ACTION!

... On the Backboard — Colorful Light-in-Motion presents Animated Trapeze Act, High Wire Act, Human Cannonball!

... On the Field — A Three-Ring Whirlwind of Balls, Bumpers and Kick-Outs!



"There is no substitute for Quality!"



MEMBER

FOR MULTIPLIED PROFITS

## DAILY RACES

UNDISPUTED LEADER IN 1-BALL MULTIPLES

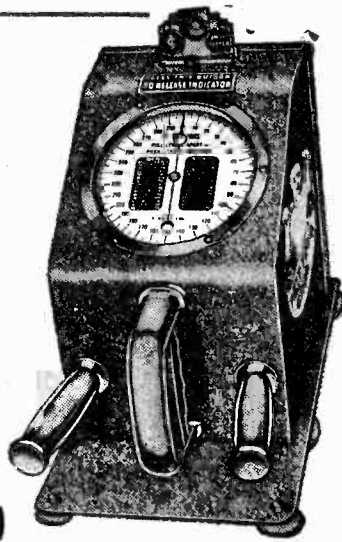
Payout or Free Play

ORDER FROM YOUR DISTRIBUTOR

TOPS IN DEPENDABILITY Improved, Deluxe

## GRIP SCALE

3-WAY STRENGTH TESTER Consistently Best Since 1927



# D. GOTTlieb & CO.

TWENTY YEARS OF LEADERSHIP 1140 N. Kostner Ave., Chicago 51, Ill.

WRITE TO ATLAS FOR "YOUR HIT PARADE OF COIN MACHINES"

### NEW BELLS

Jennings Standard Chief, 5¢	\$269.00
Jennings Standard Chief, 10¢	279.00
Jennings Standard Chief, 25¢	289.00
50¢	399.00
\$1.00	599.00
Jennings Super DeLuxe (Lite-Up) Chief, 5¢	324.00
10¢	334.00
25¢	344.00
50¢	454.00
Jenn. Std. Club Console	369.00
Jenn. Super DeLuxe Club Cons.	424.00
\$1.00 Pace DeLuxe Bell	550.00
Columbia DeLuxe Bell	179.50
Columbia Jackpot Bell	145.00
Weighted Slot Stands	27.50
Double Revolve A Round Safes	175.00
Triple Revolve A Round Safes	262.00

### NEW EQUIPMENT

- BRONCHO • CO-ED • NEVADA • BALLYHOO • PLAYBOY • GOLD BALL • JENNINGS CHALLENGER • BANGTAILS, Comb.

IMMEDIATE DELIVERY

The Finest in New and Used Equipment

### RIDE HIGH

WITH GENCO'S BRONCHO 6 WAYS TO WIN PLUS 1,000,000 HIGH SCORE

May also be operated as a 3-Ball.



ORDER TODAY!

### PHONOGRAPHS

ROCK-OLA COMMANDO	\$195.00
WURLITZER 600	219.50
SEEBURG CADET	250.00
WURLITZER 600	199.50
WURLITZER 616	95.00
WURLITZER 24	149.50
SEEBURG ROYAL	149.50
SEEBURG VOGUE	245.00
SEEBURG CLASSIC	245.00
SEEBURG GEM	199.50
SEEBURG HI-TONE, R.C.	300.00
SEEBURG LO-TONE	350.00
SEEBURG CONCERT GRAND	199.50
SEEBURG CROWN	199.50
ROCK-OLA DELUXE	225.00
CONCERT MASTER, '40	245.00

Prices Slashed on Brand New

### COUNTER GAMES

Daval Free Play	\$29.50
Champion Basketball	29.50
Daval Oomph	29.50
Gusher	19.50
Skill Thrill	39.50

IN ORIGINAL CRATES HAVANA ..... \$175.00 SHOOTING STARS ..... 124.50

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2200 N. WESTERN AVE. PHONE ARMitage 5005 CHICAGO 47

ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8  
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 ATLAS MUSIC CO., 271 NINTH ST., DES MOINES 3

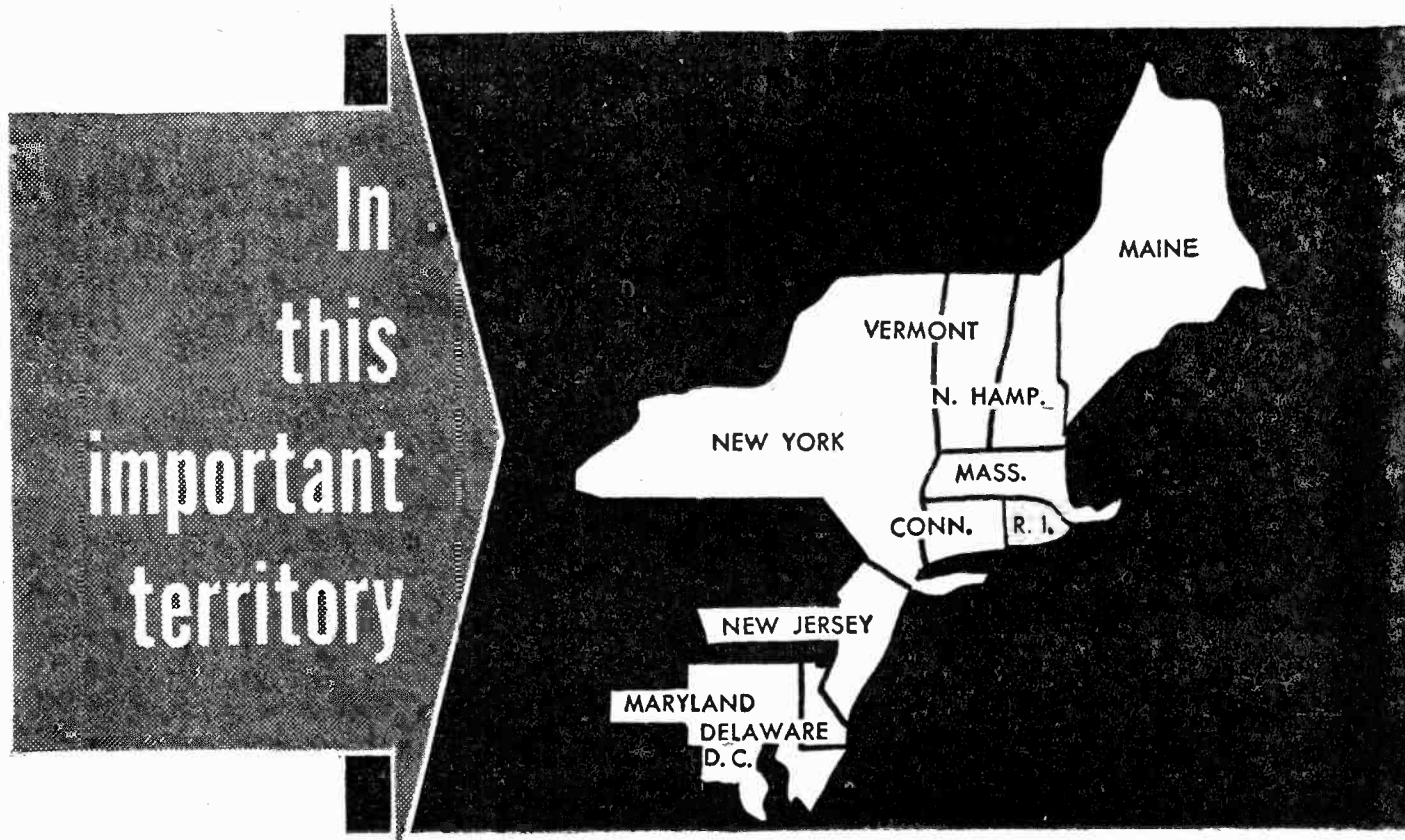
FRIENDLY PERSONAL SERVICE



TERMS: 1/3 DEPOSIT BALANCE C. O. D.







all  
 the sensational  
**EXHIBIT GAMES**  
 are ordered from

**SIMON SALES**

**DIRECT FACTORY  
 SALES AGENTS FOR THE  
 EXHIBIT SUPPLY COMPANY**

**WRITE, WIRE, PHONE  
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 IMMEDIATE DELIVERY**

**IN**  
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NOW and ALWAYS  
A GREAT GAME

*plus*

GREATER PROFITS!

GENCO'S  
Handy Pocket Size  
**PARTS  
CATALOG**  
Now Ready  
Send for it!



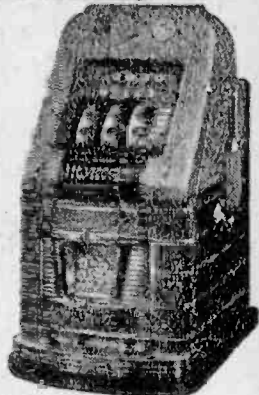
ORDER FROM YOUR  
NEAREST DISTRIBUTOR

**GENCO** BUILDS GREATER GAMES  
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

## MILLS LATEST MACHINES



**GOLDEN FALLS**  
You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.  
**WRITE FOR PRICES**



**JEWEL BELL**  
If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play.  
**WRITE FOR PRICES**



**MILLS Q T**  
A "Pony-Size" Bell. Weighs only 35 lbs.  
The NEW Q T is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

**\$115.00** 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes



**NEW VEST POCKET BELL**  
The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small Payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward place from sight. BLUE & SILVER or GOLD & SILVER.  
**\$65.00** 1/3 Deposit

**SICKING, INC.** Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

## Players and Operators Agree: "Here's the Game for Me!"

### STRIKES 'N' SPARES

#### Automatic Bowling Alley

Players like it because it has all the thrills and fun of real bowling; operators like it because it keeps those dimes rolling in by the barrel. This game is opening up new coin locations every day!



Millions of bowlers play this game

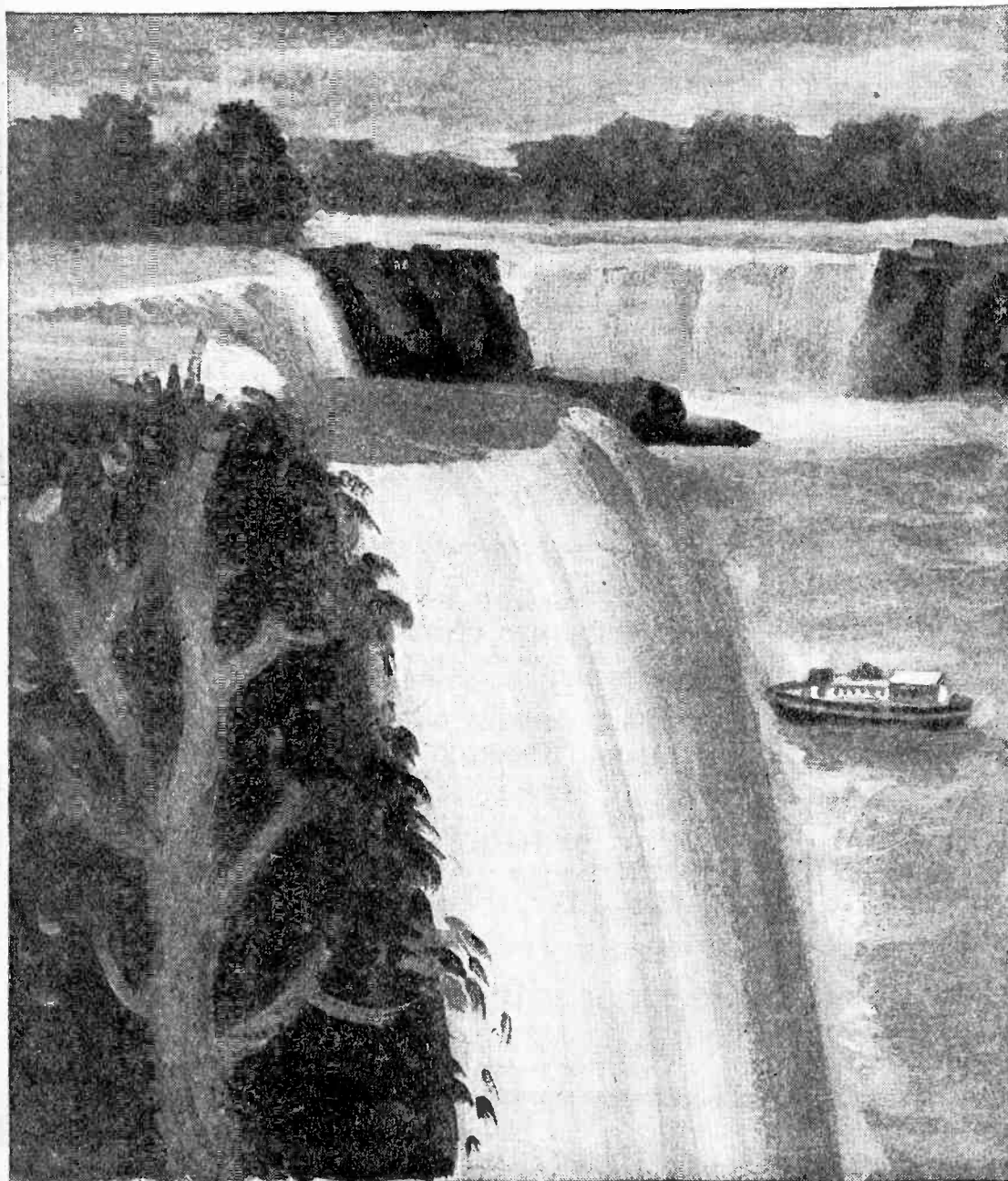
Also the latest coin equipment from  
Rock-Ola, Gottlieb,  
ABT, Bally, Genco

**B.D. Lazar Co.**  
1635 FIFTH AVENUE  
PITTSBURGH  
Phone Grant 7818

Member of Coin Machine Industries, Inc.



***the play never subsides!***

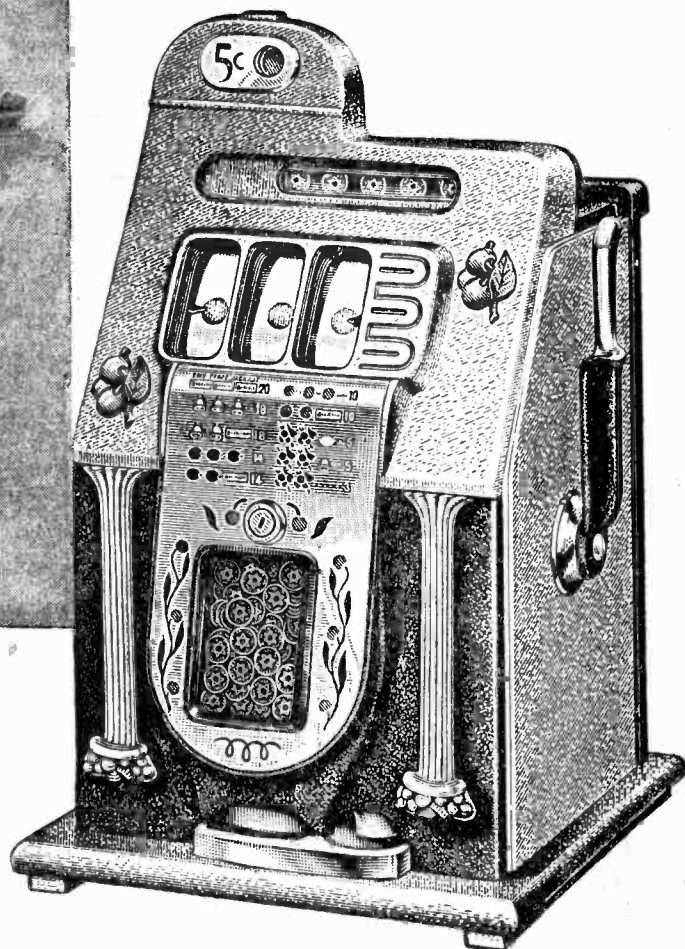


he patrons never tire of playing

the Mills Golden Falls because the huge Jackpot incentive is always there. Golden Falls' Jackpot is jumbo in size and kicks automatically.

There is no long interval of slack play, because the Jackpot can be refilled at once, simply by removing lock at top of Jackpot and inserting coins; it only takes a minute!

The play never subsides when Golden Falls are on location!



**Bell-O-Matic Corporation**

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

**IN THE SPOTLIGHT!**

**Bally**

**JOCKEY Special**  
ONE-BALL FREE PLAY MULTIPLE

**JOCKEY Club**  
ONE-BALL AUTOMATIC MULTIPLE

with **Amazing New HORSESHOE FLASH**

Players play six, eight or ten coins per game.

Double or triple your normal one-ball multiple profits by getting JOCKEY CLUB and JOCKEY SPECIAL on location now. Order today!

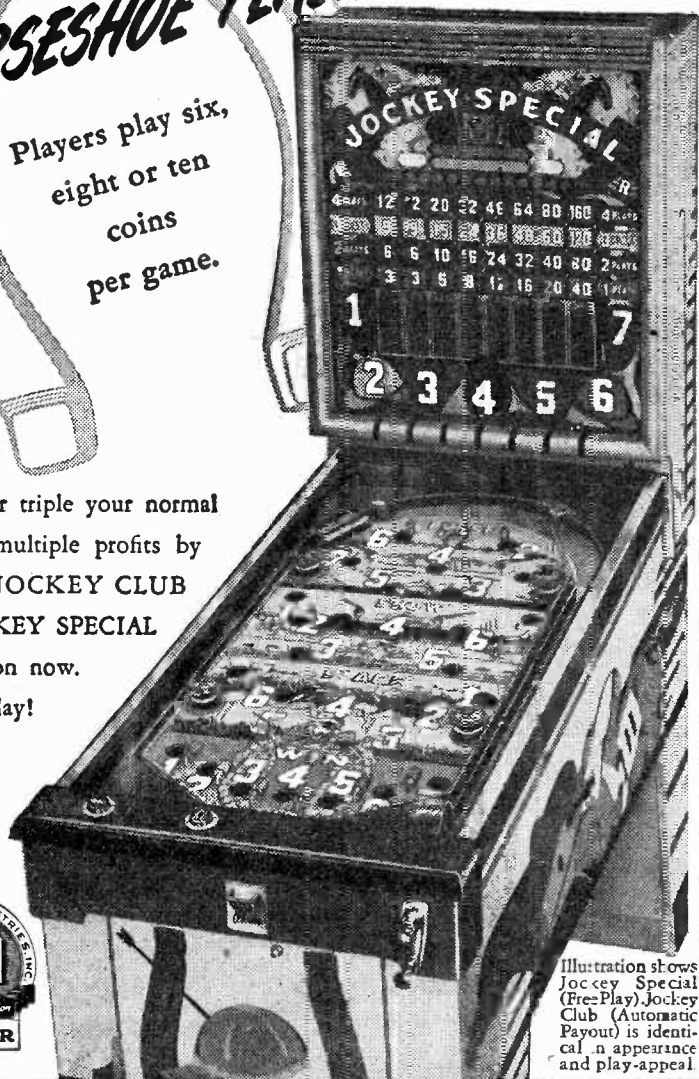


Illustration shows Jockey Special (Free-Play) Jockey Club (Automatic Payout) is identical in appearance and play-appearance.

**Bally MANUFACTURING COMPANY**  
DIVISION OF LIGM MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 13, ILLINOIS

★ **NEW MACHINES—DELIVERY NOW!** ★

Flying Trapeze .....	\$294.00	Chicago Coin Gold Ball .....	\$279.50
Novada .....	275.00	Bally Silver Streak .....	259.50
Keeney Click .....	295.00	Exhibit Coach .....	295.00
Williams Flamingo .....	304.50	Genco Broncho .....	279.50
Jockey Special, F.P. ....	645.00	Bally Eureka .....	489.50
Williams All Stars .....	479.50	Bally Nudgie .....	289.50

Bally Jockey Club, Auto. P.O. .... \$845.00

★ **CONSOLES** ★

Bob Talls .....	\$ 49.50	Jenn. Fast Time .....	\$ 59.50
Silver Moon .....	49.50	Super Bell, 5¢ .....	79.50
Jumbo Parade .....	49.50	Bally Club Ball .....	79.50
Paces Saratoga .....	39.50	Mills Blue Front, Rebuilt 25¢ .....	89.50
Paces Reels .....	39.50		

★ **PHONOGRAPHS** ★

Wurlitzer 800 .....	\$300.00	Rock-Ola Supers .....	\$175.00
Wurlitzer 750-M .....	300.00	Rock-Ola Masters .....	175.00
Wurlitzer 500 .....	150.00	Rock-Ola Standards .....	150.00
Wurlitzer 600 .....	150.00	Rock-Ola Commands .....	200.00
Seeburg '46 .....	Write	Rock-Ola 1946 .....	Write

★ **USED PIN GAMES** ★

Marjorie .....	\$189.00	Show Girl .....	\$129.50	Idaho .....	\$49.50
Carousel .....	184.00	Super Score .....	124.50	Brazil .....	49.50
Havana .....	159.50	Smarty .....	119.50	Air Circus .....	49.50
Cyclone .....	159.50	State Fair .....	114.50	Santa Fe .....	49.50
Tornado .....	159.50	Fast Ball .....	114.50	Liberty .....	49.50
Kilroy .....	149.50	Spellbound .....	114.50	Midway .....	49.50
Amber .....	149.50	Superliner .....	114.50	Streamliner .....	49.50
Bally Rocket .....	149.50	Step Up .....	114.50	Keep 'Em Flying .....	44.50
Oklahoma .....	149.50	Suspense .....	109.50	Sky Chief .....	39.50
Baffle Card .....	144.00	Big Hit .....	79.50	Big Parade .....	39.50
Lucky Star .....	140.00	Stage Door Canteen .....	69.50	Catalina .....	39.50
Lightning .....	139.50	Double Barrel .....	69.50	Eagle Squadron .....	34.50
Rio .....	139.50	Surf Queen .....	69.50	Victory .....	34.50
Fiesta .....	139.50	Midget Racer .....	69.50	Gun Club .....	34.50
Sea Breeze .....	134.50	Big League .....	69.50	Jungle .....	34.50
Dynamite .....	134.50	Trade Winds .....	49.50	Jeep .....	29.50
Miss America .....	129.00				

Terms: 50% Deposit With Order, Balance C. O. D. or Sight Draft.

**NATIONAL COIN MACHINE EXCHANGE**

1411-13 DIVERSEY BLVD. (Phone: Buckingham 6466) CHICAGO

**BADGER'S Bargains**  
"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Happel  
MILWAUKEE see Carl Happel

NEW BALLY TRIPLE BELLS.....WRITE | NEW DE LUXE DRAW BELLS.....WRITE

**GUARANTEED RECONDITIONED CONSOLES**

KEENEY BONUS, 1-WAY .....	\$375.00	KEENEY BONUS, 2-WAY .....	\$650.00
BALLY TRIPLE BELLS .....	595.00	KEENEY BONUS, 3-WAY .....	895.00
MILLS THREE BELLS .....	250.00	BALLY DRAW BELLS .....	295.00
MILLS 1947 THREE BELLS .....	595.00	MILLS 4-BELLS, ORIG., 5-5-5-5 .....	149.50
BALLY CLUB BELLS, F.P., P.O. ....	49.50	MILLS 4-BELLS, LATE, 5-5-5-5 .....	225.00
BALLY HI HANDS, F.P., P.O. ....	49.50	KEENEY TWINS, F.P., P.O., 5¢-25¢ .....	139.50
MILLS JUMBO, LATE, F.P., P.O. ....	69.50	KEENEY SUPER BELLS, F.P., P.O. ....	59.50
MILLS JUMBO, LATE, F.P. ....	49.50	MILLS JUMBO, LATE, P.O. ....	49.50
BALLY HI HAND, 25¢, F.P., P.O. ....	49.50	JENNINGS SILVER MOON, F.P. ....	49.50
PACE SARATOGA, F.P., P.O. ....	59.50	EVANS LUCKY LUCRE, 5-5 .....	69.50
LATE MILLS 4-BELLS, 3-5¢, 1-25¢ .....	245.00	EVANS LUCKY LUCRES, 3-5¢, 2-25¢ .....	89.50
		KEENEY TWINS, 5¢-25¢, P.O. ....	125.00

**RECONDITIONED SLOTS & NEW SAFE & STANDS**

MILLS BLACK CHERRY, ORIG., 5¢ .....	\$165.00	MILLS BLUE FRONT, ORIG., 5¢ .....	\$ 84.50
MILLS BLACK CHERRY, ORIG., 10¢ .....	175.00	MILLS BLUE FRONT, ORIG., 10¢ .....	89.50
MILLS BLACK CHERRY, ORIG., 25¢ .....	185.00	MILLS BLUE FRONT, ORIG., 25¢ .....	99.50
NEW BLACK CHERRY .....	Write	SINGLE WEIGHTED STAND .....	24.50
NEW GOLDEN FALLS .....	Write	SINGLE REVOLV-A-ROUND SAFE .....	84.50
TRIPLE REVOLV-A-ROUND SAFE .....	269.50	DOUBLE REVOLV-A-ROUND SAFE .....	123.50

**GUARANTEED RECONDITIONED PHONOGRAPHS**

SEEBURG MODEL 1-46 .....	\$575.00	PACKARD HIDE-A-WAYS .....	\$295.00
WURLITZER MODEL 1015 .....	WRITE	A.M.I., 1948 MODELS .....	WRITE
ROCK-OLA MODEL 1422 .....	WRITE	A.M.I., 1948 HIDE-A-WAYS .....	WRITE
AIREON, 1948 MODELS .....	295		

**NEW EQUIPMENT FOR IMMEDIATE DELIVERY**

STRIKES 'N' SPARES .....	WRITE	GENCO ADVANCE ROLLS .....	WRITE
KEENEY "HOT TIP" .....	\$619.50	ENTERPRISE "BIG CITY" .....	\$395.00
BALLY JOCKEY SPECIAL .....	845.00	SUPER TRI-SCORE .....	350.00
KEENEY BIG PARLAY .....	WRITE	WESTERN POKERINO .....	225.00
KEENEY "CLICK" .....	295.00	ELECTRIC BOWL-A-LINE .....	395.00

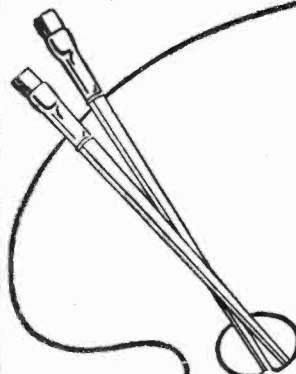
TERMS: 1/2 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

**Badger Sales Co., Inc.**

2251 WEST PICO BLVD.,  
LOS ANGELES 6, CALIF.  
ALL PHONE DR. 4326.

**Badger Novelty Co.**

2546 NORTH 30TH STREET,  
MILWAUKEE 10, WIS.  
ALL PHONE KIL. 3030.



**United Mfg.'s NEVADA**

Art Work and Silk Screening

by **ADVERTISING POSTERS CO.**  
3845 W. Madison Street • Chicago 24, Illinois





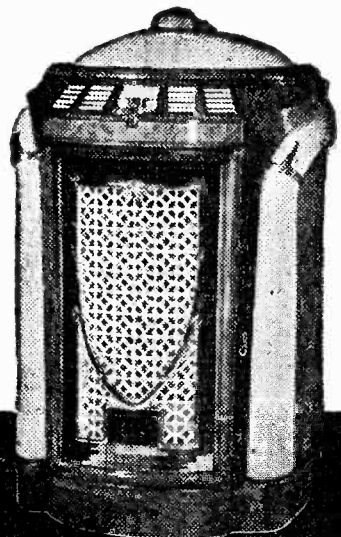


as necessary as a menu . . .

# In any Restaurant

For more profitable restaurant installations make your musical selections as available to patrons as food menus with Seeburg Wall-O-Matics . . . distribute the music throughout the entire restaurant at conversational level with Seeburg Speakers . . . regulate volume up or down to fit the crowd and the room with Dual Remote Volume Control.

**EXCLUSIVE SEEBURG DISTRIBUTORS IN CENTRAL AND SOUTHEASTERN OHIO, WEST VIRGINIA AND WESTERN VIRGINIA**



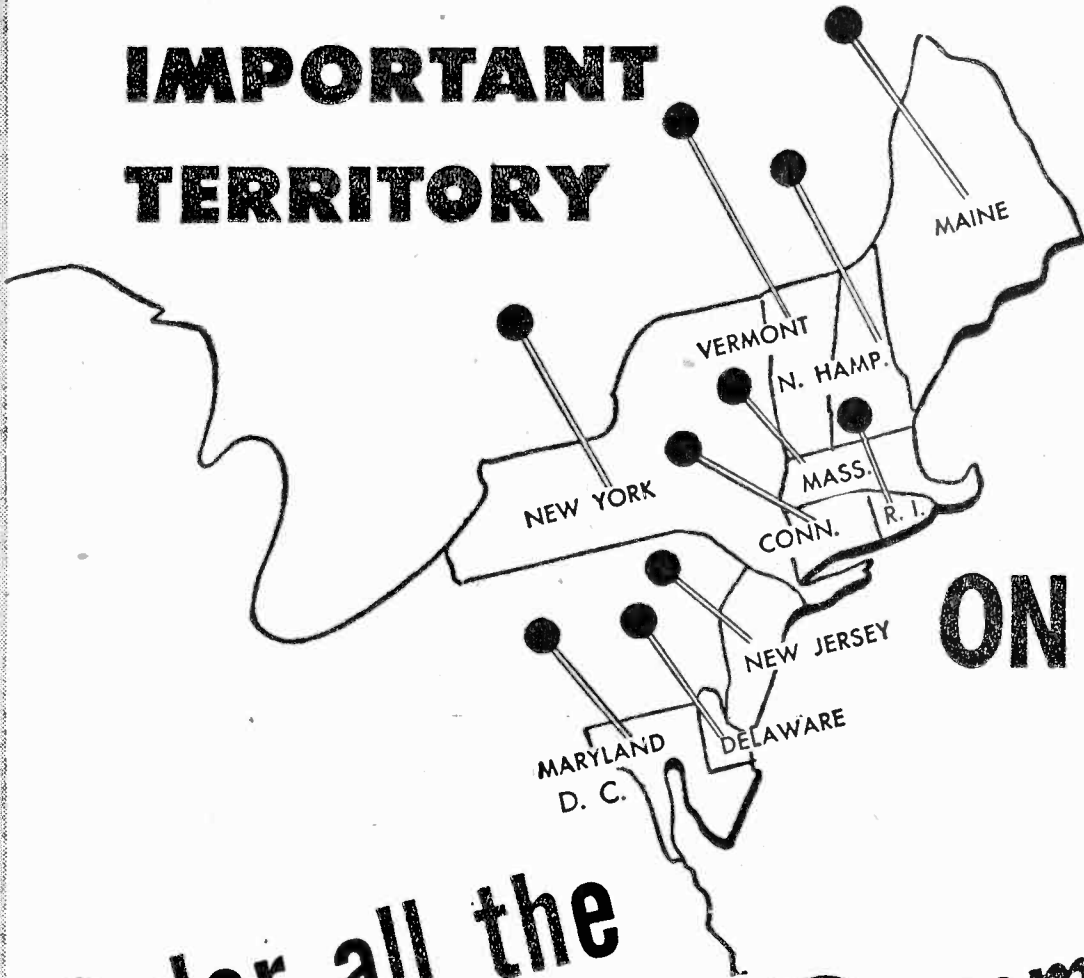
**COLUMBUS 15, OHIO**  
606 South High Street  
Phone MAin 5563

**WHEELING, W. VA.**  
2129 Main Street  
Phone 784

**CHARLESTON, W. VA.**  
1619 W. Washington St.  
Phone 63381

# SHAFFER MUSIC COMPANY

**IN THIS  
IMPORTANT  
TERRITORY**



**WE PUT  
THE "PINS"  
ON THE MAP**

Order all the  
famous **UNITED** games  
from **SIMON SALES**

**Direct Factory Sales Agents**

for the **UNITED MANUFACTURING COMPANY**

IN

**WRITE, WIRE, PHONE YOUR ORDERS**

**IMMEDIATE DELIVERY**

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- CONNECTICUT
- NEW YORK STATE
- NEW JERSEY
- MARYLAND
- DELAWARE

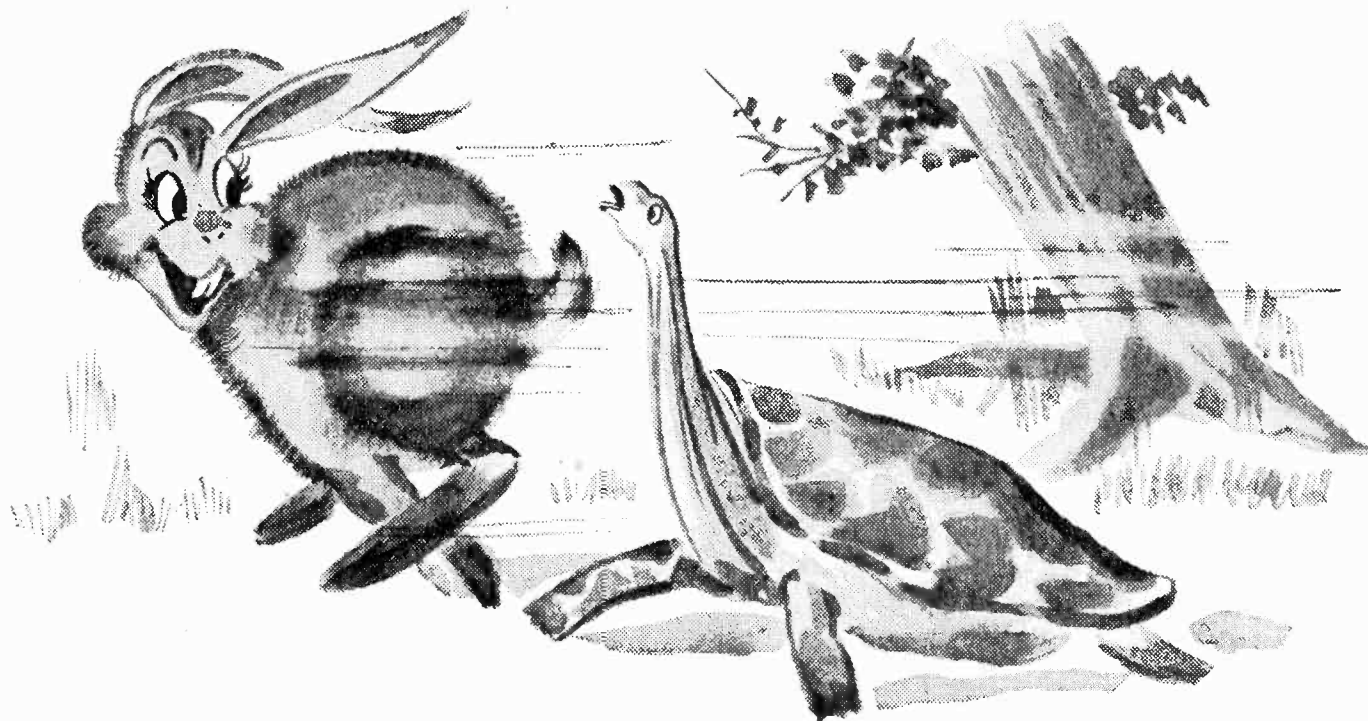
**SIMON SALES, INC.**

NOTE NEW ADDRESS

627-10th Ave., New York 19

LOngacre 3-0241, 0242, 0243





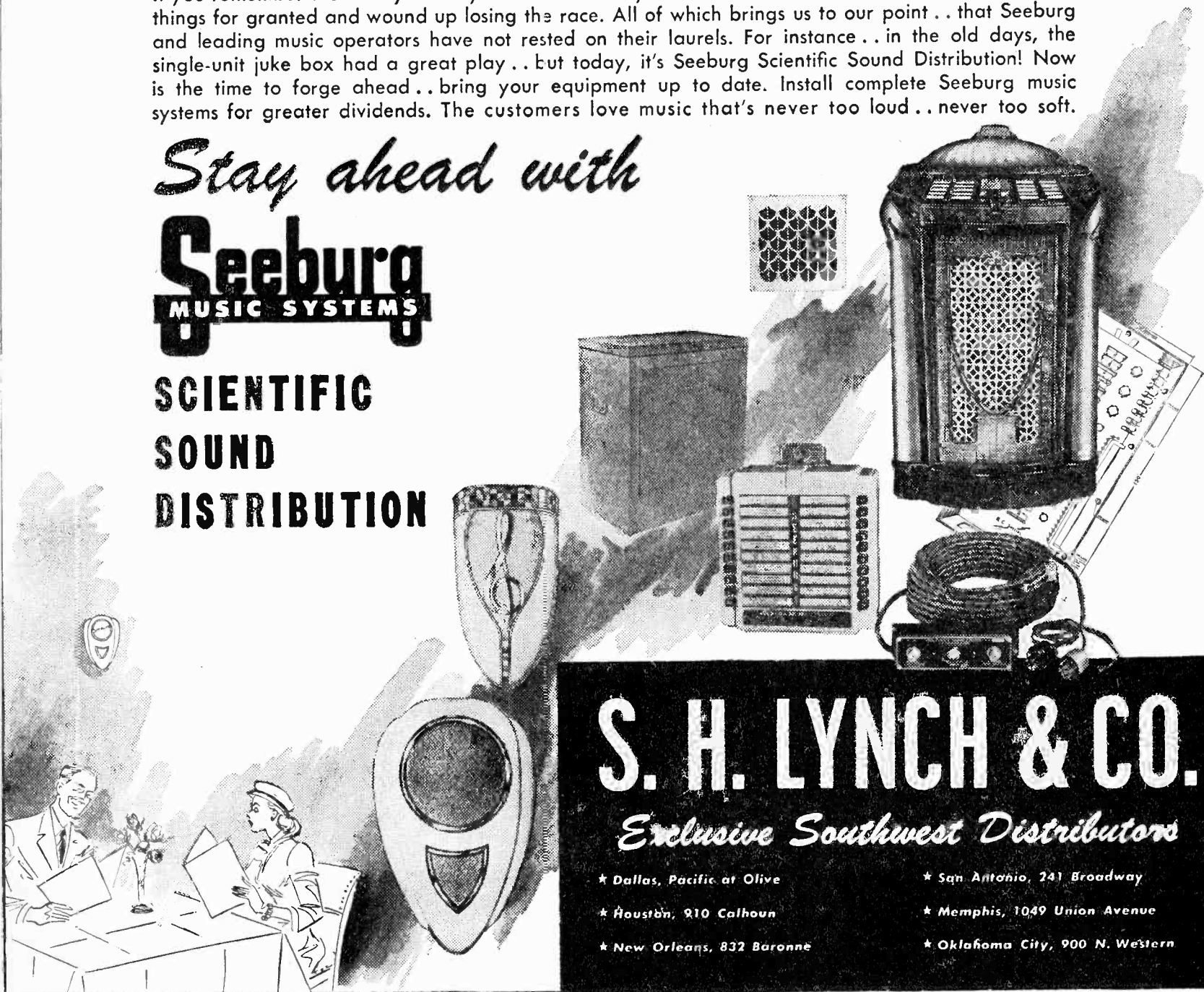
# Are you a turtle or a hare?

If you remember the little yarn of your childhood . . . you will recall that the hare was prone to take things for granted and wound up losing the race. All of which brings us to our point . . . that Seeburg and leading music operators have not rested on their laurels. For instance . . . in the old days, the single-unit juke box had a great play . . . but today, it's Seeburg Scientific Sound Distribution! Now is the time to forge ahead . . . bring your equipment up to date. Install complete Seeburg music systems for greater dividends. The customers love music that's never too loud . . . never too soft.

*Stay ahead with*

**Seeburg**  
MUSIC SYSTEMS

**SCIENTIFIC  
SOUND  
DISTRIBUTION**



**S. H. LYNCH & CO.**

*Exclusive Southwest Distributors*

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\* San Antonio, 241 Broadway

\* Houston, 910 Calhoun

\* Memphis, 1049 Union Avenue

\* New Orleans, 832 Baronne

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# NEVADA

"Greatest On Four Legs"

by UNITED



4 Ways To Set Up  
*SUPER*  
**BONUS**  
**FEATURE**

**SEE YOUR  
DISTRIBUTOR**

**FIVE-BALL  
NOVELTY  
REPLAY**



**MEMBER**

**GIVE TO THE DAMON RUNYON CANCER FUND**

## UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS



# NEW - IMPROVED

*Williams*

# ALL STARS

100% MECHANICALLY PERFECT



*Give!*  
TO DAMON RUNYON  
Cancer Fund  
SPONSORED BY  
C M I

**Earl Montgomery**  
S & M SALES, Memphis, Tenn.

reports:

"On all locations

## ALL STARS

is the most consistent money  
maker — the outstanding Base-  
ball Game of all time!"

## ORDER NOW!

Remember, only a limited quantity  
are being manufactured. See your  
Distributor Today!

*Williams*  
MANUFACTURING  
COMPANY

61 W. HURON STREET CHICAGO 10, ILL.



# NEW SHIFTING PLAYFIELD!

# IN Bally NUDGY

## HURRY! HURRY!

Operators everywhere hail NUDGY as the first really new game in ten years — and rush to get on the gravy-train. Sensational SHIFTING, SHAKING PLAY-FIELD starts a new pin-game craze wherever introduced. Production facilities are already taxed to the limit — and the avalanche of orders pile higher and higher. A few days delay in ordering may mean a week delay in delivery. So write — wire — phone — drive to your distributor and order NUDGY today!

PATENT PENDING

FAST 5-BALL PLAY

CONVERTIBLE NOVELTY OR FREE PLAY

A BALLY GAME FOR EVERY SPOT

EUREKA • HEAVY HITTER • HI BOY  
 TRIPLE BELL • DELUXE DRAW BELL  
 JOCKEY CLUB • JOCKEY SPECIAL

### NUDGE-LEVER

Snap the lever and see what happens! Entire playboard jumps like a jackrabbit... actually shakes and vibrates... kicks ball back up the field to pile up fantastic high scores. By skillful manipulation, player can work and wiggle the ball from bottom of board right up to the top.



# Bally

## MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**GIVE TO THE DAMON RUNYON CANCER FUND**



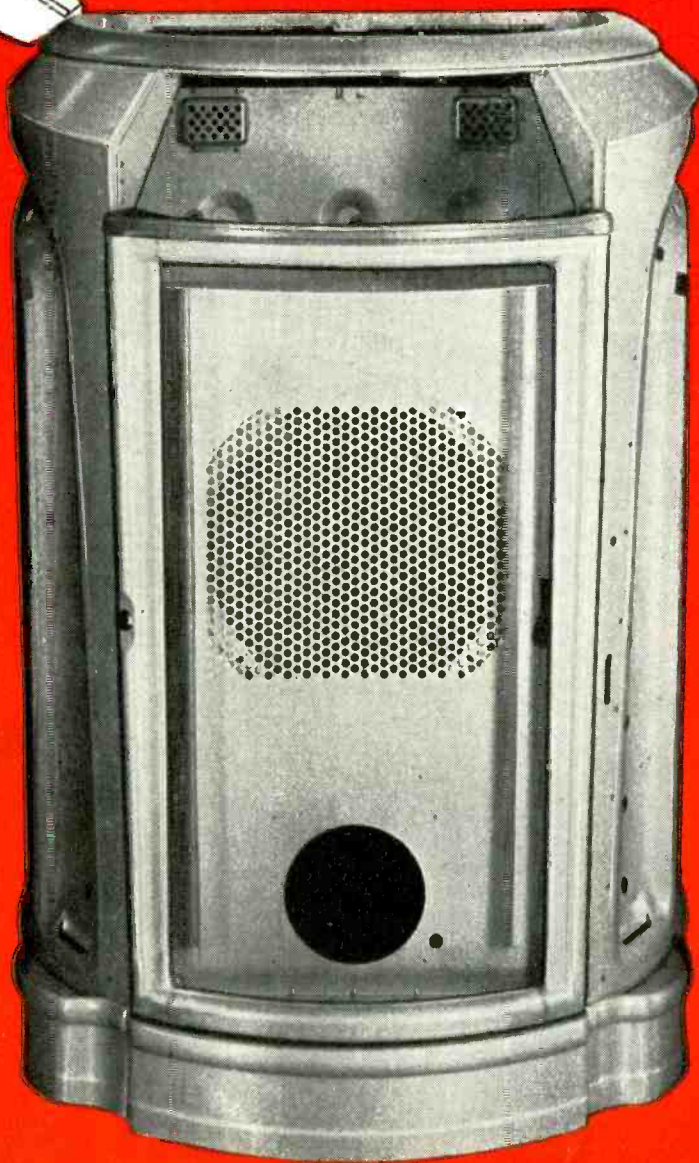
# ALL-ALUMINUM!

*as modern as Tomorrow's airplane*

• Now the Symphonola, America's finest phonograph, is finer still! The cabinet is made of aluminum. No danger of warping—no danger of shrinking! Damp conditions—heat, cold—none affects this new cabinet. Perfect alignment of all parts is assured.

Thousands of All-Aluminum Symphonolas were installed in 1947 and are proving their superiority in locations the country over. Be sure the music systems you install are truly modern—see your Seeburg Distributor for a demonstration.

Watch for announcement of  
Seeburg Distributor's Showing in  
Your Community



THE ALL-ALUMINUM SYMPHONOLA HAS THE  
SAME RICH WALNUT BURL FINISH THAT  
CHARACTERIZES ALL SYMPHONOLA 47'S

America's Finest and  
Most Complete Music Systems

# Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1947

J. P. SEEBURG CORPORATION  
1500 N. Dayton St., Chicago 22



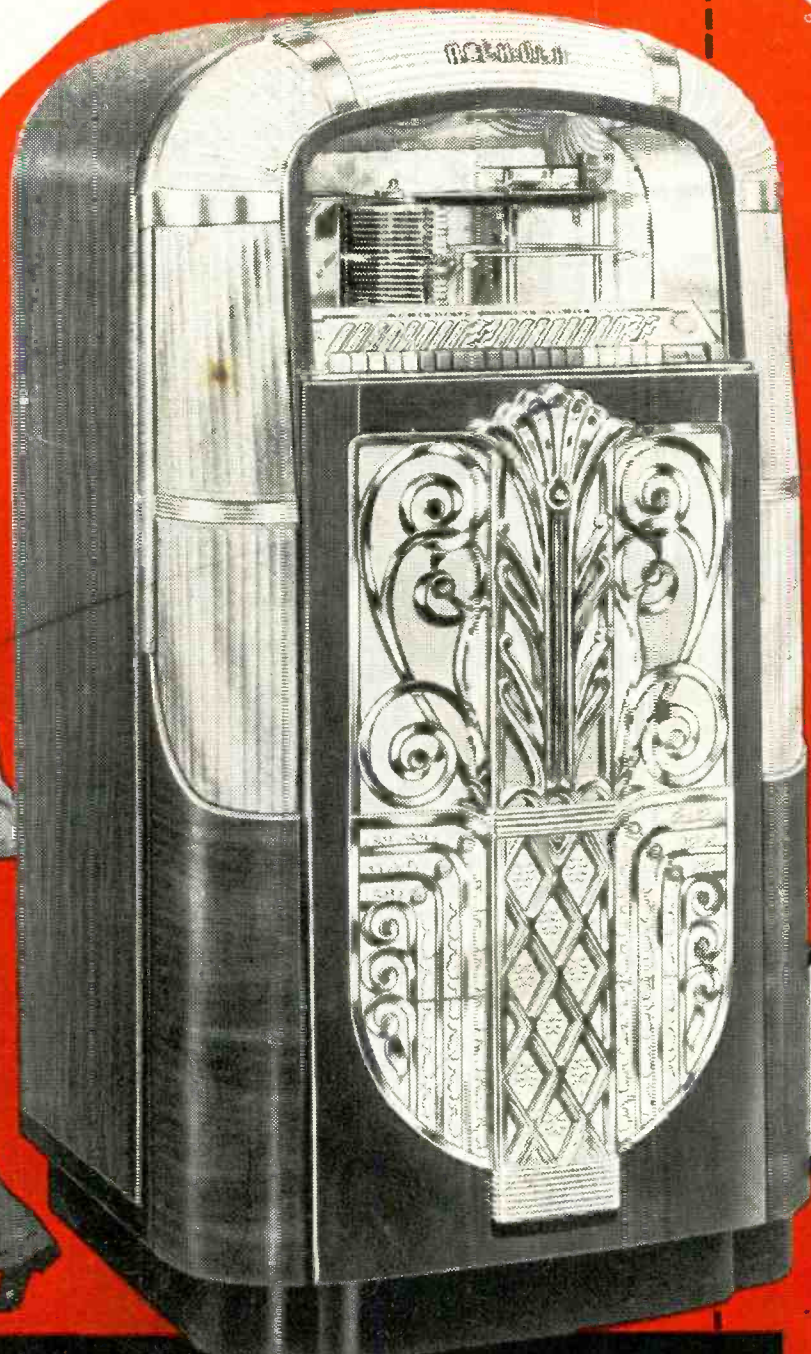
IT'S A  
ROCK-OLA...

WONDERFUL  
TONE...

SMOOTH  
MUSIC...

THAT MUSIC IS  
MARVELOUS...

FASCINATING  
COLOR...



THE PHONOGRAPH  
THAT Sells  
MUSIC **ROCK-OLA**

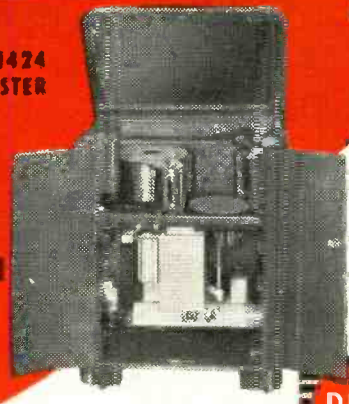
MODEL 1606  
TONETTE SPEAKER



MODEL 1230  
WALL BOX



MODEL 1424  
PLAYMASTER



**ROCK-OLA**  
Manufacturing Corp.  
800 North Kedzie Avenue  
Chicago, 51, Ill.