

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

SEPTEMBER 17, 1949

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BOB KELLY...KRE WASHINGTON



Frankie Laine is pictured before posters made up for local promotion of over 100 disk jockeys co-operating in Mercury Records' nationwide contest to plug Mr. Rhythm's waxing of "Lucky Old Sun." The wax spinner whose listener sends in the best explanation of what he considers Laine's best Mercury platter will join the winner in a free trip to the Coast, and he'll be Laine's guest in Hollywood; Las Vegas, Nev., and San Francisco. Sparked by the disk jockeys' co-operation, which has pulled over a quarter of a million contest entries, the Laine waxing looms as the biggest selling disk in the four-year history of Mercury. Laine, who is currently at the Capitol Theater, Washington, is managed by Gabbe, Lutz & Heller.

**During the first 6 months
of 1949 ... The Billboard
reached an all time
ABC* Circulation high ...
57162 net paid per issue
... 5102 more than the
previous 6 months'
average**

*** Audit Bureau of Circulations**

NBC "REDISCOVERS" RADIO

Michigan Fair Gate Up 26% First 7 Days

Way Zooms, Too

Centennial Fair, September 2-11, 1949, picture of fair season by running 26 percent over 1948 figures on attendance the first seven days, beating last year's figures for every day except on Wednesday when the fair was virtually rained out from 2 p.m. on. Grosses were up in virtually every department, including midway, roughly proportionately to the gate increase.

Sunday's (4) paid attendance figure of 112,382 is hailed as an all-time record, slightly eclipsing the Labor Day figure for 1947 of 112,154 which, according to official records, was the previous high. The Sunday figure is all the more notable because of a 45-minute cloudburst which deluged the grounds about 3 p.m., accompanied by a windstorm causing many (See Detroit Boots Home, page 48)

KYW Boosting Reading's Fair

PHILADELPHIA, Sept. 10.—In a move to woo the rural listeners in the surrounding communities, KYW has scheduled an all-out coverage of the Reading (Pa.) Fair, biggest outdoor event in the Eastern Pennsylvania area, which gets its week under way Monday (12). The local station has skedded 16 separate broadcasts from (See KYW BOASTING on page 60)

Red Smith Smacks Circuit Clout

NEW YORK, Sept. 3.—Red Smith, incisive sports critic of The New York Herald Tribune, lashed out the other day at television commentators on baseball. Quoth the oracle:

The voice on virtually all telecasts is that of a reconverted radio announcer. Trained up in a business where silence is the unforgivable sin, they have not yet realized fully that much of their chatter is unnecessary and downright irritating to the guy who can see for himself what's happening. Mr. Red Barber is the only one who has given welcome relief to his tonsils and these ears.

Some recent remarks which this listener could have done without included:

"Down in the bullpen, Ted Wilks, stocky little righthander for the Cards, just in case George Munger has any more trouble or difficulty." . . . "Monty Kennedy is now in danger of walking George Munger as these two pitchers have locked horns here." . . . "We'll be T-V-talkin' to yuh."

"The old soupbone is pretty well oiled up." . . . "Munger is better than matching Kennedy's sterling performance." . . . "Ah, the levity that goes on at a ball park."

"There's Clyde Sukeforth, the old woodchopper from Maine, going out to the Dodger bullpen." . . . "Shortstop for the Chicubs." . . . "Four hits in toto off Banta." . . . "This boy lives in Gloucester, Mass., his wife's home town. He's from South Carolina, was married in Italy, his son was born in Tennessee, and he struck out." . . . "He's trying to etch his fourth win."

"Number 16 down there with the wood is Mickey Owen, who hipped Reese off second base in a play that proved to be the pivotal play in the first game and snuffed out a potential Dodger rally. . . ."

The full circle: Soupbone . . . locked horns . . . sterling performance . . . in toto . . . with the wood . . . snuffed out . . . They sound worse than they read. These are the ancient, blowzy cliches that were coined ever so many years ago by baseball writers with an original turn of the quill pen, were inherited and worked and worn by succeeding generations of bad sports writers, and finally were lifted by radio guys whose reading had led them to believe this was the proper language of the game.

Corruptions like "Chicubs" are frightful enough in their own right, but at least they were coined for a purpose, by some copy-reader trying to make a headline fit. They were never intended to be spoken aloud in any company.

What is saddest of all, young baseball writers now are borrowing from the language of radio. Today you can read, if your stomach can stand it, that there were "ducks on the pond" or that the "bases were f.o.b. (full of Brooklyns)."

By the sacred beard of Gutenberg, it is worse than a vicious circle. It is a noose.

Web Stresses AM Medium in Place of Tele

Emphasis on Showmanship

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—With none of the tense-ness which characterized its emergency meeting in Chicago earlier this year, NBC this week held its third annual convention here this week at the Greenbrier and, to the surprise of many attending, the dominant topic was sound broadcasting, rather than television. The focus on AM was a considerable contrast to the first two NBC conventions, held in Atlantic City and Sun Valley, Idaho, respectively. The first saw Gen. David Sarnoff, RCA chairman, make a terrific pitch urging NBC stations into TV, followed by comparable stands by Niles Trammell and Charles R. Denny, NBC president and vice-president, respectively, at Sun Valley.

Along with its emphasis on sound radio, NBC put forth all its efforts to get its affiliated stations behind (NBC "Rediscovered" Radio, page 1)

TV-ASCAP Future Awaits DC Powwow

NAB Calls Huddle

NEW YORK, Sept. 10.—The fate of the negotiations between TV operators and the American Society of Composers, Authors and Publishers (ASCAP) may hinge on a meeting September 23 at the Mayflower Hotel in Washington. The occasion will be a conference called by Justin Miller, president of the National Association of Broadcasters (NAB), for the general purpose of discussing the present status of the negotiations, and for (See NAB Calls ASCAP on page 9)

4-A's Catch Petrillo With Guard Down

He'll "Act in Due Time"

NEW YORK, Sept. 10.—The blast of the Associated Actors and Artistes of America (Four A's) at James C. Petrillo, head of the American Federation of Musicians (AFM), to the effect that if he takes on the American Guild of Variety Artists (AGVA) he'll have to take on all the showbiz unions in the Four A's, caught the (See 4-A's Catch Petrillo on page 18)

Seeburg Adapts Jukes to 45's

New Gimmick One of Many Policy Shifts

Yearly Model Change Junked

CHICAGO, Sept. 10.—In a declaration of policy unprecedented in the automatic phonograph industry, the J. P. Seeburg Corporation announced this week:

1. Seeburg is giving up the traditional yearly model.
2. The present model, M100A, will not be changed during 1950.
3. This "no change" policy will apply to the 100-selection wall box equipment as well.
4. Factory production schedules of the current model will continue to run slightly behind actual sales

to avoid over-production.

5. Seeburg has developed its Select-o-Matic 100 mechanism to play 45 r.p.m.'s.

45 Not in Production

C. T. McKelvy, director of sales, told The Billboard that the 45 r.p.m. mechanism, altho it is fully perfected, is not now in production and will not be placed in production until the 45

disk becomes a factor to music operators. If it does, McKelvy said, the 45 mechanism will be offered to operators "at a nominal cost" so that the Select-o-Matic's present 78 r.p.m. mechanism can be replaced without removing machines from location.

Seeburg readied its 45 mechanism, McKelvy said, to protect operators who have bought and will buy the (See Seeburg Unveils, page 96)

Important!

This copy of The Billboard contains an important questionnaire . . . important to YOU as a Billboard Reader.

Please turn to page 34 and fill in the questionnaire postcard for The Billboard Annual Reader Survey. It will only take a minute of your time.

You . . . and others enable The Billboard editors to provide . . . better news coverage for the departments that are important to the majority of readers.

operation. . . .

. . . . The Editors

1. Ossett Ork., Mercury 5271

This One



APZ6-30W-DZAE

Trouper, Get Yourself a Home

Gotta Have It To Cut Travel Costs Off Tax

Courts Uphold Ruling

WASHINGTON, Sept. 10.—To be able to deduct traveling expenses on the road from income tax, an entertainer must maintain a permanent home, the Bureau of Internal Revenue pointed out this week. The ruling has been on the books for some time but was just recently upheld in the U. S. Tax Court.

Tax laws permit deduction of expenses away from home, but unless a home is actually maintained while the taxpayer is on the road, the deduction will be disallowed by the Revenue Bureau.

Case in Point

The court case developed after the bureau refused to grant deductions for traveling expenses to the manager of a touring theatrical company. The manager lived only in hotels where his show happened to be playing. His appeal to the Tax Court was rejected. In effect, the court ruled that since the manager's home was wherever he happened to hang his hat, he could not claim expenses for travel away from home.

Left unclear in the decision was exactly what constitutes a home, but Internal Revenue Bureau officials state that a hotel room can properly be called a home if an entertainer maintains it on a permanent basis, leaves clothing or other belongings there, and returns there when his tours are concluded.

MBS To Carry 'I Love Mystery'

NEW YORK, Sept. 10.—The Mutual Broadcasting System (MBS) this week signed to give *I Love a Mystery* a sustaining ride, beginning Monday, October 3, from 7:45 to 8 p.m. across the board. Packaged and scripted by Carleton E. Morse, the thriller has been off the air about five years.

No parts have been set yet. The new show will replace *Today in Sports*, which features Mel Allen. MBS will cull the best scripts out of the old mystery series for its audiences.

NBC Nearing Sale of 'Richard Diamond'

NEW YORK, Sept. 10.—National Broadcasting Company (NBC) this week was reported nearing sale of its house package, *Richard Diamond*. The private detective stanza is said to be of interest to several potential sponsors, with a top food firm having the inside track.

The show will probably be aired in the 10:30 p.m. slot Thursdays.

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Any Questions?

NEW YORK, Sept. 10.—Fall edition of *Who's Where*, compiled by the Leo Shull Publications (\$1), is on the stands this week. It sizes up as one of the most complete directories to New York show business. The new edition carries 10,000 names, address and phone numbers of workers in practically every theatrical and allied trade, including radio and television. It is one of the handiest volumes to cross a drama desk in many a year and should be in the reference file of everyone practically interested in local entertainment.

Showbiz Stock Market Bullish

WASHINGTON, Sept. 10.—Despite uncertain conditions in the entertainment field, common stock prices of amusement corporations are reflecting a bullish attitude on the part of investors, according to latest figures from the Securities and Exchange Commission.

With the index for all stocks standing at 113.6 of the 1939 base in July, amusement stocks had an index of 201.2, for the highest mark of any industry represented on the New York Stock Exchange.

Amusement stocks also showed the widest fluctuation of index, ranging from a low of 187.7 in mid-June to a high of 201.2 the week ended July 2.

4-A's Postpone Confab on Tele

NEW YORK, Sept. 10.—The Associated Actors and Artistes of America (4-A's), at a midweek meeting, voted to postpone their scheduled September 15 confab on television to October 3. The change was made at the request of the Screen Actors' Guild (SAG).

The SAG representatives will arrive here the preceding week-end for the continuance of talks on video jurisdiction. This action indicates a desire for a harmonious settlement of this dispute between the SAG and the 4-A's over whether the former should join Television Authority, a body set up by the 4-A's to handle video jurisdiction.

ICE FOLLIES OF 1950

(Opened Thursday, September 8)

PAN-PACIFIC AUDITORIUM, LOS ANGELES

Ice revue produced by Shipstad & Johnson. Directors, Frances Claudet, Mary Jane Lewis and Stanley D. Kahn. Business manager, W. D. Hadlich. Public relations, P. K. Von Egidty. Company manager, R. J. Helm. Musical director, Walter J. Rudolph. Emcee and vocalist, Paul Gannon.

PRINCIPALS - Monica Moran, Mae Ross, Charles Davidson, Les Hamilton, Virginia Morrison, Montel Phillips, Hazel Frankling, Harris and Phyllis Legg, Bill Cameron, April Schramm, Hu Hendrickson, Ole Ericson, John Mulvey, L. 'vold Twins, Marilyn Ruth Take, Leduc Brothers, Betty Schallow, Dick Rasmussen, Narena and Norris and Frick and Frack.

ICE FOLLIES GIRLS—Joan Appleton, Marlene Asbe, Patricia Annable, Barbara Bassine, Nancy Boise, Beverly Burns, Mary Ann Carroll, June Carruthers, Ginger Clayton, Rosemary Clement, Pollyanna Crawford, Marie Crimmins, Jeanne Crystall, Joan Dembeck, Patricia Deuring, Diana Diphillips, Jackie Duclos, Patricia Earley, Trudi Eggers, Evelyn Fasnet, Gloria Fecht, Jeanne Groos, Rita Hauble, Marjory Havenick, Bess Henry, Yvonne Hruby, Marcia Hutchison, Jean Johnston, Kay Kelly, Stephanie Kirby, Val Ray Kohner, Vivienne Lafayette, Mildred Leduc, Nancy Mackenzie, Marlene Miller, Erin Morrin, Narena Norris, Dorothy O'Brien, Donna Osterberg, Darlene Peterson, Audrey Planty, Alice Quessy, Joyce Radle, Betty Jane Ricker, Patty Ruby, Shirley Savana, Pat Scherrer, April Schramm, Nadine Schramm, Isabel Smith, Gerri Straub, Naomi Thompson, Barbara Tushner, Sybil Ann Volk, Mary Walters.

ICE FOLLIES BOYS—Charles Davidson, Francis E. Dunigan, Wayne Earley, Werner Groebll, Hans Mauch, James McAnany, Dick Mershon, Richard Norris, Herbert Panting, Carlos Romero, William Schreiner, Patrick Shanahan, Bob Simmonds, Charles Skillings, Philip Skilling, Norman Tetrault.

Shipstad & Johnson annually unveil their new edition of *Ice Follies*, and with each year's offering seem to achieve the zenith in perfection and splendor. But the blade troupe glides back 12 months later only to surpass their last year's mark. In this respect, *Ice Follies of 1950* remains consistent with the past in that it tops any blade spectacle yet staged on ice. It overshadows previous editions with its lavishness in costumes and sets and its dazzling display of skill and talent, and its freshness and originality in production numbers.

Follies' 14th edition brings to life the enchantment of a Viennese garden, a kid's thrills in a toy music shop, life on a dairy farm, winter's beauty, the Bowery, a day at the circus, all as subjects of production numbers.

Follies' traditional *Swing Waltz* gets a fetching West Point setting this year, with the Scotvold Twins and the Schramm Twins paired off for a fast-moving three-beat skating session. Indian number, *Totem Ceremonial Dance*, provides the wrappings for the ensemble's percision finale. Of all the eye-arresting production numbers, *Winter's Beauty* is probably the most striking.

Kids scream with delight at the

Drive for Tax Cut Cites Drop In Hotel Biz

WASHINGTON, Sept. 10.—Claiming that hotel dine and dance room and other cabarets have 65 per cent fewer patrons than in 1946, the 20 Per Cent Cabaret Tax Committee has addressed a new appeal to Congress for repeal or deduction of the cabaret levy.

A letter to the legislators, signed by Committee Chairman Otto Eite of Chicago's Bismarck Hotel, listed the following hotel spots that have discontinued entertainment: Terrace Room, New Yorker Hotel; main dining room, Commodore Hotel; Iridium Room, St. Regis Hotel, and one dine and dance room in the Waldorf-Astoria, all of New York; Walnut Room, Bismarck Hotel; and all dining rooms in the Maria Kraemer hotel.

"Unless this tax is repealed in the present session, it is predicted that dancing in the wholesome atmosphere of the dine and dance rooms in the country's leading hotels will soon be a thing of the past," the letter continued. "The issue is so pressing that this cabaret tax should be discontinued regardless of what the administration's policy may be regarding the broader aspects of all excise tax revision."

It was pointed out that the July returns from the tax to the Treasury yielded only \$3,321,734—a decline of 46 per cent from July, 1946.

sight of skating kittens and bears and live toy dogs. House comes down when a cub skunk scampers down the ice. Frick and Frack knock about in their usual manner for delight of all, with comedy chores also going to Les Hamilton, Ole Ericson and John Mulvey. Exciting blade work of Harris and Phyllis Legg are still a prime spot on the program, nor has Betty Schallow lost any of her breathtaking technique.

Lee Zitto.

The Billboard

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The Billboard also publishes the monthly magazine of automatic merchandising turnover, the monthly magazine for radio, television, record and phonograph dealers.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits
YOU'RE BREAKING MY HEART
- No. 1 Sheet Music Seller
YOU'RE BREAKING MY HEART
- No. 1 Most Played on Disk Jockey Shows
SOMEDAY, V. Monroe Ork V (78) 20-2510; (45) 47-2986
- No. 1 Disk via Dealer Sales
YOU'RE BREAKING MY HEART, V. Damone-C.
- No. 1 Disk in the Nation's Juke Boxes
SOMEDAY V. Monroe Ork., V (78) 20-2510; (45) 47-2986
- No. 1 Most Played Juke Box Country and Western Record
LOVESICK BLUES, Hank Williams and His Drifting Cowboys, MGM 10352
- No. 1 Best Selling Retail Country and Western Record
TELL ME SO, The Orioles, Jubilee 5005
- No. 1 Most Played Juke Box Blues and Rhythm Record
ROOMING HOUSE BLUES, A. Milburn, Aladdin 3032 and ALL SHE WANTS TO DO IS ROCK, W. Harris, King 4304
- No. 1 Best Selling Retail Blues and Rhythm Record
LOVESICK BLUES, Hank Williams and His Drifting Cowboys, MGM 10352
- No. 1 Sheet Music Seller in England
RIDERS IN THE SKY

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 37.

NBC'S TV PACT HEADACHES

TV Affiliation Contracts

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—Altho NBC Executive Vice-President Charles Denny told the network's affiliates no "radical" changes are to be made in video affiliation contracts to be negotiated shortly, some revisions are considered certain by station managers. Problems discussed in this connection by Denny in his talk to the stations, and in the course of a subsequent closed meeting with them, are outlined herewith:

The stations want NBC to reduce the number of free commercial hours it gets each calendar month from 30 to 20. NBC, as compensation for these free hours, now absorbs all line costs, and maintains that these free hours cover only 28 per cent of the coaxial cable charges. Reaction of station men, however, is that NBC may come down to 24 free hours a month.

Stations want NBC to increase the percentage of rate card paid them for commercial time. The outlets now get 33 1/2 per cent of card rate, after NBC deducts its 15 per cent commission and agency commission. NBC rejoinder is that, actually, it only gets 20 cents per dollar of television income. It is anticipated that station compensation will remain unchanged.

Affiliates are protesting the NBC practice of charging a flat sum each month for sustaining programs. The solution will probably involve a charge, representing a certain percentage of station's percentage of the station's hourly rate for each program used, with payment to cover only sustainers actually carried. A ceiling will be provided for maximum payment to protect stations against paying too much as their rates increase.

Since summer hiatuses increase station operating costs, due to the greater amount of program production needed to fill the vacationing shows, one station manager proposed that NBC supply free sustainers during the summer. Denny said, according to report, that it just couldn't be done. However, a reduction of summer service would help reduce operating costs, he pointed out.

Affiliates in Pitch for 24 Free Hours Monthly, Plus Change in Sustaining Fees

Denny Charts NBC-TV Biz Growth; Cites Staggering Costs

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—Altho NBC did not reveal the terms of its new television affiliation contracts at its convention here this week, data disclosed by Executive Vice-President Charles Denny during his convention speech, coupled with tips as to future policy outlined by Denny at a closed meeting with TV affiliates, clearly demonstrated that, among video's many thorny problems, affiliation contracts rank plenty high. It also seems likely that NBC may encounter plenty of headaches lining up renewals with some of its more recalcitrant video affiliates.

The problem, as usual, boils down to a dollars-and-cents question. The affiliates want to give NBC less free time and get more money for their paid hours. NBC wants to reverse the order.

While it may be the affiliates' wishful thinking, reaction among many of them was that NBC will, in the contracts about to be negotiated, reduce the free monthly hours it gets from stations from 30 to 24. At the same time, a new method of charging the stations for sustaining programs, is another likelihood. NBC now charges a flat monthly rate for sustainers, irrespective of how many are used. The new deal will probably call for specific payments for each sustainer aired. (Changes in the affiliate situation are reported on further elsewhere in the Radio Department of this issue.)

In his talk to the affiliates, Denny

made the flat statement that NBC is committed to a firm policy of systematic rate increases to be pushed as hard and as often as possible. He illustrated this point with slides showing NBC's rate projections for individual station, ranging from \$300 an hour for cities with 30,000 sets, to \$475 for 60,000 sets and \$730 for 120,000 sets. Theoretically, a station with a million-set city could charge \$3,000 an hour under the NBC projection, altho such a rate is hardly expected to materialize in actuality.

Denny told the stations that the costs of video operation for NBC in New York were staggering. NBC now maintains eight to 10 studios, has a TV staff of 600, has 100 stagehands, a scenic factory and warehouse and spends \$300,000 a year for each of its television theaters, converted from Broadway legit houses. Image orthicon replacements are figured at \$300,000 each.

NBC, said its executive vice-president, (See *Pact Headaches* on page 8)

"Union Now" Spirit Grows In Ed Petry Station List; Stations Ponder Co-Op Plan

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—A marked feeling that stations represented by Edward Petry & Company should band together in an attempt to forestall a breaking up of that list was evidenced by managers of Petry stations attending the NBC convention here this week. The Petry group, accepted generally as the strongest group of outlets sold by one station rep, includes a number of top NBC affiliates.

The general feeling of the station managers is that the present difficulties between Petry and one of his two partners, Henry Christal, should not be permitted to break down the Petry list. They believe that the potency of the Petry stations stems from two factors: (1) The standing and top caliber of the outlets; (2) the reputation of the Petry firm itself. Should either of these elements be destroyed, in full or in part, it is felt that billings of some of the stations would suffer in consequence. One station manager here even went so far as to say between 15 and 20 per cent of annual billings in some instances might be jeopardized.

Petry and Christal have been engaged in litigation for about a year, with the principal element said to

involve differences in operating policies. Some stations have notified the company of their intent to cancel representation contracts if the problem is not settled. Petry, Christal and a third partner, Ed Voynow, share (See *"UNION NOW"* on page 8)

Weaver Fancied by Affils But Program Ideas Aren't

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—Sylvester (Pat) Weaver, recently appointed vice-president in charge of television for NBC, gained a highly favorable reception from the network affiliates here following his maiden address to an NBC convention. However, notwithstanding the general approval voiced in behalf of the new NBC veepee, Weaver's outline for three new participating programs to be launched shortly on NBC tele drew criticism from affiliate managers on the ground the programs would be way overboard on commercial content, in violation of both NBC and

National Association of Broadcaster (NAB) practices.

Weaver's Three Programs

Weaver's three programs call for a daily half hour kids' comic strip show, to be broken into five-minute segments for five sponsors; a three-hour Saturday night melange, for 12 sponsors, and an hour long (11 p.m. to midnight) program for participating sponsorship. The three-hour program, to include drama, games, bands, etc., designed generally to "show America at play on a Saturday night," would present a total of (See *Affils Like Weaver* on page 8)

Out-of-Home Ear Offer Advertisers Huge Aud. Bonus

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—Out-of-home listening offers advertisers a terrific bonus in audience, H. M. Beville Jr., NBC's director of research, told the third annual NBC convention here this week as he urged stations to sell advertisers on the value of this plus factor.

Pointing out the healthy state of sound radio, Beville declared that more radios have been sold in the past three years than the combined total of toasters, refrigerators and washing machines. Total receiver sales in that period, Beville said, were 44,000,000.

As a result, the increase in listeners far outstrips the growth in competitive media, Beville continued. NBC's present circulation was set at over 36,000,000, a gain in three years of over 5,000,000.

Aloha

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—Continuing

ent, as well as staging a special evening's entertainment. The web affiliates retaliated by voting pro-Hawaii next year, even tho they know NBC will never go for the deal.

But the payoff was that delegates to a liquor convention held at the Greenbrier at the same time as NBC's, glommed onto the free show Thurston staged and then voted to go to Hawaii next year. Poi oh, poi.

Then What?

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—The banquet show at this year's NBC convention starred only one radio name, Henry Morgan, who was emcee.

Other toppers were Bob Merrill, baritone; Gladys Swarthout; Mata and Hari, dancers; Stewart Morgan Dancers, double talker Al Kelly, and Russell Swann, magician. Another act was Viera's monkeys.

Next year: Fink's Mules.

Important!

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Your reply and thousands of others enable *The Billboard* editors to provide more and better news coverage for the departments that are important to the majority of readers.

Thanks for your co-operation. . . .

. . . The Editors

NBC Affiliates Want Cut-In on Hiatus Charges

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—NBC affiliates, during the network's third convention here this week, renewed their complaint against the network's summer hiatus policy. Indications are, however, that NBC plans no change in policy.

NBC now charges advertisers, who take time off during the summer, 28 per cent of rate to reserve their time slots. None of this is apportioned to affiliates; hence the squawks. The stations argue that NBC is, in fact, collecting for reserving the stations' facilities and that the stations should therefore participate.

The network, in rebuttal, counters that the hiatus method protects the stations by keeping advertisers and their programs on the air. In addition, NBC says that the money collected comes to relatively little and that on a pro rata basis, the top stations would collect no more than \$600 or \$700 annually.

Hammond and Eiges To Make Fall Tour Of NBC's Stations

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—A proposal that Charles Hammond and Sydney Eiges, NBC vice-presidents, tour the NBC stations this fall to whip up some ballyhoo for the fall schedule was approved here this week by Niles Trammell, NBC president.

The proposal was made by Jack Harris, KPRC, Houston. The recommendation followed NBC's pitch for all-out efforts by affiliates in exploiting the new fall programming about to begin with Harris offering the thought that Hammond and Eiges could really shoot a needle into the stations' promotion staffs.

NBC Affiliates Oppose Liquor Ads

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—Stations affiliated with NBC revealed their opposition to hard liquor advertising on the air when they voted against accepting such business this week in an informal poll made during the third annual NBC convention. Only a few, it was said, voted in favor of hooch advertising on the air.

However, those favoring booze business declared they would take it only conditionally and subject to extra careful scrutiny of both the programs and commercials involved.

Rubberneckers

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—During the

Metro Goldwyn Mayer expense and Dorothy Draper decor. It's the same hotel in which the Duke and Duchess of Windsor stayed when they visited here.

When the affiliates heard about the glamor spot they started touring thru casing the joint. Finally one of them suggested that Trammell follow the style set by NBC in Radio City, New York, and institute 40-cent tours.

Trammell Outlines New NBC Set-Up; High on AM-TV Biz

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—Niles Trammell, president of NBC, this week gave affiliated stations of the web a brief outline of the future organization NBC expects to adopt, as a result of recommendations made by Booz, Allen & Hamilton, industrial consultants. In brief, Trammell forecasts two separate entities within NBC, one for AM and one for TV, under general direction of top management. While such a plan had been forecast some months ago, it was the NBC's president's first official confirmation of the pending radio-television divorce within the company.

It was generally interpreted that NBC would thus be following a policy somewhat similar to its erstwhile operation of two radio networks, with all the elements of competition between the two to exist in the future. Every indication points toward NBC's conviction that its staff cannot serve two masters, as it is now attempting to do. However, just how far the separation will go is a matter of concern, since a complete cleavage could very well result in an expensive duplication in men and material.

Trammell's talk, which opened the network's convention here this week, drew what was tantamount to an ovation. Trammell declared that the business scare which was prevalent earlier this year is over and AM and TV have new opportunities before them. He added, however, that the transitional period was to be difficult and forecast the survival only of the fittest. To qualify, he said, will require a high degree of adaptability and ingenuity thruout the entire AM operation.

On the business side, Trammell pointed to a purchasing power 53 per cent higher than 1940 and six per cent higher than last year for the first quarter; \$200,000,000,000 in liquid savings and terrific gains in customers due to population growth. It will be years, he said, before TV will have half the coverage radio has now and he added that radio reached all levels of American society.

"Radio is getting bigger all the time," Trammell reported, and "it will be some time before audience diversion to television will offset the huge bonus circulation radio has been accumulating since 1939."

The NBC president, however, provided his own contrast in noting that, while radio will remain the "most massive and economical of all media for the next few years, television is taking the country by storm. No medium was ever launched with such public enthusiasm and advertiser support." To maintain radio, Trammell said, NBC plans to pursue more vigorous selling, more creative programs, more careful study of AM audience needs, and operate as close to the best as possible.

This fall, Trammell said, NBC finds itself with only five open evening half hours compared to 10 for CBS, over 13 hours for ABC and over 17 for Mutual. During the day NBC has but one 15-minute strip open.

Affils Renew Beef Over Net Promosh Plan, Matinee Bans

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—A renewal of the NBC affiliates' complaints concerning the network's policies with respect to its promotion campaign and with respect to its ban on the sale of afternoon chain breaks marked a closed affiliates' meeting here this week held during the third annual NBC convention.

The squawk concerning promotion centers on NBC's insistence on its own national advertising campaign, with especial reference to a campaign in *Life* and *Look* magazines, with an appropriation of around \$200,000. The affiliates claim that this type of advertisement does not produce sufficient pin-point promotion and call-letter advertising to benefit individual stations. Instead, they want an extension of co-operative advertising, worked out, if possible, on a co-operative basis, proportionately divided.

Even at that, however, the affiliates on what form local plugs should take. Conditions vary so in individual cities. After a lengthy session of palaver, the affiliates ordered the promotion committee set up by the Stations Planning and Advisory Committee (SPAC) to study the situation further and to survey the affiliates as to their individual needs and desires.

The chain-break protest was a renewal of a beef the stations have been registering some time. About four years ago, in selling daytime half hours to one advertiser for use in quarter-hour soap opera segments,

NBC eliminated the sale of chain breaks on those programs. Instead, the national advertiser, Procter & Gamble, for instance, uses the chain break for an additional commercial. The stations want to be able to sell this time locally and argue it means additional revenue at a time when they can use it.

NBC's attitude, on which it apparently will remain firm, is that in selling one advertiser a half hour, that account has full rights to it, even if programed in quarter hours. It would be just as logical, NBC says, to permit stations to sell breaks in a straight half hour show.

Insofar as the promotion campaign is concerned, NBC is spending \$87,000 for a five-page advertisement in the September 30 issue of *Life*, and \$106,000 for 13 pages in *Look* magazine. Of the latter, seven will plug NBC nighttime shows, one Sunday afternoons, one mornings to noon, one daytime serials, one NBC-owned package and two pages will plug two specific programs.

This total of \$193,000, NBC points out, would, if spent co-operatively, give no benefit to either the stations or the network, since it would buy barely a few inches in the newspapers of the 160-odd NBC cities. On the other hand, NBC believes it is of paramount importance to participate in an all-out public relations campaign, of which the magazine space represents a part. NBC can do only so much, it feels—the stations must help carry the ball in their own territory.

Affils Question Gus Margraf on License Status

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—The grave concern felt by broadcasters over the FCC's ruling banning giveaway programs was revealed here this week during the NBC convention. During a closed session, the NBC affiliates pelted Gus Margraf, chief NBC counsel, with questions concerning their license status should the FCC ruling be upheld in court. NBC, CBS and AF are suing to set the FCC rule aside.

The FCC regulation provides for license removal for those stations airing giveaways after October 1. NBC is involved since it carries *Truth Consequences*, *Hollywood Calling* and other free boodle programs.

Margraf assured the stations that NBC would at no time jeopardize the license of its affiliates or itself such programs if the FCC is sustained. He added that NBC has more at stake than the affiliates, since it is the licensee of five radio stations.

15 More Cities Slated To Join TV Net in Year

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—Fifteen cities are scheduled to join the interconnected television network facilities by the fall of 1950, it was revealed here during this week's annual NBC convention. They extend as far south as Jacksonville and as far west as Omaha and Kansas City. The total number of interconnected cities will then be 41. The hook-up information was supplied NBC by American Telephone & Telegraph.

New cities in the South slated to join the web include Birmingham, Atlanta; Charlotte and Greensboro, N. C., and Norfolk. All will go on the line in a few weeks except Norfolk, which will join in April. Johnston, Pa., is scheduled to join next midsummer, with Memphis, Tenn. in March. Louisville and Indianapolis are scheduled for October. In the Midwest, Kansas City, Omaha, Minneapolis, St. Paul and Des Moines are to connect by October.

Slugger Denny

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—Television affiliates of NBC this week protested a plan whereby the network would have published a television coverage map based on a 500-microvolt contour, and during the web's annual convention brought their beef to Charlie Denny exec veepee. When Danny heard about the proposal he blew his top, not only because he has not okayed it but because he agreed with the stations that the proposed measurements were completely inadequate.

As soon as he heard about the beef, during the course of a meeting with NBC TV stations, Denny announced that the plan was cancelled then and there. Then he added the crusher, explaining that the proposed contour had been established by the FCC while he was its chairman before joining NBC—and that it was to be used only to determine whether hearings were necessary, not as an acceptable coverage measurement.

NBC "REDISCOVERS" RADIO

Staggering Number of Unions Want Entree to Tele Operation

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—The staggering number of unions which may eventually be involved in television operation or which may seek to be identified with the new medium was revealed to the third annual NBC convention here this week by Ernest de la Ossa, NBC personnel director. The total collection of initials represented by the unions pales even the New Deal's aggregation of abbreviations.

De la Ossa stated first that NBC now has contracts with the American Federation of Musicians (AFM), National Association of Broadcast Engineers and Technicians (NABET), International Alliance of Theatrical Stage Employees (IATSE), and the Brotherhood of Painters, Decorators and Paper Hangers of America (BPDPHA).

In addition NBC is doing business with members of other unions each

of which hopes eventually to negotiate pacts. These include the Radio and Television Directors Guild (RTDG), the Television Writers Guild (TWG) and the Associated Actors and Artistes of America (Four A's), comprising Actors Equity (AE), American Federation of Radio Artists (AFRA), American Guild of Variety Artists (AGVA), American Guild of Musical Artists (AGMA), and Chorus Equity.

Television operation also calls for indirect relationships with other unions frequently thru sound broadcasting contracts and other unions which want in on television. These include the International Union of Operating Engineers (IUOE), Building Service Employees International Union (BSEIU), International Order of Machinists (IOM), United Office and Professional Workers International Union, Make-Up Artists and Stylists; District 50 United Mine Workers (UMW), Brotherhood of Teamsters, and the Screen Cartoonists Guild (SCG). The American Newspaper Guild (ANG), Authors League of America (ALA) and Screen Directors Guild (SDG) will probably have to be reckoned with too.

And the International Hod Carriers (IHC) union and the International Union of Bricklayers (IUB) have also contacted TV stations in connection with construction.

Eiges Stresses New Need for Showmanship

WHITE SULPHUR SPRINGS, W. Va., Sept. 10.—The multiple changes in the NBC fall program schedule have produced a greater need for showmanship than has existed for years, Sydney Eiges, NBC vice-president, told the web's affiliates here last week during the third annual convention. At the same time Eiges outlined new steps being taken by the network to exploit its shows and outlined efforts the stations could take on their own.

NBC's general approach this year is to co-ordinate its advertising, exploitation and publicity campaigns, Eiges said. Accordingly, the web is going far past previous procedure and, as one example, recently sent a half dozen of its press staff on a drum-beating tour in important Hooper cities. In addition, NBC is urging as many of its top personalities as can undertake such ventures to make extensive personal appearance tours, which Eiges said, pay off heavily in exploitation. He cited the recent Dennis Day tour as an instance.

Stations should not only focus on newspaper space in their local

Web Switch Finds Accent On AM, Not TV; Chi "Nerves" Bathed at White Sulphur

Trammell Talk Draws Ovation From Network Affiliates

By Jerry Franken

(Continued from page 3)

its newly adopted showmanship policy. Backing up the favorable business picture painted by Trammell and Harry Kopf, NBC sales vice-president, were pleas made by Charles Hammond and Sydney Eiges, vice-presidents, and Jim Nelson, promotion director, to "git out and git" in promoting and building the new NBC fall schedule.

The NBC stance on showmanship is a direct result of program raids made by its chief competitor, CBS. NBC, for the first time in its history, goes into the fall with its schedule studded with new shows, many of them low and moderate rated programs. In Chicago, the affiliates' pitch was for NBC to get business to replace the accounts taken over by CBS. Now, NBC's attitude is, "we've gotten the business, but it's up to the stations and the network to build the ratings."

NBC Details Promotions

NBC also went to great lengths to detail its own promotion campaign

and the bally assist it is offering affiliates. Behind this entire tactic is the theory that acquiring business for this upcoming season isn't enough, for unless NBC boosts its ratings, CBS may take a large-scale dominance in nighttime listening, with critically adverse results for NBC possible.

Individually, the two "hits" of the convention were Trammell and Pat Weaver, Trammell's recently acquired veepee in charge of television, with both receiving terrific receptions at the conclusion of their addresses, which are reported on elsewhere in this issue. Trammell's comments were characterized by veteran NBC affiliates as the top talk of his career in radio; Weaver's informal talk was welcomed as a refreshing note in the NBC picture. Affiliate reaction was also favorable with respect to Weaver in that NBC had shown good judgment in hiring an exec with a radio-advertiser-ad agency background.

While it was not too surprising to find Trammell reasserting his faith in AM, it was noted that Weaver's comments, even though TV veepee, were devoted to extolling radio as infinitely superior to blue and white media. Another to bolster the case for radio was H. M. Beville, Jr., NBC research director, who reported on the mediums' circulation gains in the past three years.

But while the pro-radio picture was dominant, it was made quite clear that Trammell shared the average station managers' concern for the next few years which, it is generally agreed, will see the diminution of radio and the parallel growth of television. The NBC president warned that it would take astute management to remain in business and, in the networks behalf, he outlined the share of things to come within NBC in the organizational changes which are expected within the next year.

NBC Greenbrier Gossip

By an odd coincidence the first luncheon during the NBC convention was held on the 27th anniversary of the first commercial broadcast, aired over WEAJ (now WNBC) in New York. . . . Vic Diehm, WAZL, Hazleton, Pa., and Clair McCollough, WGAL, Lancaster, exhibiting new waistlines, each having taken off pounds. Diehm shelved about 25 pounds. . . . RCA contingent headed by Joe McConnell and Orrin Dunlap.

NBC Coast contingent included Helen and Sid Strotz and Sybil and Hal Bock. . . . Harry Bannister, WWJ, Detroit, also working on a diet on a svelte pitch, pulled a switch by wearing slightly less flamboyant costumes. . . . Betty Denny, wife of Charles Denny, NBC exec veepee, rated as the top gal tennis player of the convention.

NBC promotion department gang . . . lids when, con- . . . film projection . . . oused up. When . . . able to pro- . . . got thru . . . is . . . a . . . copped a

Lyle Demoss attended in his stead. . . . Mr. and Mrs. Curley Vadeboncoeur, WSYR, Syracuse, and Mr. and Mrs. Bob Thompson, WBEN, Buffalo, drove down via the Skyline Trail. . . . Customary festivities and Charley horses produced by after-hour "meetings" in the stations relation department suite. . . . Johnny Outler and the missus here repping WSB, Atlanta.

Buddy Sugg, WKY, Oklahoma City, here solo, his wife, Betty, getting ready to send their daughter, Nancy, to college. . . . "Q" Cox, KGW, Portland, Ore., heading for the upcoming Petry station meeting in New York. . . . Walter Damm, WTMJ, Milwaukee, ribbing a *Billboard* reporter because of a bonehead play confusing some Louisville call letters. How red can your face get? . . . Norm Cash, of the NBC stations relations department, kept that flaming red Sun Valley shirt under wraps. . . . Bill Brooks, NBC news vice-president, reported in a crisis—lost his cigarette holder. . . . WLW, Cincinnati, represented by Marshall . . . WLW-T. Jim Shou . . . ville missed out . . . ings. . . . Iren . . . Bill McAndr . . . copped a

JUDY CANOVA
 AMERICA'S No. 1
 COMEDienne

Giveaways Will Get a Life; FCC Meets Industry, Agrees To Stay Ban Pending Suits

WASHINGTON, Sept. 10.—Although the Federal Communications Commission (FCC) has made no official decision on the matter, chances are considered good that the agency will not fight a temporary stay of its giveaway rules, pending outcome of the New York and Chicago court cases. The point was carefully considered at a meeting late this week between the FCC and network legalists. In the pre-battle confab it was agreed that both sides would press for a rapid court decision. FCC, however, refused to consider an industry request that the October 1 date for beginning the new policy be postponed by the commission. FCC legalists said they preferred to let the courts handle the entire giveaway issue.

Chief obstacle to a quick hearing is the difficulty of locating justices to man the three-member special court before which the giveaway case will be argued. FCC lawyers point out that this is still the vacation season as far as courts are concerned and that there may be trouble getting a court set up before October.

Technically, there are four separate suits against the FCC to halt the giveaway ban, but virtual agreement was reached at the FCC-industry meeting to file a motion combining the three New York suits. Thus the line-up in New York would be the Commission against the combined forces of the American Broadcasting Company (ABC), Columbia Broadcasting System (CBS) and the National Broadcasting Company (NBC).

The association of Broadcasters is likely to request a stay on the side of the network as "a friend of the court." In the other suit, that of Radio Features, Inc., filed this week in a Chicago court, will not be consolidated with the New York docket, but may be delayed until after a decision is reached in New York.

In both New York and Chicago the industry is asking for the special three-man court prescribed in the Federal Communications Act. Such courts are a time-saving measure designed to facilitate final appeal to the Supreme Court. Unlike procedure in an ordinary district court, a decision of the three-member special court goes directly to the Supreme Court at the option of the losing side. This permits the side-tracking of the Circuit Court of Appeals. An added advantage is that the loser does not have to worry about whether or not the Supreme Court will consider the case. The appellant has the legal right to have the high tribunal decide the issue.

Once the special court is convened, the first issue to be decided is whether a restraining order will be granted,

holding off the giveaway ban for the duration of the suit. Barring a change of mind on the part of the Commission itself, FCC lawyers will offer a stipulation not to contest the temporary order. The order would then be issued by the court as a matter of course.

Second step in court procedure will be the filing of briefs in support of and against the networks' plea for a permanent injunction against the giveaway ban. The customary motion to dismiss will then be made by the FCC, with a denial by the court a foregone conclusion. An oral hearing will follow, after which the court will decide whether or not the FCC is exceeding its authority in promulgating giveaway restrictions.

The special court proceedings could be polished off in a comparatively short time, but the almost certain appeal to the Supreme Court is likely to drag on for a year or more.

PACT HEADACHES

(Continued from page 5)

dent, has three major aims in TV next year. They are to effect greater operating efficiency, better programs and larger revenues. The last is to be accomplished thru rate increases, network expansion and more volume. He charted the growth of NBC-TV from five advertisers in March, 1947, to nine last year and 20 this year. NBC now has 20 hours of TV network time for the fall, he said, against 18 for Columbia.

Pic Orgs Inking Deals for World Series Theater TV

NEW YORK, Sept. 10.—Indications this week were that the Paramount Theater Corporation would sign with the Mutual Broadcasting System (MBS) to show the coming World Series games in the Paramount Theater, New York, and in one of its Chicago theaters, the State-Lake or Chicago. Negotiations are under way following a similar deal signed earlier this week giving exclusive Brooklyn theater TV rights to the Fabian Fox Theater. The cost to the movie outfits is reported to be about \$10,000 per house for the entire series regardless of number of seats on the theater's location.

Gillette Blades, the sponsor of the series on AM and TV, will get its

2 Mil for Free

NEW YORK, Sept. 10.—The radio and television industry's contribution to the 1949 campaign of the American Cancer Society has been \$2,100,000 in free time, according to conservative estimates made recently. Of this amount by far the largest donation was made by radio—\$2,000,000. Television added the other \$100,000.

Local radio stations did the most plugging, their contribution amounting to \$1,137,152.74. An indication of the kind of intensive drive made on the air is the fact that there are 45,437 one-minute script appeals alone.

'We, the People' May Bolt CBS

NEW YORK, Sept. 10.—Both National Broadcasting Company (NBC) and American Broadcasting Company (ABC) this week were pitching for the *We, the People* AM and TV shows, currently airing over Columbia Broadcasting System (CBS). Gulf Oil, the sponsor, is known to be unhappy about its current time slot, 9 to 9:30 p.m., Tuesday, and its agency, Young & Rubicam (Y&R), is looking around for other possibilities.

NBC is known to have pitched the 8:30 p.m. Friday time slot at the bankroller, while ABC is offering the 9 p.m. Friday time. A possibility exists, however, that CBS will come up with a new time slot to pitch at Gulf. The cycle ends in about seven weeks, leaving the sponsor three weeks to make up its mind.

RF's Giveaway Suits Postponed

CHICAGO, Sept. 10.—Federal Court hearing on Radio Features' injunction suit against the recent Federal Communications Commission (FCC) giveaway ruling was postponed this week because Commission attorneys were unprepared. Case (*The Billboard*, September 10) was postponed until Monday (12).

In the suit filed by the law firm of Kirkland, Fleming, Green, Martin & Ellis, Radio Features asked that the FCC rule be "set aside, annulled and forever declared null and void."

Walt Schwimmer, head of Radio Features, told *The Billboard* he has lost only two giveaway show clients as a result of the FCC ruling. He said, however, that many stations thinking of buying his shows (including *Tello-Test* and *Tune-Test*) were holding off inking contracts because of the FCC action.

"Union Now" Spirit Grows

(Continued from page 5)

equally in profits, altho stock interests vary and Petry has majority ownership. Billings are estimated as high as \$15,000,000 annually and individual income at a quarter of a million annually.

Petry has called a meeting of his stations in New York for next week and it is believed that some station managers are going to move for a separate meeting, at which the full list of stations will be asked not only to act in unison but to take every possible step to keep the list as one unit, irrespective of developments in the Petry-Christal litigation.

Other stations now represented by Petry favor creation of an entirely new company, should this ever become necessary, with the new outfit to be owned co-operatively by the stations it represents. Under such a plan the number of stations would be cut to about 15; a sales staff would be hired and the profits split among the stock-owning station members. It is felt that the outlets involved are so strong that they could undertake this venture with almost certain success and that their own sales cost would be materially reduced by the profit sharing plan.

Affils Like Weaver But Not His Ideas

(Continued from page 5)

60 commercials if sold out. Each sponsor, along with opening and closing montage identification, would get brief spot credits plus one and a quarter minutes for "hard sell" plugs

Miller Doubts FCC Legal

Power To Ban C

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Stop the Gi...

HOW TV SELLS THE PRODUCT

Video Values Sized Up by G. Moskovics

Salesmen Just Order-Takers

NEW YORK, Sept. 10.—Television is expected to have a pronounced effect upon on-the-spot sales and demonstrations of sponsor's products, according to George L. Moskovics, manager of Columbia's (CBS) TV sales development. The CBS exec pointed out that where other advertising media make statements about products, video actually proves them. This creates buyers without the need for much further selling, said Moskovics, who added that TV provides a cheaper vehicle than any other form of demonstration.

To document his point of view, Moskovics offered the hypothetical example of a sponsor who had a network show airing in New York, with its 750,000 video sets. If the time and talent were to cost \$10,000, and he were to have a half-hour show scheduled in four cities, the pro-rated cost for New York would be \$2,500. If his show were to receive a rating of 20, with about 150,000 homes seeing the program, and since the number of viewers per set is greater than a single family unit, the sponsor would be talking to about 300,000 family units.

Thus, the demonstration cost would be \$8.33 per thousand families, or eight-tenths of a cent per family. The cheapest kind of plugging of a product, by a salesgirl demonstrator in a grocery, is estimated at 10 cents per demonstration; a house-to-house demonstrator would cost 50 cents per

FCC Cancels KRTV Over WTON Tie-Up

WASHINGTON, Sept. 10. — The Federal Communications Commission (FCC) yesterday announced cancellation of the construction permit of KRTV, Minneapolis, because of non-compliance with an agency order to divorce the inter-locking ownership of KRTV and WTON, of the same city.

The Northwest Broadcasting Company, permittee of KRTV, reported that it could do nothing about the situation. The connection between the two stations is tortuous, but the FCC said that it came under its duopoly rules.

Northwest's KRTV is 100 per cent owned by the Minneapolis Star & Tribune Company, which is 14.6 per cent owned by the Minnesota Tribune Company. The latter also owns half of WTON. The permit went to Northwest on the condition that the Minnesota Tribune Company dispose either of WTON or its holdings in the Minneapolis Star & Tribune Company.

Ace Peddles New TV Film Show

NEW YORK, Sept. 10.—Goodman Ace has prepared a film version of a new 15-minute TV show that he was unveiling this week to agencies. Tho it is titled *Easy Acs*, the program has a different format from his old AM show.

The new video offering can be adapted to go on across the board, if desired. No web has been selected, despite Ace's association with the Columbia Broadcasting System.

home, and to demonstrate a car to a prospective buyer costs \$5, according to Moskovics.

As an example of the kind of buy TV is, even under the most unfavorable conditions, Moskovics offered the hypothetical case of an advertiser in a very poor video city where only 6,000 sets were in use. If he were to bankroll a program costing \$200 for time and talent, which received only a 10 rating, he would have access to 600 homes. It would take six men making 20 calls per day, at a considerably larger weekly expense, to

do the same job.

When a sponsor's video commercials gets results, the salesmen in retail outlets become order-takers rather than sales personnel. Moskovics quoted a coast adman who told him that since Los Angeles' Eastern Columbia department store had employed TV, merchandise shown in commercials needed no further demonstration.

The three advantages of TV over other advertising media, Moskovics stated, are: (1) Demonstrations are made at a time and place convenient

to the buyer; (2) theoretically, every sales pitch should be a perfect one, and (3) the products are shown to people who otherwise might not be exposed to them. Thus, buyers are made of people who ordinarily might not buy.

According to the CBS sales official, novelty and new products lend themselves especially to TV plugging. TV ads can foster brand identification, stimulate appetite appeal, demonstrate products in use and impel action, thus bringing the sale much nearer conclusion.

All "EXTRAS" are standard equipment



There's a good reason why so many advertisers select WLW first as the vehicle to carry new selling appeals.

For here is a radio station with unequalled facilities—a great station that is equipped to provide many extra services far beyond simply selling time on the air.

And here, in WLW-Land, are 330 counties comprising parts of seven states—an area that presents a true cross section of the nation.

Yes, you'll find that WLW's Merchandise-Able Area is an ideal proving ground for new advertising campaigns, new techniques, new products. And with a "know-how" peculiar to its territory—plus adequate manpower—The Nation's Station is in a position to help you study this market of nearly fourteen million people. It can smooth the way in securing distribution... gaining dealer cooperation... getting consumer reactions.

If you are planning to launch a new advertising campaign or introduce a new product, talk it over first with The Nation's Station.

SOME WLW "EXTRAS"

People's Advisory Council

to determine program preferences and for general consumer market studies.

Consumer's Foundation

to determine consumer reaction to products and packaging.

Merchandising Departments

to stimulate dealer cooperation, check distribution, report attitudes, etc.

Test Stores

to check potential buying responses, effect of new packaging, displays, etc.

Buy Way

monthly merchandising newspaper for retailers and wholesalers.

Crosley Broadcasting Corporation



THE NATION'S MOST MERCHANDISE-ABLE STATION

TOA Projects NBC TV Segs

Sustainers, Pubserve for Movie Houses

Spurs Exhibit Interest

HOLLYWOOD, Sept. 10. — Indicative of advances made in large-screen theater television, Theater Owners of America (TOA) has set a deal with National Broadcasting Company (NBC) for rights to project the web's shows in movie houses. This was revealed by Gael Sullivan, TOA's exec director, here for the org's convention (12-15). Details have not yet been discussed, but according to TOA-NBC talks to date, theaters would get the nod for picking up sustaining and public service video segs. Manner in which theaters would handle borrowed tele segs will be one of the matters to be treated at the convention.

Exhibitors welcome tele, Sullivan said, and feel that the airpix medium will help rather than hinder movie biz. Sullivan pointed out that theaters have prospered as a result of radio, weathered the soundtrack storm and have thrived as a result of increased use of home phonos. As an example of pix reaping benefits from wax biz, Sullivan pointed to Bing Crosby's b.-o. draw, crediting records with a sizable portion of The Groaner's screen popularity.

Deal with NBC is expected to spur interest among individual exhibitors toward video as well as needle manufacturers into action in cutting equipment cost. Furthermore, TOA is eager to show that theater television is rapidly rounding the corner in the hopes of speeding Federal Communications Commission attention to the problem of theater tele channels. Motion Picture Association, 20th Century-Fox and Paramount, along with TOA, have petitioned the commission to open hearings on channel grants.

CBS Names Sachs Controller of Net

NEW YORK, Sept. 10.—Columbia Broadcasting System (CBS) this week appointed Edward L. Sachs to the newly created position of controller of the network. Sachs has been with the web since 1936, but chosen executive assistant at CBS.

In addition to continuing with his executive assistant duties, the web official will directly supervise preparation of budgets.

FCC Probe of AMT Patent Holdings Aims at Monopolies

WASHINGTON, Sept. 10.—Legal department of the Federal Communications Commission (FCC) has quietly completed an exhaustive survey of radio and TV patent holdings, it was learned this week. The findings will be made available to the Senate Interstate and Foreign Commerce Committee, which has been steering toward an investigation of the monopoly issue in communications.

The study, which is in a "confidential" status, purports to show the extent of patent holdings and full details on licenses and licensing arrangements. It covers AM and FM radio and television. Likely to supplement the study will be licensing data now being assembled by the FCC in connection with the hearing on TV allocations slated to begin September 26.

Monopoly Probe Possible

The FCC findings are expected to play a role in what might develop into a full-dress inquiry by the Senate Interstate and Foreign Commerce Committee into patent holdings. Chairman Edwin G. Johnson, of the Senate Interstate and Foreign Commerce Committee, and Sen. Charles Tobey (R., N. H.), who as a subcommittee chairman has staged several inquiries on the subject, have sounded off on the issue with more than usual frequency this session, with Johnson particularly warning against TV monopolies in the field of color.

Significantly, too, the monopoly issue has already crept into the controversy over TV allocations, with charges having been made in several briefs filed for the upcoming hearing that the FCC's proposed allocations scheme leaves the way clear for a monopoly by major interests already dominating very - high - frequency (VHF) television. The issue is given

special emphasis by those warning that the FCC blueprint, altho opening the ultra-high-frequencies (UHF) to television, fails to offer a single additional TV frequency to most of the nation's major cities such as New York, all of which are in the VHF band.

Alarm Voiced

Several briefs filed at the FCC voice alarm over the prospect that program control thruout the nation might thereby be frozen into the hands of a few powerful networks. In addition, the battle among the Radio Corporation of America (RCA), the Columbia Broadcasting System (CBS), Allen B. DuMont Laboratories and others on the color TV issue promises to become a big factor in the stormy fight on patents, licensing arrangements and broadcast ownership. The FCC engineering staff is hoping to assemble a preliminary analysis for the commissioners in readiness for the hearing later in the month.

Altho developments in color TV appear to overshadow the allocations fight, the FCC is nonetheless facing a tough problem in demands from numerous groups urging that the commission open up considerably more than the 42 UHF bands proposed in the commission's allocating blueprint. Latest to figure in this is the Society of Motion Picture Engineers (SMPE), which recently called for nearly 10 times more space in the radio spectrum than FCC's current proposal for all commercial television.

SMPE figures that 10 program outfits in each major city may be in the field in the future to provide theater TV. Each, said SMPE, will need six channels—two for program pick-up, two for distribution of programs to theaters, and two for intercity networking.

FCC Ruling Against AT&T Gives Western Union a Hypo

WASHINGTON, Sept. 10.—Western Union's TV networking plans are receiving a shot in the arm from this week's proposed finding by the Federal Communications Commission (FCC) that the ban by American Telephone & Telegraph Company (AT&T) on inter-connection of other TV intercity channels with its own is unlawful.

On a 4-1 vote, the FCC issued a proposed report declaring that the inter-connection restriction of AT&T is counter to the communications act and is "unjust and unreasonable." The FCC said that if the report should be made final, the telephone company would be ordered to abandon its inter-connection policy and might be required to hook up AT&T channels with inter-city facilities of other carriers after hearings in any specific instance.

Officials Testify

on the inter-connection Western Union officials AT&T ban

ter-connection with the telephone firm's channels in order to latch onto any real revenue from telecasters.

Western Union's fight against the AT&T restriction was supported by the Television Broadcasters Association (TBA), Allen B. DuMont Laboratories, and Philco Corporation, all of whom claimed that AT&T was hampering inter-city video. The claim of the telephone firm was that inter-connections of its facilities with those of other network channels would degrade service since AT&T would be unable to control standards used by other carriers. AT&T also stated that permitting connections would result in a loss of revenue.

"Technically Feasible"

The FCC's report stated that inter-connection was "technically feasible." The commission asserted that Philco had on occasion hooked up its New York-Philadelphia carrier's channels.

Roach Making TV Pix on Industry Stock Ownership

HOLLYWOOD, Sept. 10. — Hal Roach will produce a series of 52 half-hour TV film subjects devoted to stock ownership of various corporations, to be underwritten by those firms. Tagged *Industrial U. S. A.*, each seg will be devoted to a separate sponsoring firm and will include shots of the company's plant, production of its product and its officers, with an explanation how the stockholding-public runs the firm. Idea was originated by Reese Taylor, prexy of Union Oil Company, one of the sponsoring firms.

Roach told *The Billboard* that cameras will start rolling in mid-December, with product to hit the glass screens in March. Budgets per seg will differ according to the amount each sponsor wants to pay for his reel. In some instances, sponsors may want flicker for use as commercial films, which will up the cost. Roach did not name firms set, but said they will be announced later.

Firms will turn over prints to their stock brokers who, in turn, will put films on local stations. Roach said biz will go to either National Broadcasting Company or Columbia Broadcasting System.

NY TV Building Planned; Solution To Space Shortage?

NEW YORK, Sept. 10.—In view of the great need for studio space, most if not all of the TV networks are believed likely to participate in the use of the new \$9,000,000 20-story video center expected to be erected here on the block bounded by 51st and 52d streets, Broadway and Seventh Avenue. Virtually all the webs now are renting theater space outside their own facilities, the annual costs totaling thousands of dollars. The fact that there is a possibility of securing centralized studio space at a probable lower cost makes this plan potentially feasible.

The building, to be designed by John Sloan Associates and owned by Herbert J. Freezer, is expected to be ready for occupancy by May 1, 1951. Tho the first two stories will be leased for stores, banking quarters and showrooms, the upper 18 floors will feature almost no windows and no columns. This will mean wide open spaces for the staging of video programs.

The edifice, which may be known as Television Building, will be air-conditioned and have fluorescent lighting. Freezer had originally planned to build a \$6,000,000 theater and restaurant building, but the demand for space from the TV industry changed his mind.

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ATSC To Ask N. Y. License Service Orgs

Standards in Works

NEW YORK, Sept. 10.—A decision to petition the city of New York to enact a law which would require the licensing of all television service companies was reached at the meeting of the newly formed Association of Television Service Companies (ATSC), Wednesday (7), according to Stanley R. Lemler, of Landau & Fridman, legal counsel for the association.

The ATSC membership also decided to draw up both technical and financial standards which would assure set owners of the proper installation and repair of their receivers, and also the continued servicing of sets should any of the ATSC members go out of business while holding service contracts. Should the New York City Council enact a licensing law, the group hopes that ATSC standards will be adopted by the city and eventually result in driving out of business the "fly by night" service outfits. According to an ATSC spokesman, it was the record of these "fly by nighters" that created a situation which made the New York State attorney general issue a series of statements on the validity of television service contracts.

Want Mfrs.' Aid

Another hope of the association, according to Lemler, is that video manufacturers will back the association to the extent of tagging each receiver with a note to set owners recommending that servicing and installation be done by one of the ATSC members "listed in the classified pages of your phone book."

The membership of the ATSC at present consists of 11 out of the 12 largest service agencies in the metropolitan New York area. Lemler also stated that several service companies which have recently applied for membership in the association have been turned down by the membership committee because they did not meet ATSC standards.

Personnel Changes

Samuel Surrey, manager of the Raytheon TV division of Colen-Gruhn, Inc., has been upped to veepee of the distribber. . . **Walter L. Stickel**, national sales manager of DuMont's TV set sales division, announced the following new sales assignments: **George P. Lohman** becomes Eastern regional manager, **Joseph H. Moss Jr.**, becomes Central States regional manager, and **Rowland W. Guildford** will function as New York regional sales manager. Territorial representatives, working under Guildford, are **C. T. Wandres** (Manhattan), **John Hunt** (Brooklyn), **Karl Von Gah** (Queens), **H. James Tait** (Bronx-Long Island) and **Richard O'Brien**, who will service the Westchester-Connecticut territory. . . **Sam M. Harper** has been appointed director of the special products division of John Meck Industries, Inc. . . **Charles H. Ruff** has been named manager of the Genesee Radio & Appliance Company's store in Utica, N. Y. . . **Zwiener**, head of Zwiener Company, succeeds **Lain**, of Ref. Company.

Industry Spoofs Psychology

Industry Makes Big Strides With Color TV; Long Haul

NEW YORK, Sept. 10.—Regardless of the fact that color television for the consumer is still at least a full year away and may be as long as three years in arriving on the scene, long strides toward the ultimate goal were taken this week by Radio Corporation of America (RCA), Columbia Broadcasting System (CBS) and a group of television and component parts manufacturers. Both RCA and CBS issued clarifying statements about their respective system and such manufacturers as Crosley, Air King, Tele-Tone, Astatic and Birtman are building receivers and converters for CBS to use at the upcoming Washington demonstration before the Federal Communications Commission (FCC).

How They're Selling Them

LABOR DAY week-end caused a general slump in dealer ads, since space-wise retailers were apparently wary of Monday holiday ad let-downs. Most appliance ads concentrated on heaters, while music stores pushed band instruments and pianos. Records and phonos were virtually absent from the picture and radios only scored in the portable or "sell out" type ad. Emerson received the bulk of space via its current campaign on the "Challenger," \$129.95 TV table model. Fairly equal division of dealer promotions and co-op ads went to Westinghouse for its \$199.95 TV set; Philco's electronic built-in-aerial pitch and RCA's and General Electric's TV lines in general.

ACE AD POSITION SELLS DISKS

A tiny ad paid off many times its value in record sales for Pizitz, because the store shrewdly placed the ad right in the middle of the paper's three column record review column. Ad copy simply stated, "All records reviewed here can be secured at Pizitz . . . records, sixth floor."—Pizitz, Birmingham.

READY FOR THE NEXT HURRICANE?

In tune with Miami's big blow, this co-op distributor used the above catch line to push RCA's \$52.50 portable. "When the lights go out you can depend on the Globe Trotter." Bulk of ad, tho, was devoted to RCA's \$449.50 console model. Copy emphasized RCA's new 18-inch picture, and listed model's technical features. A small box was headed "Never a service worry," and a larger box listed the leading TV shows and baseball. Miami's 20 RCA dealers were listed at bottom of five-column ad.—Miami.

DEALER HOLDS FALL SHOWING

Utilizing a fair-sized ad, Willis Music Company featured a dignified announcement of its "Fall showing of new 1949 and 1950 television . . . Nation's finest makes in one big display." Firm names of DuMont, RCA Victor, Magnavox, General Electric, Emerson, Zenith and Motorola were all listed in trade-mark signatures. Bottom copy read, "Home demonstration . . . convenient terms . . . if desired."—Willis Music Company, Cincinnati.

CAN'T STOP THIS "GIVEAWAY" SHOW!

Utilizing this clever head to tie in with the FCC's proposed ban on radio giveaway broadcast, this clever ad continued, "The new . . ."

In supplying the FCC with supplemental information to the original August 25 announcement, RCA disclosed that its system would require projection type receivers with three kinescopes—one for each of the primary colors of red, green and blue. The company also announced that no changes in present transmission standards are required and that stations could switch from color to black-and-white or the reverse without disturbing the viewers of either monochrome or color receivers and without requiring adjustments to either type of receiver.

CBS Orders Converters

In the meantime, CBS is having converters built by Air King and Tele-Tone in New York. In addition, Crosley in Cincinnati is turning out receivers which have been internally adapted for the pick-up of color pictures thru the use of the Tele-Tone and Air King converters. The Crosley receivers are being designed for the Washington FCC tests so as to receive monochrome pictures from monochrome transmission as well as monochrome picture from color transmission.

These receivers, according to CBS are of the type that "manufacturers could start to make at once, in the event the FCC adopts the CBS color television system." CBS has also announced that more than 30 receivers of different types will be used by them in the Washington tests, including five sets which will receive color only.

Altho CBS has previously announced that the converter required under its system could be produced for "about \$75" in mass production, RCA has made no claims at all for the price of converters under the system it will unveil before the FCC. As for the CBS converters, a Tele-Tone spokesman stated that his company was ready to produce them in mass immediately for "under \$100."

Industry News Of the Week

With the introduction of the new Sylvania line of TV receivers and the showings last week and the week before by Motorola, Capehart, Fada, Hallicrafter and Tele-Tone, only a few video producers have yet to be heard from. Arvin will present a group of new models in New York next week, DuMont officials admit that "supplementary" models will be announced in a month or so, General Electric's line is due "late in the year," and Admiral spokesmen only admit that a new line will be out in "a month and a half." Sylvania enters the market with a line of receivers . . .

Allocations, Stable Prices Still Way Off

Too Much Talk-Trade

NEW YORK, Sept. 10.—Despite all the TV industry talk about set allocations and price stabilization, trade-wise observers are still of the opinion that neither factor has actually arrived—nor will arrive in the near future. They feel that the recent statements concerning allocations of new models to distributors and dealers are much more psychological talk than actual fact. They also feel that recent price announcements by various set manufacturers prove that the long-hoped-for price plateau has not been reached, even for the remainder of 1949.

On the matter of allocations, traders reasoning runs like this: "Sorry, Mr. Dealer, you can only have four 12-inch table model sets this month—that's your allocation—but if you need a few more—call me and I'll see what I can do."

No one finds fault with the fact that creating an allocation psychology, whether based on fact or fancy, could very well work toward the end that dealers would be less apt to give discounts if they felt that they couldn't get all the stock they wanted. Why give a customer 20 per cent off on a set when all you can get this month is four or five sets?

It is true, however, that several of the major set producers have not been able to make quick deliveries on their "hot" items.

Price-wise, the trade is pointing to the new 10-inch table models introduced this week and last by Olympic, Tele-Tone and Macy's Artone private brand. While it looked for a while as if the 10-inch table sets would be settled at the \$200 level, Olympic announced a cut to \$180 and both the Tele-Tone and Artone prices are in the \$150 class.

Whether or not the Olympic, Tele-Tone and Artone lines are sufficiently strong to hurt the major manufacturers is being questioned by some industry leaders, but the fact that 8,000 sets a month . . .

sets a month . . .

sets a month . . .

sets a month . . .

sets a month . . .

802 Versus Para, Strand, Cap

Local Seeks Stand-By Pay Since 1947

Does AFM Nix 802 Bid?

NEW YORK, Sept. 10.—A summons and complaint served on the Paramount, Strand and Capitol theaters by Local 802, American Federation of Musicians (AFM), asking for collection of stand-by pay retroactive to August, 1947, was brought to light this week when it was learned that the defendants' answers are scheduled to be heard in State Supreme Court September 28.

The local served the complaint on June 22 but successfully kept it from public knowledge until Friday (9), consistently denying that papers had been served despite weekly queries on the specific subject by *The Billboard*.

The attorney handling the matter for the local refused to comment on the amount asked or any of the other details of the complaint because, he said, his clients had instructed him not to discuss the matter with the press.

As long ago as February 26 an article in *The Billboard* stated that the local had "turned over the question of stand-by payments they feel are due them to their attorneys."

The reason for the local's concern for secrecy on the suit against the presentation houses may well lie in the relationship of the local to the national AFM in the delicate question of stand-bys. According to a well-informed source here's the picture:

Analysis

First, the fact that the local finds it necessary to bring suit rather than to utilize the weight and resources of the AFM is peculiarly significant. If the local's case is good why doesn't it use the proven pressure of Petrillo? The fact is, according to the informant, that the local has applied to Petrillo for help against the theaters, but has been turned down.

The reason for the refusal is a secret, unofficial, but strong policy of the international board of opposition to the stand-by principle. This opposition is part of the new AFM facade of public good will and amelioration of the old line toughness (See 802 Vs. Para, on page 20)

Eckstine Plans Own L. A. Bash

NEW YORK, Sept. 10. — Billy Eckstine will promote himself in a concert at the Shrine Auditorium in Los Angeles on September 15. He will headline the concert presentation and has had his agency, William Morris, buy Les Brown's ork to round out the show. Brown will supplement his regular 17-piece aggregation with eight strings especially for the concert. Disk Jockey Gene Norman, who has been active in the Coast concert field, is sparking the promotion and presentation of the show.

The concert originally was skedded for the Hollywood Bowl but was shifted indoors because of possible weather changes. The Shrine seats 5,200 persons. Last year Lionel Hampton promoted himself at the Auditorium to the tune of an \$8,500 take.

Victor and Columbia Hypoing Activity in the Kidisk Field

NEW YORK, Sept. 10.—RCA Victor's new *Little Nipper* kidisk series, introduced last month with Shirley Temple's re-recorded *Dumbo* package, is set to hit the market in full force before the end of this month. Six sets from the old line by name artists have been completely revised and recut, and the entire series, presently numbering 21 titles, has been completely redesigned. All sets will be available on 45-r.p.m. disks. Disk labels have been designed with special identification features indicating title and side number to tots of pre-school age.

Entirely new to the line will be *Little Nipper Storybooks*, all titles of which have been available previously, but now presented in a new format. These will include 24 bound-in pages, completely illustrated, and keyed to the narration. Re-recorded sets in this grouping include Spike Jones's *How the Circus Learned to Smile*, Paul Wing's *Little Black Sambo*, Cliff Edward's *Pinocchio*, Dennis Day's *Snow White and the Seven Dwarfs* and Wing's *The Little Engine That Could*. Each set includes two disks. Victor's original *Pinocchio* and *Snow White* sets were straight song packages taken from the Disney sound tracks. The new versions contain both songs and stories. Seven Disney features are included in the entire line.

The *Little Nipper Picture Albums* will have a two-page spread illustrated liner pasted in the regular 78 r.p.m. sets, but the same material will form a miniature picture book bound into the 45 r.p.m. packages. Included in this group will be some of the diskery's biggest all-time kidie cuttings such as *Pecos Bill*, *Bambi*, *Johnny Appleseed*, *The Night Before Christmas*, *Raggedy Ann*, *Little Black Sambo's Jungle Band* and *Spike Jones's Nonsense Music*.

RCA To Accent La Hall Platter

NEW YORK, Sept. 10.—RCA Victor will devote its record release the week of September 20 to a single disk—Juanita Hall's first etching for the label, *Don't Cry*, Joe backed by *Love's a Precious Thing*. The weekly Victor release usually runs from eight to 12 records, and the release of the Hall disk all by its lonesome is part of a send-off campaign for the *South Pacific* thrush.

Distributors, disk jockeys and reviewers, having only the one record from Victor that week, will give it special attention, is the waxery's rationale.

NEW YORK, Sept. 10.—Columbia Records' newly constituted kiddie line, produced under the direction of Hecky Krasno, starts rolling to the retail market this week. The diskery's new bid in the expanding kidisk market will involve its biggest promotion yet in that field, with much of the emphasis placed on LP packages. Besides introducing specially commissioned material, and a new name-artist policy, the diskery is set to make a new plunge into the seven-inch, 25-cent field, with 25 disks, mostly newly recorded, scheduled for the first release, within two weeks.

This week's release will include Gene Autry's *Stampede* album, and *Sluggo at the Bat*, featuring Brooklyn Dodgers Peewee Reese and Jackie Robinson. *Chummy, a Record Playmate*, with Peter Donald, is skedded for October, and Burl Ives's children's folk song set for November. Other specials will be released as soon as the art work can be completed.

A special Autry dinking of two Christmas songs, *Rudolph, the Red-Nose Reindeer*, and *If It Doesn't Snow at Christmas*, will be released both as a pop and as a plastic kidisk on the 19th.

The seven-inch playtime series has been largely re-cut, using such vocal talent as Gene Kelly, Jerry Wayne, Earl Rogers, Harry Babbitt, Jimmy Blaine and orksters Sylvan Shulman and Mitch Ayres. All sleeves have been redesigned. Standard folk songs, cowboy songs, Christmas tunes, nursery rhymes, marches and singing games are included in the repertoire.

Leeds Works Up School Offer

NEW YORK, Sept. 10.—Leeds Music Corporation has worked up a special promotion to exploit its band music catalog. The deal is aimed specifically at music schools. With every \$50 purchase of Leeds band music, the buyer will receive, gratis, a Columbia LP player attachment plus one LP record of symphonic band music.

Included in the list of LP disks in the free offer are *Anto Yoruba*, by Pedro Sanjuan; *Carnival Suite*, Alexandre Tansman; *Comedians' Gallop*, Dmitri Kabalevsky; *Deep Blues*, Lou Singer; *Doxology*, Erik Leidzen; *Hymn and Fuguing Tune No. 1*, Henry Cowell; *Legend*, Paul Creston; *Lonely Landscape*, Robert McBride; *On Guard*, Edwin Franko Goldman; *Walkin' the Road*, Herbert Haufrecht, and *Wilderness Road*, Elie Siegmaster.

ASCAP Reps, JD To Resume Decree Talks

Accord Likely Next Month

WASHINGTON, Sept. 10.—Conferences are soon to be resumed between the Justice Department and spokesmen for the American Society of Composers, Authors and Publishers (ASCAP) in a quest for agreement on an amendment to the 1941 consent decree in ASCAP's case.

Sigmund Timberg, chief of the compliance section in the Justice Department, is expected to stage a round of sessions with ASCAP bigwigs the remainder of this month. Hope is stirring for some sort of settlement by mid-October, altho it is generally conceded that there are a lot of problems remaining to be ironed out in developing a fee formula acceptable to all elements of ASCAP. With Timberg's return this week from a vacation, however, legalists from the government side and ASCAP are ready to get down to serious business again.

Justice Department spokesmen indicated that the inactivity during the last few weeks in the absence of Timberg has given both sides a zest for getting things rolling again, and this time the hope is that something decisive will come out of the conferences.

Diskeries Hitch Pop Music, Jazz Talent on Dates

NEW YORK, Sept. 10.—The marriage of superlative jazz talents with dyed-in-the-wool pop music protagonists appeared to be the keynote this week among the bigtime disker artists and repertoire men. At Columbia, a.&r. topper Mannie Sacks mated thrush Sarah Vaughan with Xavier Cugat's ork for a date next week. The unusual pairing will be met half-way musically, since Columbia's musical director, Hugo Winterhalter, will write the arrangements for the date.

At Decca, Louis Armstrong, currently packing them in at Bop City, was paired off with Gordon Jenkins, the label's musical chief and a top pop artist in his own right, for a pair of sides. Jenkins used a small ork and a 14-voice choir for the date, which produced *That Lucky Old Sun* and *Blueberry Hill*.

Capitol Pacts Max Steiner

NEW YORK, Sept. 10.—Capitol Records this week landed a term waxing contract with top movie conductor and composer Max Steiner. Steiner is the leading writer and conductor of background music scores on the Warner Bros.' lot.

Capitol plans to slice albums containing excerpts from the scores of Steiner's future flicks. Steiner has won three Academy Awards for his scores, the winners including *The Informer*, *Since You Went Away* and *Now Voyager*.

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. . . . The Editors

Ride 'Em, Paul! Cohen Corrals The Hillbillies

NEW YORK, Sept. 10.—Decca Records is preparing a concentrated drive in the country and Western field. The firm, which already has a couple of firm folk artists in such persons as Ernest Tubb and Red Foley, has inked a slew of new talent to prepare for the drive. Paul Cohen, Decca's country and Western chief, made the artist haul on a trip thru the hillbilly belt during the past three weeks.

Among the talent snared during Cohen's jaunt were Hank (Sugarfoot) Garland (former guitarist with Cowboy Copas's group), Smilin' Eddie Hill, Jimmy Work (who wrote the hit *Tennessee Border*), Bob Price, Louvin Brothers, Lonnie Glosson (until recently a Mercury disk artist), the Jordanaires, the Singing Suns and Owen Bradley (Station WSN, Nashville, organist who worked with Red Foley). Mervin Shriner, who waxed some sides for Vocalion, has been shifted to the Decca label as part of the diskery's drive on the country disk market.

French Diskery, Atlantic in Swap

NEW YORK, Sept. 10.—Atlantic Records has made a deal with Edouard Barclay, of the French Blue Star diskery, for a swap of jazz masters. Atlantic is getting etchings cut in France by American jazz stars Howard McGhee, Rex Stewart, James Moody and Don Byas. Stewart's wax will be released on the diskery's new subsidiary label, Plaza, while the rest will be carried by Atlantic.

Blue Star has taken several instrumental jazz masters, principally bop, to be issued in France, and also plans to issue a Blue Star "Atlantic Series" for export to Argentina. According to Atlantic Prexy Herb Abramson, trade restrictions make it virtually impossible to ship disks to Argentina direct from here, whereas there is no problem if they're shipped from France.

Barclay and his wife returned to France this week.

Baumgart Out Of Cavalier

NEW YORK, Sept. 10.—Bob Baumgart, partner in Cavalier Music, has joined Cromwell Music as contact man to work on that firm's *Hop Scotch Polka*. Jerry Lewin will remain at Cavalier, the pioneer per-plug firm whose agreement with Broadcast Music, Inc. (BMI), expires October 1. Mickey Glass, the third partner at Cavalier, goes to work for Joe Davis's Beacon Music Tuesday (13).

Cromwell this week turned over foreign rights in *Hop Scotch* to Lou Levy.

Robert To Act As Stept Agent

NEW YORK, Sept. 10.—Bobby Mellin's Robert Music, an American Society of Composers, Authors and Publishers (ASCAP) firm, will act as selling agency for the Sammy Stept catalog, Mellin announced this week. Some 40 tunes are involved, including *Smoke Dreams*, theme for the *Chesterfield Supper Club* show.

Stept, a tunesmith, has published his own songs and has operated the catalog at various times himself in partnership with contact man Lou Green and with pubber Ha...

Gov't Study of Speeds Mulled

Decca, Disney Map Joint Bally Drive on "Ichabod" Flick Album

NEW YORK, Sept. 10.—Decca and Disney have lined up a giant joint promotion campaign to launch the cartoon king's *Ichabod and Mr. Toad* feature, starring Bing Crosby, and the Goaner's record album based on the flick. The film is skedded to open simultaneously in 157 cities east of the Mississippi on October 12.

The entire exploitation pitch, according to a Disney spokesman, is pegged on the music, since "this is the first time the studio has employed a musical personality of the stature of 'the champ.'" In the film, Crosby narrates and sings, doing a variety of voices, while the comic cartoon characters appear on the screen. On his Decca disks, Bing recorded the score in two ways. First in straight musical renditions, which Decca has already released as singles; second, for an *Ichabod* album, in which he tells the story and sings snatches of the tunes. The album is aimed at both the kiddie and adult markets, and will be released also on LP disk. The picture, actually in two parts, incorporates two stories, Washington Irving's *Legend of Sleepy Hollow*, and the English classic, *The Wind in the Willows*, by Kenneth Grahame. Decca is using the *Ichabod* portion, while the second story, which has been retabbed *The Adventures of Mr. Toad*, is being issued in a kiddie set by Capitol. Basil Rathbone is Mr. Toad in both the film and records.

Disney is teeing off with a national magazine campaign reportedly costing the flickery \$250,000. Flickery has prepared a series of trailers for the theaters, all featuring Bing's voice, and is staging a disk jockey campaign to include spots with Bing and his sons. These will be mailed with copies of the album, which Disney is obtaining from Decca on a deal. The Disney press book will devote two pages to the Decca disks. The same Disney spokesman estimated that Disney's share in the disk portion of the campaign could not be handled for less than \$50,000.

Meanwhile Decca has already sent its all-musical singles to the jocks, and is supplying all of the theaters with displays and disks for use in lobbies. Decca is also taking care of main-line dealer windows, and is handling the direct mail promotion to distributors, theaters, RKO and Decca field men. RKO is distributing the film, and is arranging screenings for Decca dealers and distributors in all areas the picture will play.

Trailers for television were also

Leeds Latches On 'Minnetonka'

NEW YORK, Sept. 10.—Leeds Music Corporation, which has concluded an increasing number of deals with large standard music publishers during the past year, has just negotiated one with the Theodore Presser Company of Philadelphia. Under terms of the agreement, set for Leeds by Lou Levy, Leeds becomes sole selling agent in the United States and Canada for *The Waters of Minnetonka* and four other standard numbers.

Leeds will exploit *Minnetonka* as

considered, but Disney forces didn't find black and white reproduction of the color film satisfactory.

Capitol's package will be exploited independently, since its emphasis is on story rather than music.

Second Italian Operatic Pic

NEW YORK, Sept. 10.—The second in a series of operatic films produced in Italy by Gregor Rabinovitch for Columbia Pictures has been completed and is to be released before the end of the year. The flick, *Her Wonderful Life*, stars tenor Jan Kiepura and soprano Marta Eggerth, plus American actors Janice Carter, John Abbott, Mark Plant and Gil Lamb. Its story is based on the idea of *La Boheme* and also uses most of the last act of the Puccini opera as a "play within a play." It's sung in English.

The film follows the highly successful series opener, *The Lost One*, actually Verdi's *La Traviata*, which was sung in Italian, but had English dialog. This production was a big money maker here as foreign films go, according to Columbia.

Other pictures planned by Rabinovitch include one based on the story of Faust, using Gounod's operatic score and also the Faust music of other composers. This will be followed by the *Tales of Hoffman*, then *Aida* and *The Flying Dutchman*. Faust is being filmed with an all-foreign cast, with the operatic voices to be dubbed in by members of the Rome Opera Company.

Hill & Range Inks Bob Nolan

CHICAGO, Sept. 10.—Bob Nolan, former leader of the Sons of the Pioneers and writer of such country music standards as *Tumbling Tumbleweeds* and *Cool Water*, last week switched his writing allegiance from American Music to Hill & Range (H&R), inking a long-term pact with Jean Aberbach, H&R's Gotham rep. In other inkings, Aberbach re-signed Erwin King, Cincinnati oatune writer who is responsible for *Tennessee Polka* and *Waltz of the Alamo*, and Dale Parker, who has two forthcoming Eddy Arnold diskings to his credit.

Aberbach is forming a special pubbery for Nolan, which will be called Bob Nolan Music, a Broadcast Music, Inc., affiliate. Until the firm is set up, Nolan will process his tunes thru H&R. American Music retains its rights to previous Nolan penningings.

Tharpe-Knight Duo Is Split

NEW YORK, Sept. 10.—Sister Rosetta Tharpe and Marie Knight, who have been working as a team in the gospel circuits, have been split by Manager Dave Taps and each will go out at the head of a separate religious music unit. Sister Tharpe will work with the Angelic Queens Choir,

Tests Started By the Bureau Of Standards

Relative Merits Surveyed

WASHINGTON, Sept. 10.—The National Bureau of Standards is conducting tests on the relative merits of the three disk speeds, it was learned this week. Because of a lack of funds, the research is being done on a small scale, but bureau spokesmen said the agency would be interested in undertaking an exhaustive survey of the performances of 33 $\frac{1}{3}$, 45 and 78-r.p.m. records if an outside firm or association would be willing to underwrite most of the cost.

In the private opinion of bureau sound experts, full-scale tests by the agency would do much toward clearing the existing controversy over disk speeds. Tests would include such comparative evaluations as fidelity of reproduction, frequency range, distortions, life of the record under various types of needles, and other factors. "It would not be an overnight job," a bureau official said, "and would probably run into a lot of money." He added that the agency's appropriation wasn't sufficient to handle the venture independently.

The Bureau of Standards, however, has the authority to carry out such a project with private funds if the director is of the opinion that the result would be of definite interest.

Work done by the bureau for other federal agencies is invariably kept confidential and for that reason spokesmen refused to release any details on tests now being made. Presumably, the request for tests came from the State Department, which is interested in disks for its overseas musical libraries and for *Voice of America* programs.

Pocket B'ks Ink Golden Distrib

NEW YORK, Sept. 10.—Simon & Schuster (S & S), the book publisher-turned-kidisk manufacturer, has arranged with Pocket Books, Inc., to distribute its little Golden Records. Pocket Books, an outfit owned by the same principals as S & S, started jobbing Little Golden books about a year ago and according to disk sales Manager Robert Bernstein, covers many small towns and several States not covered by regular S & S sales reps.

The diskery has completed its pre-Christmas listing and plans to deliver on 24 different titles for the season. This will include six new Christmas song platters. In line with the diskery's plan to have its Golden disks follow the books into all the latter's retail outlets a special combination book-record rack is being shipped gratis to dealers ordering three gross of books and two gross of records. The rack will display 12 record and 12 book titles.

The diskery is following the same return policy on records it has offered on its books; that is, 100 per cent return at any time during the year. On September 1 it revised its policy on book dealers 2 per cent return on the old net 30 days

Decca Reactivates L-A Dep't

Diskery Will Sharply Hike Production

Aim To Modernize Line

NEW YORK, Sept. 10. — Decca's Latin-American department, which accounted for the sale of approximately 2,000,000 disks a year in North and South America during 1940 and '41, is swinging into action again after eight years of coasting. Last year, according to Ralph Perez, the diskery's Latin topper, sales from Latin disks fell down close to 200,000, indicating the sharp need for new waxings. Now Decca will issue eight to 10 releases monthly in its Mexican series and 10 releases monthly in its pop Latin series (rumbas, mambos and boleros). Two of the Mexican disks each month will be fresh waxings cut in Los Angeles, and employing such artists as the Gomez-Mesias and Hernandez-Montes duos. Six to eight disks will be re-issues.

In the pop field, or the 21,000 series, there will be four new disks and six re-issues released each month. The first new cutting will take place in New York in two weeks with former Cugat vocalist Johnny Lopez. The sides will be released immediately. Formerly the diskery let five or six-month intervals elapse between Latin waxings, continuing to cut with such properties as Carmen Miranda, Nestor Chayres (now with Victor), and Ethel Smith.

Uniquely, Decca will for the present operate its Latin artists-repertoire policy on a hand-to-mouth basis. No artists are due to be signed exclusively in the immediate future, according to Perez. Dates will be arranged as the right tunes and artists become available.

Large scale Latin waxing was suspended by the diskery in 1941, when the war created material and shipping problems. The limited amount of available shellac went into disks for domestic consumption. Prior to this Decca had been a leader in the field, presenting the first waxing of kingpin crooner Bobby Capo, Jose Morand, Elvira Rios, Carmen Miranda, (See Decca Reactivates on page 38)

Ink Spots Quit By Herb Kenny

PHILADELPHIA, Sept. 10.—Herb Kenny, singing member of the Ink Spots and brother of Bill Kenny, lead man of the singing unit, is leaving the act to go under the managerial wing of Jolly Joyce, who heads the local theatrical agency bearing his name. Kenny is currently in England with the Ink Spots and his three-year contract with Joyce starts in November, when the unit is skedded to return to this country. Joyce plans to build a small musical unit around the singer.

Joyce also has added Carmen D'Antonio to his booking stable. The gal temper, finishing photo chores at the MGM lot in Hollywood, flies East to open for Joyce Wednesday (14) at the Latin Casino for a four-week term. Miss D'Antonio used to be a nitery waitress at Weber's Hofbrau here, where she was lifted by the talent scouts for a dance role in the *Panama Hattie* stage musical. Joyce also takes on "Jellybeans" Johnson, original member of the Three Loose Nuts and a Bolt, and returns him to the unit now led by Eddie Cole, brother of the "King."

KWWL, W'loo, Ia., Adds Boilermakers With Temperance

NEW YORK, Sept. 10.—Radio sponsors make strange bedfellows. Ask disk jockey Ray Starr, of KWWL, Waterloo, Ia.

Starr, who has been with another Waterloo station, switched over to KWWL this week with his *Ray's House Party*, running from 2 to 4 every afternoon, with the first 15-minute segment sponsored by the local Schenley's distributor.

The segment is immediately preceded by a 15-minute transcribed show called *Voice of Temperance*, sponsored by a Texas temperance group and featuring one Sam Morris weighing in against drinking.

Incidentally, Starr's whisky shot is followed by a beer chaser. The 2:45 to 3 segment is sponsored by a local brewer.

Donahue Will Scrap Big Ork for 6 Pieces

NEW YORK, Sept. 10. — Sam Donahue this week decided to scrap his full-sized ork in favor of a six-piecer. Donahue thus became the second name orkster to decide to go to a small unit in a couple of weeks, Alvino Rey being the other.

Donahue has led a large crew for the four years that he has been out of the navy. He is booked by General Artists Corporation.

NAB Calls Station Huddle For Per-Program Formula To Aid ASCAP-TV Impasse

(Continued from page 9)

Consent Decree, under which ASCAP operates, it is necessary that the Society offer an alternative to the blanket license. In the event no per-program proposal is agreed upon by the telecasters, or in the event the TV men put forth a proposal not acceptable to ASCAP, it is considered possible that the entire negotiations—including the blanket license pact which ASCAP has agreed to submit to its membership for acceptance—may come to naught.

Station Problem

Miller said that "the conclusion of per-program negotiations on a basis satisfactory to television station operators who intend to operate under, or who wish to consider per-person licensing, is a vital necessity. The outcome of these negotiations will set a pattern for TV broadcasters and affect their operation for years to come. This problem is a station problem and each station individually must make its own decisions and participate in its solution."

Miller's letter raises some interesting points and implications. First and most obvious is the fact that there is not much time left between September 23 and September 30—the latter date being the expiration date of the gratis ASCAP license. Altho ASCAP-ers have previously reported that the per-program talks were close to satisfactory conclusion, it is now considered extremely doubtful that the matter could be rushed thru in that brief period. ASCAP, too, has indicated that it is in no mood to extend the gratis license beyond September 30. The Society has pointed out that the negotiations have

Birdland Bistro Fails To Open; No Liquor OK

NEW YORK, Sept. 10.—Birdland, the bop bistro which was to have opened Thursday (8) on the site of the former Clique at Broadway and 52d Street, didn't. Reason: Refusal of a liquor license by the Alcohol Beverage Commission (ABC).

The reason for the ABC's refusal, couched in the conventional formal language, was the usual "not in the best interests of the commission."

The license was applied for in the names of Joe and Sol Kaplan. The name of Monte Kay, brother of the Kaplans, has been associated with the Birdland venture, tho Kay says his sole connection with the club was to have been as producer.

Appeal in Line

The Kaplans say that they are appealing the ABC turndown and are hopeful of getting an okay. They have put a reputed \$100,000 into the decoration of the room and figure they can get this back by selling if their appeal is rejected. The advance money for talent, however, would not be recoverable. (Booked for the opening were Charlie Parker's combo, Harry Belafonte, Lennie Tristano's group, Bud Powell and Stan Getz.)

The ABC spokesman said that "anyone who proceeds with decoration of a room and hiring of talent without knowing whether the liquor license was forthcoming has only himself to blame."

4-A's Catch Petrillo With Guard Down

He'll "Act in Due Time"

(Continued from page 3)

AFM-er with guard down this week. Petrillo's reply to the Four A's announcement was: "I am surprised to find the other organizations in the Four A's backing up this group." He then added: "We shall act in due time."

In the meantime, theater men, cafe ops, agents, musicians and performers, all caught in the middle of a jurisdictional fight, are running around in circles wondering what to do about it all.

Several theater bookers have already refused to buy musical acts who are members of both AGVA and AFM. If they come in as AGVA members, bands cutting the shows may be pulled. If they come in as AFM members, AGVA acts on the bill may be pulled. So the act ends up without a job.

Forecast Borne Out

In last week's issue of *The Billboard*, the action of the Four A's taken Thursday (8) was forecast. Later informants flatly said that Petrillo's battle against AGVA had deeper implications than charges of "raiding." The motivating reason, they said, was Petrillo's desire to get into TV.

An AFRA topper said, "Musicians don't mean anything in TV. They sit in the pit. Petrillo would like to get an in. If he could take over AGVA, he could control almost anything."

That the Four A's are alive to this possibility was seen in their immediate plans to start legal action in a Federal Court to enjoin Petrillo from pulling any bands for jurisdictional reasons until the matter was decided in the courts. The precedent for this exists in a similar action taken against AFL by American Guild of Musical Artists (AGMA) in 1939. Various concert artists, such as Jascha Heifetz and Lawrence Tibbett, together with AGMA, brought suit against Petrillo to prevent him from forcing them into AFM. The case went thru various appeals and finally a settlement was reached whereby (See 4-A's Catch Petrillo on page 39)

Apollo Debuts Western Label

NEW YORK, Sept. 10.—Apollo Records is launching a country and Western subsidiary label to be called Hill and Country. Signed for the label are Ray Whitley and newcomer Al Paul and His Cactus Cowboys.

Releases, in addition to sides by the above-mentioned performers, will include several sides recorded in Texas by Irv Katz and Ike Berman, Apollo execs, who returned this week from a junket thru the South and Southwest. Katz and Berman also purchased folk masters from the Sellers Company of Dallas.

Apollo also announced that it has secured four Errol Garner sides from the Albert Ferrari-Charles Delaunay firm, Vogue, of Paris. The sides, cut by the pianist in Paris, are *Errol Garner in Paris*, *What Is This Thing Called Love?*, *Lover Man* and *These Foolish Things*. Basis for the deal was an exchange of masters, with Apollo sending Vogue Arnett Cobb, Illinois Jacquet, Cole Hawkins and Dizzy Gillespie etchings.

would much prefer to submit an entire package, including both blanket and per program deals. Circumstances, however, now seem to preclude such a possibility.

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Pubbers Polled on \$5 Fee For Airing Tunes on Tape

NEW YORK, Sept. 10.—Harry Fox, publisher's agent and trustee, is polling music pubbers relative to setting up a scale of fees covering music on tape recordings used for broadcast purposes. It is understood that the basic fee suggested is \$5 per tune per broadcast. Most major publishers are reported as regarding this fee as acceptable.

Shortly after Fox has gauged publisher reaction to the proposed fee it's expected that a conference with broadcasters will be set up in order to work out a contract. Network executives, queried on the matter, said they hoped soon to agree on a basis for such fees.

There is no clear indication at this point as to how extensively tape recording ultimately will be used in broadcasting. Since the innovation and success of the Bing Crosby tape program broadcasters have been less severe in their restrictions against its use. Leading comedians are known

RCA To Unveil 45's in Mexico

NEW YORK, Sept. 10.—Mexican disk dealers are due to get their first glimpse of RCA Victor's 45-r.p.m. system at a special convention to be held in Mexico City September 21 and 22. The confab has been called by the Mexican Victor distributor, Frank McCall, sales head of the RCA international division, leaves here Monday (12) for Mexico, where he will stay for two weeks to handle the details of the debut.

For the present, 45-r.p.m. platters for the Mexican market will be imported from the U. S. A., and repertoire will parallel the Yankee catalog. There is a sizable market there for longhair and American pops. The few disks will probably be pressed south of the border by RCA Victor Mexicana when enough turntables have been distributed there.

Shaw To Bow in Hub SympH Hall

NEW YORK, Sept. 10.—Artie Shaw will debut his new 17-piece dance orchestra Wednesday (14) at a one-nighter in Boston's Symphony Hall. This will be the kick-off date for his first dance date tour in more than six years. The jaunt begins in New England territory, moves north thru Canada and then moves into the North Central States and the Midwest. Shaw will play one-night dances and theaters for the most part. He has a couple of location dates skedded at the Blue Note nitery in Chicago and at the Town Casino, Buffalo.

On the one-nighters Shaw is being sold at between \$1,500 and \$2,000 guarantee against 60 per cent of the gross.

New Murrow Album by Col.

NEW YORK, Sept. 10.—Columbia Records is understood to be preparing another edition of *I Can Hear It Now*, the Ed Murrow album of edited radio speeches and reports which mirrored the crucial events of the years leading to World War II. The first album has had an exceptional sale for material of this type.

As in the first album, Murrow will work with Fred Friendly and Jap Gude in selecting and editing the material. It is expected that the album will be released in time for the Christmas trade.

to be seriously considering tape versions of their programs—a method which would permit them to record far in advance of actual broadcast date and thereby leave them free for other show business commitments.

Tape is also a factor in permitting an uninterrupted series of programs bridging the gap during an artist's vacation period.

Kaye, Hook Buy Roost Diskery

NEW YORK, Sept. 10.—Sammy Kaye, one of the owners of the Three Deuces nitery here, and Jack Hook, disk jockey promotion man for United Music pubbery, this week bought out Roost Records, an indie jazz label, from Monte Kay, who started the label as part of the operation of the Royal Roost, jazz nitery which shuttered when Bop City was unveiled. The new diskers will take over a series of masters sliced by Harry Belafonte, Howard McGhee and Brew Moore. They also will inherit commitments held on Belafonte and Errol Garner.

Hook and Kaye plan to slice new wax with George Auld and intend to slice some modern string quartet works by Vanig Hovsepian, one-time Auld arranger who has been studying at the Boston Conservatory of Music. The Roost disks will retail at 79 cents, will be produced on shellac and will be distributed here by Portem Distributors.

Faith Entering Religious Field

HOLLYWOOD, Sept. 10.—A new indie diskery producing only religious platters for sales by mail and thru church organizations was launched this week by a group of Hollywood traders headed by actor's agent Lou Irwin and film thesp James Edwards. Diskery will be labeled Faith Records, with first four releases set for immediate distribution. Product waxed this week included four Biblical passages, with Edwards (Negro actor who starred in *Home of the Brave* flicker) doing narration backed by 75-voice choir and pipe organ accompaniment. Session was held in a local church to achieve fuller sound quality.

Distribution methods will be marked departure from standard record sales practice in that all products will be sold thru churches and religious groups, with mail order biz supplementing direct sales. Retail price of \$1 per disk will be set on first releases, all of which are being pressed at 78 r.p.m.

Regal Grabs Gayten-Laurie

NEW YORK, Sept. 10.—Paul Gayten and Annie Laurie, blues and rhythm artists, have transferred from De Luxe to Regal Records, the Jules and Dave Braun-Fred Mendelsohn firm. The Brauns are in the process of dissociating from Sydney Nathan's King plattery, which had been distributing the De Luxe line (*The Billboard*, September 3). Gayten and Laurie cut a batch of sides here last week.

Other new Regal signees are warblers Larry Darnel and James (Blazer Boy) Lockes. The latter's first Regal release, *Blazer Boy Blues* and *Mistreated Blues*, is smoking up attention in the Southern market.

Sinatra Lights Up

HOLLYWOOD, Sept. 10.—It's a new Frank Sinatra these days—and song pluggers are singing the praises of *The Voice* for his co-operation.

Sinatra's latest gesture toward music lads was to toss a cocktail party for them a few days prior to launching of his new *Light Up Time*, five-a-week airtel for Lucky Strike.

To the 75 tune touters present, Sinatra laid his cards on the table, admitting that he needed the advice, co-operation and, what is more important, tunes which music men are peddling.

"If you've got a tune for me," Sinatra said, "I want to see it. I'll consider anything and give you a definite yes or no."

The Voice highlighted his sincerity by putting Hank Sanicola and Murry Wolf on the job to scout likely music.

"There'll be no more 'iffy' answers. Either I'll do it or it's a definite turndown," Frankie said. To which music men added a lusty "amen."

802 Vs. Para, Strand, Capitol

(Continued from page 16)

ness, a facade constructed an embellished since inception of the Taft-Hartley Act. On several occasions Petrillo has made reference to the restricting influence T-H has placed on trade union negotiations, indicating that one was forced to go softly. In negotiations with the record industry, radio and the movies, an unprecedented aura of rapport with industry representatives has prevailed—as has a noticeable diminution of AFM demands. This, plus the hiring of a skilled public relations man, has won for Petrillo oodles of public good will and a press that is comparatively friendly.

This love feast would be seriously endangered, it is pointed out, if the AFM were to engage in a drive for stand-bys associated in the public mind with collecting for no services and, consequently, with "racketeering."

The reason Petrillo doesn't squelch the local's move for stand-by pay altogether lies in the traditional allotment of dealings with theaters to local jurisdiction. It would be too overt an infringement of so-called local autonomy for Petrillo to lower the boom on the stand-by drive.

The local, whose administration is currently trying to put thru a dues and engagement tax hike (*The Billboard*, September 10), has told its membership that one of the most serious blows at its income was the cessation of the stand-by plan, stopped by the Broadway houses in August, 1947. The curtailment followed the passage of the Taft-Hartley Act, with theaters claiming that the practice of paying the local on a man-for-man basis when traveling bands played the presentation houses constituted illegal featherbedding.

GAC Breaks Into the Astor

NEW YORK, Sept. 10.—General Artists Corporation (GAC) has set one of its properties in the Hotel Astor for the first time in over a decade.

The booking, which slates Hugo Malan's small group for the hotel's Broadway Cocktail Lounge for an indefinite period, has caused considerable trade speculation that the firm grip of the Music Corporation of America (MCA) on the Astor has been broken. MCA has controlled the talent bookings at the Astor on an exclusive basis for many years.

Strauss Dies; Ace Composer And Batoneer

GARMISCH - PARTENKIRCHEN, Germany, Sept. 10.—Richard Strauss, whose operas, symphonic poems and songs have enriched the world for over 70 years, died here Thursday (8). He had been ill since his 85th birthday in June.

The music of Strauss was important in three fields. His operas *Salome*, *Elektra*, *Der Rosenkavalier*; his poems *Don Juan*, *Macbeth*, *Don Quixote*, *Death and Transfiguration* and *Till Eulenspiegel*, and over 100 songs, including *Dream at Twilight*, bear record of his lasting contribution to the world of music.

Showing an early talent for music, Strauss played the piano at four years of age; composed a three-part song and a polka at six; played the violin at eight, and composed an orchestral overture at 10. When he was 21 he was offered his first job as assistant conductor in Meiningen, Germany, but he left shortly after to study in Italy where he met Alexander Ritter. It was Ritter who started him on his departure from the accepted standards of musical composition which later created a furore thruout music circles.

Conductor, Too

As a conductor, too, Strauss held his own. He started as the municipal bandmaster of Weimar from 1889 to 1894, went from there to be first conductor of the Munich Opera and in 1899 transferred to the Berlin Royal Opera with a 10-year contract. His first visit to the U. S. in 1904 created a stir when he split engagements between the usual concert halls and Wanamaker's department store.

Before the advent of the Nazi party, Strauss directed the Vienna State Opera and toured North and South America. When the Third Reich first came to power, Strauss joined the movement as guest conductor of the Berlin Philharmonic Orchestra and president of the party's "music chamber." But two years later he broke with the Nazi's and went to Switzerland. He was cleared by the denazification court in Munich on June 8, 1948.

His widow, Pauline De Ahna, operatic singer; a son, Dr. Franz, and a grandson, Richard, survive him. The Bavarian government announced it would observe official mourning.

Satchmo May Tour Europe

NEW YORK, Sept. 10.—Louis Armstrong, who is jamming Bop City here, may make a European tour beginning next month. The deal for Armstrong would provide for the orkster to take his all-star unit on a six to 10-week jaunt thru the Scandinavian and lowland countries on the Continent.

The tour would open in Oslo, Norway, on or around October 1. The deal would involve a deposit of at least half a reported \$50,000 minimum guarantee in an American bank. The deal would be set thru Lew and Leslie Grade, representatives for the Associated Booking Corporation in England.

Morgan Adds TV Outlet

NEW YORK, Sept. 10.—Al (*Jealous Heart*) Morgan, who beams a half-hour show over Chicago's WHN-TV every Monday evening, picked up five additional TV outlets Monday (5). The stations are WTTG-TV, Washington; WDTV, Pittsburgh; WFIL, Philadelphia; WABD, New York, and WAAM, Baltimore. The Bill Sanders Trio furnishes music on the show.



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Yes, that's what Billboard's editors said when they rejected the above photo for their front cover. We cussed...we argued...we pointed out that no SINGLE photo could POSSIBLY illustrate Jordan's fantastic versatility. He's tops in everything he does...his singing...his dancing...his comedy...to say nothing of blowing a horn like mad.

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The **Billboard**

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

Based on reports received last three days of Week Ending September 9

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

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This Week

Last Week

1. **YOU'RE BREAKING MY HEART** 3
By Genaro and Skylar
Published by Algonquin (BMI)
Records available: P. Brito, Harmony 1051; R. Case Ork, MGM 10478; B. Clark, Col (78)38546, (LP)1-296; V. Damone-G. Osser Ork, Mer 5271, Ink Spots, Dec 24693; J. Garber, Cap 57-719; B. Harrington, Vocalion 55019; P. Reed, Dance-Tone 351; T. Manners, Varsity 160; R. Flanagan Ork, Bluebird 30-0001
Electrical transcription libraries: Bob Eberle, World; Chuck Foster, Lang-Worth; Johnny Guarneri, NBC Thesaurus; Eddie Skrivaneck, MacGregor; Frankie Masters, Lang-Worth.
2. **ROOM FULL OF ROSES** 1
By Tim Spencer
Published by Hill & Range Songs (BMI)
Records available: P. Brito, Harmony 1051; Cass County Boys, Dec 46174; C. Foster, Vocalion 55013; D. Haymes, Dec 24632; E. Howard, Mer 5296; S. Kaye-D. Cornell, V 20-3441; G. Morgan, Col (78)20594, (LP)2-272; P. Reed, Dancetone 355; S. Sims, Coral 60067; The Starlighters-P. Weston Ork, Cap 57-617; Sons of the Pioneers, V 21-0065; P. Terry-R. Arthur Quartet, Hi-Tone 145; J. Searle Ork, Bluebird 31-0012; J. Wayne, Col (78)38525, (LP)1-278
Electrical transcription libraries: George Wright, NBC Thesaurus; Jan Garber, Capitol; Eddy Howard, World; Eddie Skrivaneck, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Foy Willing, Lang-Worth; George Wright, NBC Thesaurus; Dave Terry, Muzak.
3. **SOME ENCHANTED EVENING** 2
By Rodgers and Hammerstein
Published by Williamson (ASCAP)
From the Broadway musical, "South Pacific"
Records available: S. Black Ork, London 455; B. Brees-The Paulette Sisters, Capri 2001; P. Como-M. Ayres Ork, V(78)20-3402, (45)47-2896; B. Crosby-J. S. Trotter Ork, Dec 24609; J. Davis, Harmony 1048; B. Harrington, Vocalion 55000; A. Jolson-V. Young Ork, Dec 24667; J. Laurence-J. Carroll Ork, Mer 5276; J. Saunders-R. Bloch Ork, Hi-Tone 122; P. Sinatra, Col 38446; J. Stafford-P. Weston Ork, Cap 57-544; P. Weston Ork, Cap 57-629; H. Winterhalter Ork, MGM 10399; E. Young, Bluebird 31-0009; Eadie and Rack, Dec 24707
Electrical transcription libraries: Jimmy Dorsey Ork, Standard; Shep Fields, Lang-Worth; Dick Haymes-Carmen Dragon Ork, World; Elliot Lawrence, Associated; David LeWinter Ork, Standard; The Music of Manhattan, NBC Thesaurus
4. **SOMEDAY (YOU'LL WANT ME TO WANT YOU)** 4
By Jimmy Hodges
Published by Duchess (BMI)
Records available: P. Best-Four Tunes, Manor 1195; R. Bloch Ork, Hi-Tone 134; Mills Brothers, Dec 24694; V. Monroe Ork, V(78)20-2510; (45)47-2986; A. Smith, MGM 10496; T. Tucker, Harmony 1056; Philadelphia String Band, Tempo TR 658; P. Reed, Dance-Tone 375; The Ravens, National 9089; Elton Britt, V 20-1864; H. Winterhalter-J. Thompson, Col 38593
Electrical transcription libraries: Nat Brandwynne Ork, World; Chuck Foster, Lang-Worth.
5. **THAT LUCKY OLD SUN** 7
By Smith - Gillespie
Published by Robbins Music Corp. (ASCAP)
Records available: F. Laine, Mer 5316; T. Manners, Varsity 191; D. Martin, Cap 57-726; B. Houston, MGM 10509; H. Vance & Vocal Quartet, Castle 524; V. Monroe Ork, V(78)20-3531; (45)47-3018; S. Vaughan, Col 38559
(No information on electrical transcription libraries available as The Billboard goes to press.)
6. **MAYBE IT'S BECAUSE** 5
By Harry Ruby and Johnny Scott
Published by Bregman-Vococo-Conn (ASCAP)
Records available: H. Babbitt-The Veltones, Vocalion 55014; Bob Crosby-M. Morgan, Col 38504; D. Haymes-G. Jenkins Ork, Dec 24650; E. Howard Ork, Mer 5314; A. & D. Russell-B. Cole Ork, Cap 57-559; C. Thornhill Ork-R. McIntyre, V 20-3456; Connie Haines-The Highlites, Coral 60070; P. Reed, Dance-Tone 363
Electrical transcription libraries: Bob Crosby, Standard; Eddy Howard Ork, World.
7. **LET'S TAKE AN OLD-FASHIONED WALK** 6
By Irving Berlin
Published by Irving Berlin (ASCAP)
From the Broadway musical, "Miss Liberty"
Records available: J. Bradford, Bluebird 31-0010; P. Como-M. Ayres Ork, V(78)20-3469, (45)47-2931; B. Harrington, Vocalion 55018; D. Haymes-G. Jenkins Ork, Dec 24668; F. Masters Ork, MGM 10465; The Peppettes-H. Parr, Horace Held; M 1012; F. Sinatra-D. Day, Col (78)38513, (33)1-260; J. Wayne-J. Wilson, Harmony 1047; M. Whiting-F. DeVol Ork, Cap 57-666; P. Reed, Dance-Tone 363; A. Dale-The Riddlers-S. Fisher Quartet, Signature 162
(No information on electrical transcription libraries available as The Billboard goes to press.)
8. **JEALOUS HEART** 8
By Jennie Lou Carson
Published by Acuff-Rose Publications (BMI)
Records available: C. Bailey, Bullet 1083; J. L. Carson, Dec 46176; E. Duchin, Harmony 1080; D. Falligant, MGM 10521; B. Lawrence, V(78)20-3539, (45) 47-3029; A. Morgan Ork, London 500; J. Owens, Dec 24711; H. Winterhalter Ork, Col 38593; Ivory Joe Hunter, King 4314
(No information on electrical transcription libraries available as The Billboard goes to press.)
9. **AGAIN** 6
By Newman and Cochran
Published by Robbins (ASCAP)
Records available: J. Clay Ork, Hi-Tone 109; V. Damone-G. Osser Ork, Mercury 5261; D. Day-The Mellomen, Col 38467; T. Dorsey Ork-M. Lutes, V 20-3427; D. Gardner, Gotham G-181; J. Graydon-G. Jenkins Ork, Dec 24602; B. Harrington, Vocalion 55001X; A. Mooney Ork, MGM 10398; P. Reed, Dance-Tone 330; L. Rucker-C. McLin Combo, Aristocrat 10001; M. Scott-The Paulette Sisters Spotlite 516; M. Torme, Cap 15428; G. Floyd, Supreme 1531
Electrical transcription libraries: Rene Durant-Linda Stevens, Standard; Geri Gallan, World; Manhattan Madcaps, NBC Thesaurus
10. **HUCKLEBUCK** 9
By Roy Alfred and Andy Gibson
Published by United (ASCAP)
Records available: Big Sis Andrews, Cap 57-70000; P. Bailey-Hot Lips Page, Harmony 1049; C. Calloway & His Cab Jivers, Hi-Tone 135; T. Dorsey Ork, V 20-3427; B. Goodman, Cap 57-576; L. Hampton Ork, Dec 24652; A. Kirk, Vocalion 55009; B. Marshall-Cozy Cole Ork, Dec 48099; R. Milton & His Solid Senders, Specialty SP 328; The Pig Footers, Mer 8130; F. Sinatra, Col (78)38486, (LP)1-222; P. Williams, Savoy 683
(No information on electrical transcription libraries available as The Billboard goes to press.)

Walloping follow-up to his 1948

"ST. LOUIS BLUES MARCH" hit!

Arranged for Glenn Miller . . . put over with all the punch and drive that made this band famous! The fans'll cry for more! It's a natural-born best seller—get on it!



Tex Beneke

BLUES IN THE NIGHT MARCH

and THE ONE WHO GETS YOU

RCA Victor 20-3513 (47-2989*)

THE CERTAIN SEVEN
(Best-sellers that no dealer can afford to be without)

1. 20-3402=47-2896* Some Enchanted Evening	Perry Como
2. 20-2510=47-2986* Someday	Vaughn Monroe
3. 20-3441=47-2908* Room Full of Roses	Sammy Kaye
4. 20-3427=47-3028* Huckleback	Tommy Dorsey
5. 20-3516=47-2992* Dance of the Hours	Spike Jones
6. 21-0083=48-0080* I'm Throwing Rice at the Girl I Love	Eddy Arnold
7. 11-8851=49-0176* Clair de Lune	Jose Iturbi

*Also Available on 45 RPM

Go with it on 45 rpm too! More and MORE people are adopting the great 45 rpm system! Be sure you get YOUR share of 45 rpm profits . . . match ALL your new 78 platters with 45's!

THIS WEEK'S RELEASE!
(Both 78 rpm and 45 rpm. Numbers marked * are 45 rpm.)

POPULAR

- | | |
|---|------------------------------------|
| The Meadows Of Heaven
A Dreamer's Holiday | PERRY COMO
20-3543 (47-3036*) |
| Twilight
The Knock Song | TOMMY DORSEY
20-3544 (47-3037*) |
| The Last Mile Home
Hawaiian Sunset | SAMMY KAYE
20-3545 (47-3038*) |
| The Tom-Tom Song
Where Did The Wild West Go? | RAY McKINLEY
20-3546 (47-3039*) |

- | | |
|---|------------------------------------|
| You Can't Take Texas Out of Me
I've Got A Heart Filled With Love | SPADE COOLEY
20-3547 (47-3040*) |
|---|------------------------------------|

COUNTRY

- | | |
|--|---|
| I Hate You
I Wanted You For A Lifetime | DAVE DENNEY
21-0107 (48-0110*) |
| Little Mother Of The Hills
Shake Hands With Your Mother Today | THE BLUE SKY BOYS
21-0108 (48-0111*) |

BLUES

- | | |
|---|---------------------------------------|
| Jelly And Bread
Easy Come, Easy Go Blues | MEREDITH HOWARD
22-0044 (50-0028*) |
|---|---------------------------------------|

RHYTHM

- | | |
|---------------------------------------|--------------------------------------|
| I Found A Dream
If I Told You Once | BIG JOHN GREER
22-0045 (50-0029*) |
|---------------------------------------|--------------------------------------|

DEALERS! Are you ringing up those extra profits with RCA Victor's new Multi-Play Needle? Counter displays. Co-op mats, and national advertising add up to easy sales.

The stars who make the hits are on

RCA Victor Records

RCA VICTOR DIVISION, RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



The Billboard MUSIC POPULARITY CHARTS PART II Sheet Music

Based on reports received last three days of Week Ending September 9

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.

Table with columns: POSITION, Weeks Last, This to date, Song Title, and Publisher. Lists top 15 sheet music items.

ENGLAND'S TOP TWENTY

Table with columns: POSITION, Weeks Last, This to date, English Song Title, American Song Title, and Publisher. Lists top 20 English songs.

*Publisher not available as The Billboard goes to press.

Important!

This copy of The Billboard contains an important questionnaire ... important to YOU as a Billboard Reader.

Please turn to page 34 and fill in the questionnaire postcard for The Billboard Annual Reader Survey.

Your reply and thousands of others enable The Billboard editors to provide more and better news coverage for the departments that are important to the majority of readers.

Thanks for your co-operation. . . .

The Editors

The Billboard MUSIC POPULARITY CHARTS PART III Radio Popularity

Based on reports received last three days of Week Ending September 9

RECORDS MOST PLAYED BY DISK JOCKEYS

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

Table with columns: POSITION, Weeks Last, This to date, Song Title, and Publisher. Lists top 14 records most played by disk jockeys.

(Continued on page 101)

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

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system.

Week of September 2-8

Table with columns: Song, Publisher, Heard in N.Y., Heard in Chi., Heard in Calif., Add. Sur. Tot. Lists top songs with most plugs.

(Continued on page 101)

SONGS WITH GREATEST RADIO AUDIENCES (ACI)

(Beginning Friday, September 2, 8 a.m., and ending Friday, September 9, 8 a.m.) Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles.

The Top 30 Tunes (plus ties)

Table with columns: Song Title and Publisher. Lists top 30 tunes with greatest radio audiences.

Look RECORD GUIDE



That Lucky Old Sun is Frankie Laine's latest and best recording.

WHEN HE WAS SEVENTEEN, Frankie Laine began singing at dance marathons. Sixteen years later, he began to make a living by singing. Now he's earning a fat \$250,000 a year. The lean years between start and success were passed as a front man for a pick-up dance band—until it suddenly folded up; as a clerk in an artificial leather plant—until he decided that hunger was more tolerable than boredom; as the principal—but unpaid—soloist with a rank German dance band; as a concert manager's office boy—in advance payment for a concert Laine was never allowed to give; and finally onward and upward to a \$5-a-week radio singing spot. He supplemented his radio earnings by singing for his supper in small night clubs. Then, in 1946, Mercury Records engaged him to sing *That's My Desire*. Two months later Frankie Laine had earned \$36,000. A half dozen equally successful records followed. Later came *Georgia On My Mind*. Now it is *That Lucky Old Sun*—certainly better than anything he has done before. This is the first time he has sung with an elaborate string and choral accompaniment, but the ex-marathoner sounds not one bit awed. The record, however, is likely to overwhelm everybody listening.

REPRINTED FROM LOOK MAGAZINE, SEPT. 13

ALL AMERICA AGREES

"That Lucky Old Sun"

By

FRANKIE LAINE

is dynamite!

Only
Mercury
has the hits on
NON BREAKABLE RECORDS

... and Look at this string of Best Sellers

Vic Damone

"YOU'RE BREAKING MY HEART"
MERCURY NON-BREAKABLE 5271

"MY BOLERO"
MERCURY NON-BREAKABLE 5313

"AGAIN"
MERCURY NON-BREAKABLE 5261

Eddy Howard

"ROOM FULL OF ROSES"

MERCURY NON-BREAKABLE 5296

"TELL ME WHY"

"MAYBE IT'S BECAUSE"
MERCURY NON-BREAKABLE 5314

Frankie Laine

"NOW THAT I NEED YOU"
MERCURY NON-BREAKABLE 5311

"GEORGIA"
MERCURY NON-BREAKABLE 5293

Dinah Washington

"BABY GET LOST"
MERCURY NON-BREAKABLE 8148

Patti Page

"KEEP THE LOVELIGHT BURNING"
MERCURY NON-BREAKABLE 5310

Lawrence Welk

"HAVE A HEART"
MERCURY NON-BREAKABLE 5312

Rex Allen

"AFRAID"
MERCURY NON-BREAKABLE 6192

Steve Gibson & The Red Caps

"BLUEBERRY HILL"
MERCURY NON-BREAKABLE 8146

Bill Nettles

"WHY DON'T YOU HAUL OFF
AND LOVE ME"
MERCURY NON-BREAKABLE 6209

RECORD STORES
and OPERATORS...
FLASH-REPORT



Latest
and
Greatest
Release
on...
RCA VICTOR
20-3539

Bill Lawrence's...
"JEALOUS
HEART"



Acuff-Rose
PUBLICATIONS
2510 FRANKLIN ROAD
NASHVILLE 4, TENN.

- Now available at your RCA Victor Record Distributor. Place your order NOW.
- We do not sell records.
- Sheet music and orchestration available.

The Billboard
MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending September 9



BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
14	1	1.	1.	YOU'RE BREAKING MY HEART <i>The Four Winds and the Seven Seas</i>	V. Damone-G. Osser Ork.	Mercury 5271—BMI
7	3	2.	2.	SOMEDAY <i>And It Still Goes</i>	V. Monroe Ork.	V(78)20-2510; (45)47-2988—BMI
4	5	3.	3.	THAT LUCKY OLD SUN <i>I Get Sentimental Over Nothing</i>	F. Laine	Mercury 5316—ASCAP
20	2	4.	4.	SOME ENCHANTED EVENING <i>Bali Ha'i</i>	P. Como-M. Ayres Ork.	V(78)20-3402; (45)47-2896—ASCAP
14	4	5.	5.	ROOM FULL OF ROSES <i>It's Summertime Again</i>	S. Kaye-D. Cornell-The Kaydets	V 20-3441—BMI
8	6	6.	6.	JEALOUS HEART <i>Turnabout</i>	A. Morgan Ork.	London 500—BMI
10	7	7.	7.	MAYBE IT'S BECAUSE <i>It Happens Every Spring</i>	G. Jenkins Ork-D. Haymes	D 24650—ASCAP
2	16	8.	8.	SOME ENCHANTED EVENING <i>Dites Moi—Cockeyed Optimist</i>	E. Pinza	Col 4559—ASCAP
17	13	9.	9.	SOME ENCHANTED EVENING <i>Bali Ha'i</i>	B. Crosby-J. S. Trotter Ork.	D 24609—ASCAP
16	8	10.	10.	HUCKLEBUCK	T. Dorsey Ork-C. Shavers	V 20-3427—ASCAP
10	23	11.	11.	ROOM FULL OF ROSES <i>A Chapter in My Life Called Mary</i>	D. Haymes	D 24632—BMI
5	12	12.	12.	SOMEDAY <i>On a Chinese Honeymoon</i>	Mills Brothers	D 24694—BMI
4	9	13.	13.	YOU'RE BREAKING MY HEART <i>Who Do You Know in Heaven?</i>	Ink Spots	D 24693—BMI
7	13	14.	14.	ROOM FULL OF ROSES <i>There's Yes! Yes! in Your Eyes</i>	E. Howard	Mercury 5296—BMI
5	20	14.	14.	WHISPERING HOPE <i>A Thought in My Heart</i> (J Taylor-The Radio Ranch Hands Mer 6166)	J. Stafford and G. MacRae-P. Weston Ork.	Cap 57-690—ASCAP
4	10	16.	16.	MY BOLERO <i>Through a Long and Sleepless Night</i> (R. Goff, London 491)	V. Damone	Mercury 5315—ASCAP
22	17	17.	17.	RIDERS IN THE SKY <i>Single Saddle</i>	V. Monroe Ork.	V(78)20-3411; (45)47-2902—ASCAP
					(F. Willing & His Riders of the Purple Sage, Cap 57-40184; P. Lee, Cap 57-808; Wingy Manone & His Go Group, Kpm 2700; The Song Spinners, Vocalion 55003; B. Crosby-K. Darby Singers, Dec 24618; E. McCurdy, Monogram 134; D. Falligant-H Winterhalter Ork, MGM 10404; S. Jones & His Death Valley Rangers, Mer 5320; J. Saunders & R. Bloch's Singers, Hi-Tone 122; Sons of the Pioneers, V 21-0065; B. Ives, Col 38445)	
4	13	17.	17.	DANCE OF THE HOURS <i>None But the Lonely Heart</i>	S. Jones Ork.	V(78)20-3516; (45)47-2992—BMI
3	24	17.	17.	MAYBE IT'S BECAUSE <i>Tell Me Why</i>	E. Howard Ork.	Mercury 5314—ASCAP
2	17	20.	20.	I NEVER SEE MAGGIE ALONE <i>Wedding Bells</i>	K. Roberts	Coral 64012
					(E. Lee & His Southerners, V 20-0023; B. Hannon-J. Ryan, Dec 24793)	
7	25	21.	21.	LET'S TAKE AN OLD-FASHIONED WALK <i>Just One Way To Say I Love You</i>	P. Como	V(78)20-3469; (45)47-2931—ASCAP
19	20	22.	22.	BABY, IT'S COLD OUTSIDE <i>I Never Heard You Say</i>	J. Mercer-M. Whiting-P. Weston Ork	Cap(78)57-567; (45)54-582—ASCAP
					(P. Bailey-Hot Lips Page, Harmony 1049; Lady Sybil Smythe-Bill Jacoby, Castle 1423; C. Calloway & His Cab Jivers, Hi-Tone 135; H. Babbitt & Allen Sisters, Vocalion 55011; Homer & Jethro-J. Carter, V 21-0078 & 48-0075; L. & P. Loesser, Mer 5307; E. Williams-R. Montalban-MGM Studio Ork-G. Stoll, director, MGM 30197; D. Cornell-S. Kaye Ork, V 20-3448; D. Shore-B. Clark, Col 38463; E. Fitzgerald-L. Jordan, Dec 24644)	
2	28	22.	22.	YOU'RE BREAKING MY HEART <i>Song of Surrender</i>	B. Clark	Col(78)38546; (LP)1-296—BMI
1	—	24.	24.	HOP SCOTCH POLKA <i>Wouldn't It Be Fun</i>	A. Mooney Ork.	MGM 10500—ASCAP
					(B. Gale Ork, Col 12419; E. Logan, Bluebird 30-0003; G. Lombardo, Dec 24704)	
1	—	25.	25.	GIVE ME YOUR HAND <i>I Wish I Had a Record</i>	P. Como	V(78)20-3521; (45)47-2997—ASCAP
23	—	26.	26.	BLUE SKIRT WALTZ <i>Charlie Was a Boxer</i>	F. Yankovic and His Yanks-The Marlin Sisters	Col 12394-F—ASCAP
					(The Falcon Singers-S. Fisher Ork, Hi-Tone 108; H. Harding, Grand G-25013; Harmony Bells Ork-J. Conway & Wayfarers, Dana 2042; H. Carroll & Carollers, Mer 5252; G. Lombardo & Royal Canadians, Dec 24714; V. Zemrusky, Continental C-1260; L. Duchov Red Raven Ork, V 20-3356; E. Ross Ork, Vocalion 55005; Socach-Habat Polka Ork, Dec 45068)	

(Continued on page 34)

WARNING!

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

ONLY

Sensational!

COMO

A DREAMERS

HOLIDAY



RCA VICTOR RECORDS



78 rpm 20-3543

45 rpm 47-3036

The Billboard
MUSIC POPULARITY CHARTS
Juke Box Record Plays
 PART V
 Based on reports received last three days of Week Ending September 9

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	Last Week	This Week	POSITION	RECORD	ARTIST	Label
5	5	1	1	SOMEDAY	V. Monroe Ork.	V(78)20-2510, (45)47-2986—BMI
17	1	2	2	SOME ENCHANTED EVENING	P. Como-M. Ayres Ork.	V(78)20-3402, (45)47-2896—ASCAP
12	3	3	3	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kay-dets	V 20-3441—BMI
10	1	4	4	YOU'RE BREAKING MY HEART	V. Damone-G. Osser Ork.	Mercury 5271—BMI
11	4	5	5	ROOM FULL OF ROSES	E. Howard	Mercury 5296—BMI
15	6	6	6	SOME ENCHANTED EVENING	B. Crosby-J. S. Trotter Ork.	D 24609—ASCAP
2	13	7	7	THAT LUCKY OLD SUN	F. Laine	Mercury 5316—ASCAP
10	8	8	8	ROOM FULL OF ROSES	D. Haymes	D 24632—BMI
4	10	9	9	SOMEDAY	Mills Brothers	D 24694—BMI
4	7	10	10	YOU'RE BREAKING MY HEART	Ink Spots	D 24693—BMI
12	11	11	11	HUCKLEBUCK	T. Dorsey-C. Shavers	V 20-3427—ASCAP
4	12	12	12	MAYBE IT'S BECAUSE	E. Howard & Ork.	Mercury 5314—ASCAP
21	9	13	13	AGAIN	G. Jenkins Ork-Joe Graydon	D 24602—ASCAP
2	15	14	14	JEALOUS HEART	A. Morgan Ork.	London 500—BMI
23	—	15	15	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters	Col 12394-F—ASCAP
1	—	16	16	HOP SCOTCH POLKA	A. Mooney Ork.	MGM 10500—ASCAP
2	—	16	16	YOU'RE BREAKING MY HEART	B. Clark	Col (78)38546, (LP)1-296—BMI
1	—	18	18	I NEVER SEE MAGGIE ALONE	K. Roberts	Coral 64012
3	20	19	19	THAT'S MY WEAKNESS NOW	R. Morgan & Ork.	D 24692
21	17	20	20	RIDERS IN THE SKY	V. Monroe Ork.	V(78)20-3411, (45)47-2902—ASCAP
15	17	21	21	AGAIN	T. Dorsey Ork-M. Lutes	V 20-3427—ASCAP
26	—	21	21	FOREVER AND EVER	R. Morgan Ork.	D 24569—ASCAP
3	—	21	21	THERE'S YES, YES, IN YOUR EYES	E. Howard	Mercury 5296—ASCAP
24	28	24	24	AGAIN	A. Mooney Ork.	MGM 10398—ASCAP
1	—	24	24	GIVE ME YOUR HAND	P. Como	V(78)20-3521, (45)47-2997—ASCAP
1	—	26	26	WHISPERING HOPE	Stafford and MacRae-P. Weston Ork.	Cap 57-690—ASCAP
13	—	27	27	BABY, IT'S COLD OUTSIDE	E. Fitzgerald-L. Jordan	D 24644—ASCAP
8	—	27	27	THE FOUR WINDS AND THE SEVEN SEAS	S. Kaye Ork.	V(78)20-3459, (45)47-2923—ASCAP
5	14	29	29	MAYBE IT'S BECAUSE	G. Jenkins Ork-D. Haymes	D 24650—ASCAP
1	—	29	29	MY BOLERO	V. Damone	Mercury 5315—ASCAP
6	—	29	29	BABY, IT'S COLD OUTSIDE	S. Kaye Ork-D. Cornell	V(78)20-3448, (45)47-2914—ASCAP
1	—	29	29	THERE'S YES, YES, IN YOUR EYES	C. Cavallaro Ork.	D 24678—ASCAP

WARNING!
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"MY FRIEND DEAN MARTIN is terrific on Capitol records"

Dean's Latest!
"VIENI SU" and "THAT LUCKY OLD SUN"
 Capitol No. 57-726
 78-rpm

"MY ONE, MY ONLY, MY ALL" and "JUST FOR FUN"
 From the Paramount Picture "MY FRIEND IRMA"
 Capitol No. 57-691
 78 rpm

- MORE HITS BY MARTIN!**
- "Dreamy Old New England Moon" and "Three Wishes" Capitol No. 57-545 78 rpm
 - "Johnny Get Your Girl" and "Have a Little Sympathy" Capitol No. 15395 78 rpm
 - "Powder Your Face with Sunshine" and "Absence Makes the Heart Grow Fonder" Capitol No. 15351 78 rpm
 - "Once in Love with Amy" and "Tarra Ta-Larra Ta-Lar" Capitol No. 15329 78 rpm

STILL SETTING SALES RECORDS!

"WHISPERING HOPE" Jo Stafford & Gordon MacRae Capitol No. 57-690

"SLIPPING AROUND" Margaret Whiting & Jimmy Wakely Capitol No. 57-40224

Capitol RECORDS HOLLYWOOD

EVER HEARD OF CHUCK THOMAS? YOU'RE GOING TO!

Feature Capitol's "Songs Without Words" Contest...and Cash in Big!

DIDJA HEAR ABOUT M-G-M RECORDS?



WAIT'LL WE TELL YOU...

DON'T MISS HEARING
 ABBEY 3003
WHIRLPOOL
 &
**YOU'RE JUST A
 GREAT BIG HEARTACHE**

BY
THE CABINEERS
ABBEY RECORDS
PETER DORAINE, INC.

745 10TH AVE.

NEW YORK 19, N. Y.

NEF-O-LAC RECORD
COMPOUND

VINYLLITE—BREAK-RESISTANT—REGULAR

BINNEY & SMITH CO.

41 East 42d Street

New York 17, N. Y.

Exclusive Sales Agents for U. S., Canada, Central and South America

MARK THIS UP
 AS ANOTHER "HIT"

MEMPHIS SLIM

Does a sensational job with

"BLUE and LONESOME"

ON MIRACLE M-136

MIRACLE Record Company • 500 E. 63rd St. Chicago 37, Ill.

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



Based on reports received last three days of Week Ending September 9

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

Weeks to date	Last Week	This Week	POSITION	Artist	Label
28	3	1	1. LOVESICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352—BMI
8	1	2	2. WHY DON'T YOU HAUL OFF AND LOVE ME?	Wayne Raney	King 791
18	4	3	3. WEDDING BELLS	H. Williams and His Drifting Cowboys	MGM 10401—ASCAP
12	2	4	4. I'M THROWING RICE AT THE GIRL I LOVE	E. Arnold	V(78)21-0083; (45)48-0080—BMI
2	15	5	5. SLIPPING AROUND	M. Whiting-J. Wakely	Cap 57-40224—BMI
7	5	6	6. SLIPPING AROUND	E. Tubb	D 46173—BMI
11	12	7	7. SLIPPING AROUND	F. Tillman	Col 20581—BMI
1	—	8	8. JEALOUS HEART	A. Morgan Ork.	London 500—BMI
17	—	9	9. THE ECHO OF YOUR FOOTSTEPS	Eddy Arnold, the Tennessee Plowboy	V 21-0051—BMI
7	10	10	10. ROOM FULL OF ROSES	George Morgan	Col(78)20574; (LP)2-272—BMI
6	14	10	10. BEFORE YOU CALL	D. Landers	MGM 10427
1	—	10	10. BLUES STAY AWAY FROM ME	Delmore Brothers	King 803
18	—	13	13. ONE KISS TOO MANY	Eddy Arnold, the Tennessee Plowboy	V 21-0051—BMI
28	—	14	14. DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold, the Tennessee Plowboy	V 21-002
1	—	14	14. I NEVER SEE MAGGIE ALONE	K. Roberts	Coral 64012

WARNING!

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ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

Afraid	K. Marvin (Why Don't) Cap 57-40234	My Heart Went A-Wandering	The 101 Ranch Boys (Raindrops and) Col 20614
Before You Call	J. Mathis (Tell Me) Talent 738	My Loss Is Another Man's Gain	D Dill (Dime a) Bullet 690
Bill Cheatham	Post Oak Fiddle Band (My Old) Talent 101	My Old Hen	Post Oak Fiddle Band (Bill Cheatham) Talent 101
Bug on the Barb Wire	Post Oak Fiddle Band (Leather Britches) Talent 102	Promised Land	The Singing Rangers (Travelin') Supreme 1530
Cuddle Bug	W. Ray (I Wants) Cap 57-40232	Raindrops and Teardrops	The 101 Ranch Boys (My Heart) Col 20614
Dime a Dozen	Annie Lou-Danny Dill (My Loss) Bullet 690	Red River Valley	A. Parker (Wagon Wheels) Cap 57-40230
Don't Be Blue	F. Tillman (It's Been) Dec 46182	Rich Man, Poor Man, Beggar Man, Thief	S. Rogers (Make Believe) Cap 57-40230
God Put a Rainbow in the Clouds	W. Tuttle (It May) Cap 57-40233	Tell Me Why	J. Mathis (Before You) Talent 738
Hang-Over Blues	J. Bee (Looking for) Talent 744	Travelin' (A Poor Boy Going Home)	The Singing Rangers (Promised Land) Supreme 1530
Have a Heart	C. Bailey (You Sold) Bullet 1084	Wagon Wheels	A. Parker (Red River) Cap 57-40230
I Wants My Dime Back	W. Ray (Cuddlebug) Cap 57-40232	When the Silver Colorado Turns to Gold	G. Autry (Whirlwind) Col (78)2064; (33) 2-350
It May Be Too Late	W. Tuttle (God Put) Cap 57-40233	Whirlwind	G. Autry (When the) Col (78)2064; (33) 2-350
It's Been a Long, Long Time	F. Tillman (Don't Be) Dec 46182	Why Don't You Haul Off and Love Me?	K. Marvin (Afraid) Cap 57-40234
Leather Britches	Post Oak Fiddle Band (Bug on) Talent 102	You Sold Your Heart for a Holiday	C. Bailey (Have a) Bullet 1084
Looking for a Flower	Johnnie Bee (Hang-Over Blues) Talent 744		

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The Billboard MUSIC POPULARITY CHARTS

Folk (Country & Western) Record Section

PART VI



Based on reports received last three days of Week Ending September 9

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
29	3	1	1	LOVESICK BLUES.....	Hank Williams and His Drifting Cowboys.....MGM 10352—BMI
8	5	2	2	WHY DON'T YOU HAUL OFF AND LOVE ME?.....	Wayne Raney.....King 791
11	1	3	3	I'M THROWING RICE AT THE GIRL I LOVE.....	E. Arnold.....V(78)21-0083; (45)48-0080—BMI
13	8	3	3	TENNESSEE POLKA.....	Pee Wee King and His Golden West Cowboys.....V(78)21-0086; (45)48-0085—BMI
7	4	3	3	SLIPPING AROUND.....	Ernest Tubb.....D 46173—BMI
16	2	6	6	WEDDING BELLS.....	H. Williams and His Drifting Cowboys...MGM 10401—ASCAP
8	12	6	6	SLIPPING AROUND.....	J. Wakely and M. Whiting.....Cap 57-40224—BMI
1	—	8	8	WEDDING BELLS.....	J. Wakely and M. Whiting.....Cap 57-40224—ASCAP
8	6	9	9	MIND YOUR OWN BUSINESS.....	Hank Williams and His Drifting Cowboys.....MGM 10461—BMI
1	—	10	10	MY TENNESSEE BABY.....	E. Tubb.....D 46173
18	10	11	11	ONE KISS TOO MANY.....	Eddy Arnold, the Tennessee Plow-boy.....V 21-0051—BMI
3	—	11	11	TWO CENTS, THREE EGGS AND A POSTCARD.....	R. Foley.....D 46165
1	—	11	11	TENNESSEE BOOGIE.....	Z. Turner.....King 790
2	—	14	14	MY FILIPINO ROSE.....	E. Tubb.....D 46175—BMI
4	—	14	14	THE SAME SWEET GIRL.....	Hank Locklin.....4 Star 1313
1	—	14	14	SITTIN' ON THE DOOR-STEP.....	W. Carter.....Macy's Recordings 100

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FOLK TALENT AND TUNES

By Johnny Sippel

Western Wax Waumpum: In the second week of The Billboard's polling of the nation's rustic music wax whirlers, 62 of the jockeys named Wayne Raney's "Why Don't You Haul Off and Love Me" (King) as their top requested number. Remaining top requests were Hank Williams's "Lovesick Blues" (MGM), second; Eddy Arnold's "I'm Throwing Rice" (Victor), third; Floyd Tillman's "Slippin' Around" (Columbia), fourth; Jimmy Wakely and Margaret Whiting's "Slippin' Around" (Capitol), fifth; Hank Williams's "Wedding Bells" (MGM), sixth; Kenny Roberts's "I Never See Maggie Alone" (Coral), seventh, and Jimmy Dickens's "Country Boy" (Columbia); Red Foley's "I'm Throwing Rice" (Decca) and Dave Landers' "Before You Call" (MGM).

Colleen Summers, who worked as one of the Sunshine Girls, long a fixture on the Gene Autry shows, is working as vocalist-guitarist with Les Paul's jazz trio, working under the name of Mary Ford. . . . Tex Ritter (Capitol) has something new in the way of waxings for his latest release, doing a pairing consisting of the "Gettysburg Address" and "The Pledge of Allegiance." Ritter is currently touring the Midwest, and was set for the Michigan State Fair, Detroit, where he headlined the rodeo show September 3-10. . . . Smiley Burnette (Capitol) has been inked to make seven more "Durango Kid" features. . . . Rudy Sooter (Bullet) reports that Johnny Tyler (Victor) is working the C. O. D. Club in Butte, Mont. Sooter and Dan Reynolds, the Aus-

(Continued on page 119)

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Your reply and thousands of others enable *The Billboard* editors to provide more and better news coverage for the departments that are important to the majority of readers.

Thanks for your co-operation. . . .

. . . . The Editors

RCA VICTOR Scores AGAIN with "THE SWISS BOY"

RCA Victor 25-1079



Lawrence DUCHOW

RCA Victor 25-1132

"I LOVE AN OLD FASHIONED POLKA"

By Sid Tepper & Ray Brodsky

"The Vagabond Waltz"

Pelkonen & Hull

RCA Victor 20-3438

'ARTISTRY IN POLKA'

Duchow & Dehart

RCA Victor 20-3356

"Blue Skirt Waltz"

"I Betcha Polka"

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TOP OF THE CHARTS (Retail-Juke Box)

CHARLES BROWN'S
"TROUBLE BLUES"
Aladdin 3024

AMOS MILBURN'S
"ROOMING HOUSE BOOGIE"
Aladdin 3032

•••••

ALSO ON THE CHARTS—CLIMBING FAST!

"IN THE EVENING BLUES"
(when the sun goes down)
CHARLES BROWN Aladdin 3030

"IN THE MIDDLE OF THE NIGHT"
AMOS MILBURN Aladdin 3026

Aladdin
RECORDS
HOLLYWOOD 27, CALIFORNIA

The
Billboard

MUSIC POPULARITY CHARTS

PART
VII

Billboard
TRADE
SERVICE
FEATURE

Rhythm & Blues Records

Based on reports received last three days of Week Ending September 9

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION		Weeks Last This		to date Week Week	
20	2	1.	TELL ME SO.....The Orioles.....Jubilee 5005—BMI		
			<i>Deacon Jones</i>		
22	1	2.	TROUBLE BLUES.....C. Brown.....Aladdin 3024—BMI		
			<i>Honey, Keep Your Mind</i>		
8	4	3.	BABY, GET LOST.....D. Washington.....Mercury 8148		
			<i>Long John Blues</i>		
1	—	4.	ROOMING HOUSE BLUES...A. Milburn.....Aladdin 3032		
			<i>Empty Arm Blues</i>		
1	—	5.	BROKEN HEARTED.....E. Williams.....Supreme 1535		
			<i>Red Head 'n' Cadillac</i>		
25	3	6.	AIN'T NOBODY'S BUSINESS J Witherspoon.....		
			(Parts I and II).....Supreme 1506—ASCAP		
9	6	7.	BLUE AND LONESOME.....Memphis Slim.....Miracle 136		
			<i>Help Me Some</i>		
31	11	7.	HUCKLEBUCK.....P. Williams.....Savoy 683—ASCAP		
			<i>Hoppin' John</i>		
8	7	9.	I LOVE YOU SO.....Pee Wee Crayton...Modern 20-675		
			<i>The Bop Hop</i>		
18	12	9.	DRINKIN' WINE, SPO-DEE-O-DEE....."Stick" McGhee.....Atlantic 873		
			<i>Blues Mixture</i>		
11	—	9.	CONFESSION BLUES.....Maxine Trio.....Dqwnbeat 171		
			<i>I Love You, I Love You, I Love You</i>		
12	15	12.	IN THE MIDDLE OF THE NIGHT.....A. Milburn.....Aladdin 3026—BMI		
			<i>Pot Luck Boogie</i>		
4	5	13.	IN THE EVENING WHEN THE SUN GOES DOWN...C. Brown.....Aladdin 3030		
			<i>Please Be Kind</i>		
19	—	13.	LITTLE GIRL, DON'T CRY..B M. Jackson and His Buffalo Bearcats.....King 4258—BMI		
			<i>Moosey</i>		
4	12	15.	LONG JOHN BLUES.....D. Washington...Mercury 8148—BMI		
			<i>Baby, Get Lost</i>		
2	—	15.	IT'S MIDNIGHT.....Little Willie Littlefield.....		
			<i>Midnight Whistle</i>Modern 20-686		
1	—	15.	SO LONG.....R. Brown.....Atlantic 879		
			<i>It's Raining</i>		

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MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION		Weeks Last This		to date Week Week	
2	1	1.	ROOMING HOUSE BLUES..A. Milburn.....Aladdin 3032		
4	3	1.	ALL SHE WANTS TO DO IS ROCK.....W. Harris.....King 4304		
4	15	3.	LONG JOHN BLUES.....D. Washington.....Mercury 8148—BMI		
5	10	4.	BABY, GET LOST.....D. Washington.....Mercury 8148—BMI		
3	10	4.	IT'S MIDNIGHT.....Little Willie Littlefield.....Modern 20-686		
1	—	6.	IN THE EVENING WHEN THE SUN GOES DOWN...C. Brown.....Aladdin 3030		
1	—	6.	ROCK THE JOINT.....J. Preston.....Gotham 188		
1	—	6.	LATE AFTER HOURS....."The Great Gates".....Selective S-103		
2	7	9.	WAITING IN VAIN.....L. J. Hunter.....King 4291		
1	—	9.	WHEN THINGS GO WRONG..Tampa Red Ork.....V(78)22-0035; (45)50-0019		
1	—	9.	HELP ME SOME.....Memphis Slim.....Miracle 136		
1	—	9.	BROKEN HEARTED.....E. Williams.....Supreme 1535		
2	—	13.	A KISS AND A ROSE.....O. Orioles.....Jubilee 5009—ASCAP		
1	—	13.	POP CORN.....P. Williams.....Savoy 711—BMI		
1	—	13.	PLEASE DON'T GO.....R. Brown and His Mighty-Mighty Men.....De Luxe 3226		

ADVANCE RHYTHM & BLUES RECORD RELEASES

Again G. Floyd (Close Your) Supreme 1531	Jelly and Bread M. Howard (Easy Come) V(78)22-0044; (45)50-0028
All States Boogie Ivory Joe Hunter (Jealous Heart) King 4314	Johany's Hot Rod B. Mitchell (Rubbin') Blue 108
Big Time Baby The Dozier Boys (Music Goes) Aristocrat 3002	Johnson's Rag J Teeter Trio (Back of) London 501
Close Your Eyes G. Floyd (Again) Supreme 1513	Jump and Shout E. Harris (Never Missed) Regal 3233
Drigo's Serenade S. Gill Ork (Bull Frog) Gotham G-192	Jumpin' With Pio E. Woodland Ork (Snap Case) Gotham G-194
For Old Time's Sake Little Miss Cornshucks (So Long) Swing Master 26	Keep 'Em Guessing M. Moore (Peace Sister) Col 30173
Goin' Back Home D. McMillon (Poor Little) Regal 3232	Let's Go to the Liquor Store T. Green (I Love) Bullet 312
Jack's Jump K. Parker Trio (Toot, Toot) Texstar 201	Lonesome Road Blues S. McGhee (I'll Always) Atlantic 881
Jam and Jelly E. Frank (Right From) Wonder 100	M. B. Blues M. Buckner Ork (OO-Be-Doop) MGM 10504
Jealous Heart Ivory Joe Hunter (All States) King 4314	Ma-Ma J. Smith (Talking Boogie) Savoy 709

No. 1 Across the Country

The Orioles' recordings...

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"A KISS AND A ROSE"
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"TELL ME SO"
JUBILEE 5005

"I CHALLENGE YOUR KISS"
JUBILEE 5008

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The Billboard MUSIC POPULARITY CHARTS
Record Reviews

PART VIII

Billboard TRADE SERVICE FEATURE

RATINGS
(100 Point Maximum)

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

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

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

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
RAY ANTHONY Capitol 57-721	My Baby Missed the Train Clean-playing Anthony band wastes its time on a boring opus.	63--63--63--63
	Slider The hard-hitting ork makes an outstanding modern instrumental side out of this ear-tickling riff idea.	84--86--82--84
NAT "KING" COLE Capitol 57-716	Yes Sir, That's My Baby A standout side by the Cole quartet has been taken out of Nat's recent album for a nice change-of-pace backing for the arty "Land of Love."	77--77--77--77
	Land of Love The eden abbez ditty is cast in the "Nature Boy" mold. Nat gives it that same treatment in front of a pash Pete Rugolo big ork scoring. Could be a follow up on a lesser scale.	88--88--88--88
KAY STARR (Frank DeVol Ork) Capitol 57-717	Break It to Me Gently A fine, sophisticated ballad, an attractive DeVol ork job, and a resplendent Starr vocal. But lacks commercial values.	72--74--72--70
	Ya Gotta Buy, Buy, Buy for Baby Rhythm novelty cut of the cloth of the thrush's popular efforts. She sells it superbly.	83--85--83--81
RALPH YOUNG Happiness Records 102	Dime a Dozen The Louis Prima label debuts auspiciously enough, with fair coverage of the country pop by pleasant-singing Young and a good ork.	67--67--67--67
	Jacksonville Blues (Keeley Smith) Thrush Smith turns on an attractive rhythm style, smartly backed by a big band with a good sound. Tune is a creditable try in the "Chattanooga Choo Choo" format.	72--72--70--74
RALPH YOUNG Happiness Records 101	Green as April This ballad is strictly top-drawer writing, with appeal and character in lyric and melody—both from the pen of a new tunesmith, Fay Tishman. Young does it in a big, virile voice, with touches of Eckstine and Martin.	82--82--82--82
	September in the Rain Warbler does the standard appealingly.	72--72--72--72
MAIN STREET STRING BAND Bluebird 30-0005	"Hello, Hello!" A sprightly string band thing with a live, vital sound. The string band madness would appear to be safely buried, but no reason for this happy opus not to get some tavern play.	75--72--75--78
	Golden Slippers The fave is swung along gally.	74--71--74--77
BUDDY JOHNSON ORK Decca 24716	Lovely in Her Evening Gown Arthur Prysock warbles a weak ballad with the Johnson band serving up a neat backing.	46--45--44--50
	As I Love You Ella Johnson sings a simple and attractive little tune in her distinctive manner, with brother Buddy's ork sounding fine.	75--77--73--75
FRANKIE CARLE ORK Columbia 38573	Why, Oh Why? Neat dance platter spots Carle's keyboard tinkling, Bob Lochen's singing with the Sunrise Serenaders and some expert orking.	74--75--73--73
	I'm Gonna Let You Cry for a Change More of the same with Marjorie Hughes doing the singing chore here. And plenty of Carle's distinctive piano.	74--75--73--75

(Continued on page 108)

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. . . . The Editors

NEW STANDARD RELEASES
on
"NON BREAKABLE RECORDS"

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From now on all new STANDARD releases and all records we press will be in non-breakable material

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(Young Maiden and Her Kitty)
NIECIERPLIWA—Polka
(Impatient)
Sung by **FRANK CURYLO**
with J. Lazars Orchestra

. . . . SCANDINAVIAN. . . .

F-5036 PA HOGANLOFT—Hambo
(On the Hayloft)
VESTANTRESK
By **FRANZEN & ERIKSSON**
Accordionist with Accomp.

. . . . ITALIAN

F-6053 CARMELLA—Valzer
ANNITTA—Muzurka
By the **DUE VAGABONDI**

. . . . GREEK

F-9089 MARIKAKI
SPANIOLA KITHARA
Sung by **M. THOMAKOS**

. . . . GERMAN

F-11027 WER KANN NOCH EINEN RHEINLANDER TANZEN?
(Who Can Still Dance a Rhinlander?)
GROSSMUTTERCHEN
(Grandmother)
Sung by **MAX HELMUT WESSELS**
with Orchestra Accomp.

. . FRENCH-CANADIAN . .

F-13004 PRENDRE UN P'TITE COU
(French Drinking Song)
GALLIPO ET CLOCHE
(Galypoe's Reel)
Sung by **MARCEL PELLISHER**
with **JAN BERNECHE** Orchestra

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Specialists in Foreign Language Recordings

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STANDARD PHONO

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New York City

The Billboard MUSIC POPULARITY CHARTS

Record Possibilities

PART IX

The Billboard MUSIC POPULARITY CHARTS

Advance Information

PART X

THE BILLBOARD PICKS:

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

I'VE GOT A LOVELY BUNCH OF COCONUTS Freddy Martin Ork.....Victor 20-3554

Freddy Martin should grab off plenty of coconuts with this slam-bang razzmatazz. The tune's an import from England and bubbles over with an enticing cockney sing spirit. Merv Griffin injects the dinking with his tongue-in-cheek cockney dialect vocal while the Martin band sings and plays with much vitality. Martin's been long without a winner and this should be it for him. Primo Scala has an effective slicing of the "Rolly-Rolly Ball a Penny a Pitch" refrain on London.

TELL ME WHY Eileen Wilson and Gordon Jenkins Ork.....Decca 24738

A magnificent performance pre-destines this fetching etching for lots of disk jockey whirrs. The waxing of the pretty ballad is one of those items which could be a slow starter but which, once there's a spark, could grow into a big winner. Jenkins' use of voices is superb, while Miss Wilson, ex-Hit Parader and Les Brown thrush, turns in a fine solo vocal chore.

I WANT YOU TO WANT ME.....Gordon MacRae.....Capitol 57-723

MacRae turns in one of his better sides in this feelingful rendition of an old Fred Fisher ballad which will be featured in the forthcoming "Oh, You Beautiful Doll" flick. Paul Weston lends tasteful ork support.

THAT LUCKY OLD SUN.....Louis Armstrong, with Gordon Jenkins Ork.....Decca 24732

This is an inspired recording—a remarkable mating of talents on a song which already is making its mark via the Frankie Laine etching. Louis, who at 50 is greater than ever, sings the fine song in his gravel-throat voice with tremendous feeling. Jenkins' backing, a small band with a large choir, sets a perfect contrast and bulds a fine production. This etching should give Laine a run for the money.

THE DISK JOCKEYS PICK:

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

1. LAND OF LOVE.....King Cole.....Capitol 57-716
2. THE SLIDER.....Ray Anthony.....Capitol 57-721
3. MAKE BELIEVE.....Sarah Vaughan.....Columbia 38559
4. HOP SCOTCH POLKA.....Art Mooney.....MGM 10500
5. "A" YOU'RE A DOPEY GAL.....Red Ingle.....Capitol 57-713
6. DIME A DOZEN.....Kay Kyser.....Columbia 38549
7. DRY BONES.....Tommy Dorsey.....Victor 20-3523
8. I CAN DREAM, CAN'T I?.....Andrews Sisters-Gordon Jenkins.....Decca 24705
9. THE LAST MILE HOME.....Jo Stafford.....Capitol 57-710
10. DON'T CRY, JOE.....Frank Sinatra.....Columbia 38555

THE RETAILERS PICK:

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

1. THAT LUCKY OLD SUN.....Vaughn Monroe.....Columbia 38559
2. I CAN DREAM, CAN'T I?.....Andrews Sisters-Gordon Jenkins.....Decca 24705
3. DIME A DOZEN.....Kay Kyser.....Columbia 38549
4. DIME A DOZEN.....Sammy Kaye.....Victor 20-3532

THE OPERATORS PICK:

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

1. I CAN DREAM, CAN'T I?.....Andrews Sisters-Gordon Jenkins.....Decca 24705
2. THE WEDDING OF LILLI MARLENE.....Andrews Sisters-Gordon Jenkins.....Decca 24705
3. DRY BONES.....Tommy Dorsey.....Victor 20-3523
4. HOP SCOTCH POLKA.....Guy Lombardo.....Decca 24704
5. THE WEDDING OF LILLI MARLENE.....Gordon MacRae.....Capitol 57-711
6. WOULDN'T IT BE FUN?.....Art Mooney.....MGM 10500
7. BODY AND SOUL.....Billy Eckstine.....MGM 10501
8. DANGEROUS DAN MCGREW.....Guy Lombardo.....Decca 24704

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 26)

- | | | |
|----|-----|--|
| 1 | 26. | SLIPPING AROUND.....M. Whiting-J. Wakely.....Capitol 57-40224—BMI |
| | | (W. Carter, Macy's Recordings 100; J. Dale, Vocalion 55022; E. Tubb, Dec 46173; Texas Jim Robertson & Panhandle Punchers, V 21-0074-48-0071; F. Tillman, Col 20581) |
| 19 | 11 | 28. BABY, IT'S COLD OUTSIDE.....D. Shore-B. Clark.....ASCAP |
| | | My One and Only Highland Fling.....Col 38463—ASCAP |
| 22 | 22 | 29. AGAIN.....G. Jenkins Ork-J. Graydon.....D 24602—ASCAP |
| | | Skip to My Lou.....D 24602—ASCAP |
| 25 | — | 30. FOREVER AND EVER.....P. Como-M. Ayres.....ASCAP |
| | | I Don't See Me in Your Eyes Anymore.....ASCAP |
| | | (D. Shore-B. Zimmerman Ork, Col 38410; H. Carroll & Carolers, Mer 5252; J. Clay & Riddlers-S. Fisher Ork, Hi-Tone 108; P. Reed, Dance-Tone 312; R. Ross Ork Vocalion 55004; M. Whiting, Cap 15386; R. Morgan Ork, Dec 24569) |

ADVANCE RECORD RELEASES

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

POPULAR

- | | |
|---|---|
| A Place in the Sun (Song of the 4-H Club)
F. Waring Ork (Pts 1 & 2) Dec 24723 | I Go Siesta
J. Premice (Sweetie Joe) Dec 24743 |
| Ain't She Sweet
B. Hannon-J. Ryan (I Never) Dec 24739 | I Love You Truly
B. Cole (Oh Promise) Cap 57-90027 |
| At Dawning
M. Laurence (Trees) Cap 57-90029 | I Never See Maggie Alone
B. Hannon-J. Ryan (Ain't She) Dec 24739 |
| Back in Your Own Back Yard
B. Goodman (Chicago) Cap 57-733 | If I Told You Once (I Told You a Thousand Times)
Big John Greer (I Found) V 22-045 |
| Chicago
B. Goodman Ork (Back in) Cap 57-733 | I'm Looking Over a Four Leaf Clover
A. Rey Ork (Johnson Rag) Cap 57-735 |
| Circus
A. Dale-R. Arthur Quartet (Through A) Signature 164 | Jealous Heart
H. Winterhalter (Someday) Col 38593 |
| Co Co Co Co Co Co Co Co Ro
G. Carter (Hora Staccato) Cap 57-90026 | Johnson Rag
A. Rey Ork (I'm Looking) Cap 57-735 |
| Dangerous Dan McGrew
G. Lombardo Ork (Hop-Scotch Polka) Dec 24704 | Kiss in the Dark
M. Laurence (Mexican Hat) Cap 57-90025 |
| Do You Ever Think of Me
P. Weston Ork (Double Datin') Cap 57-730 | Land of Love (Come My Love and Live With Me)
Ink Spots (Echoes) Dec 24741 |
| Doll Dance
O. Hostetter (Parade of) Cap 57-90031 | Let Me Grow Old With You
D. Haymes (You're the) Dec 2470 |
| Don't Cry Joe (Let Her Go, Let Her Go, Let Her Go)
J. Hall (Love's a) V(78)20-3557; (45) 47-3050 | Let's Take an Old-Fashioned Walk
A. Dale-The Riddlers-S. Fisher Quartet (I Love) Signature 162 |

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

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

All other labels will continue to be spelled out.

Where 78, 45 and 33 1/3 (LP) r.p.m. numbers are listed, the speed is indicated in parentheses preceding the record number. For example: V (78) 20-1941; (45) 47-2354, etc.

- | | |
|--|---|
| Double Datin'
P. Weston Ork (Do You) Cap 57-730 | Mexican Hat Dance
M. Laurence (Kiss In) Cap 57-90025 |
| Echoes
Ink Spots (Land of) Dec 24741 | Oh By Jingo
Sister Slocum (Heart of) King 15017 |
| Heart of My Heart
Sister Slocum (Oh by) King 15017 | Oh Promise Me
B. Cole (I Love) Cap 57-90027 |
| Hop-Scotch Polka
G. Lombardo (Dangerous Dan) Dec 24704 | Parade of the Wooden Soldiers
O. Hostetter (Doll Dance) Cap 57-90031 |
| Hora Staccato
G. Carter (Co Co) Cap 90026 | Romantic Gypsy Airs Album
Emery Deutsch Ork (3-10") V P 251 |
| House Party
R. Anthony Ork (Yesterdays) Cap 57-734 | Slaughter on Tenth Avenue (Pts 1 & 2)
S. Torch Ork Dec 24742 |
| I Found a Dream
Big John Greer (If I) V 22-0045 | Someday (You'll Want Me To Want You)
H. Winterhalter-J. Thompson (Jealous Heart) Col 38593 |
| I Love You
A. Dale-R. Arthur Quartet (Let's Take) Signature 162 | Stardust
J. Garber Ork (Stompin' at) Cap 57-731 |
| | Stompin' at the Savoy
J. Garber Ork (Stardust) Cap 57-731 |
| | Stumbling
B. Strong Ork (The Sheik) Cap 57-732 |
| | Sweetie Joe
J. Premice (I Go) Dec 24743 |
| | The Sheik of Araby
B. Strong Ork (Stumbling) Cap 57-732 |
| | Through a Long and Sleepless Night
A. Dale-The Riddlers-S. Fisher Quartet (Circus) Signature 164 |
| | Trees
M. Laurence (At Dawning) Cap 57-90029 |
| | Yesterdays
R. Anthony Ork (House Party) Cap 57-734 |
| | You're the Cause of It All
D. Haymes (Let Me) Dec 2470 |

INTERNATIONAL

- | |
|--|
| Finger Polka
W. Zarembo (Little Old) V 25-9206 |
| Glo-Glo-Glo-Oberek
V. Zembruski Ork (Wesola Wanda) Continental C-797 |
| La Bonne Chanson (Alouette)
Le Quatuor Alouette (La Bonne) V 26-7042 |
| La Bonne Chanson (L'Echo)
A. Viau (La Bonne) V 26-7042 |
| Leben Ohne Liebe Kannst du Nicht
M. Dietrich (Wenn Ich) V 25-4115 |
| Little Old Lady Oberek
W. Zarembo (Finger Polka) V 25-9206 |
| Mechaiye War
M. Katz Ork (Sadir Dance) V 25-5095 |
| Sadir Dance
M. Katz Ork (Mechaiye War) V 25-5095 |
| Suona Balalaika
G. Bechl (Torna) V 25-7119 |
| Torna
G. Bechl (Suona Balalaika) V 25-7119 |
| Wenn Ich Mir "Was Wunschen Durfte"
M. Dietrich (Leben Ohne) V 25-4115 |
| Wesola Wanda
V. Zembruski Ork (Glo-Glo) Continental C-797 |

HOT JAZZ

- | |
|--|
| Chasin' the Bass
S. Chaloff (The Most) Futurama 3004 |
| Flamingo
E. Garner (Twilight) Atlantic 662 |
| The Most
S. Chaloff (Chasin' the) Futurama 3004 |
| The Way You Look Tonight
E. Garner (Turquoise) Atlantic 663 |
| Turquoise
E. Garner (The Way) Atlantic 663 |
| Twilight
E. Garner (Flamingo) Atlantic 662 |

CHILDREN

- | |
|--|
| Bozo and the Birds Album
P. Colvig-B. May Ork (2-10") Cap DBX-3033 |
| The Grasshopper and the Ants Album
D. Wilson-B. May Ork-Others (2-10") Cap DBX-3034 |
| Woody Woodpecker and His Talent Show Album
M. Blanc-B. May Ork (2-10") Cap DBX-3032 |

(Continued on page 102)

Important!

This copy of The Billboard contains an important questionnaire ... important to YOU as a Billboard Reader.

Please turn to page 34 and fill in the questionnaire postcard for The Billboard Annual Reader Survey. It will only take a minute of your time.

Your reply and thousands of others enable The Billboard editors to provide more and better news coverage for the departments that are important to the majority of readers.

Thanks for your co-operation. . . .

. . . . The Editors

Who Will It Be in '49?

Last year America's Disk Jockeys voted Dave Garroway "The Disk Jockeys' Disk Jockey." Who will it be in '49?

"The Disk Jockeys' Disk Jockey" will again be featured as one of 18 categories of The Billboard 1949 Disk Jockey Poll—written BY and FOR the nation's platter spinners.

Look for it in the big Billboard 1949 Disk Jockey Supplement to be published as a part of the October 22 issue. This will be just one of many important, useful programming features especially keyed to the needs of America's disk jockeys, musical directors and radio station record librarians.



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 "THERE'S NOTHING LIKE A WOMAN IN LOVE"
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The Billboard
MUSIC POPULARITY CHARTS
Album Reviews
PART XI

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

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

THE RATINGS
 (100 points—the maximum)

90-100tops
 80-89excellent
 70-79good
 40-69satisfactory
 0-39poor

THE CATEGORIES

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

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The famous KNOCKY PARKER (Traveler of the Month, RADIO MIRROR; featured DOWNBEAT (now); STAR TELEGRAM; Cover Boy and Jazzman of Month (June), PLAYBACK; jazz concerts, Town Hall, New York) teams with Marvin Montgomery, banjo playing star of radio and TV, and Joe Ferguson, bass and top-flight vocalist, to uncork THESE SMASH HITS ON TEXSTAR'S NEW FLEX releases.

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ROBBINS MUSIC CORPORATION

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BERLIN: MISS LIBERTY—Fred 80
 Waring Ork (4-10")
 Decca A-717

Just One Way To Say I Love You; A Little Fish in a Big Pond; Let's Take an Old-Fashioned Walk; The Policemen's Ball; Homework; You Can Have Him; Paris Wakes Up and Smiles; Give Me Your Tired, Your Poor.

Many of these tunes are already well on the way to hitdom via single diskings by popular artists. Also the original cast version is available. Waring's following is strong, however, and the set should enjoy a better than fair sale. Artistically, the solo voices leave much to be desired, tho the Waring chorus is as full and satisfying as ever. The package is more for Waring fans than for showgoers. Naturally, the group does a powerful job on the anthem, "Give Me Your Tired."

JUKES Not suitable.
JOCKS Choral sides will serve best.

BEETHOVEN: SYMPHONY NO. 5 75
 —Boston Symphony Ork-Serge Koussevitzky, conductor (4-7")
 RCA Victor (45), WDM 1313

The first reaction to another version of the Fifth is a wry "Just what we needed." Admittedly—and deservedly—this is one of the most recorded symphonies extant. The Toscanini on Victor and the Walter on Columbia are classics of record literature. The Furtwangler, another well-regarded version, is a Victor delete. There are other worth-while versions. However, Victor has apparently seen fit to send to market a Fifth recorded under modern conditions. The technical sound, is, in fact, a great advance over the musically superb Toscanini version. Unfortunately, it cannot be said that this reproduction (reviewed on 45 r.p.m.) is perfection. Clarity of detail and sharpness of ensemble sound could be better. Koussevitzky conducts with admirable passion and perception.

JUKES Not suitable.
JOCKS Lengthy for most ailers.

RAY NOBLE DANCE PARADE— 77
 Ray Noble Ork (1-10")
 Columbia (33) CL 6065

The Very Thought of You; Linda; Sleepy Time Gal; By the Waters of Minnetonka; By the Light of the Sil'ry Moon; It Might as Well Be Spring; Cherokee; Good-night, Sweetheart.

When Ray Noble came to this country over a decade ago, he rapidly established his ork as one of the foremost for clean performance, sound tune interpretation and excellent dance tempi. He has retained the touch right thru the years as these selections, especially mated for this LP disk, will testify. These are excellent songs, lent proper treatments, recorded well—all for dancing. Strung out on the LP, this makes for a fine offering for living room dance sessions.

JUKES N. S. on LP.
JOCKS All worthy spinner fare.

VERDI: LA TRAVIATA—Adriana 80
 Guerrini, Maria Huder, Luigi Infantino; Ork and Chorus, Rome Opera House-Vincenzo Bellezza, conductor, and others (3-12")
 Columbia (33) SL-103

Here is a case in favor of the economy of LP. This is a 15 disk, two-volume set in its shellac version. The full opera on LP comes on three disks. And, in the transfer, manages to offer a superior recording sound. The performance of the warhorse, which is one of Verdi's most melodious, is a competent one. Outstanding is the over-all conception of conductor Bellezza. Were it not for his dominating and binding hand, this waxing could well have been worse than mediocre since the singers are hardly more than competent. They do a fair enough job but proffer nothing outstanding in the way of voice and/or interpretation. This should be a popular LP set, nevertheless.

JUKES Not suitable.
JOCKS For stations equipped with LP.

LITTLE ORLEY'S ADVENTURES WITH THE LITTLE ENGINE— 78
 THE HAPPY BIRD—Lumpy Brannum-Fred Waring Ork-Poley McClincock (1-10")
 Decca DU 88018

Waring's main identification with these sides is the fact that his bass player

wrote and narrates them, but the Waring name is magic. The stories themselves are fairly cute, whimsical tales involving a little hillbilly. Stories are told in a charming hillbilly dialect, but with atrocious grammar. The train subject should account for many sales. Package is nicely illustrated in colors.

JUKES Not suitable.
JOCKS Okay for kidish shows.

HAYDN: SYMPHONY NO. 73— 72
 Indianapolis Symphony Ork-Fabien Sevitzyk, conductor (3-7")
 RCA Victor (45) WDM 1312

Sevitzyk gives us a superb reading of the famous "Hunt" symphony of Haydn—crisp, austere and noble. The work takes its name from the familiar fourth movement—a descriptive depiction of a chase. This movement was originally written by Haydn as an operatic prelude, later expanded into a full symphony with the addition of an andante, allegro and minuetto. The 45-r.p.m. version reviewed is a superlative job of faithful reproduction, both in detail and the total sound. Five sides are used for the Haydn work; the sixth is devoted to Sevitzyk's transcription of Spambatti's "Vecchio Minuetto."

JUKES Not suitable.
JOCKS Solid addition to the library.

YOU'RE MY THRILL—Doris Day 84
 (1-10")
 Columbia (33) CL 6071

You're My Thrill; That Old Feeling; Bewitched; When Your Lover Has Gone; I'm Confessin'; I Didn't Know What Time It Was; Sometimes I'm Happy; You Go to My Head.

In the past couple of years Doris Day has emerged to join the ranks of our leading femme thrushes. Indeed, she has been outgunning most of the leaders. This package should prove to the doubtful that Dodo righteously is one of the greats. She wraps up the eight beautiful standards in her own intimate, throaty style, setting a warm, soft-lights-and-sweet-music mood. There have been few singers who have been able to transfer a sexy sound to wax quite as pleasingly as does Doris. In addition to this LP, the package is available on shellac and should prove a popular item.

JUKES All sides suitable.
JOCKS Must stuff for pop whirlers.

SIBELIUS: TAPIOLA — Royal 77
 Philharmonic Ork-Sir Thomas Beecham, conductor (2-7")
 RCA Victor (45), WDM 1311

Magic, mystery and poetry—these are the fabric of this magnificent tone poem. Named after the god of the Finnish forests, "Tapiola" suggests with its ever-fluxing lights and shadows the frigid beauty of the northern woodlands—a work that is peculiarly and essentially Sibelius. Beecham and the Royal Philharmonic give it a dynamic, powerful interpretation, ranging from delicate shadings and colorings to tempestuous thunderings. The recording is good, with a slightly far-off perspective.

JUKES Not suitable.
JOCKS Fine for modern segs.

HANDEL: ROYAL FIREWORKS 75
MUSIC AND BRITTEN: YOUNG PERSON'S GUIDE TO THE ORCHESTRA—Liverpool Philharmonic Ork-Sir Malcolm Sargent, conductor (1-12")
 Columbia (33) ML 4197

This LP pairs a fresh waxing of the Handel work and a several-year-old slicing of the brilliant Britten piece. The Sargent reading of the vibrant and popular Handel music is based on the transcription for modern orchestra by Sir Hamilton Harty. It is music on a grand plane, is performed heartily and is recorded clearly and loudly. The Britten piece, written for a movie short to instruct children on the instruments of the orchestra, is a brilliant set of variations on a theme by Henry Purcell. The result is a delightful piece, one of Britten's very best. It is accorded a fine reading and a brilliant recording.

JUKES Not suitable.
JOCKS For longhair air equipped for LP.

The Billboard
MUSIC POPULARITY CHARTS
Part XII
The Honor Roll of Popular Songwriters

By Jack Burton

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NO. 37—PERCY WENRICH

In addition to raising more mountain canaries, commonly marketed as mules, than any other State in the 48, Missouri has made signal contributions to the field of popular music. William C. Handy, for example, found the blues on the levees of St. Louis; Harry S. Truman, the eminent White House pianist, hails from Independence, and Percy Wenrich, whose million-copy sellers include *Put on Your Old Gray Bonnet* and *When You Wore a Tulip*, was born in Joplin on January 23, 1887.

Percy's father, Daniel K. Wenrich, was the postmaster of the little Missouri town that was then enjoying a mining boom, and this office made him a political power in the community. Percy's mother, who was an accomplished musician, taught her son to play both the organ and the piano, and while still in his early teens, Wenrich started composing tunes for which the elder Wenrich improvised lyrics. These songs eulogized such Democratic stalwarts as Grover Cleveland and William Jennings Bryan, and were sung at political rallies and conventions by glee clubs organized on the spot.

Early at the Opera

Thus Percy Wenrich became infected with the songwriting germ at a comparatively early age, but it wasn't until he was 21 that he was able to induce his parents to permit him to enroll at the Chicago Musical College, ostensibly to study the pipe organ. His early compositions were

mostly instrumental and used as teaching pieces, which in those days were as profitable a commodity as songs. While Wenrich placed a number of these teaching pieces with the McKinley Publishing Company, he still felt the urge to write pop songs rather than classical compositions.

While making the rounds of the Chicago publishing houses in hopes of selling his numbers, Wenrich met the senior member of Buck & Carney, music publishers, who supplied the titles for Percy's first two published songs: *Ashy Africa* and *Just Because I'm From Missouri*. Altho Wenrich never found out what "Ashy" meant, the title was close to the heart of its creator, who later went into the jungles of the dark continent and gained worldwide fame as "Bring 'Em Back Alive" Frank Buck.

The royalties from these two songs however, failed to cover Wenrich's weekly board-and-room bill. Badly in need of cash, Percy heard that Fred Belcher, Remick's general manager, was in Chicago and persuaded him to give him a position as song plugger at the music counter of Gimbel Bros.' Milwaukee department store. While there, Wenrich wrote *Under a Tropical Moon*, which became a local hit. Flush by his initial success, Percy decided he was ready to crack New York, the goal of every young songwriter.

Tin Pan Alley

When Wenrich reached Grand Central Station, there was no reception

committee on hand to welcome him. Instead, he found Tin Pan Alley cold and unsympathetic, even more skeptical than the "show me" State of his birth. But he kept on composing songs that apparently nobody wanted to buy until he finally came up with one in 1908 that nearly a million people did—*Rainbow*. But the pot of gold at the end of this rainbow was about empty when Stanley Murphy handed Wenrich the lyrics for a song that he liked. The only trouble was that Percy had no piano on which to work out a melody.

After going the rounds of Tin Pan Alley for the loan of an upright, Wenrich finally talked the manager of Remick's into allowing him the use of a professional room and piano for a half hour. At the end of those precious 30 minutes, however, Percy was far from satisfied with the melody he had composed, and when he pleaded for more time, the adamant manager told him he'd have to get out. The resultant argument reached such heights of vehemence that Jerome H. Remick finally dropped in to see what all the commotion was about, and settled the discussion by granting Wenrich an additional half-hour.

Racing against the fleeting seconds, Wenrich finally completed a melody and showed the song to Remick just as the publisher was leaving his office for a weekend in Atlantic City.

"Let me take the song with me," Remick told him, "and I'll tell you what I think of it Monday afternoon." On that fateful day, Remick greeted Wenrich with:

"You must have a hit here. I've never been able to carry a tune, but

here's a song even I can sing!" And he proceeded to prove it. It wasn't a perfect audition, for when Remick reached the first line of the chorus, he changed the words from "Put on your old sun bonnet," as Murphy had written them, to "Put on your old gray bonnet." When Wenrich tried to correct him, Remick waved him aside and declared:

"Let it stay that way. It sounds better."

It is well that Wenrich didn't quibble over a single word, for *Put on Your Old Gray Bonnet* proved to be an all-time smash hit, which in 1939, 30 years after it was first published, was one of the most frequently played songs on the air except contemporary numbers, according to radio surveys that year.

Three years later, Wenrich wrote another million-copy seller, *Moonlight Bay*, and followed this up in 1914 with an even more sensational success, *When You Wore a Tulip*, which proved to be one of the biggest hits ever written. These three songs entitled their composer to a charter membership in the American Society of Composers, Authors and Publishers (ASCAP) when that organization was founded in 1914, and put Percy Wenrich and his wife, Dolly Connolly, on the big time for the next 15 years, when they were headliners on the major vaudeville circuits.

Percy Wenrich also wrote the scores for four Broadway productions, his *Castles in the Air*, starring Vivienne Segal, being the culminating triumph of a remarkably rich and successful career for a boy from Missouri who showed the world how to write songs that click and sell big.

PERCY WENRICH'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Popular Songs

- 1907—**UNDER A TROPICAL MOON**
Lyrics by C. R. McDonald.
- 1908—**IF IT'S GOOD ENOUGH FOR WASHINGTON IT'S GOOD ENOUGH FOR ME**
Lyrics by Ren Shields. Remick Music Corporation.
- 1909—**PUT ON YOUR OLD GRAY BONNET**
Lyrics by Stanley Murphy. Remick Music Corporation.
(Available on Columbia record 20208, Sweet Violet Boys.)
- 1910—**SILVER BELL**
Lyrics by Edward Madden. Remick Music Corporation.
- 1911—**SKELETON RAG**
Lyrics by Edward Madden. Remick Music Corporation.
- 1911—**RED ROSE RAG**
Lyrics by Edward Madden. Remick Music Corporation.
(Available on Capitol record 10192, The Sportsmen.)
- 1912—**MOONLIGHT BAY**
Lyrics by Edward Madden. Remick Music Corporation.
Available on the following records: Decca 25075, Glenn Miller and his orchestra; Decca 23026 in Album A-476, Mills Brothers; Columbia 36725, Claude Thornhill and orchestra.)
- 1913—**GOODBYE SUMMER, SO LONG FALL, HELLO WINTERTIME**
Lyrics by Edward Madden. Leo Feist, Inc.
- 1914—**WHEN YOU WORE A TULIP**
Lyrics by Jack Mahoney. Leo Feist, Inc.
(Available on the following records: Capitol 10194, The Sportsmen; RCA Victor 20-3415, Main Street Band; Decca 25115 in Album A-682, Judy Garland and Gene Kelly.)
- 1914—**WAY OUT YONDER IN THE GOLDEN WEST**
Leo Feist, Inc.
- 1915—**COME BACK, DIXIE**
Lyrics by Jack Mahoney. Leo Feist, Inc.
- 1916—**SWEET CIDER TIME WHEN YOU WERE MINE**
Lyrics by Joseph McCarthy. Leo Feist, Inc.
- 1917—**WHERE DO WE GO FROM HERE, BOYS?**
Lyrics by Howard Johnson. Leo Feist, Inc.

- (Available on Decca record 24004 in Album A-1918, Ray Benson orchestra.)
- 1918—**A RAINBOW FROM THE U. S. A.**
Lyrics by Jack Mahoney and Ben Jerome.
This was an interpolated number in the New York Hippodrome production, "Everything."
- 1937—**SAIL ALONG SILV'RY MOON**
Lyrics by Harry Tobias. Santly-Joy, Inc.

Stage Musicals

- 1914—**CRINOLINE GIRL**
Book by Otto Harbach, lyrics by Julian Eltinge, and starring this female impersonator in a cast that included Jeanne Eagels, Jerry Vogel Music Company, Inc.
IN MY DREAMS OF YOU
GAME OF EYES
WHEN MARTHA WAS A GIRL
THAT TEMPTING TANGO
- 1921—**THE RIGHT GIRL**
Book and lyrics by Raymond Peck, and presented by a cast headed by Helen Montrose, Robert Woolsey and Charles Purcell. Leo Feist, Inc.
COCKTAIL HOUR
THINGS I LEARNED IN JERSEY
YOU'LL GET NOTHING FROM ME
GIRLS ALL AROUND ME

- WE WERE MADE TO LOVE**
OLD FLAMES
THE ROCKING CHAIR FLEET
A GIRL IN YOUR ARMS
LOVE'S LITTLE JOURNEY
HARMONY
LOOK FOR THE GIRL
ALADDIN
THE RIGHT GIRL
- 1926—**CASTLES IN THE AIR**
Book and lyrics by Raymond Peck, and presented by a cast headed by Vivienne Segal, J. Harold Murray and Bernard Grauville. Leo Feist, Inc.
LOVE'S REFRAIN
I DON'T BLAME 'EM
LANTERN OF LOVE
THE SINGER'S CAREER, HAI HAI!
THE OTHER FELLOW'S GIRL
IF YOU ARE IN LOVE WITH A GIRL
THE FIRST KISS OF LOVE
I WOULD LIKE TO FONDLE YOU
THE RAINBOW OF YOUR SMILE
LATVIAN FOLK SONG
BABY
LAND OF ROMANCE
LATVIA
MY LIPS, MY LOVE, MY SOUL
GIRLS AND THE GIMMIES
LOVE RULES THE WORLD
- 1930—**WHO CARES?**
A revue with lyrics by Harry Clark, and presented by a cast headed by

SONGWRITERS COMING UP!

September 24 Issue
RICHARD WHITING

In Issues Subsequent to September 24 *The Billboard* Will Present

- LOUIS A. HIRSCH
- RUDOLPH FRIML
- JEROME KERN
- COLE PORTER
- SIGMUND ROMBERG
- GEORGE GERSHWIN
- RICHARD RODGERS
- VINCENT YOUMANS
- J. BALDWIN SLOANE
- ARTHUR SCHWARTZ
- HARRY RUBY

Peggy O'Neill, Florenz Ames, William Holbrook and Bobby Edwards. Leo Feist, Inc.
NOBODY BUT YOU
WHO CARES?
YOUR WAY WILL BE MY WAY
MAKE MY BED DOWN IN DIXIELAND

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. . . . The Editors

Coral Inks Pact for Jon, Sondra Steele

NEW YORK, Sept. 10.—Coral Records, the Decca-owned subsidiary, this week landed a pact with Jon and Sondra Steele, the team which was responsible for last year's smash diskings of *My Happiness*. The team's hit was on the Midwestern Damon label.

They are now playing at the Versailles nitery here. They will cut their initial sides during the current New York stay.

4-A'S CATCH PETRILLO NAPPING

AGVA, in Anti-Petrillo Move, Demands Copies of All Pacts

NEW YORK, Sept. 10.—As part of the move to counter the action of the American Federation of Musicians (AFM), the American Guild of Variety Artists (AGVA) notified all franchised agents this week that, hereafter, they must file with AGVA duplicates of all their contracts. Up to now agents filed only the booking slips, and AGVA then demanded that the spot where the act was set to play should post a cash bond large enough to protect the performers' salaries.

Talent offices who book acts which are members of AFM and AGVA, have in the recent past issued mostly AFM contracts. If there was a question as to whether the performer should work under AGVA or AFM rules, AGVA got a booking notification from the office, but the contract was made out on an AFM form. One reason for this procedure was that AFM insisted on knowing where its members were going to deduct the 10 per cent travel tax. The reason for notifying AGVA, agents admit, was to get that union to collect a bond to protect salaries and commissions. AFM does not require spots to post bonds as a regular procedure.

Cap Cuts Price; All B'way Houses On Lower Scale

NEW YORK, Sept. 10.—The Capitol's decision to cut prices Thursday (8) now puts all the Broadway houses in line with the lower scale. The Capitol's new scale will be from 55 cents to \$1.50, with \$1.25 top for week-day night prices. The previous top was \$1.50 for week-day nights. Capitol's move follows closely the one started Friday (2) by the Strand which reopened with flesh after running straight flickers for weeks. The house put in a 55-cent bottom ranging up to \$1.75 week-ends, with a \$1.50 top week-day nights. The old scale at the Strand was 70 cents to \$1.75.

The move to cut admission prices was started by the Paramount, February 26, 1947. At that time house topper, Bob Weitman, said it was made to increase business.

Neither the Roxy nor the Radio City Music Hall, both of which have house production lines, have any plans to lower prices.

Reading Rajah To Get Vaude

READING, Pa., Sept. 10.—Eddie Sherman, Hollywood talent agent, in his effort to promote a circuit of houses for vaudeville units country-wide, will convert the Rajah Theater here into a Palace-type vaude temple. Tho used as a grind flicker house in recent years, vaude was its original policy. The Jay Emanuel Theater interests in Philadelphia who own the Rajah had planned to use the theater for stage attractions only this coming season.

Earlier in the summer, Sherman, who also maintains a Philadelphia booking office, negotiated with the Shubert Theater interests in New York to develop a string of vaude temples in taking over selected legitimate theaters.

Up to a year or so ago franchised agents booking AGVA people were required to file contracts with the union. Objections to such filing were raised by members and agents' orgs. They contended that filing disclosed salaries, and furthermore started arguments between agents as to who was entitled to commissions. Subsequently, a deal was made with the agents that booking slips, instead of contracts, would be sufficient.

AGVA admits that some agents may object to filing such contracts. It also foresees that James C. Petrillo, AFM topper, may take action against agents who fail to use AFM forms. It says, however, that it isn't interested in AFM, the fight that was started was not of its own choosing. If Petrillo wants to talk peace, AGVA toppers say, "he knows where to find us."

Tri-States To Test Vaude in Des Moines

DES MOINES, Sept. 10.—The Tri-States Theaters Corporation is bringing vaudeville back here with a seven-act show booked for the Paramount Theater, starting September 16.

The show will run for a full week, with four shows daily and five on Sunday, and will be a test whether the circuit house will continue with flesh acts.

D. C. Ops' Plans Signpost Biggest Boom Since War

WASHINGTON, Sept. 10.—The coming nitery season will be the biggest here since the war, from present indications. A new spot will be the Royal Palm Room, which opens September 29 at the Ciaro Hotel, replacing the ill-fated Salle de Champagne. The Club Kavakos will lift its six-month ban on name bands and bring in names every three or four weeks. In between names, the spot will mark time with local bands. Operator Bill Kavakos claims that semi-names fail to pay off the nut. Kavakos' floorshows will also be spotted with names some weeks and local entertainers the remainder of the time.

The Mayflower Lounge will bring in Florian and his ork October 10, along with dancers Artini and Consuelo. The Shoreham Hotel will soon pack up its Terrace Room for the season and move things to the Blue Room. Acts will be increased and varied, since the Terrace Room was

He's "Surprised" at United Front of Actors' Union, and Says: "We'll Act in Due Time"

Government Agencies Wary in Impending Battle

(Continued from page 18)

Petrillo agreed to leave the longhair artists alone insofar as traveling taxes were concerned, and not to interfere with their joining any other union.

The reason for a suit in a Federal rather than a State court is to forestall possible action by Petrillo in a jurisdiction outside a given State.

AFL Position Dubious

The American Federation of Labor (AFL) position in this jurisdictional battle is still problematical. The Four A's and AGVA have made numerous verbal and written pleas to William Green, AFL topper, to intercede. When none of these got any action, AGVA wired Green July 25 asking, in effect, what was it paying per capita taxes for; what was Green, an AFL topper, going to do about it, and was Green too scared to act (text in *The Billboard*, September 10)?

Green, returning to Washington Friday (9), was asked by *The Billboard* for a reply. He said, "No comment" on AGVA's claim he was afraid, and pointed to a wire he sent AGVA chief Dewey Barto Friday (9). It said: "I have always refrained from answering discourteous letters

such as you sent me dated July 25. Problem dealt with in your telegram of recent date should be taken up with officers on the Four A's before I could be expected to intervene."

Maurice Tobin, U. S. Secretary of Labor, was unavailable for comment. A labor department official, Ralph Wright, who called on Barto two weeks ago, is in New York now, tho he has not been in further touch with AGVA.

Politicos Shy Off

Other top federal officials disclaim any knowledge of the situation—probably because authority of the Labor Department in the dispute is exceedingly hazy under the Taft-Hartley Act.

David Findling, assistant general counsel to the National Labor Relations Board (NLRB), said the matter had not come to the attention of the Washington office but that an investigation might be under way by the New York field office of NLRB. The board, however, would not intervene unless a complaint was filed with it by either of the two unions or by an interested party. In that case the NLRB is empowered to settle the dispute according to findings.

Howard Colvin, associate director of the Federal Mediation and Conciliation Service (independent agency not under the Labor Department), said that under the T-H Act the service could not provide any mediation in a jurisdictional dispute. He added that he doubted that the Labor Department could either, except possibly thru an informal and unofficial conference. Colvin suggested that the New York State Mediation Board might be directly interested in the matter. He agreed with Findling that the NLRB was the proper federal agency to settle the dispute.

4-A's Back AGVA

The statement issued by the Four A's said that the full power of the performers' unions would be given (See *Four A's Catch Petrillo* page 42)

Philly Getting Bone Dry Spot

PHILADELPHIA, Sept. 10.—A new non-alcoholic night club, catering to teen-agers, will open September 22 under the label of Seimon's 950 Club. The room will use record names bought from the Jolly Joyce Agency, on a two-week basis.

The room will have an ice cream bar, with tables for ringsiders and floorshows twice nightly. City officials have indorsed Seimon's venture as a means of helping to combat juvenile delinquency. Taking its name from a popular disk jockey show on WPEN, the 950 Club will house 700 teen-agers. And to help defray the live entertainment tariff, it will have a 75 cents plus tax gate, with Cokes and banana splits a la carte.

The Joyce agency has booked in Billy Duke and the Dukes for the first two weeks, following on October 6 with Ormond Wilson and the Basin Street Boys, and on October 20 with the Four Tunes for a fortnight. In addition, a local band, the Bobcats orchestra, will play for dancing.

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Communications to 1564 Broadway, New York 19, N. Y.

Equity To Aid Off B'way Orgs

NEW YORK, Sept. 10.—Actors' Equity Council decided this week to give local off-Broadway thesping groups a break.

No definite rate scale has been adopted, but a moderate token payment to professional members will be tried out in the New York area until information can be gathered as to the economic status of the picture.

Lawrence To Do New Lidor Drama

PHILADELPHIA, Sept. 10.—Lawrence Shubert Lawrence, who managed the Shubert legit temples here before taking over the managerial role at the Majestic Theater in New York, has acquired production rights to Springboard to Nowhere, new play by Alexander Lidor.

S. Beryl Lush, owner-operator of the Cape May Theater, will be associated with Lawrence in the production of the play, as well as in the presentation of several other vehicles in New York later this season.

Clinic Deferred

NEW YORK, Sept. 10.—Handicapped by the long holiday week-end, the newly created mayor's committee on the theater was unable to get together this week, as skedded.

Philly's Start Off to Sept. 26

PHILADELPHIA, Sept. 10.—With the Theater Guild canceling booking of Out of the Dust, which was to have started the season at the Walnut Street Theater September 19, the city will have its latest legit tee-off in 10 years.

The Walnut will relight October 3 with the return of Life With Mother, and the Locust Street Theater opens October 10 with the Guild's Montserrat. October 10 also will bring Madeleine Carroll in Goodbye My Fancy to follow the Abbott revue into the Forrest.

Equity Stands Firm On Alien Policy

NEW YORK, Sept. 10.—The policy toward alien actors was reaffirmed by Equity Council at its meeting Tuesday (6), despite the threat of reprisals by British Equity.

British Actors' Equity retaliates by imposing a similar 5 per cent levy on earnings of American players in England, teeing off next month.

Broker Throws In the Sponge

NEW YORK, Sept. 10.—Climaxing a fight which began June 2, the Manhattan Theater Ticket Service tossed in the sponge Thursday (8) and agreed to surrender its license.

The move capped the unsuccessful challenge by Jack H. Rubin, operator of the agency, of the authority of both the city's license and investigation departments.

Scalping Alleged

Manhattan was charged with selling tickets in excess of the legal 75-cent margin, and with not maintaining full and accurate records of sales.

Also, on Thursday, Oscar Alexander, operator of the Alexander Theater Ticket Office, followed suit by surrendering his license for the same reason given in Manhattan's letter.

With the license of Hickey's Theater Ticket Service revoked as of today (10), Murtagh's score against the brokers totals 11 revocations and 15 voluntary surrenders to date.

TI To Suspend Biz for Year

NEW YORK, Sept. 10.—Announcing that current Broadway production is not feasible on a non-profit basis, Theater Incorporated (TI) has decided to suspend operations for the season.

West End Notes

LONDON, Sept. 10.—Sir Lawrence Olivier last week went into production of the British edition of Streetcar Named Desire.

Esme Percy expects to give George Bernard Shaw's Buoyant Millions, which he produced at the Malvern Festival, a long showing.

Tom Arnold gambled \$40,300 on a five-night stand of ballet at the Harringay Arena, usually a base for circuses and horse-shows.

Back in 1947, Pat Kirkwood said she never wanted to make another movie. She has evidently changed her mind and has signed for a dramatic role in the new British film, Once a Sinner.

Evans Maps 8-Week City Center Season

NEW YORK, Sept. 10.—As of December 28, Maurice Evans will entrepreneur an eight-week drama season at the New York City Center, a chore which has been filled by Jose Ferrer since January, 1948.

"The Center audiences are eager," he says, "and in the right basic groove to appreciate a real repertory theater.

The current set-up calls for four plays, each for a fortnight's stand. None has definitely been selected, but Evans announces that the repertory will include a touch of Shaw, Shakespeare, Ibsen and a modern American script.

Lunts for Stem in November

NEW YORK, Sept. 10.—The Theater Guild and John C. Wilson announce the Stem arrival of the Lunts in I Know My Love during the week of October 31.

Table titled BROADWAY SHOWLOG with columns for Play Name, Dates, and Perfs. Includes DRAMAS and MUSICALS sections.

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ROUTES Dramatic and Musical

- List of theater routes: Blackstone (Davidson) Milwaukee, Brigadoon (Playhouse) Winnipeg, Man., Can., Death of a Salesman (Cass) Detroit, Finian's Rainbow (Music Hall) Kansas City, Mo., High Button Shoes (Civic Auditorium) Pasadena, Calif., 14; (Fox Arlington) Santa Barbara 15; (Civic Auditorium) San Jose 17, Kiss Me, Kate (Curran) San Francisco, Life With Mother (Playhouse) Wilmington, Del., 15-17, Mr. Roberts (Erlanger) Chicago, Oklahoma (Hanna) Cleveland, Streetcar Named Desire (Geary) San Francisco, Summer and Smoke (Harris) Chicago, Silver Whistle (McCarter) Princeton, N. J., 16-17.

Broadway Review

BLACKOUTS OF 1949

Opened Tuesday, September 6)

ZIEGFELD THEATER

A revue. Music by Charles Henderson. Lyrics, dialog and comedy material by Royal Foster. Sets by Ben Tipton. Musical director, Bert Shefter. Company manager, Rube Bernstein. Stage manager, Stanley Poss. Press representatives, Bill Doll, Dick Williams and Michael O'Shea. Presented by David W. Siegel.

CAST: Ken Murray, Nick Lucas, Pat Williams, George Burton, Owen McGivney, D'Vaughn Pershing, Jack Mulhall, Harris and Shore, Les Zoris, Peg Leg Bates, Shelton Brooks, Charles Nelson, Alphonse Berge, Dot Remy, Elizabeth Walters, Irene Kaye, Crystal White, Hightower and Roos, Al Mardo, Danny Duncan, Danny Alexander, Joe Wong, Mabel Butterworth, Milton Charleston.

THE ENCHANTERS — Darla Hood, Bob Decker, Sheldon Dirud, Val Grund, Bob Wollter.

THE GLAMORLOVELIES—Lorayne Anderson, Phyllis Applegate, Consuelo Cezon, Jean and Joann Corbett, Jean Marshall, Bettye Meade, Joan Morley, Crystal White, Joy Windsor.

THE ELDERLOVELIES—Mabel Butterworth, Rose DeHaven, Ethel Getty, Sally Hale, Mabel Hart, Sue Kelton, Perle Kincaid, Mattie Kennedy, Julia Wright.

After an all-time revue record of 3,844 performances in Hollywood, it would take a bold reporter to quibble about Ken Murray's formula for crowd-pleasing. For over seven years his *Blackouts* has been packing them in on the Coast. There seems no reason to believe that audiences at the Ziegfeld should be essentially different. *Blackouts* pretends to be nothing more than it is—a loud, brassy potpourri of vaude, hyped with burlesque overtones and with enough revue format to give it some claim to that title. Most of its gags are prewar—some of them are really vintage—and frequently frankly vulgar. But allowing for the fact that Murray's glamour line has been hired for two reasons apiece and most of the humor is breast high, *Blackouts* still packs plenty of belly laughs, and there is enough in it to please practically anybody.

Without Murray *Blackouts* would add up to a good, standard variety show. There are no startling novelties in the acts of this 1949 edition, but there is an all-over good balance in selection and each is outstanding in its respective field. But the show is at its best when Murray is wandering in and out kidding his chorus and worrying audibly about general morale. It is a top-flight chore of emséeing—an object lesson in pulling a show together and making two laughs grow where one might be hoped for.

2d Half Slow-Down

The chief fault of the current edition is a second-half slowdown. The first stanza clicks like the snap of a bull whip with a revue opening, including some excellent acro-terping from Betsy Roos and Robert Hightower and taps from Danny Alexander. The blackout sketches, which are the show's least asset, are got out of the way in jig time to make room for Harris and Shore's rib-tickling dance satires and Les Zoris (Robert Gross and Claudine Baudin) in a really knock-out adagio. Shelton Brooks revives a pair of his past song hits, and Murray adds a bit of talent night routines, with a pair of teen-agers, D'Vaughn Pershing and Charles Nelson, virtuosoing on the keyboard and vocally. The wind-up is Burton's Birds, for this reporter's money long the best act of its kind in the business. George Burton sells his pets tremendously as usual, and it is amazing that he can register in such detail in a house as large as the Ziegfeld. The over-all sends customers out for an intermission asking for more.

Top-Heavy Act

The rest is something of a let-down, somewhat top-heavy with two long acts. Al Mardo's lazy dog is wonderful. A "Television Newsreel" is good for a mild chuckle. Alphonse Berge offers a too protracted session of model body draping—clever enough, but hardly novel. Nick

Legit Gets Another Try at A. C. Pier

ATLANTIC CITY, Sept. 10.—Altho the summer found Robert Courtney's legit try giving up the ghost after five weeks on the Steel Pier, George A. Hamid, operator of the pier, is determined to turn the trick. Where Courtney used the Pier's Ocean Playhouse, Hamid will make the Pier's Casino Theater, where the vaude shows are housed, available for legitimate attractions.

Rather than try to make legit live all over again at the resort, Hamid figures on having his Pier Playhouse used by the New York producers as a run-thru house similar to the stands in Hartford, Princeton and Wilmington. Instead of full-week stands, Hamid has passed the word along to the New York producers and the United Booking office that the Pier's Casino Theater is open for Friday and Saturday run-thrus. Altho nothing definite has been set, Hamid said that the idea was enthusiastically received in New York.

"Anne" in Last Month

NEW YORK, Sept. 10. — *Anne of the Thousand Days* starts its last Broadway month Monday (12). The show, headed by Rex Harrison and Joyce Redman, opens a two-week stand in Boston, October 10, and thereafter heads west with various stop-offs to a Chicago finale January 14. Frederick Worlock, John Williams, Viola Keats, Charles Francis and Wendell Phillips will continue in supporting roles.

Theater Benefits Offers Aid

NEW YORK, Sept. 10.—Irv Larric, prexy of Theater Benefits Agents (TBA), a group of 12 gals who see 95 per cent of the theater benefit parties on Broadway, has written Mayor O'Dwyer to offer their combined services toward the improvement of conditions in the industry—particularly relating to the sale of tickets. They are ready to take part in any future conferences.

\$10,000 Nutmeg Props Burn

BROOKFIELD, Conn., Sept. 10.—A barn housing properties of the Nutmeg Playhouse, summer theater here, was destroyed by fire this week, with damage estimated at \$10,000 by Leon Michel, director. Properties used in the current production, the last week of the season, were in the theater and therefore were not damaged.

Lucas and his guitar brings back a pleasant reminder of the early musical talkies, and Peg Leg Bates contributes his standard tap routines. Owen McGivney adds the real nostalgic touch of vaude's great days with his quick-change *Page From Oliver Twist*. McGivney has aged a trifle, but he is as deft at his almost forgotten craft, as in his Palace heydays. In spite of an amusing finale with his line gals, Murray is not as successful holding the pace to the pre-intermission level. A switch of some sort in the over-all routining is definitely in order to balance the scales.

Murray gets able-bodied assistance from Pat Williams, who makes a worthy substitute for Marie Wilson for reasons no customer is allowed to miss. His line of "glamourlovelies" are equally easy to look at, and he has come up with an amusing notion of introducing their "grandmothers" briefly into the show. While this part of Murray's formula may put a lift in some local customer eyebrows, the net result of *Blackouts* is good entertainment. If anything, a pew sifter could take more of Murray personally. That he doesn't get more is perhaps why Murray is such a damn good emsée. Bob Francis.

Broadway Follow-Up

DIAMOND LIL

(Opened Wednesday, September 7)

PLYMOUTH THEATER

A melodrama by Mae West. Staged by Charles K. Freeman. Sets by William De Forest and Ben Edwards. Costumes by Paul Du Pont. General manager, Albert H. Rosen. Stage manager, John T. Sloper. Press representatives, Bill Doll, Dick Williams and Michael O'Shea. Presented by Albert H. Rosen and Herbert J. Freeze:

Jim Billy Van
Bill Jack Howard
Porter James Quinn
Bowery Rose..... Ray Bourbon
Ragtime Arnold New
Spike George Warren
Jerry Harry Warren
Card Players.... Fred Catania, Patsy Perroni
Kitty Linda King
Frances Sheila Trent
Flo Sylvia Syms
Maggie Louise Jenkins
Flynn Charles G. Martin
Kane Mike Keene
Gus Jordan..... Walter Petrie
Sally Frances Arons
Rita Miriam Goldina
Juarez Steve Cochran
Mike James Fallon
Diamond Lil..... Mae West
Charlie Peter Chan
Bessie Buddy Millette
Barbara Marilyn Lowe
Captain Cummings..... Richard Coogan
Pete the Duke Lester Laurence
Doheny Ralph Chambers
Jacobson Louis Nussbaum
Chick Clark..... Hal Gould
Sailor Jerry Tobias
Cop Brad Macy
Singer Michael Edwards
Miss West's Accompanist..... David Lapin
Cyclists, Customers, Bowery Characters, Policemen, Society Women Society Men: Al Durand, Charles Melody, Ken Tanner, Robert Allender, Curtis Karpe, Hyacinth Mellon, Florence Holmes, Lucile Perroni, Lillian Martin, Sally Kelly, Ann Sorenson.

Bowery Musicians: Roy Johnston, Martin Green, Adrian Tel, Martin Friedlander.

Last Marc: Mae West broke her ankle at the height of a successful revival of *Diamond Lil*. Subsequently she was skedded to reopen—week by week and month by month—according to her press department, but the West hip sway has got to have a thoro underpinning, and it was not until late this summer that bone welded to bone sufficiently to start Miss West again Broadwayward via Denver and points East. So she arrived at the Plymouth with a company practically intact, and it is pleasant to report that her return is a very bright spot indeed in a season off to a sluggish start.

Last Wednesday (7) night only proved again that there are plays—no matter how dated or hoked up with corn—which are timeless good fun, when gaited to a particular player. The plot of *Diamond Lil* was as silly 21 years ago as it is today. Its characters never existed outside of a dime novel or a comic strip. But back in 1928 author Mae West conceived and tailored it to the peculiar throaty, sexy, hip-undulating talents of actress Mae West. So what does it matter that anything that goes on on the Plymouth stage is completely incredible? That the lady, a trollop of top proportions, can murder a rival and have the body tossed riverward, follow thru with another engineered killing and come out serenely on top—in the arms of her Salvation Army he-man, who turns out, of course, to be the forerunner of all FBI nemeses to white slavers and such? The amazing thing about the whole matter is not only that author West's nonsense is extraordinarily good fun, but that actress West can endow her tart heroine with an aura of pseudo innocence. No pewsitter ever quite believes that Lil is quite the bum the play says she is.

Relaxed Star

As a matter of record, if anything, the enforced lay-off caused by the accident has done the star a world of good. Her performance this week is infinitely more relaxed than on her original opening night last February. No damage has accrued to the West hip swing, and she has the customers eating out of her hand from the moment of her first entrance fanfare. The only major change in her current support is the substitution of Hal Gould for Jeff Morrow in the role of her gunman ex-light-o'-love.

Strawhatter Burns At Kennebunkport

KENNEBUNKPORT, Me., Sept. 10.—The remodeled barn which has housed the Kennebunkport Playhouse went up in smoke Sunday (4) a few hours after the silo season's final curtain. Members of the local troupe were at the near-by home of Robert Currier, owner of the 200-year-old structure, when the alarm was sounded.

Antiques and other props lent by the local residents were destroyed in the blaze and staffer Edwina Middlebrook lost all her belongings. Actors' luggage escaped, since for the most part it was packed and removed for departure.

Cause of the fire, with a loss set at \$65,000, was not determined. Currier's office said: "There will definitely be a Kennebunkport Playhouse next year."

2 WHEELS SET

(Continued from page 43)

(Doris Lee) Perri, Casino, Boston; Hank Henry, Sparky Kaye, Mervin Harmon, Melano LaBeau, Jo Ann Malone and Carol LeClair, Washington; Jack Mann, Harry Meyers, Dudley Douglas, Betty Brooks, Shelley Lane and Candy Parker, Cincinnati; Herbie Barris, Fred Frampstone, Larry Norman, Sherry Walker, Madlyn King and Sherry Shannon, Detroit; Billy Ainslee, Eddie Lloyd, Lavodis, Johnny Head, Jean Raye and Leah Wynn, Kansas City; Mike Sachs, Alice Kennedy, Freddie Lewis, Eddie Yubel, Hazel Walker and Marcia Edgington, Minneapolis, and Frank Silk, Lou Ascol, Moe Garry, Petti Dayne, Margie Palmer and Mickey Jones, Casino, Boston (opening, in this case, September 4). Two more units, one to open at Minneapolis September 15 and one at Detroit September 29, are still to be fitted.

Four more shows, to travel the Jack Kane circuit, have for principals Jack LaMont, Phil Seed, Frank Smith, Mildred Sherry, June Carstairs and Betty McDonald for the Roxy, Cleveland; Billy Wallace, Jimmie Matthews, Jack Ryan, Sue Gaye, Lois West and Olga Carnova for the Embassy, Rochester; Ray Kolb, Bimbo Davis, Sheila Starr, Chalimar and Francine Boggi for the Park, Youngstown, Pa., and Herbie Brake, Harry Lander, Buddy Bryant, Ruti Graham, Bunny Baer and Theodora for the Gayety, Columbus, O., all September 9 openings.

Hats Off!

WASHINGTON, Sept. 10.—In a move toward decorum in the theater, the Dominican Republic has promulgated laws forbidding male patrons to wear hats or to remove coats while attending the theater, the U. S. Department of Commerce announced this week. All theater employees must wear uniforms.

Gould is thoro up to his assignment. Walter Petrie and Charles Martin are still the piece's prime meanies, and Miriam Goldina again is the properly nasty procurer who gets knifed. Steve Cochran repeats excellently as the Brazilian gigolo, and Richard Coogan does ditto by Mae's Salvation Army beau. The last-act cabaret session has been much improved, with the spotlight stronger than ever on the star's sultry chanting—which is all to the good—and the inclusion of a rich bit from Ray Bourbon as a fem Bowery shoplifter.

In all, Lil seems brighter and funnier than ever, it's just fine to have her back incidentally, Mae cleared up a moot question in a curtain speech. It wasn't a man she fell over when she broke her leg. It was a rug. Bob Francis.

Slout Winds Up '49 Jaunt At Vermontville, Mich.; Promotes 3 Antique Shows

No Record Set But Tour Is Profitable

HILLSDALE, Mich., Sept. 10.—Slout Players, owned and operated by L. Verne Slout, have set September 25 as the closing date for the current season, it was revealed here this week. Show opened in April in Missouri and played thru Illinois, Indiana, Michigan and Ohio. Org folds at its Vermontville, Mich., winter quarters. This year's earlier closing is made necessary to permit owner Slout to devote more time to the promotion and production of his three antique shows to be held in Grand Rapids, Flint and Jackson, Mich., in November.

Slout said that altho the season has not been of record proportions, he will finish the jaunt with a profit. Polio, lay-offs and the extreme heat in the show's established territory were responsible for attendance slashes at several spots.

Same Cast

With the exception of one team, the cast at closing will be the same as that which opened with the org in April. It includes Rae Baillie, Ralph Blackwell, Andrew Leigh, Walter Lukas, Lucille Clemmons, Jerry Dexter and Toby and Ora Slout. Klink Lemmons has charge of the music and banners. Frances Lemmons has the concessions. Jack Vivian piloted the show over its entire route. Robert Seger handles the sound and street bally and is in the front box office. Charles Land is in charge of the tent. Leonard Neu helps on the tent and looks after the trucks. Nathan McDaniels helps both on tent and also aids with back-stage work. Elvin Fisher, an old-timer with the org,

continues his good work.

Show garnered a full-page spread in a Sunday issue of *The Lansing State Journal* and good publicity breaks in *The Jackson (Mich.) Citizen Press* and *The Cleveland News*.

The final birthday party of the season was held here for Rae Baillie Bill Slout, L. Verne's son, and a former member of the show, visited here and then left for Utah where he will work for his master's degree in addition to doing some teaching. He spent the summer with the Portage Playhouse.

Numerous Visitors

Visitors here included Norma Ginnivan and son, Howard Miranda, operators of the former Norma Ginnivan Dramatic Company. They motored in, brought along their house trailer, and parked here with the show. They also renewed acquaintances with many of their Hillsdale friends. They formerly played this spot. Bill Bale, former member of the Slout entourage, and now a professor at Ohio Northern University, also visited. Accompanying him was Professor Ranney, also of the Ohio school. Al Sager, entertainer at Station WJR, Detroit, and formerly with the Doolittle Gang, spent several days here.

Mr. and Mrs. Clyde Wixom, descendants of the noted old Michigan show, the Mat Wixom Big Show, also motored in from Detroit. Fred and Lillian Wood, known in rep circles as Fred and Lillian Poole, came in from Adrian, Mich., where Fred conducts a music school. Mrs. Slout's sister, Mrs. C. E. Crowsen, and two nieces came in from El Paso, Tex. Several show friends and boosters from Albion, Lansing, Jackson and Ann Arbor, Mich., also were on hand, as were Mr. and Mrs. Frank Ginnivan, Kathryn and Ayers Davies, Bert Brown, Mrs. Guy Stanley and Clarence Balleras.

Rae Baille went to Colon, Mich., to visit Percy Abbott's Magic Shop. Ralph Blackwell was the first to stop the show this season with his vent act. Slout's outfit moves on five trucks and a trailer. All but three of the cast live in their own trailers. Officials said that the new blue and red fire-proofed tent did not hold up well and will have to be replaced with a new top for 1950.

Belmont Drive-In Opens

GREER, S. C., Sept. 10.—New Belmont Drive-In Theater, six miles from here, has opened for business. It is being operated by N. E. Belmont and his son. Theater is located in Greenville County where Sunday shows are permitted. It accommodates 450 cars on a paved parking area.

REP RIPPLES

AL TINT has moved into his new home in Pacoima Calif. . . . **Franklin Stills** pens from Holborn, Nev., that he will begin his second winter tour with 16mm. pix soon. He has booked most of his last year's dates. At some of the spots he plans to work the show-dance idea, using 16mm. pix as entertainment. He recently added some religious pix and has a number of church dates booked. Stills, his wife and **George Fawcett** will carry the ball for music and all. He's an old-time roadshow performer and one-time minstrel. He says he's been in Nevada for the past three years and likes the territory he has lined up. . . . **Gregg Sanborn**, who wound up a fair summer's trek with his vaude-pic show, in Brisben, Mont., recently, soon will go into halls, using flesh in the form of short-cast plays. . . . **Henri Lavine** writes from North Bay, Ont.: "I read with interest the short articles on the rep page but I meet only the same few real troupers each season that I go out. There is a world of country and plenty of towns for small tricks, with not over four people, but only a few like myself want to troupe in them. Anyone who wants to troupe and can perform and

play music need not starve if they have the know-how. If they haven't, they will perish." . . . **Y. H. (Shorty) Culliffe** is in Markham, Tex., getting together a three-cast flesh show and 16mm. pic layout to play some sponsor dates which he worked last winter. He plans to add a number of other spots in Central Texas. Culliffe will use **E. F. Hannan's** "Henry Goes to Town" as a flesh bill in addition to some 16mm. pix. He also plans to tack on a dance show when dates are available. "I am glad," he writes, "to read in reps about the return of the museum show idea and will mull this type of show before next summer since I feel that it would work well with my summer platform unit. No one can write the death warrant for the real small troupers who are born showmen for the smaller spots. They've got to be willing to travel or what's the use?" **E. L. Freedley**, of the vaude-pic show bearing his name, pens from Billings, Mont., that he recently encountered two museum units. "The first one," says Freedley, "was the **Longier Family** three-person show. They not only have many museum items but they are good performers and all are musicians. They have been doing well on a platform show set-up all summer and they say they will move into halls and schools for the winter. The other was the **Turgeon Show**, which is not so strong on the museum side but it is one of the best two-person units I have ever seen. Turgeon changes for three days when necessary. He does several bills with two characters that are small-cast masterpieces." . . . **J. D. Kilgore**, formerly of Dora Woodruff's Stock Company, Kilgore's Comedians and Kilgore's Beaus and Belles, has returned to his home in Blossom, Tex., from a hospital in Paris, Tex., where he was treated for a heart ailment.

Balfour's Players Get Kraut Festival

FORRESTON, Ill., Sept. 10.—Val Balfour's Radio Players have been contracted to present afternoon and night performances Thursday (15) as a feature of this city's annual Sauerkraut Day Festival, under police department auspices.

Balfour's group, a feature of the Arrowhead network for a number of years, is heard daily over Station WFRL, Freeport, Ill. Cast, in addition to Balfour, includes Cousin Elmer, Louis Stanger, Howard Marshall, Silver Nevid, Ann Kelley, Marjorie Potter, Judy Hurd, Joy McCoy and the Wadie Orkie Trio, which provides the music.

Carter in Blowdown At Meauwataka, Mich.

MEAUWATAKA, Mich., Sept. 10.—Carter Dramatic Company, playing this sector under direction of James E. Carter, suffered a blowdown during its August 31 night performance here.

The blow struck the tent following the first act but all in attendance were ushered out of the tent without injury. Carter said the tent was badly damaged.

Meadow Glen in Opener

HARTFORD, Conn., Sept. 10.—New 1,000-car capacity Meadow Glen Drive-In Theater has opened on Mystic Valley Parkway, near Medford, Mass. Paul Longo i- head of the operating company, which is running the drive-in. Features include a dance floor, playground and mobile refreshment service for patrons.

Important!

This copy of *The Billboard* contains an important questionnaire . . . important to YOU as a *Billboard* Reader. Please turn to page 34 and fill in the questionnaire postcard for *The Billboard* Annual Reader Survey. It will only take a minute of your time. Your reply and thousands of others enable *The Billboard* editors to provide more and better news coverage for the departments that are important to the majority of readers. Thanks for your co-operation. . . . The Editors

Dixie Drive-In Co. Chain Mounts to 14

CHARLOTTE, N. C., Sept. 10.—A new drive-in theater is being constructed on the Albemarle Highway east of this city. Lawrence L. Theimer, local manager of the Dixie Drive-In Company, says the new theater will represent an investment of \$85,000. It will accommodate 387 cars.

Innovations include an asbestos screen and DeVry sound equipment. The Dixie Company, with this new drive-in, will have 14 in operation.

Danbury Drive-In Debuts

DANBURY, Conn., Sept. 10.—Danbury Drive-in Theater, here, has opened for business. Owned and operated by the Lockwood & Gordon Theaters Circuit, theater has a capacity for 650 cars. A concessions building has been erected in the center of the project's 15-acre area. William Moore, former assistant manager of the Regal Theater, Hartford, Conn., is manager of the new drive-in.

West in Dairy Business

COLUMBUS, O., Sept. 10.—Cal and Bonnie West, former well-known rep troupers, for the last three years with USO Camp Shows, Inc., have left the road in favor of going into the dairy business near Christiansburg, Va.

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THE FINAL CURTAIN

ANDERS—Frank L. (Kokomo), legal adjuster with the King Bros. Circus for several years, August 21 in Mishawaka, Ind., at the home of his sister, Mrs. Joseph Jontz. Anders had also been associated with the Rice Bros., Walter L. Main, Gentry Bros., Harris Bros., Sam Dill, Jack Hoxie, Tom Mix and Arthur Bros. circuses as legal adjuster. He started this year with the John Pawling Great London Circus but ill health forced him to leave the org early in the season.

BARR—Donald, 42, veepee of the Hollywood branch of Young & Rubicam, ad agency, and manager of the advertising service section, September 2 in Tucson, Ariz. From advertising manager with several manufacturing firms, he joined Young & Rubicam in 1945. His widow, father, sister and a brother, Gig Young, of the films, survive.

BARRATT—Louise Bascom, 62, magazine writer-editor, and wife of Watson Barratt, scenic designer, September 3 in Highlands, N. C.

BURNS—Morris, 58, independent film salesman and former operator of legit theaters in Philadelphia, September 4 in New York. Starting as an usher, Burns eventually leased and operated the Arch Street, Casino, Gibson, Lyric and Adelphia theaters in Philadelphia. Later he managed movie houses in Brooklyn and New Jersey. His widow and two sons, Bill, a television performer, and Samuel, theatrical agent, survive.

BLODGET—Arba, 70, Philadelphia Record drama critic of 30 years ago, September 2 in Philadelphia. He left The Record to work with such Broadway producers as Henry W. Savage, Arthur Hopkins and the late William Harris Jr. He at one time managed Walter Hampden, Margaret Anglin and the late E. H. Sothorn. His widow survives.

CURTIS—Mrs. May Arms, who toured with various circuses with her husband, W. H. Curtis, for many years, recently in Cuevas, Miss.

DOYLE—Martin (Dusty), 38, race starter, September 6 in Schenectady, N. Y., of injuries sustained when struck by a car at Altamont, N. Y.

FENDLEY—John Norman, 41, manager of the Martin Theater, Andalusia, Ala., September 4 in that city. Survived by his widow and son.

FORBES—Richard, 63, Irish playwright, August 21 in Dublin. Under the name of Cormac O'Daly he wrote

such shows as *Silver Jubilee* and *Rose of Battle*. He started in showbiz as a drummer and tap artist, went into opera and then entered vaude. Forbes also wrote many scripts for radio. His widow and two daughters survive.

GALLUS—Phillip, 36, race driver, September 5 in Brewerton, N. Y., of injuries sustained in an accident on the Brewerton Speedway.

GASS—Joseph, 72, West Coast concessionaire the past 40 years, September 3 at his home in Los Angeles. Survived by a sister, Mrs. D. C. Meek, Philadelphia. Interment in Showmen's Rest, Evergreen Cemetery, Los Angeles.

In Memory
Of a Dear Friend
JACKIE GRAVES
Died September 15, 1948.
"Your memory lingers on."
BOB and DORA

GRAHAM—William (Stump), 67, former stage manager, in which capacity he had been associated with the old Lyceum and Loew's State theaters, Memphis, during the days of vaude, September 2 in that city. Later in life he was assistant projector operator at the Joy Theater, Memphis, for 10 years. Survived by a brother, Cleve, Memphis.

IN MEMORY
of my Beloved Husband
F. J. (Jack) Graves
who passed away Sept. 15, 1948.
"What we keep in memory is ours
unchanged forever."
PATRICIA GRAVES

HARPER—Fred, 26, race starter, September 5 in Masontown, Pa., when hit by a racing auto.

HERRON—Carl, widely known pitchman, of a heart attack at his home in New York, August 27. He had been treated for a heart condition for the past two years. His widow, Eva, and two sons, Carl Jr. and Bobby, survive. (Details in the Pipes Column.)

HOLCOMB—Clarence W., kiddie ride and concessions operator with the Anthracite Shows, recently near Nanticoke, Pa., while en route to that city with the shows. Holcomb had also operated kiddie rides and concessions in Rocky Glen Park, Moosic, Pa., for 15 years and played fairs for many years with his pony track. He had also been associated with the Art Lewis, Endy Bros. and Cetlin & Wilson shows.

HOLLIS—Melvin (Pinky), 51, former bareback rider with the Charles Sparks Circus, September 3 in Robinwood Hospital, Toledo. Survived by his widow, Bessie, who toured with him. Burial in Ravine Cemetery, Sylvania, O., September 4.

KELLOGG—Charles, 80, former vaude entertainer on the old Keith-

Orpheum Circuit, where he was billed as the "Bird Man," September 4 at his ranch home in Morgan Hill, Calif.
OLDS—Mrs. George A. (Blankets), nee Sadie Green, August 30 in Chicago. Funeral services September 3 in Annunciation Church and burial in St. Adelbert's Cemetery, Chicago.

IN MEMORY
Of Our Dear Brother
JACKSON
Who passed away September 15, 1948. We miss you so much;
more and more every day.
Brother **JOHNIE**; Sisters **HELEN,**
EVELYN and **MYRTLE**

PEARSON—Cecil R., 47, former vaude and nitery performer, August 30 in Atlanta. As a vaude performer he did impersonations and had a singing and dancing act. He retired four years ago on account of ill health. Survived by his mother, two sisters and two brothers. Burial in Crest Lawn Cemetery, Atlanta.

REED—Frank S., 86, for many years a trouper with the Rubin & Cherry Shows, in Shreveport, La., September 3. Survived by his widow, of Savannah, Ga. Burial in Shreveport September 7.

SANDRINI—Pierre, 52, co-owner and production head of the Bal Tabarin dance hall-cabaret in Paris, September 4 near Paris in an auto accident. Beginning in showbiz as a dancer, Sandrini became well known as a vaude and nitery booker before taking over the control of the Bal Tabarin. In 1937 he came to the U. S. to produce shows at the International Casino in New York. Four children survive.

STEELE—Frank, 72, former member of the Metopera, September 2 in Minneapolis. He also appeared in several musicals on Broadway.

WALLACE—C. Walter, 77, blind concert organist, of Philadelphia, September 1 at Shore Memorial Hospital, Somers Point, N. J., where he was vacationing. He played with the Boston Symphony Orchestra at the age of 16 and was a guest organist at the Sesqui-Centennial in Philadelphia in 1926. His widow, Margaret, and a daughter, Mrs. Janet Cooper, survive. Burial in Phoenixville, Pa., September 6.

The family of
H. J. (NATICK WHITEY) WASHBURN
also known as Dick Shaw, thank all their friends and acquaintances for the kindness shown them during their recent bereavement.

WIDDOP—Walter, 56, well-known British operatic tenor, September 6 in London. He gained prominence in 1924 when he sang at the Covent Garden Opera House in London.

IN MEMORY
LOUIS PICKELS WEISS
Passed away September 19, 1943
KAY

Marriages

DU PIRE-TRAPP—Jean Du Pire and Martina Trapp, of the Trapp family Singers, September 7 in Stowe, Vt.

KALMUS-KING—Dr. Herbert T. Kalmus, president of Technicolor, Inc., and Mrs. Eleanor King, newspaper columnist, at Los Angeles September 6.

LYONS-POWELL—Jimmy Lyons, piano accompanist for Julie Christy, and Chris Powell, former vocalist for Gene Williams's orchestra, in New York August 27.

MARTIN-BIEGGERS—Dean Martin, of the team of Martin and (Jerry) Lewis, and Jeanne Bieggers September 1 in Los Angeles.

NOVY-HOWARD—Mischa Novy, orchestra leader, and Inez Howard, opera singer, August 31 in Las Vegas, Nev.

ORLANDO-HAYS—Roger Orlando, on tickets with the Charles Hodges Entertaining Shows, and Glenda Hays, contortionist with the same organization, recently in Newport, Ky.

ORSATTI-VAN IVER—Vic Orsatti, actors' agent, and Patricia Van Iver, actress, September 2 in Las Vegas, Nev.

TROTTA-RAYMONDI—Edward Trotta and Lillian Raymondi, Metopera soprano, September 4 in New York.

VALLEE-NORRIS—Rudy Vallee, singer, band leader and film actor, and Eleanor Kathleen Norris September 3 in Oakland, Calif.

WEINHEIMER-GROSWEGER—Edmund Weinheimer, WCAE staffer, and Helen Grosweiger September 3 in Pittsburgh.

WETZEL-BUTLER—Bob Wetzel, musician with Hy Edwards' ork, and Ruth Butler September 3 in Pittsburgh.

Divorces

Ginger Rogers Briggs, film actress, from Jack Briggs in Los Angeles September 6.

Actress Joyce Brainard from Carl Brainard in Los Angeles September 6.

Richard Strauss

Richard Strauss, 85, one of the world's greatest contemporary composers, died September 8 in Garmisch-Partenkirchen, Germany, of infirmities of old age, with uremia the direct cause of death.

Strauss, whose musical expressions ranged from simple songs and chamber music to symphonic poems, symphonies and operas, was probably most noted for his *Der Rosenkavalier* and *Salome*.

Born in Munich in 1864, Strauss began playing the piano at the age of 4, started composing when 6 and, a few years later, his *Festmarsch* caused him to be hailed as a prodigy. Among his most popular tone poems are *Til Eulenspiegel*, *Don Quixote*, *Don Juan* and *Tod und Verklärung*. He composed *Salome* in 1904, and produced the opera, *Elektra*, three years later.

The composer first visited this country in 1904, when he came to New York for the premier of his *Sinfonica Domestica*. He was to have been guest conductor for several U. S. orchestras during the 1914-'15 season but the outbreak of World War I canceled his plans. In 1921 he again visited this country for a two-month tour, during which time he conducted the New York Philharmonic and Philadelphia orchestras, among others.

Strauss is survived by his widow, Pauline; son, Dr. Franz Strauss, his daughter-in-law, and a grandson, Richard.

Crematory services were held in Munich.

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Thanks for your co-operation. . . .

. . . . The Editors

Abraham B. Minsky

Abraham B. Minsky, 68, theatrical producer and former burlesque impresario, died September 5 in Flower-Fifth Avenue Hospital, New York, of a cerebral hemorrhage.

Minsky, whose name was synonymous with burlesque, first operated a nickelodeon, but in 1905 he joined his brother, William, in the operation of the old National Winter Garden Theater, New York, first with motion pictures, later as a combination vaude and film house. Eventually entering burlesque, the brothers—including Herbert and Morton—operated a chain of 12 theaters in New York, Philadelphia and New Orleans, until 1939, when the last of the spots closed. Deceased also produced various musical comedies, such as *Strut*, *Miss Lizzie*, at the Park Music Hall, New York, in 1925.

Recently he had been associated with his son, Harold, in operating the Colonial Inn, Hollywood, Fla., and the Carnival nitery in New York.

Besides his brothers, he leaves his wife, daughter and two sisters.

Burial in Montefiore Cemetery, Springfield, L. I., N. Y.

TORONTO'S CNE EDGES '48 GATE

Chalks Mark In Face of Inclemency

O. & J., Conklins Click

TORONTO, Sept. 10.—While final figures are lacking, indications are that the Canadian National Exhibition closed here tonight with a 14-day attendance surpassing the 2,612,000 all-time high established last year.

Going into the final day the CNE was running 35,500 ahead of the corresponding period last year. It needed a gate count of 222,500 today to bring the total for the full run up to last year and official estimates as of 8 p.m. placed the day's gate at 225,000, slightly in excess of required figure.

The whopping attendance of the '49 CNE was registered despite bad weather. Last year the big event enjoyed perfect weather. A total of 1.32 inches of rain fell thruout this year's run, as compared to .02 inches in 1948.

Rain washed out the first Wednesday and hit hard the second Wednesday. Showers marred Labor Day and cold weather hurt Thursday of this week.

A day-by-day attendance comparison (See Toronto's CNE Edges, page 53)

\$2,000,000 Gift!

Directors of Railroad Fair Want To Give Layout to Chi

CHICAGO, Sept. 10.—Directors of the Chicago Railroad Fair Thursday (8) offered free of charge its ready-made fairgrounds, with an estimated \$2,000,000 worth of improvements, to the city of Chicago as a permanent site for lake-front expositions.

The directors asked that the offer be considered jointly by Mayor Martin H. Kennelly and James H. Gately, park district president.

Offer includes the fair's physical plant, a grandstand seating 6,000, several buildings suitable for expositions and complete sewer, power and water installations.

Meeting Called

Mayor Kennelly has called a meeting with Gately and Chicago business men to consider sponsoring such an exposition area. They were to discuss a proposal that these lake-front facilities be used for a succession of exhibitions patterned after the Railroad Fair. Each fair would run from one to three months during the summer, each sponsored by a major industry or trade. Each would provide a central entertainment attraction, such as *Wheels A-Rollin'*, and its own educational exhibits.

According to the terms of his contract, Fair President Lenox R. Lohr

must begin restoring the grounds to their original condition 10 days after the fair closes. Fair winds up October 2.

Meanwhile, the run of the railroad fair reached the three-quarter mark as of Wednesday (7). For the 75 days so far, 2,074,064 persons have gone thru the gate. *Wheels A-Rollin'* attendance hit 1,082,563 Wednesday. Last year, for the first 75 days, a total of 2,476,968 went thru the main gate, while 1,153,588 saw the pageant.

Sunday (4) Best Day

Sunday (4), the fair chalked up its best single day's attendance of the season when 52,728 went thru the turnstiles. Labor Day attendance figures were 49,946 thru the main gate and 20,534 at the pageant. Best attendance for the season at the pageant was registered Saturday (3), when 22,169 were on hand.

It rained Sunday (4), but fair officials reported that between 2 and 6 p.m. a total of 19,000 persons went thru the main gate.

Started this week is a special rate for school groups, accompanied by a teacher. Kids will be admitted to the grounds for 12 cents.

Flack, Price Cuts Keys to 1950 -- Geist

Operating Costs Fixed

NEW YORK, Sept. 10.—According to Rockaway's Playland president, A. Joseph Geist, observable trends during 1949 foreshadow possible price changes and increasing emphasis on flack and promotional work for the coming year.

"It is apparent," Geist said, "that 1949 marked the beginning of a breakaway from the lush postwar years of heavy spending by the public. Management faces greater problems in preparing for the next session. Individuals are spending less, which means the hopes of management are to draw larger crowds. This can be done by lowering the admission prices to rides and attractions, and by sharper selling practices.

Rides Too Costly

"Operation costs cannot be lowered without affecting the safe operation of an amusement park," Geist warned. "Luxurious frills, however, will probably be eliminated. Cost factors on new rides will also be re-examined in the light of evidence that spending will return to normalcy. Present costs of new rides are so high that admission prices to the public are also necessarily high. However, as long as new ride equipment is high expansion of a park will be limited.

"Primarily, sharper selling techniques will be employed on the rides and attractions already installed," Geist stated. "Publicity, promotional tie-ins and advertising will be parlayed. We have learned a great deal during the 1949 publicity and advertising campaigns, and we expect 1950 to be even heavier in those fields. Contests and special events will also be expanded as crowd pullers," he concluded.

Detroit Boots Home Winner

Gate Up 26%, Show Grosses Also in Gain

Union Problem Solved

(Continued from page 3)

midway attractions to close, and a steady rain from about 10 p.m. on. Weather was also adverse Labor Day night, with rain from about 9 p.m. on, while the temperature remained in the 70's most of the week, dipping to around 60 several nights.

Day-by-Day Comparison

Day-by-day comparison of paid attendance with last year, together with total gate attendance, including children under 14 and personnel admitted on passes, follows:

	1948 FIGURES		1949 FIGURES	
	Paid	Total (Inc. passes)	Paid	Total (Inc. passes)
Friday	11,861	17,087	18,816	50,816
Saturday	40,806	56,175	58,519	74,311
Sunday	81,298	113,623	112,382	145,121
Monday	79,611	108,103	105,709	141,074
Tuesday	25,706	45,253	39,859	68,295
Wednesday	26,515	38,661	9,204	28,833
Thursday	33,263	44,890	36,901	48,690
Total, 7 Days	302,063	423,792	381,420	557,142

Coliseum Show Way Over

The Coliseum show grossed \$55,278.80 the first six days, compared to (See Detroit Boots Home, page 53)

Important!

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Thanks for your co-operation...

... The Editors

Lincoln Park, Mass., Smacks Holiday Jackpot, 145,000

NORTH DARTMOUTH, Mass., Sept. 10.—Lincoln Park, midway between Fall River and New Bedford, hit the jackpot over the Labor Day week-end, with a three-day attendance of 145,000 which does not include an additional 35,000 attending a picnic of the Textile Workers' Union of America (TWUA) joint boards of Fall River and New Bedford Sunday (4). TWUA also held a second outing at the park Labor Day, with about 45,000 in attendance.

Special entertainment was presented Sunday (4), including a kiddie revue staged by the Baznette Dancing School in the afternoon, plus a big display of fireworks at night, and a

midnight dance, with music by Pappy Howard and His Western Music and Manny Sylvia and His Topatters.

Special entertainment Monday (5) included an RKO vaude show put on by Abbot and Soper, and a fireworks display at night, preceded by dancing to Gene Marshall's orchestra.

The park reports a good summer, with free acts every afternoon and night and fireworks displays every Thursday night. Talent was booked thru the Al Martin office in Boston and pyro displays were provided by the Rhode Island Fireworks Company. The park will use name bands in its ballroom twice monthly during the winter.

Strates' Take At Cortland Holds Steady

Rides, Shows Get Dough

CORTLAND, N. Y., Sept. 10. — Playing Cortland County Fair here for its 10th year, the James E. Strates Shows registered good business on a par with that of former engagements.

After making a 175-mile jump from Lockport, N. Y., a steady down-pour of rain greeted the unloading here. However, all attractions were ready in time for the opening Monday (19). Business on that day was up over the 1948 take.

Joining for the remainder of the season was Irvin C. Miller and his *Brown Skin Models* unit which closed its theater dates in Akron, O., recently. Mr. and Mrs. Jessie Marsh also joined here with their Creation Show. Unit has a snappy modernistic front and lighting effects.

Magician Kara Kum has enlarged (See Strates at Cortland on page 53)

Close-Ups:**Sheehan's Title of Mr. Show Biz of Minn. Is Well Earned**

By Jack Weinberg

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

ALVIN BARRETT SHEEHAN was raised in a family of teachers, so it was only natural that he should prepare to be an educator. But, even though he was graduated by Teachers' College at Winona, Minn., he never taught one day. Instead, he entered upon a course of activity which today has tabbed him "Mr. Show Business of Minnesota." As producer-director of the Minneapolis *Aqua Follies* since 1943, as superintendent of attractions for the Minnesota State Fair for over 10 years, as artists' representative, as promoter of individual concerts, as former production manager for a network radio station, and as producer of stageshows for county fairs, celebrations and club dates throughout Minnesota, Al Sheehan has earned that title. If ever a man came up through the ranks, it is Sheehan. He went to school in Winona where his family moved shortly after he was born in Caledonia, Minn., 49 years ago. At Winona High School the smell of grease paint attracted him and he took part in dramatics and the class play.

During the summer he hit the chautauqua circuit, pounding stakes and putting up canvas as a roustabout. At Winona Teachers' College he studied dramatics and took part in school productions. Once out of school, he got a job as a newspaper reporter with *The Winona Republican-Herald*. One of his jobs was reviewing productions of the Winona Little Theater group. When he wasn't covering Little Theater productions, he was acting in them. He played bit roles for the old Frank Winger Stock Company in Winona.

By 1921 Sheehan quit his newspaper job and headed for Minneapolis. There he got a job in the traffic division of the Soo Line Railroad. In his spare time he worked up a recitation act and joined an amateur circuit which included 60 theaters in the Twin Cities and near-by communities.

Sheehan's first important show business break came a year later when the owner of the amateur wheel made him manager of the troupe, charged with the task of getting the unit to the theaters on time, putting them on in order and collecting the fee from the theater manager.

"That gave me an idea of the business end of show business," Sheehan recalls, "and I liked it. I was still a kid, but I learned how to deal with managers, how to set up my shows. That training came in extremely handy in later years when I became an artists' representative."

From the Soo Line, Sheehan moved over to the Minneapolis Steel & Machinery Company as assistant traffic manager. After three years he decided he didn't want to be a traffic expert. Word came from home that there was a soda pop business available — he could buy a half interest for \$1. So Al chucked his Minneapolis job and went back to Winona to go into business.

Meets Concessionaires

Once he got his feet on the ground, Sheehan began traveling to near-by county fairs and circuses, meeting the concessionaires and selling them on the idea of stocking his soda pop. Thus he got his fill of outdoors sawdust for the first time. He liked it. But he stuck to the soda pop business and four years later sold his share for \$5,000.

Sheehan returned to Minneapolis in 1928 to become a customer's man with a stock and bond house. It was while he was out selling his wares that he ran into John Seaman Garnes, of the MacPhail School of Music, Minneapolis. Garnes was impressed by the resonance and quality of Sheehan's voice and told him there was a part-time announcer job open at WCCO, the Columbia Broadcasting System (CBS) station in the Twin Cities.

Henry Bellows, then station manager, hired him and he went on a 6 p.m. to midnight sked, meanwhile continuing his bond selling. Al did studio programs, musicals, dramatic shows, features and special events. Altho he didn't know a trump from a rubber, he became the station's bridge expert. By 1930, still work-

(See SHEEHAN'S TITLE on page 52)



ALVIN BARRETT SHEEHAN

1949 WINNERS**37th Annual BIG ELI Fourth of July Contests**

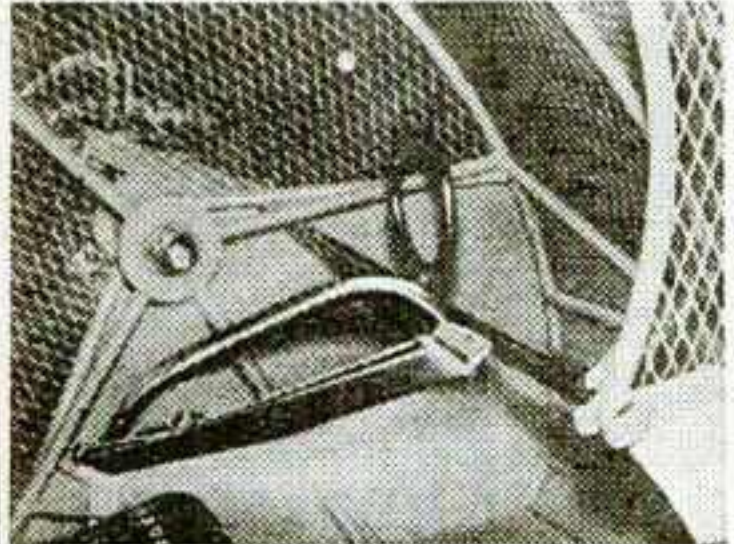
(Contest No. 1 for Single BIG ELI Wheels)

Rank	Entrant	State	Wheel	Receipts
1	F. G. Mattingly	Kentucky	No. 16	\$859.92
2	M. R. Warfield	Iowa	No. 5	819.04
3	Browning Bros.	Oregon	No. 5	651.60
4	George Nelson	Iowa	No. 5	500.00
5	Miller Amu. Ent.	Wisconsin	No. 5	499.34
6	M. Larkee	Wisconsin	No. 12	402.50

Total.....\$3,732.40

Average per wheel for the day \$622.06.

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are reporting greatly increased grosses on peak capacity stands with Everly rides having the new Everly automatic passenger safety belt now standard equipment on new 1949 models. This speedy, positive and self-adjusting fool-proof safety development actually decreases passenger loading time from fifty to seventy-five per cent. Write for complete information.



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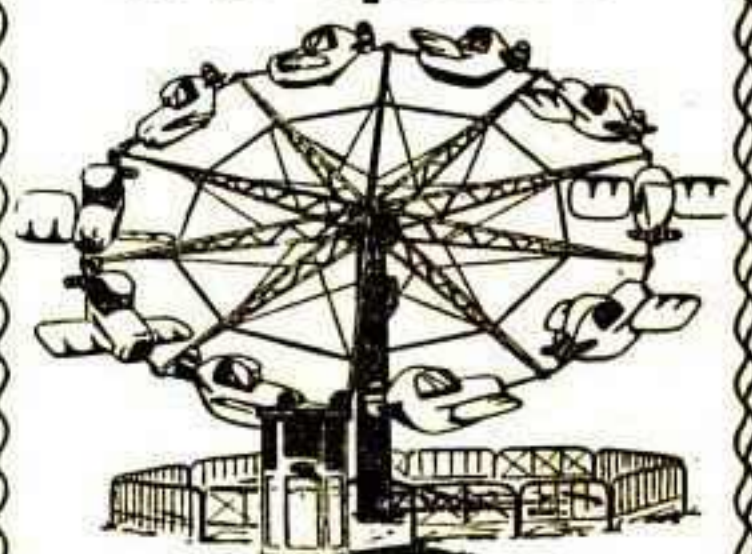
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Straight Border, 4 ft., Power Colors 1.99 Ea.
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No 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3,000 @ \$3 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 @ \$4 per 100. **DOUBLE CARDS**, No. 1 size, 5 1/2 x 14 1/2 10¢ each

3000 KENO

Made in 30 sets of 100 cards each. Played to 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards. Tally card, calling markers, \$3.50.

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White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
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Replacements, Numbered Balls, Ea. 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 "Browlie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M 1.50
3,000 Leatherweight Bingo Sheets, large size, 5 1/2 x 3, 5 colors, loose, no pads M 1.75
Adv. Display Posters, size 24x36. Each . . 10
Cardboard Strip Markers, 10 M for . . . 75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00
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All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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Out in the Open

Jack Tavlin, head of Cole Bros. Circus, visited Palisades Amusement Park with Mr. and Mrs. Max Tubis while week-ending in New York. Jack Kaplan, representing the Showmen's League of America, visited in Detroit during the Michigan State Fair.

Mrs. Clyde Kendall, assistant manager of the Greensboro (N. C.) Fair, recently lost the tip of a finger when her hand was accidentally caught in the closing door of her automobile, Norman Y. Chambliss, manager, reports. . . . John W. Leahy, general manager, and Irving Jarvis, assistant manager, of the Danbury (Conn.) Fair, visited the Dutchess County Fair at Rhinebeck, N. Y., last week. . . . A son, George A. III, was born to Mr. and Mrs. George A. Hamid Jr., Tuesday (6) in Atlantic City. The father is a member of the talent agency, George A. Hamid & Son, and is also associated with his father in the operation of multiple other outdoor showbiz enterprises. . . . Arthur F. Brunner, who formerly tub-thumped for the Brockton (Mass.) Fair and other alfresco showbiz enterprises, is handling publicity for three Providence, R. I., theaters, including Fays, a combo vaude-pic house.

Milton J. Hinlein, owner Station KDRO, Sedalia, Mo., writes to sing the praises of Dick Ware, emcee,

operated by Dale Schrum, opened at the California State Fair, Sacramento, Sunday (11). . . . David Lane, Florida real estate op and former resident of Bridgeport, Conn., was the subject of a recent article in The Bridgeport Sunday Post. Yarn recalled Lane's start as a circus entertainer with the Forepaugh-Sells Circus and later experiences on the stage before investing in real estate back in 1925.

Len Humphries, Hamid-Morton exec, managed the George A. Hamid & Son program of acts at the Canadian National Exhibition. . . . Lou Blackmon, whose rodeo troupe will be featured at the Mineola (L. I.) Fair and the Eastern States Exposition, Springfield, Mass., reports he recently purchased 250 acres of land near Silver Springs, Fla., which he will use as a winter quarters. He is also contemplating starting a dude ranch there. . . . R. A. McCune, secretary-manager, has opened offices on a full-time basis in Amherst, N. S., in preparation for the staging of the winter fair, November 7-12. He is assisted by Mrs. C. Lockhart.

Joy Hodges, daughter of Mr. and Mrs. Charles Hodges, owner-operators of the shows bearing their name, left the org in Charleston, W. Va., to re-enter school in Coldwater, Mich. . . . Earl Armstrong, manager of the Roscoe Armstrong Ford Act,

- POPCORN CANDY APPLE SUPPLIES
- CORN POPPERS SNOWBALL FLAVORS
- SEASONING ECHOLS ICE SHAVERS
- COPPER KETTLES PAPER CUPS
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. . . . The Editors

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and Hap Hazard, juggler, who appeared with the Ernie Young Revue at Missouri State Fair, Sedalia. Hinlein says the final night of the grandstand show was hit by rain before the half-way mark was reached. While it was necessary to stop the revue, Ware and Hazard appeared on the uncovered stage for 45 minutes to do an unrehearsed act. . . . Cy Riter, who has been playing Idaho and Utah fairs and rodeos with his Tailspin Rig, will perform at the Utah State Fair, Salt Lake City, September 18-24. Cy's Blitz Buggy,

Newmans Hold On At Pennsy Folk Spot

PENNSBURG, Pa., Sept. 10. —Altho most of the outdoor parks featuring Western and hillbilly entertainment in Eastern Pennsylvania called it quits after the Labor Day week-end—the season falling far below earlier expectations—Elmer and Pete Newman aim to keep their Sleepy Hollow Ranch near here running until October 2. Featuring top Western attractions, every Sunday has been a bell-ringer for the Newmans and they will continue to use available names for the post-season weeks. Jesse Rogers and the 49'ers plus the Georgia Crackers are this Sunday's (11) attractions, with Eddy Arnold returning Sunday (18); Johnny Bond, Sunday (25) and Pee Wee King and His Golden West Cowboys for the October 2 wind-up. Also featured at the spot are Newman's Sleepy Hollow Gang and the Murray Sisters, Victor recording artists. Park attractions are booked by the Jolly Joyce Agency, Philadelphia.

Seal Biz Light
CCNDON, Ore., Sept. 10.—Seal Bros. Circus did only light business here, getting less than one full house in two performances.

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Talent Topics

Fisher and Graham Trio, aerialists, played the Greenfield, O., cele Monday (5), then opened the next day at the Circleville, O., Fair with **Retroff's Broadway Scandals Revue**. . . . **Jimmy Ord**, vet stuntman with **Jack Kochman's Hell Drivers**, is recuperating at the Lockport (N. Y.) Hospital from injuries sustained August 26 when he was struck by a speeding car at the Lockport Fair. Ord will be out of action for another five or six weeks and would like to hear from friends. Injured with Ord was **Roland Tiley**, another stuntman, who was able to continue with the troupe after receiving medical attention. . . . Grandstand talent at Cumberland Exhibition, Oxford, N. S., included **Great Marcil**, trampoline; **Frankie Evans**, roller skater, and **Billy Whalen**, singing cowboy.

Acts booked for the **Fleet Bros. Vaude-Circus**, according to **L. F. Stoltz**, general manager, include the **Delewix Animal Circus** and **George and Bessie Geddis**, aerialists. . . . **Proske's tigers and Juggling Jewels** provided the circus atmosphere of the eight-act vaude bill which opened at **RKO Proctor**, Newark, N. J., last Wednesday (7). **Joe Basile's band** gave a concert in front of the theater during the opening day ceremonies. Also in Newark, the **Peiro Brothers**, South American jugglers, and **Los Gatos**, acro-cats, opened at the **Adams Thursday** (8), while the **Two Jacks**, aerialists, opened at the **Empire Friday** (9). . . . **Jack Meyand and Company**, unicyclists, are a feature of the current bill at the **Palace**, New York.

Talent appearing in the grandstand shows at the **Rooks County Free Fair**, Stockton, Kan., which closed its five-day run September 2, included **Pete Bailey's Auto Thrill Show**, circus, vaude and radio talent. Among the circus and vaude acts on the bill were **Bob Partridge** and his educated horse; **Kais**, electrical novelty; **Johnny Cress and Company**, equilibrists, tumblers and horizontal bar; **Two Attilas**; **Beverlee Neil**, riding, singing and dog act. . . . Acts appearing in front of the grandstand at the **Rutland (Vt.) Fair** included

Johnny Weld's bears; **Athos and Company**, equilibrists; **Tony Romano**, vocalist; **Sam Linfield's Crazy Scouts**; **Betty and Benny Fox**, aerialists; **Leonard Gauthier's Bricklayers**, canine; **Linon**, pantomime; the **Harrisons**, teeterboard, and the **Marino sisters**, acro dancers.

The **Glenn Henrys** closed September 10 at the **Canadian National Exhibition**, Toronto. . . . Acts featured during carnival week at **Hampton Beach**, N. H., included **Sol Solomon**, high diver; the **Sky High Alcidos**, aerialists and the **Flying Harolds**.

Natatorium Biz Shows Increase

SPOKANE, Sept. 10.—Gross receipts at **Natatorium Park** here for Labor Day week-end were up slightly from last year, **Herbert H. Todd**, assistant to **Louis Vogel**, owner, announced. This was surprising inasmuch as spot had rain Saturday (3).

Natatorium offered a special on all rides for the three days, the first time in years that a cut rate was offered. Kids under 12 were given 9-cent rides, while those over 12 and adults went for 15 cents. **Dancing Saturday and Monday nights** (3-5) to **Russ Andre's** ork went for 50 cents per person, including tax. This also was a cut-rate feature.

Daily operation of rides and concessions ended Labor Day. Park will operate on a week-end basis until **October 9**. **Tex Beneke's** ork closes the dancery **October 8**.

Lloyd Vogel, park's manager, is vacationing on the **Pacific Coast**.

Beach Vending Curb Sought in Jersey

WILDWOOD, N. J., Sept. 10.—**State Senator Anthony J. Cafiero**, of North Wildwood, said this week that he will introduce legislation at the next session that would curb vending on the beaches. The Senator made the announcement as he addressed a meeting of the **Board of Merchants Association**.

Cafiero, a former **Cape May County** judge, took issue with the court's interpretation which has upheld the rights of veterans to peddle their wares on the beach. The issue was raised last year after the city of **Wildwood** arrested three veterans from **Atlantic City** for selling ice cream on the beach. An appeal was filed and the higher court upheld the veterans.

Several months ago **Senator Mathis**, of **Ocean County**, introduced a bill to curb veterans from selling on the beaches, but the measure, after passing both houses, was vetoed by **Governor Driscoll**.

Circle A Ranch Rodeo Pulls 2,000 at Deer Park, N. Y.

DEER PARK, N. Y., Sept. 10.—A crowd of 2,000 witnessed the **Circle A Ranch Rodeo** here Sunday (4). Staff members were **Albie Clements**, producer and arena director; **Tex Brown**, rodeo secretary and timer; **Ben Fish**, announcer; **Al Workley** and **Bud Nelson**, arena judges; **Sonny Sleeter** and **Leon Manchester**, pick-up men; **Walt Clark**, clown, and **Russ De Mark**, superintendent of stock.

Lois Schawel, **Ann Prang**, **Ruth Stiener**, **Bill** and **Frank Beattie**, **Andy Hayes** and **Jack Westcott** were riders; **Al Workley**, **Bud Nelson**, **Lester Muller**, trick and fancy roping; **Ann Prang** and **Jean Rogers**, exhibition riders.

Feature acts included **Jack Westcott** and his trained **Brahma bull**; **Jesse Rogers** and his **Westerners**, and **Ann Prang** and **Jack Westcott**, high school horses.

Various winners were **Jim Steele**, bronk riding; **Al Dodge**, bull riding; **Andy Hayes**, bareback riding; **Roy Riggins**, calf roping, and **Frank Beattie**, steer wrestling.

Playland's Biz Tops Records

Strong six weeks' promotion program helps to hypogate

HOUSTON, Sept. 10.—Business this season at **Playland Park** here already is far ahead of any previous year, officials report, and the spot still has another month to go. Shutter date is **October 16**.

A strong six weeks' promotion program has been a great help in luring the customers. Program included press days, **September 9-10**, and **Orphans' Day**, **September 11**. Other special days include **Chain Grocery Store Day**, **September 18**, and **September 25 thru October 9**, **District Days**. There are separate dates for separate districts in the city.

All of **September** is being given over to a **Coca-Cola** promotion. On **October 3** several hundred dollars worth of merchandise will be auctioned for coupons.

With ideal weather prevailing capacity crowds packed the park over the **Labor Day week-end**. **Saturday's** biz was just average, but **Sunday and Monday** the park was jammed from opening to closing. **Midget** auto races **Tuesday night** (6) drew over 5,000 paid admissions. While not capacity, this was about 1,000 more than average.

Season Ends At Olympic

IRVINGTON, N. J., Sept. 10.—**Henry Guenther's Olympic Park** is winding up its season tomorrow night. The park's big swim pool closed for the season last week. The roller rink will maintain its usual winter schedule.

Attendance over the **Labor Day week-end** was satisfactory, altho heavy rain **Monday** (5) night killed off most of the business and washed out a circus performance. Line-up of acts on the final circus program includes the **Three Olguins**, **Mexican Risley** act; **Arthur Le Fleur**, trapeze; **Two Cantons**, contortionists, and **Risko and Nina**, jugglers.

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A. C. Tax Receipts Drop 17G in July

ATLANTIC CITY, Sept. 10.—City luxury tax collections, this resort's best index to business, showed a decrease of almost \$17,000 in July as compared to July, 1948. The decrease, according to **Allen Weisenthal**, luxury tax administrator, indicates that resort business during the early summer was hardly comparable to that of last year.

July collections totaled \$268,418.84 as against the \$285,190.47 garnered last year in the same period. From June, 1947, when the luxury tax was imposed, until July 31 of this year, the luxury levy brought the resort a total of \$3,484,240.81.

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Size: Single Tkt., 1x2"		1,000,000 228.00
		Double Coupons. Double Prices.

Sheehan's Title of Mr. Show Biz of Minn. Is Well Earned

(Continued from page 49)

ing part time, he was made chief announcer and by then had moved on to the point where he was emceeing stagershow presentations at the old Minnesota (now Radio City) and State theaters. He handled "Hollywood-style" openings via radio and the name Sheehan began to really mean something in Twin Cities radio.

Becomes Broadcaster

By 1932 he was on full-time with WCCO and doing baseball broadcasts of the Minneapolis Millers in the summer and football play-by-plays of the University of Minnesota Gophers in the fall.

That same year Sheehan set up the

WCCO talent office under the name of WCCO Artists Bureau for the purpose of handling talent for the station as well as for outside accounts. He continued doing feature commercials while running the bureau.

In 1935 the bureau was established as a separate corporation and Sheehan became local manager, marking his advent into the business end of show business and leaving the field entirely as an entertainer or announcer.

But then along came the Federal Communications Commission and ordered the radio stations to cut away their talent subsidiaries, so Sheehan returned to WCCO as assistant general manager.

Meanwhile, in 1943, he and Lyle Wright, owner-operator of the Minneapolis Arena, were asked if they were interested in taking over the *Aqua Follies*, outstanding attraction of the Minneapolis Aquatennial, civic summer festival. Since 1929 Sheehan had been doing Minnesota State Fair announcements and in 1938 he was appointed superintendent of attractions.

Heads Aqua Follies

Sheehan had outdoor show business connections thru the fair. He remembered the early days when he sold soda pop at carnivals, circuses and county fairs and he jumped at the offer. With Wright he formed *Aqua Follies, Inc.*, Sheehan as president and Wright as treasurer.

For the *Aqua Follies*, Sheehan builds his own shows, brings in his own talent and organizes his own 24-gal water ballet.

Sheehan and Wright have an arrangement with the Minneapolis Aquatennial whereby the festival organization gets a cut of the receipts. Otherwise, it's a Sheehan-Wright property. He has brought in such names as Gloria Callen, Patty Robinson and, this year, for the first time, Olympic double-winner Vicki Draves. Sheehan has had offers to take his water show abroad but so far has nixed them. In 1945 Sheehan decided that, at the age of 45, it was now or never for him to get into his own business. He resigned his radio job and returned to the Artists Bureau which he incorporated and heads as president and treasurer. With him are Johnny Williams, vice-president, and Fred Smith, production manager.

Sheehan's show business know-how caused him to build his own productions and sets which he moves about from one county fair or celebration to another. His club date business and special events tie-ups are perhaps the largest in this area.

It was in 1945 that Al began bringing in artists for special concerts in the Minneapolis Auditorium. He started with Hazel Scott, the pianist, and last season he had such names as Jascha Heifetz and Rise Stevens. He has averaged four to six concerts each year.

In 1942 Al married Bailey Levitan, known professionally as Rea Bailey, former staff organist at WCCO and KSTP.

Al's organization affiliations include

the Minneapolis Athletic Club, the Scottish Rite, Zuhrah Temple Shrine and American Legion. He is president of the Minneapolis Kiwanis Club.

Stages Park Shows

When he was fresh out of college, Sheehan had a chance to go with several traveling dramatic companies. His family, however, refused to permit it. It is the only end of show business he has missed. Even parks came under his wide scope of experiences. While with WCCO, he staged numerous shows at Excelsior Amusement Park, outside Minneapolis, and tied in with the park management in many of its top presentations.

At 49, Al says he likes the road he traveled. It gave him a varied experience. He suggests that any youngster who can take a kicking around ought to try it that way. Get into a radio station for a couple of years, move on to dramatics, and try his hand at carnivals, circuses and celebrations.

"When I was selling soda pop to carnivals, I'd give my stock of goods away just for a chance to get up on that platform to do a barking job," he recalls. "There's something about outdoor show business that gets into your blood. Once it's there, brother, you can't get it out."

Week-End Runs At Cincy Coney

CINCINNATI, Sept. 10. — Coney Island here has scheduled two week-ends of post-season operation, September 10 and 11 and September 17 and 18, with Sundays designated as bargain days. On those days most amusement devices will be reduced to five cents and none will be over a dime. There also will be reduced prices on many refreshments.

Sunday (11) will be Indiana Day, park officials planning a special program for Hoosier visitors. People arriving in cars bearing Indiana licenses will be admitted free and in the afternoon there will be a program of free square dances and a number of prize contests. Sunday (18), Kentucky Day, will offer special activities for across-the-river visitors.

The Claude Thornhill orchestra will provide dance music in Moonlite Gardens the first week-end, while Elliot Lawrence's band will occupy the terperly the final week-end.

New Stock Racing Group Granted Pennsy Charter

HARRISBURG, Pa., Sept. 10.—A State corporate charter has been issued by the Department of State to the Reading Stock Car Association, Inc., Allentown, authorizing the new group to capitalize at \$5,000 "to maintain, operate and control a racing association, conduct racing contests for stock cars and conduct exhibitions, places of amusement and recreation for the general public."

Issuance of 250 shares of stock at \$20 a share was approved for the financing of the association. Incorporators were listed as Harold L. Held, Bethlehem, and Claude Bitting and

Walter Maurer, both of Reading.

Cool Weather Aids Holiday Take at A. C.

Visitors Shun Beach

ATLANTIC CITY, Sept. 10.—Despite cool breezes this resort entertained a good-sized turnout over the three-day Labor Day week-end. While the crowd, estimated at 300,000, was far from a record one, it still was a fairly satisfactory turnout.

The cool weather keeping the crowds off the beach helped boost business at the Boardwalk amusement centers and concessions. Steel Pier reported capacity crowds for the week-end, with a show that featured movie star Jane Russell on the stage, Sammy Kaye's band in the ballroom, two feature photoplays and the water sports thrill show featuring Marion Foster, high pole; Marium France, trapeze; Jumbo, the seal, and Conchita, iron jaw, with Jack Montez emceeing.

New Mil. \$ Policy

The holiday week-end also saw the Million-Dollar Pier doing a complete policy switch, bannerizing 15 attractions for a 60-cent, plus tax, gate. Included in the package deal were the pier's 10 rides, with the single admission ducat entitling patrons to ride as often as they liked without extra charge. For the live attraction pier offered Mac McGuire's hillbilly show featuring Rosalie Allen and the Harmon Rangers, giving two shows daily during the three-day week-end. In the ballroom the hillbilly band was joined by Freddie Grey's band to make for continuous dance music. To further hypo holiday attendance, which saw the best crowds of the season attending the pier, children under 12 with parents were admitted free.

The holiday week-end also marked the close of the summer engagement of the *Ice-Capades of 1949* in Convention Hall, making way for the Miss America Beauty Pageant this week. Advance ticket sale for the pageant was double that of last year, totaling \$80,000, with the week's gross expected to exceed \$100,000. The beauty fest found 52 queens competing for the Miss America jackpot.

Steel Pier Remains Open

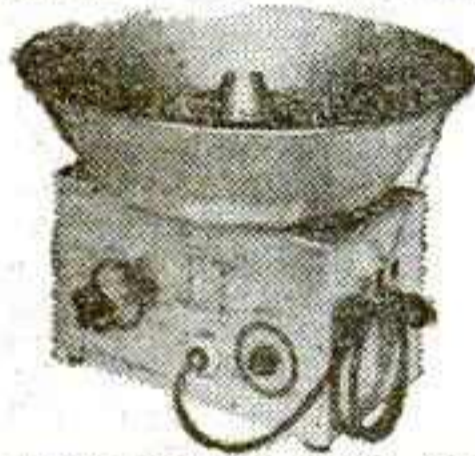
With a goodly crowd remaining over this week for the beauty pageant program and a heavy schedule of conventions bringing additional thousands to the resort, George A. Hamid is keeping his Steel Pier in daily operation until Sunday (18). Closing attractions include Larry Green's orchestra and Patsy Garrett, heading the stagershow. This will be the pier's 52d season and, according to Hamid, one of the best in its history.

Most of the other Northern New Jersey shore resorts reported Labor Day turnouts about 25 per cent under last year's and business light.

Rogers Bros. Scores

ODESSA, Tex., Sept. 10.—Rogers Bros.' Circus registered a near-capacity matinee here Friday (2) and an overflow at night. Wednesday (31), at Artesia, N. M., it was the same despite a rain threat at night.

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(Continued from page 48)
\$26,112 last year. Approximately 40,000 people paid \$36,521 the first three days to see the show headlined by Bob Hope, while about 21,000 paid \$18,680.80 the next three days for the same basic show, with Jo Stafford and Bobby Breen as headliners. In contrast, the Judy Canova show last year drew 25,321 people the first six days, and 39,036 for the 10 days. Hope drew four capacity houses of about 8,000 with tickets selling at a premium of \$1 in the "grey market."

Basic personnel of the Gus Sun show in the Coliseum, supporting the three successive star attractions, was: Gordon Gifford, emcee; Hal Sands' Rockets (24), Five Skating Berrys, Philharmonica Trio; Wilkie and Dare, comedy knockabout; Mel Hall, unicycle; Jack Shea, auctioneer; Ray Samuels and Madeleine, novelty dance team; Harold and Lola, cobra dance, and Al Verdi and Dolores, comedy musical team. The Philharmonica Trio closed Thursday, as did Stafford and Breen, with Tommy Bartlett's Welcome Traveler radio show coming in to replace.

Rodeo Cross Big

The Tex Ritter Rodeo grossed \$45,331 in five days, Saturday thru Monday, in front of the grandstand, with attendance of 53,648, compared with a gross of \$34,254.75 and attendance of 35,027 the first six days last year when the Bob McKinley Rodeo played the date. Another probable record was set Labor Day when three shows were played for a total attendance of 16,699 and a gross of \$14,146.50. The high totals were rung up despite the handicap of rain which kept Wednesday matinee attendance down to 2,342, and washed out the evening show.

The consistent upward trend of this year's fair was further confirmed by parking lot figures, which ran \$15,330 in five days, compared to \$8,356.59 for six days last year, at 50 cents per car.

Bert Thomas, of the Detroit Sound Engineering Company, had the public address installation thruout the grounds. Peter Vitale furnished fireworks displays nightly in front of the grandstand.

Free acts were non-existent in the traditional sense for the first time in years. However, a variety of other free attractions, such as Clay Perry's orchestra for old-time dancing, were substituted. In addition, some commercial exhibitors had sponsored entertainment, such as Ray Gorrell's orchestra, and there were numerous concerts and performances by bands, dancing schools, drum majorettes and other organizations.

Radio was prominent at the fair, with numerous programs originating on the grounds. WJR's mobile studio and the demonstration of closed circuit television by WWJ-TV, with patrons able to see themselves on a video screen, took top honors.

STRATES AT PORTLAND

(Continued from page 48)
his troupe and changed his performance from strictly magic dexterity and illusions to a combination legerdemain and musical revue, under the same title, *The Arabian Nights*. The attraction is a sitdown show and is presented behind a wagon front. George Murray, operator of the Lion Thrill Motordrome, reported a top week for his show and added that his season to date is ahead of last year's. Claude Bentley took delivery on new canvas for his Side Show. Also some concessionaires reported biz slightly off from that of former years, the rides came into their own with grosses as good as during former years. Following the New York State Fair the Strates org will head for Southern fairs, starting at Shelby, N. C., and will break the long haul by playing a return engagement at Washington.

The Undiscovered, free VD show sponsored by the Michigan State Department of Health, played to 8,645 people thru Tuesday night, compared to 6,000 in 10 days last year when the exhibit was said to be the first of its type to play a State fair.

Cooking school, held daily in the clubhouse, drew heavy audiences of women, with the added gimmick of \$10,000 worth of food as door prizes.

Among visitors was J. C. McCaffery, general agent, Hennies Bros.' Shows.

Operation of the fair was enlivened by a series of union organization problems which troubled several departments, some threatening to seriously hamper operation by the possibility of picketing.

Toronto CNE Edges '48 Gate; O. & J., Conklins Click It Off

(Continued from page 48)
son with last year follows:

	1949	1948
Friday	103,000	105,500
Saturday	264,000	256,500
Monday	197,500	203,500
Tuesday	178,000	164,000
Wednesday	187,500	196,500
Thursday	181,500	174,000
Friday	173,000	161,000
Saturday	277,000	262,000
Monday	272,500	267,000
Tuesday	135,500	132,500
Wednesday	121,500	141,000
Thursday	139,000	145,500
Friday	159,500	145,000
Saturday	225,000	257,500
TOTALS	2,614,500	2,612,000

Night Show Rained Out

The first Wednesday's rain was so severe that it caused the first washout of a CNE night grandstand show since 1926. The Olsen and Johnson production, doing capacity business in the 22,000-seat grandstand each night of the run, scored big with the public by scheduling a postponed show next Tuesday night (13), to which holders of stubs for the rained-out show will be admitted.

Of the 22,000 persons who bought tickets for the rained-out performances, fewer than 1,660, it was reported, had accepted the CNE's offer for cash refunds. All others eagerly held on to their ducats.

To Give Charity Show

The Olsen and Johnson show drew raves from its huge audiences thruout the run, which is a feather in the hat of the CNE's management, inasmuch as there had been considerable opposition by some politicians to bringing back O. and J. for the second straight year and for not featuring something smacking of an all-Canadian talent show.

Olsen and Johnson have gained much popularity here not only because of the production but because they have volunteered to give a post CNE-benefit show in front of the CNE grandstand. This performance, to be held Monday night (12), will aid four local charitable children's agencies.

One of the highlights of the CNE, apart from the repeat success of the Olsen and Johnson production, has been the surprising strength of the midway business. The Conklins, Patty and Frank, had calculated on a sharp drop-off due to changed economic conditions. They were pleasantly jolted when the count up to 6 p.m. today showed that ride and show grosses were off only between 10 and 11 per cent from last year. The small extent of the dip is doubly impressive because the midway biz had been hit by rain and cold weather.

Prime reason for the midway's show of strength was the increased power given to the show and ride line-up. The array of show fronts, always outstanding, was more ar-

Bennett Loses Arm In Fall at Fair

COVINGTON, Tenn., Sept. 10. — Melvin Bennett, aerialist, featured at the Covington Fair here, suffered the loss of his arm and a possible broken neck Tuesday (6) when he fell during a performance. Bennett's arm was amputated Wednesday (7). Bennett's parents have the cook-house on Wallace Bros.' Shows.

ously hamper operation by the possibility of picketing. Local B179, International Alliance of Theatrical Stage Employees, had approximately 250 employees on the ground carrying cards as ushers and ticket takers, at a reported cost to the fair of about \$30,000, claimed by some to be excessive.



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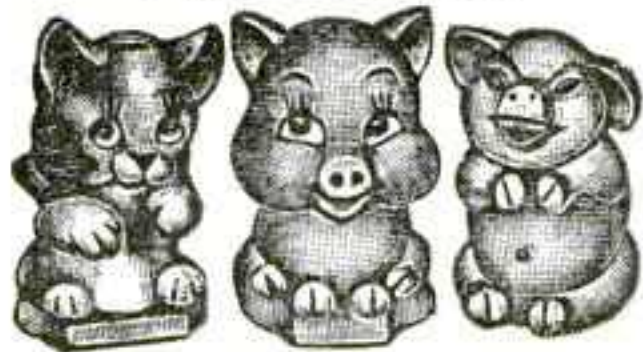
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Royal Crown: (Fair) Dyersburg, Tenn.; (Fair) Florence, Ala., 19-24.
Royal Empire: Alganac, Mich.
Royal Expo.: Clearwater, S. C.; (Fair) Statesboro, Ga., 19-24.
Royal United: Earlville, Ill., 16-17; Princeton 19-23.
Schafer's Just for Fun: (Fair) Duncan, Okla.
Slebrand Bros.: Blackfoot, Idaho.
Silver City: Elwood, Neb., 14-16; Caire 19-20; Havensville, Kan., 22-24.
Silver Slipper: (Fair) Gainesboro, Tenn.
Skerbeck: Rudyard, Mich., 15-18.
Silver Star Attrs.: Gahanna, O.
Smith Am. Co.: (Fair) Wewoka, Okla.
Smith, Geo. Clyde: Conemaugh, Pa.
Smith's Funland: Middleport, O.
Snapp Greater: Fayetteville, Ark.; Hope 19-24.
Southern States: Hahira, Ga.
Southern Valley: Prescott, Ark.
Sparks, J. A.: Albany, Ky.
Srader, M. A.: (Fair) Beaver, Okla.; (Fair) Guymon 19-24.
Standard: (Fair) Thedford, Neb.
Star Am. Co.: Earle, Ark.; (Fair) Dumas 19-24.
Starr, Joe: Okmulgee, Okla.; Boynton, 19-24.
State Fair: Perry, Okla.
Stebler Greater: Lockhart S. C.
Stephen's: Queen City, Mo.; Moravia, Ia., 22-24.
Stephens, C. A.: (Fair) Spruce Pine, N. C.; (Fair) Erwin, Tenn., 19-24.
Strates, James E.: Washington, D. C.
(See Carnival Routes on page 74)

Circus Routes

Send to
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Beatty, Clyde: Alexandria, La., 13; Natchitoches 14; Shreveport 15; Nacogdoches Tex., 16; Beaumont 17; Port Arthur 19; Orange 20; Lake Charles, La., 21; Lafayette 22; Opelousas 23; New Iberia 24; Crowley 25.
Billier Bros.: Lumberton, N. C., 13; Bennettsville, S. C., 14; Dillon 15; Florence 16; Lake City 17; Orangeburg 19; Augusta, Ga., 20; Dublin 21; Vidalia 22; Douglas 23; Fitzgerald 24.
Cole Bros.: Crawford, Neb., 13; Alliance 14; Scottsbluff 15; Sterling, Colo., 16; Fort Morgan 17; Greeley 18.
Dailey Bros.: Elizabeth City, N. C., 13; Washington 14; Greenville 15; Tarboro 16; Wilson 17.
Dales: Clarksdale, Miss., 14; Cleveland 15; Leland 16; Indianola 17; Greenwood 19; Winona 20; Eupora 21; Calhoun City 22.
Flamante: Del Rey, Calif., 13; Fresno 14-18; Stockton 17-18; Livingston 19; Madera 20; Firebaugh 21; Mendota 22.
Kelly, Al G., & Miller Bros.: Mineral Point, Wis., 13; Lancaster 14; Warren, Ill., 15; Morrison 16; Maquoketa, Ia., 17.
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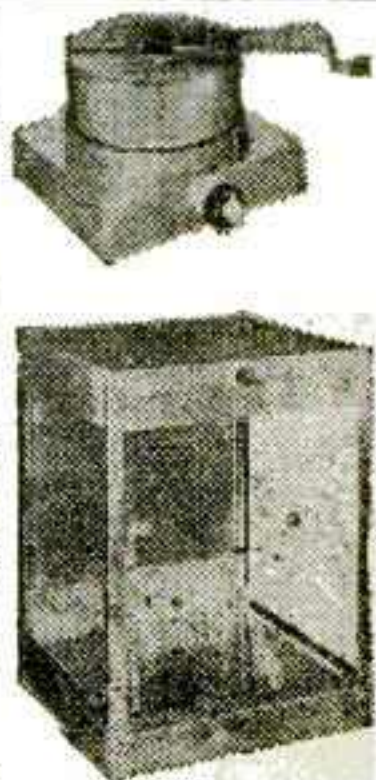
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LABOR DAY BIZ YES AND NO

Inland Spots Do Okay Biz; Beaches Hit

Monday Marred by Rain

NEW YORK, Sept. 10.—Labor Day week-end along the Atlantic Seaboard, from lower New Jersey to the Canadian border, was favored by fairly good weather, but sufficiently windy and chilly to nip attendance at practically all exposed shore resorts. Inland parks in the area fared better, altho late afternoon rain hit many spots Monday (5) and killed off night business.

In the New York area attendances at beach resorts Saturday (3) and Sunday (4) were slightly below normal, but rides, attractions and concessions benefited thru the fact that coolness deterred most of the visitors from swimming or sun-tanning on the beach.

Rockaway Beach, primarily a surf-bathing spot, drew a three-day attendance of 1,400,000 against 2,000,000 last year. The peak day was Monday (5), with 750,000 along the beach and boardwalk. According to George Wolpert, executive secretary of the Chamber of Commerce of the Rockaways, 44,000,000 visited the Rockaways during the period from Decoration Day thru Labor Day, which topped considerably the record year of 1947, which registered 37,557,700 visitors. However, visitors spent less than in previous years. Best months were June and July, the polio scare affecting attendance the latter part of the summer. Rockaway's Playland will continue operations for a week or two longer, while Seaside Amusement Park will operate week-ends as long as business warrants.

Coney Season Ends

Coney Island drew good crowds Saturday (3) and Sunday (4), topped by a turnout of 800,000 Monday (5). Labor Day practically marked the end of the season for Coney Island since a decision to eliminate the usual Mardi Gras week fiesta following Labor Day means that this resort will only draw crowds on fair-weather week-ends, and most ride owners and concessionaires will drop weekday operations this week-end. Tilyou's Steeplechase Park, Coney's only bona fide amusement park, will follow suit.

Jones Beach, swanky Long Island swim resort, operated by the State, and Orchard Beach, popular priced New York city-operated swim spot, drew lightly Labor Day. Jones Beach, which pulls well over 100,000 on a hot Sunday or holiday, drew about 56,000 Labor Day, while Orchard Beach, whose peak also is above the 100,000 mark, drew a meager 15,000.

South Beach Biz Good

One of the lesser known shore resorts in the immediate vicinity of New York City, South Beach on Staten Island, has been making history this season thru a fairly energetic publicity campaign. The latest move was staging a Mardi Gras week following Labor Day, with music, free attractions and special events. The spot, which has a good assortment of rides and concessions, did good business over the Labor Day week-end and, given a weather break, should draw during the Mardi Gras Fiesta, as it is easily accessible from New York and heavily populated industrial communities of the Newark-
(See Inland Spots Do Okay page 86)

Comments From Owners-Ops Re Business Labor Day Week-End

CHICAGO, Sept. 10.—Here are comments from park owners and operators from various parts of the country regarding business over the Labor Day week-end:

TOM A. SABREY, Cedar Point on Lake Erie, Sandusky, O.: Weather Wednesday, Thursday and Friday cold and rainy, hence many cancellations for Labor Day week-end. Warmed up Saturday (3) and house count tripled from morning until evening. Sunday sunny, but very windy. Boat from Cleveland with 1,660 aboard unable to dock which was great blow to concessionaires. Monday (5) beautiful, business good thruout park, but house count in hotel about 300 under last year. Grand Ballroom did best business in its history Sunday (4), with about 3,000 dancing to Charlie Spivak's orchestra.

I. L. LAWLOR, Arnold's Park, Spirit Lake, Ia.: Rainy and cold Saturday and Sunday (3 and 4). Business poor, except in ballroom. Monday (5) weather fair, business fair. Attendance Monday about the same as last year.

J. L. PENNICK, Fair Park, Memphis: Labor Day off about 50 per cent from last year, but due to good Saturday and Sunday (3-5), total for week-end was only off 6 per cent. Rainy and cloudy all three days.

MARIN STATION, Spring Lake Park, Oklahoma City: Attendance for Labor Day week-end, Saturday, Sunday and Monday (3-5) less because of rain. Season's biz slightly higher than 1948, notwithstanding an extremely cold and rainy season and polio epidemic. Economic conditions good.

JOHN GURTNER, Elitch Gardens, Denver: Attendance Labor Day week-end was 25.94 per cent increased over 1948, with Sunday and Monday (4-5) showing the greatest percentage of increase. Weather Saturday and Sunday was cold and rainy, with Monday fair. Revenue compared with 1948 was up 58 per cent. We closed

our regular park season Monday (5), but Sunday (11), is the 45th Colorado Grocers' Picnic and Food Show. It will highlight a Mrs. Housewife of 1949 contest.

ROBERT REICHARDT, Riverview Park, Des Moines: Labor Day week-end biz off 25 per cent compared with last year. Weather last year ideal, this year rain Saturday (3). Cloudy and cool Sunday and Monday (4-5). Seven per cent decline in business this year, with biggest drop in ballroom. Rides and refreshments held up.

O. D. COLBERT, Wenona Beach, Bay City, Mich: Labor Day week-end off 25 per cent due to weather. Rain Sunday night (4) and cold Monday (5). Attendance up 20 per cent Saturday night (3) and Sunday afternoon. Club did turnaway business Saturday and Monday. Cut rate rides stimulated biz. Season off 20 per cent.

ROGER E. HANEY, Lake Lansing Park, Haslett, Mich: Weather Saturday, Sunday, Monday (3-5) cool cloudy. 20 per cent below last Labor Day due to polio.

GAR MOORE, Pontchartrain Beach, New Orleans: Heavy rains Saturday and Sunday. Cloudy Labor Day. Receipts off about 15 per cent from last Labor Day week-end.

HERBERT H. TODD, Natatorium Park, Spokane: Labor Day week-end business ahead of last year, despite rain Saturday (3). First time in years, park offered special ride prices. Dancing Saturday and Monday nights (3-5) to Russ Andre's orchestra offered at special rate of 50 cents per person, tax included.

EDWARD L. SCHOTT, Coney Island, Cincinnati: Attendance off 14 per cent from last Labor Day week-end. Per capita spending down 6 per cent. Saturday and Monday (3-5) fair and cool. Spot had rain Sunday. Weather and polio scare brought a sharp decline in swimming pool business but high ride biz took up some of the slack.

GEORGE A. SCHMIDT, Riverview, Chicago: Bad weather for the fourth straight year. Rain Sunday (4) gave us only a half loaf.

(See Operator's Comment on page 85)

Flint Labor Day Promotion Brings Sock Year To Close

FLINT, Mich., Sept. 10.—Flint Park closed Monday (5) with an all-out promotion for Labor Day that brought the season to a grand finish, with a gross running well ahead of last year—25 per cent on rides and 50 per cent on games and concessions, according to L. H. (Doc) Firestone, park operator.

Headline attractions were personal appearances of Gov. G. Mennen Williams and Walter Reuther, president of the United Automobile Workers—both surefire crowd-getters in this strong union town. Their appearance, with brief speeches, was in the tradition established the preceding Labor Day when President Truman spoke at the park.

Labor Day Biz Big

Reduced prices on all rides were effective for Labor Day up to 6 p.m., running 9 cents for children, with an additional 2 cents for adults. Result was a gross equal to the figures for last Labor Day on rides, with a marked increase in games and concession business.

Reduced prices one to three nights a week have featured the park operation this year, with prices ranging from 7 to 11 cents. They have usually been promoted thru a tie-up with a local group, while rides remained at regular rates for the general public. This policy has been a major factor in the remarkable increase in business, according to Firestone.

Another has been introduction of new promotion and operation policies under Walter Sala, who joined the park organization this year as manager of games and refreshments. Formerly operator of a restaurant near Walled Lake (Mich.) Park, and before that manager of refreshments at Edgewater Park, Detroit, he brought in new ideas that have helped build business.

Weather Man Helps

Still another favorable factor was the weather, with only one Sunday lost this season because of rain.

Policy of free acts was used, with a weekly change of bill, booked thru
(See Flint Closes Big on page 85)

Midwest Hit By Weather; Denver Okay

Bir'ham, N. O. Suffer

CHICAGO, Sept. 10.—The three-day Labor Day week-end, Saturday thru Monday (3-5), which many park owners and operators figured might provide the push, both from attendance and gross standpoints, to equal or beat last year's figures, failed to provide the right kind of weather, at least in the Midwest. As a result most park men sang the blues.

Rain and cold weather, at least on one of the three days, was the rule in the Midwest, while in the South and Southwest, the story varied, some getting okay weather and others getting rain. Spots in the Pacific Northwest got the weather break and did okay business.

Sad stories came from R. H. McIntosh, general manager of State Fair Park, Birmingham, who reported his spot was rained out Labor Day, with Sunday threatening. McIntosh reported his fun center lost 13 week-ends this season due to weather. Gar Moore, Harry Batt's tub thumper at Pontchartrain Beach, New Orleans, told of rain Saturday and Sunday, with Labor Day cloudy. Receipts for the week-end were down 15 per cent from a year ago, he said.

Dallas, Houston Okay

In Dallas, Houston and Jacksonville Beach, Fla., however, it was a different story. W. H. Hitzelberger, State Fair Park, Dallas, reported weather for the three days clear and hot and attendance equal to the corresponding period a year ago, which was the highest in history. Spending, however, was 10 per cent off from a year ago.

Houston's weatherman put on his best bib and tucker. As a result Texas Playland Park garnered top business. Saturday was reported as average but Sunday and Monday it was big. The bang-up week-end put the park way ahead of any other years. Spot shutters October 16.

H. M. Shelly, president of the Jacksonville Beach, Fla., Boardwalk Association, reported the holiday week-end the best in years at his spot. Labor Day, he reported, was exceptionally good.

Despite some bad weather, business and attendance at Elitch Gardens, Denver, was good, according to John Gurtler.

"Attendance for Labor Day week-end was 25.94 per cent ahead of 1948, with Sunday and Monday showing the greatest percentage of increase. The weather Saturday and Sunday was cold and rainy, with Monday fair. Business compared to '48 showed our attendance up 25.94 per cent, while our revenue was up 58 per cent." Gurtler said.

Jantzen Drops

Jantzen Beach Park, Portland, Ore., showed a slight drop in week-end biz. Spot ordinarily plays host to the CIO picnic on one day during the week-end. This was canceled this year and that, together with the fact the spot received rain Sunday night, caused the decrease.

For the fourth straight year Riverview, Chicago, was belted by the weatherman. A terrific rainstorm in mid-afternoon Sunday sent people
(See MIDWEST HIT on page 86)

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. . . The Editors

Holiday Okay, Season Down For Celoron

Year's Biz 20% Under '48

JAMESTOWN, N. Y., Sept. 10.—Harry A. Illions's Celoron Park, on the shore of Chautauqua Lake, registered good attendance over the Labor Day week-end in spite of some rain Sunday (4) afternoon.

Estimated attendance Saturday (3) was 4,000, which was doubled Sunday (4), and zoomed to 15,000 Monday (5). No free acts were used but a big fireworks display was put on Monday night and there was exhibition skating in Skateland.

Blue Barron and his ork drew over 1,000 patrons to the Pier Ballroom Sunday evening, with tickets at \$1.50 in advance and \$2 at the door. This was a little less than Tommy Dorsey drew last year. Ride and Fun-house takes were down about 20 per cent.

15,000 Attend Picnic

Labor Day picnic at the park, with all AFL, CIO and independent unions participating, brought out 15,000 Monday (5). Flowers, badges and coffee were given away by the unions and a 36-piece concert band played in the park bandstand, afternoon and evening.

The week of August 29 a freckle-face round-up was held at the park under sponsorship of *The Jamestown Post-Journal*. Prizes amounting to (See *Celoron Reports* on page 85)

Coney Island, N. Y.

By UNO

Final three-day week-end winding up with Labor Day was attended by perfect weather and drew capacity crowds to bring to a close a season which will go down in Coney records for three memorable facts—no Mardi Gras, a wonderful stretch of beach-going weather and not-so-good business due to big polio and some pollution publicity. Labor Day brought many excursions via busses, mainly from out of town, with the percentage largely in favor of Negro customers, gladly welcomed by ops and concessionaires because of their liberal spending. As usual, most Arcades will keep open all winter. Steeplechase Park shutters September 11. Tirza's Wine Bath folded Labor Day night to prepare for Westchester County (N. Y.) Fair on September 9. Scattered rides as well as eateries and frozen custard concessions continue week-ends only, weather permitting.

Another item in elaborate promotional plans for 1950 are Aeroplane races as a regular Thursday event. Chamber of Commerce will also urge for boats from New York to again land at Steeplechase Pier instead of at West 23d Street. Ops are not in favor of the overhead pass in the city's program associated with the building of the Oceanarium and have registered protests.

Helen Bonder and Carol Taraboch are re-engaged for next season by **Johnny Santos** for his souvenir booth in Feltman's. . . . **John McCormack** has sold his novelty business to **George Morrissey**, but will continue as salesman. . . . **Stanley Gersh** to add eight more "Play 21" units to the 48 he has on the Bowery and place his son, **Robert**, in charge. . . . **James John Onorato**, general manager or Steeplechase Park the last 21 years, crashed The New York Sun August 23 with his life's history and photo by **Joseph Mackey**, who captioned the story, "Walks 25,000 Miles Without Getting Flat Feet." He also referred to the fact that Onorato, born 42 years ago, had joined the park's staff at 11 and that his late dad had been a Coney barber.

Philip Calemares, ride owner and candy concessionaire, dates back his first Island bow to 1910 when he started peddling sweets in Brighton and on Surf near West Fifth. Now he also owns a hotel and property on Daytona Beach, Fla., where he moves to after the season. . . . **Jean Gordon**, 30 years prominent as a Coney merchant, still crowding 'em in for a nickel a ride at her Scooter Speedway on Surf mainly due to sister **Maizie's** generosity in doling out free lollypops to kids. . . . **Fred Canfield's** concessions include the Star game on the Bowery and two bottle games, one on Jones Walk and one on the Bowery and West 15th. All three are managed by **Leon Shushan**, son-in-law. Helpers are **Sam Richmond**, **Frank Koyama** and **Bob Ponton** at the Star and **Abel Sheffield**, **Fred Cook**, **Stewart Lyles** and **Arthur Hering** at the bottles. . . . **Murray Handwerker**, son of **Nathan**, of **Nathan's** sidewalk eatery, has joined the Junior element of the Chamber of Commerce in the collection of fireworks deficits.

Carnival Week Ends Season at Hampton

HAMPTON BEACH, N. H., Sept. 10.—A carnival week, ending tonight, brought the season's activities at this beach resort to a close. The festivities were sponsored by the Chamber of Commerce.

Attractions included a style show, fireworks, auction sales, band concerts, awarding of a new car and the crowning of a queen.

Ocean View's Bow Stymied; Lorman Says Spot To Open For Biz in Next Two Weeks

City Inspectors Fail To Okay Wiring and Plumbing

VENICE, Calif., Sept. 10.—John Lorman's plan to have Ocean View Amusement Park bow over the Labor Day week-end was stymied when city inspectors failed to okay wiring and plumbing. Now, Lorman says, the park will open within two weeks using 12 rides and 15 concessions. Ocean View was scheduled to unveil in June but construction delays forced park operators to blow the summer. Present plans call for a winter building program which will keep the rides and concessions operating and allow the park to expand for a full-scale opening next spring. An all-steel building, 60 by 60 feet, lighted by 90 flood lamps, is near completion. It will house the Philadelphia Toboggan Company's Merry-Go-Round. The Little Dipper is finished. The Merry-Go-Round building and the Roller Coaster were designed by Rudy Illion.

The double Miniature Train tracks have been laid. Bridges, switches and semaphores are up. A 100-foot train tunnel is being erected. Plans for a bridge across the train tracks to give access to the Little Dipper have been okayed by the city. Construction started next week.

Last week the task of macadamizing 10,000 square feet of the park was completed. Track for the miniature speedway has been rolled and is ready for use. A total of 15 concession stands have been completed, each one with concrete foundation and sanitary facilities. Latest to be constructed is a frozen custard and ice cream stand, 40 by 25 feet. It will have three frozen custard windows and one for ice cream. Two storage boxes, one with 30 degree temperature and the other with 8 below zero temperature, have been completed

Plenty of Headaches
Major headaches encountered by Lorman include a drain estimated to cost \$1,600 which finally required an outlay of \$7,600, and the rewiring of rides. The rides are Harry Illions's **Bozo** and **Rapids** which had to be rewired with conduit to comply with local regulations. The generator plant supplying juice for the rides had to (See *OCEAN'S VIEWS* on page 85)

Competish, Bad Weather Snafu Detroit Spots

DETROIT, Sept. 10.—Competition from the Silver Cup motorboat races on the Detroit River and the Centennial State Fair, not to mention some tough weather, was more than Detroit amusement parks could overcome over the Labor Day week-end. As a result, park business was down 15 to 20 per cent for the three days.

Spots experienced a cloudburst about 3 p.m. Sunday (4) and it rained intermittently throught the afternoon and evening. Monday's weather was on the cold side.

With one park, **Bob-Lo**, already shuttered for the season, others went into week-end operation. **Walled Lake** tentatively has been set to close Sunday (18), while other parks nearer the city probably will run thru the month. The Casino at **Walled Lake** shutters tonight, with **Bob Strong's** ork in the final one-nighter.

At **Edgewater Park**, Manager **Jack Dickstein** extended the bargain night into an entire family bargain week with reduced ride prices to give the wind-up additional stimulus.

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R-B STRAWS 'EM OUT WEST

Salt Lake Nets Turnaway Biz

General admish, reserve ticket windows forced to close early at Spokane

SPOKANE, Sept. 10. — Ringling Bros.' and Barnum & Bailey Circus is playing to straws and turnaways on its current Pacific Northwest trek.

Spokane fell in with other big spots by giving the org a turnaway at the night show here Wednesday (7). Aided by a heavy advance sale, plus ideal weather, the show was sold out by 7 p.m. for general admissions, and the ticket windows closed. All reserves were gone by 7:30 p.m. Potential customers were still being turned back when the big show started at 8:30 p.m. City fire officials would not allow seating on the straw.

Matinee here was near-capacity. Wednesday was the opening day of school and the small fry were unable to get dismissed early from classes.

Show moved in here from Missoula, Mont., where it gave a matinee performance only Tuesday (6). Show sold out despite the fact Cole Bros.' Circus was in Missoula less than a month ago.

Monday (5) at Butte the org registered a capacity matinee and a turnaway at night, the latter despite rain.

Salt Lake City, played Saturday (3), gave with two straws, but at the matine there was some space in the reserved section which made for only a composite capacity house. The night show, however, it was a straw to the ringbanks and more than 2,000 persons were turned away. R-B followed Cole Bros. in here but did more business than the Cole org. Cole, on a two-day date, had capacity only once, with matinees being light.

Weather Hurts K-M

MERRILL, Wis., Sept. 10.—Windy and cold weather hurt the Al G. Kelly-Miller Bros.' Circus here Friday (2). Matinee was a half-house, with night show getting three-quarters.

Ringling Talent May Get Winter Work in Havana

NEW YORK, Sept. 10.—Ringling circus talent may wind up playing winter dates in Havana if negotiations between John Ringling North, Big Show prexy, and Cuban interests jell.

According to reports, Ringling execs plan about 12 weeks of appearances for a small percentage of the Big Show acts. Ringling talent has often appeared in the past with the Santos Y Artigas Circus, Cuban outfit, during the off-season.

North, in Europe on a scouting trip, recently inked an elephant act and Leon de Rousseau, thrill performer, both with Emil Wacker's Apollo Circus, Germany, for appearances here and in Havana.

A new structure, suitable for the presentation of circus acts, ice shows and similar big attractions, and with a seating capacity of around 6,000, is under construction in Havana. It is hoped to have it ready for November, about the time the circus heads for its Sarasota winter quarters.

Mammy!

Tavlin Crashes Headlines With His \$35,000 Offer to Al Jolson

CHICAGO, Sept. 10.—While Cole Bros.' Circus was playing three spots in Idaho to poor business, Jack (Abie) Tavlin, general manager, hit the headlines with a \$35,000 offer for Al Jolson to join the show.

Tavlin, in Chicago this week, said he definitely had made the offer via wire to the Mammy singer and reported receiving a return wire saying, in effect, that he (Jolson) was interested.

Tavlin's offer, it was said, included, in addition to the 35G per week, use of the show's private car and a Cadillac car.

Meanwhile, the show ran into some

hot weather in Coeur d'Alene, Idaho, Friday (2) and did light business. Both matinee and night shows drew less than one good house. Thursday (1) in Moscow, Idaho, the draw wasn't much better. Matinee was a half-house, with night show getting near three quarters.

In Lewiston, Idaho, Wednesday (31), show had a light matinee but capacity at night.

King Chalks Up Good Business In Neb., S. D.

FULLERTON, Neb., Sept. 10.—A 140-mile jump in here from O'Neill, Neb., Wednesday (7) proved a little tough for King Bros.' Circus and the matinee was almost an hour late. This hurt the matinee crowd, which accounted for a half house, many leaving after a half-hour wait while the show was setting up. Night show drew a full one.

En route here, one of the trucks broke down and some of the equipment failed to arrive until early evening. This was the first circus to play Fullerton in 20 years.

Even rain couldn't stop the King org in Winner, S. D., Monday (5), org registering two full ones. Gettysburg, S. D., Saturday (3), however, business was on the light side, both matinee and night shows being less than half houses. Rain at night hurt, but afternoon weather was fine.

In Mobridge, S. D., Friday (2), the org had a full one at night after a light matinee. At Ashley, N. D., Wednesday (31), the org garnered a full night house. No matinee was given. Valley City, N. D., Tuesday (30) gave with a half house at the matinee and three quarters at night. Linton, N. D., Thursday (1) registered an overflow at night after a light matinee.

Dailey Finds Draw in Ohio On Light Side

Jackson Proves Fair

JACKSON, O., Sept. 10.—Dailey Bros.' Circus is finding business on its trek thru Ohio on the light side. Show, which has been bothered with some late train arrivals since returning from its successful jaunt in Canada, arrived here in plenty of time and was welcomed with good weather. Org drew two three-quarter houses. Many figured this would be a red one because the Dailey show was the first railroad org to play here in 20 years.

A late arrival in Washington C. H., O., Friday (2) made for a late matinee and light business. Matinee didn't get under way until 4:15 p.m. Night show drew a fair house.

Ottawa, O., Thursday (1) gave with light business at both matinee and night shows.

Dale Bros.' Org Sloughed By Rain in Miss. Spot

NEW ALBANY, Miss., Sept. 10.—An all-day rain sloughed Dale Bros.' Circus here Monday (5), org getting two light houses.

Saturday (3), in Ripley, Miss., weather was good but business light. Night show was strong but matinee weak. At Corinth, Miss., Thursday (1), it was a similar story.

UNDER THE MARQUEE

Harper Joy, former circus clown, now a Spokane business man, traveled with Ringling Bros. and Barnum & Bailey on its move from Butte, Mont., to Spokane.

A great showman is somebody who hired a good p.a. and prospered.

While Al and Louise Weir played the Southwest Washington Fair, Centralia, Wash., with their aerial act, they were visited by Weir's brother, James H., and family. James H., now with Vancouver Motors, Vancouver, B. C., was formerly with the Al G. Barnes Circus. . . . Sumner Peterson, CFA, Minneapolis, and Frank Kindler, CFA, St. Cloud, Minn., caught Minnesota State Fair and visited the Wallendas, Terrell Jacobs, Dorothy Patterson, Jim Davidson and Selden, the Stratosphere Man.

Then there is the native who claims he's an old trouter and backs it up with, "I usta sit in the mouth of the tent and take tickets."

Having a paper shortage? The folding kind?

Eddie Howe, contracting press agent for Cole Bros.' Circus, reports that the No. 1 advance car line-up also includes Harry Doran, manager; George E. Caron, boss billposter; Frank Grove, pastemaker and custodian; Mack Powell, boss lithographer; L. Woods, M. Hullinger, F. Ronson and D. Porter, billposters; F. Hopper, William Schmitt, Stanley Beale, Bill McGowen, John Mervine, Paul Jonas and Dewey Shannon, lithographers; Jack Adams, boss bannerman and brigade manager; A. E. Ouitten, brigade, and James Haddon, No. 2 car manager. . . . When Fred Bowers, Ringling-Barnum press agent, was in Denver in advance of the show, he placed a wreath at the monument of Buffalo Bill Cody on behalf of R-B employees. Event, attended by some 500 persons, was broadcast and also photographed by newsreels.

Clyde Beatty Getting Small Crowds in Ark.

Half Houses the Rule

CONWAY, Ark., Sept. 10.—Clyde Beatty is finding Arkansas not to his liking. Half houses are the rule. Only in one of four places did the show register a full one, that at Fort Smith Thursday (1) after a light matinee.

Despite clear, warm weather here Saturday (3), the show garnered less than one good house in two shows. The day before in Morrilton it was the same story, despite the fact the Beatty show was the first railroad circus in the town since 1924.

Rogers, Ark., gave with a light matinee Wednesday (31) and a three-quarter house at night. Schools, which had opened the day before the show arrived, refused to allow the children to leave school early to attend the show.

Hamilton, Wengrow Form Indoor Show; Detroit Date Inked

DETROIT, Sept. 10.—J. H. Hamilton, former aerialist with Hagenbeck-Wallace and Clyde Bros.' circuses, and Jack Wengrow, former circus strong man and more recently connected with various publications in Detroit, have organized the Johnson & Wallace Indoor Circus, with Hamilton as general manager.

The local Moose will sponsor the org at a three-day date here beginning December 6. Show will be held in either the Michigan State Fair Coliseum or the Olympia Stadium, Hamilton said. Verbal agreements have been reached with two other fraternal orgs but contracts have not been signed.

Fleet Bros. Vaudi-Circus Debuts Season October 4

SALEM, Mo., Sept. 10.—Fleet Bros.' Vaudi-Circus will open the winter season in the City Auditorium October 4, with Springfield, Mo., set October 5-6 under auspices of the American Legion. The Salem date will be sponsored by the Junior Chamber of Commerce.

Staff includes L. F. Stoltz, manager; Mrs. Pauline Stoltz, secretary-treasurer; Harry Bell, concessions; Lloyd Stull, program director; Bill Stevens, boss props, and Ed Tripp, Eddie DeBold, James Troup, Al Barta and George Adams, promotional crew.

Circus acts will be augmented by a radio hillbilly unit, featuring Slim Wilson.

Biller Registers Two Overflows In N. Carolina Towns

HIGH POINT, N. C., Sept. 10. —Biller Bros.' Circus, which has found the going a bit rough in Virginia and North Carolina, saw lady luck smile twice on successive days.

Playing here Friday (2), the org pulled a strong matinee and an overflow at night.

Thursday (1), in Burlington, it was a near-capacity matinee and an overflow at night.

SYRACUSE SETS ONE-DAY MARK

Holiday Draw Hits 103,650

Traffic jams hamper activities — relocation plan studied

SYRACUSE, N. Y., Sept. 10. — A record-breaking Labor Day crowd of 103,650 thronged to the New York State Fair here Monday (6) as that event, suspended since 1941, returned to operation on a full-scale basis.

The record-smashing turnout would have assumed even greater proportions but for traffic jams on the way to the fairgrounds. Traffic congestion was so extreme in the afternoon that at the peak of the flow it required anywhere from two to four hours to drive from downtown Syracuse to the near-by fairgrounds.

To prevent greater congestion the fair in mid-afternoon took to radio announcements to urge those who may have planned to go that day to stay away then and go another day.

Much too narrow roads leading to the fair plant and insufficient number of automobile entrances to the plant combined with the huge turnout to cause the congestion.

The traffic tie-ups, plus the huge opening day crowd, was pointed out by many as indicating the need for relocating the fairgrounds on a new site and for building a multi-million dollar modern fair plant.

A State commission, named to conduct a survey of the future plant needs of the State Fair, had turned in a report urging the relocation, but until this week Governor Dewey had refrained from pushing that recommendation. Speaking at the fair Thursday (8), Governor's Day, the governor came out publicly in support of the plan and urged the State to appropriate the necessary funds.

Inasmuch as the possibility of abandoning the present site had existed, only vital repairs were made to the existing Solvay fair plant for the current revival. Actual decision to operate a full-scale fair was made in February and this necessarily affected the make-ready and the type of attractions offered.

Bleachers seating 7,500 were erected to replace the grandstand razed during the war and the bleachers were completed only Saturday prior to the opening. Grand Circuit harness races, always a part of the pre-war program, were not carded.

Instead of running nine days and ending on Labor Day as in the past, (See Syracuse Sets One-Day page 62)

Essex Junction Draws 83,500

ESSEX JUNCTION, Vt., Sept. 10. — The loss of one day to rain, together with showers on other days and the threat of a violent windstorm, cut attendance at Champlain Valley Exposition, August 29-September 4, to 83,500, 13,500 under the 1948 total for seven days. Attendance Saturday (3) topped 15,000.

Plans for next year call for larger harness racing purses and the erection of several new buildings. President James S. Grow and Secretary H. K. Drury said that new buildings planned for this year had to be curtailed. He expects them to be ready for the next staging of the fair.

Contracts for the 1950 exhibition have been awarded to the World of Mirth Shows and George A. Hamid & Son.

KYW Boosting Reading's Fair

(Continued from page 3)

the Reading Fairgrounds, including a five-minute nightly summary of fair news, on-the-scene interviews by station personalities, a mike's-eye view of a beauty pageant, and a special broadcast of the running of four major grand circuit harness racing futurities. The Reading Fair annually draws upward of 300,000 visitors.

Included in the fair promotion is a strong KYW identification as the station for "complete fair news coverage," with 21-foot snipe signs on 125 24-sheet fair outdoor billboards within 50 miles of Reading. The station will also have two giant 17-foot KYW vertical signs flanking the main infield stage opposite the grandstand. Station personalities who will record interviews and impressions for delayed broadcasts include Disk Jockeys Stu Wayne, Johnny Deegan and Tom Rodgers, and Home Forum Director Ruth Welles.

Pitt Annual Tabs Record Of 1,700,000

President Truman Attends

PITTSBURGH, Sept. 10. — An estimated 1,700,000 persons attended the Allegheny County Fair to set a new attendance mark for the five-day event which ended Monday (5).

Despite cloudy skies and some rain, an estimated 300,000 attended Labor Day when President Truman was on hand to deliver a major speech.

Holiday crowds began arriving as early as 8 a.m. The rain hampered the vast crowds attempting to reach the grounds and the resulting traffic jam was said to be one of the worst in the city's history. Dozens of vehicles parked off the road became mired and could only be extricated with the aid of tow trucks.

A free gate makes it impossible to get an accurate count on the crowds. The 1948 attendance was estimated at 1,500,000. Grandstand entertainment, featuring acts, is also presented free.

As in the past, the emphasis was on the presentation of agricultural and commercial exhibits with a minimum of entertainment features.

Minnesota Annual 25,000 Short of '48 Attendance Mark; Labor Day Record

Sunday Rain Cancels Auto Races and Grandstand Show

ST. PAUL, Sept. 10. — Altho it established four one-day attendance records, Minnesota State Fair, which concluded its 10-day run Labor Day (5), failed by 25,000 to reach the 1948 total and was short 75,000 of the 1947 all-time record of 902,693. An all-day rain Sunday (4), coupled with rain the preceding Tuesday (30) and cold weather Wednesday (31), was blamed by Raymond A. Lee, fair secretary, for the attendance drop. The 10-day attendance total this year was 830,040 as compared with 855,011 in 1948, Lee said. The Labor Day wind-up was a new all-time record for that day with 113,327. Previous high was 160,716 on Labor Day, 1947. Other day records set were for Thursday (1), 82,286; Sunday (28), 125,337, and Saturday (27) opener, 75,711.

Altho no final figures are yet available on gross receipts, Lee said the annual will show a profit.

Most amazing, officials said, was the fact that 77,831 persons paid their way into the fair Sunday (4) despite the all-day rain which caused cancellation of afternoon IMCA auto races before the grandstand and the night stage revue. The Royal American Shows midway that day was deserted because of the downpour. The Gypsy Rose Lee show was shuttered the entire day.

Harry Frost, concessions superintendent, said it appeared RAS would not hit \$250,000 for its 10-day run this year. In 1948 its gross was \$265,000 and the all-time record of \$285,000 was set in 1947.

Frost said he expected the concession figure to reach the all-time mark of \$175,000 set last year.

Advance Sale Big

Officials were especially happy over the advanced grandstand reserve seat sale this year. It totaled \$115,000, more than double the \$52,000 previous high set last year.

Because of the Sunday day and night grandstand cancellations, the fair organization is tied in knots refunding \$40,000, Douglas Baldwin, assistant secretary, reported. Night grandstand attendance, he said, showed a drop from the 1948 figure of 136,903 to 96,331, while the day grandstand was 176,823, ahead of the 1948 mark of 171,166. The Sunday cancellation was the first in more than a decade, Baldwin said.

AAA auto races Sunday (28) drew the heaviest day grandstand attendance, 30,366, with the Joie Chitwood thrill show in the No. 2 spot Saturday (3) with 26,533. Labor Day IMCA-sponsored auto races attracted 23,811 paid attendance; Joie Chitwood Thrill Day Thursday (1), 23,175, and stock car races Friday (2), 21,805. The Sunday (28) night grandstand registered the strongest nighttime draw with 14,723.

Because of the Sunday (4) grandstand show was canceled, a free morning auto racing program was conducted Labor Day. Two world records were set for the 18,000 free patrons. Jimmy Wilbur, Indianapolis, drove the five-lap distance in 2:02.97 minutes, beating by two seconds the mark set by Emory Collins a year ago. Collins then came back to travel three laps in 1:13.07, to reduce by two seconds the record set by Ben Musick at the Minnesota track in 1948.

Because of the Sunday (4) rain, the 75,000-odd hardy souls who braved the weather concentrated their efforts on viewing the more than 300 exhibits and concessions. Fair officials said exhibits got more attention than ever before, with more than 35,000 alone visiting the centennial model home.

Quebec Shoots At '48 Record To Top 3250

Hits 42,000 Labor Day

QUEBEC CITY, Sept. 10. — The 38th annual Exposition Provinciale of Quebec, which opened Friday (2), got off to a good start with attendance of 12,000 opening day. By Wednesday (7) the total attendance had passed the 136,000 mark and the management is hoping to top last year's record gate with a total attendance of 325,000.

Biggest day so far was Labor Day, which drew a crowd of 42,367. Official attendance figures released for the first five days are: Friday (2), 12,000; Saturday (3), 15,523; Sunday (4), 41,226; Monday (5), 42,367; Tuesday (6), 25,496.

Plenty of Showbiz

While the Quebec Fair is primarily industrial and agricultural, it offers plenty of entertainment as well as racing and special events, 18 concerts, six well-known bands and five big displays of fireworks.

Because the big skating rink-auditorium on the fairgrounds was destroyed by fire last winter, the *Skating Vanities*, which have usually been the fair's feature attraction, are being replaced by one of George A. Hamid's shows, dubbed the *Vanities of the '49 Expo*, presented by Roger Lebel. Line-up of acts includes Dick Clemens and His Lions; Mike Monroe, trampoline; Kric & Kroc, acro comics; Balzar Sisters, aerialists; Paul Kohler, xylophonist; Tom Barry, vocalist, and Coco, Steve & Eddie, slapstick. Music provided by the orchestra of Will Brodrigou.

Wallace Bros. of Canada shows and rides occupy the midway.

Important!

This copy of *The Billboard* contains an important questionnaire ... important to YOU as a *Billboard* Reader.

Please turn to page 34 and fill in the questionnaire postcard for *The Billboard Annual Reader Survey*. It will only take a minute of your time.

Your reply and thousands of others enable *The Billboard* editors to provide more and better news coverage for the departments that are important to the majority of readers.

Thanks for your co-operation. . . .

. . . . The Editors

Amusements nabob, was a visitor on the Cetlin & Wilson Shows at the Indiana State Fair, Indianapolis, Tuesday (6) and joined a Cincinnati visiting party consisting of E. Walter Evans, Wally Evans Jr., Clarence J. Latscha and Bill Sachs, of The Billboard, and Johnny Anderson, of the Enquirer Printing Company, in putting Issy Cetlin and Jack Wilson on for a sumptuous steak dinner in the Dorso & Goodman dinery on the midway. Wagner regaled those present with his own humorous dissertation, with the usual crackling punctuation, on what's wrong with the carnival business, and related how he, Cetlin and Wilson had once worked together on the old C. D. Scott Shows. After the dinner, Wagner departed for Jackson, Tenn., where his Cavalcade is playing the West Tennessee District Fair this week.

Some midway revue dancers are described as girls, even tho a sharp observer notices the difference at once.

Harvey (Doc) Arlington, veteran of outdoor and indoor show business, celebrated his 70th birthday anniversary during the James H. Drew Shows' stand in Culver, Ind., recently. . . . Dotty Shoemaker was hostess at a birthday party in Endy Bros.' Shows cookhouse recently for Dr. J. K. Bozeman, of the shows, and Ella Pender, Dotty's sister. Guests included Mary Bozeman, Curly Shoemaker and Herbert Ben-

der. . . . Prof. Willie J. Bernard letters from Hancock, N. H., that's he's prepping a tour of fall fairs. . . . Members of Irvin C. Miller's "Brown-Skin Models" visited Charles Taylor's Cotton Club on the Cavalcade of Amusements during the latter's stand in Richmond, Ind. . . . Margaret De Phil, aerialist injured recently while appearing at another fair, was presented a purse by members of Virginia Greater Shows while the org was playing the Eastern Shore Fair, Keller, Va.

Our greatest luxury is the right to beef about our general agents, who, fortunately, are tough enough to stand it.

Mr. and Mrs. Sam Glick, who closed with the Morris Hannum Shows at the Kutztown, Pa., Fair, joined the Joseph J. Kirkwood Shows at Lynchburg, Va. . . . John Wallace, spot store agent, worked the Kutztown, Pa., Fair for Patsy Rosania with Joe Lehr. . . . While J. J. Kirkwood Shows were playing Staunton, Va., to big crowds, the Great Jarvis and Slim Kelly Side Shows topped the shows, while "Paradise Revue" and Fifi's Girl Show did above-average business, Jean Nadja advises. Jarvis took delivery on a new top during the engagement. . . . Among visitors to the Morris Hannum Shows at the Kutztown, Pa., Fair were Sol Baron, concessionaire, and Mrs. Mary Lehr, of Philadelphia.

Midway snarls are the noises made by ride foremen who are in favor of cutting off all extra help except on their rides.

E. K. Johnson, contracting agent with Cetlin & Wilson Shows, boasts the unusual record of 33 years in the carnival business spent on only three shows. He put in 10 years with Rubin & Cherry Exposition, 10 years with Nat Narder, and the last 13 with Cetlin & Wilson. . . . Joe Turner, the old welterweight boxer out of Carmen, Okla., is in his fifth season with Cetlin & Wilson as custodian of the entertaining tent. . . . Theodore Gregory has sold his grab stands and plans to open a restaurant in Youngstown, O., his home town. . . . Al (Kelly) Dear, brother-in-law of John Quinn, owner World of Pleasure Shows, was stage manager for the Tex Ritter Rodeo and other grandstand shows at Michigan State Fair. . . . Morry Rothstein, of the Louis L. Schaffer Company, Cleveland, is back at the Detroit Hotel, Detroit, after a swing thru Ohio, West Virginia and Indiana.

If it's true that 12 carnivals, 20 sheet writers and 30 pitchmen have already worked Hog Waller, Ky., there's one burg with no depression.

Business at the Staunton, Va., Fair was above expectations for the Jarvis Side Show opening night, Jean Nadja writes from Lynchburg, Va. Nadja still has the annex. . . . During Wallace & Murray's Shows' stand at Mountain City, Tenn., Mr. and Mrs. Jimmie Watts tendered their daughter, Coletta, a going-away party preparatory to her leaving for school. Guests included Mrs. Esther Wallace, Flash Williams and family, Riley John and family, Hank Slee, Whitey and Virginia Jones, Heavy and Jean Gray; Connie, Don and Doris Houston, Thomas Shelton, Wilbur Montgomery, Tex and Agnes Starr, Fred Reineke, H. C. and Ella Clark, Mrs. Don Sanders and family, Alice and Lillian Sexton, Mrs. Maudine and Buddy Owens, R. B. Brownie, Betty Langford, Ralph Throckmorton, Bob Watkins, Bob Cogley and Mr. and Mrs. Donnie Greenie.

GOODING BIG IN DETROIT
(Continued from page 63)
making a record high. Top gross was turned in by MacSkill's Hell's Bells, with a record net of \$3,404.52 Sunday, playing at 50 cents, and 25 cents for children. Art Spencer's Lion Drome was second, with Glenn Porter's Torture Show third, taking in \$2,100 Sunday.



METRO DERBY

ORDER EARLY FOR 1950!

- 42 Satisfied Customers are proof of our workmanship.
- The ONLY group game that came through in 1948.
- Positive proof of better than \$1,000.00 a day gross on a Metro Derby this year.
- IMMEDIATE DELIVERY!

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LAST CALL **SEASON ROUTE** **LAST CALL**

WOLFE

AMUSEMENT

V.F.W. First Annual Celebration, Greer, S. C., Sept. 19-24.
4th Annual Fall Festival, Westminster, S. C., Sept. 26-Oct. 1.
American Legion Fair, Lincolnton, Ga., Oct. 3-8.
McCormick County Agricultural Fair, McCormick, S. C., Oct. 10-15.
35th Annual Greenville County Col. Fair, Greenville, S. C., Oct. 17-22.
1st Annual Spartanburg County Col. Fair, Greer, S. C., Oct. 24-29.
2 more weeks to follow—We have the best Armistice Celebration in South Carolina, Nov. 7-12—on the streets

CONCESSIONS: All Hanky Panks open, Fish Ponds, Bumper, Clothes Pins, Hoop-La, High Striker, Custard, Photos, Pan Game, Penny Pitch, Diggers, Mitt Camps.
SHOWS: Any Show with own outfit, Snakes, Wild Life, Side Shows, Funhouse. What have you? Wire Now Don't Miss This Route Wire Now

BEN WOLFE LYMAN, S. C., THIS WEEK

MAGIC EMPIRE SHOWS

WANT FOR THE FOLLOWING BONA FIDE FAIRS

Greenwood, Miss.; West Point, Miss.; Yazoo City, Miss.; Brownsville, Tenn.; Humboldt, Tenn., and Booneville, Miss., with others to follow. Out until Xmas.
Want Shows of all kinds with own equipment.
Can place Kid Rides of all kinds except Rotowhip.
Want Cookhouse, Photo Gallery, also Hanky Panks of all kinds.
Geo. Johnson wants Musicians and Performers for Colored Minstrel Show.
All contact

A. Spheeris, Magic Empire Shows
Paris, Tenn., Sept. 12-17; Greenwood, Miss., Sept. 19-24.

WANTED **WANTED** **WANTED**

ALAMO EXPOSITION SHOWS

Can place Side Show with own equipment, Wild Life without Monkeys or any Show of merit that will not conflict. Also Frozen Custard and all Merchandise Hanky Panks. Fairs and Celebrations from now until November 20th, when we close.
Bristow, Okla., Fair, Sept. 12-17; then Denton, Tex., Fair, Sept. 19-24; then the best County Fair in Texas, Lufkin, Tex., Sept. 26-Oct. 1. All contact

JACK RUBACK, Mgr.
We hold contracts for the 1950 Battle of Flowers on the streets of San Antonio, Texas; all those booking now will have preference.

HEART OF TEXAS SHOWS

Want for Caddo County Fair at Anadarko, Okla.

Merry-Go-Round Foreman, Ride Help, Truck Drivers. Will book Shows, Concessions and Rides not conflicting for this big event. Concession Agents for Bowling Alley and Grind Stores.
All address

HARRY CRAIG
Stillwater, Okla., this week; Anadarko follows.

JIMMIE CHANOS SHOWS

WANT FOR MIAMISBURG, O., FALL FESTIVAL, SEPT. 19-24.

Legitimate Concessions of all kinds, Novelty, Jewelry, Custard, Snow Ball, Grab Outfit, Penny Arcade. Any Shows with own outfit.
All replies to

JIMMIE CHANOS
EATON, O., FAIR GROUNDS

MOTORDROME RIDER-MANAGER

Want Motordrome Rider who can manage Drome and furnish additional Rider. Have good list of Fairs. Must be able to report immediately. Wire

M. A. BEAM, BEAM'S ATTRACTIONS
WINDBER, PA.

THE YADKIN COUNTY FAIR

EAST BEND, N. C., SEPT. 27TH TO OCT. 1ST.

WANT Monkey Show, Five-in-One, Wild Life, Illusion, Fun House or any Show not conflicting. Low percentage, long season. Want one Major Ride, Tilt, Whip, Flyplane or Octopus. This is a good ride date. Want Custard, Pop Corn, Candy Apples, Snow Ice, Hoop-La, Penny Pitches, Long and Short Range, Dart Balloons, High Striker or any GRIND STORE not conflicting. Write

I. K. WALLACE
Lovingsston, Va. All wires: Shipman, Va.

WANTED

RIDES—Rolloplane or Spitfire.
CONCESSIONS—Frozen Custard, Penny Arcade, Hanky Panks, Six Cats, Buckets.

SHOWS—Walk Thru, Iron Lung; Dancing Girls for Girl Show, top salary; Magician for Side Show, Annex Attraction. Paid out of office.

Six North Carolina fairs to follow.

DICK'S GREATER SHOWS
R. E. GILSDORF, GEN. MGR.
JIMMY DAVIDSON, BUS. MGR.
TROY, N. C.

WANT

FOR OKMULGEE COUNTY COLORED FREE FAIR, OKMULGEE, OKLA., SEPT. 14-17

Glass Pitch, Coke Bottles, String Joint, Fish Pond, Popcorn, Cork Gallery, Snow Cone, Candy Apples, all Concessions open. No Acts. Will place any shows with own transportation to follow Muskogee County Colored Fair, Bounton, Okla., Sept. 21-24. Be out all winter.

JOE STARR SHOWS

JANSEN'S MIDWAY SHOWS WANT

Concessions and Shows for all big celebrations in North Dakota. Low rates. Photo, Balloon and Add Darts, Bumper, Novelty, String, Ball Games, Bottles, Cats, Basket, Knife, Blanket, Jewelry.
Carrington, N. D., Sept. 20-23; Litchville, Hatton follow.

DROME HELP

Riders who can do Criss Cross, male or female, for rest of season. Wire

SAMMY LOWREY
c/o Johnny J. Jones Shows
Knoxville, Tenn.

WANTED

NAH AND SWINGER AGENTS

For Albuquerque and Roswell, New Mexico, State Fairs. Phone or Wire

JOHN P. MASON OR JIMMY LUNDGREN
Kessler Auto Court, Blackfoot, Idaho

CARNIVAL WHEELS



24"
30"
36"
for
IMMEDIATE
DELIVERY

WE ARE NOW SHIPPING

BIG 6 WHEEL

SEND FOR CIRCULAR!
MORRIS MANDELL, INC.
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EZE-WAY CUSTARD MACHINE

20 Gallon Capacity; completely equipped; powered by 2-h.p. water-cooled compressor; single phase 110-220 voltage. Used less than year, flawless condition.
\$750 F. O. B. INSPECTION INVITED
LAMBERT BROS.
PLAYLAND PARK
9200 So. Main, Houston, Texas

For Sale—No. 12 Eli Wheel

In good condition. Selling account of ill health. See in operation on Joe Starr Show at following fairs: Sept. 12th to 17th, Charleston, Ark.; 19th to 24th, Boynton, Okla. Contact
MICKY PRICE

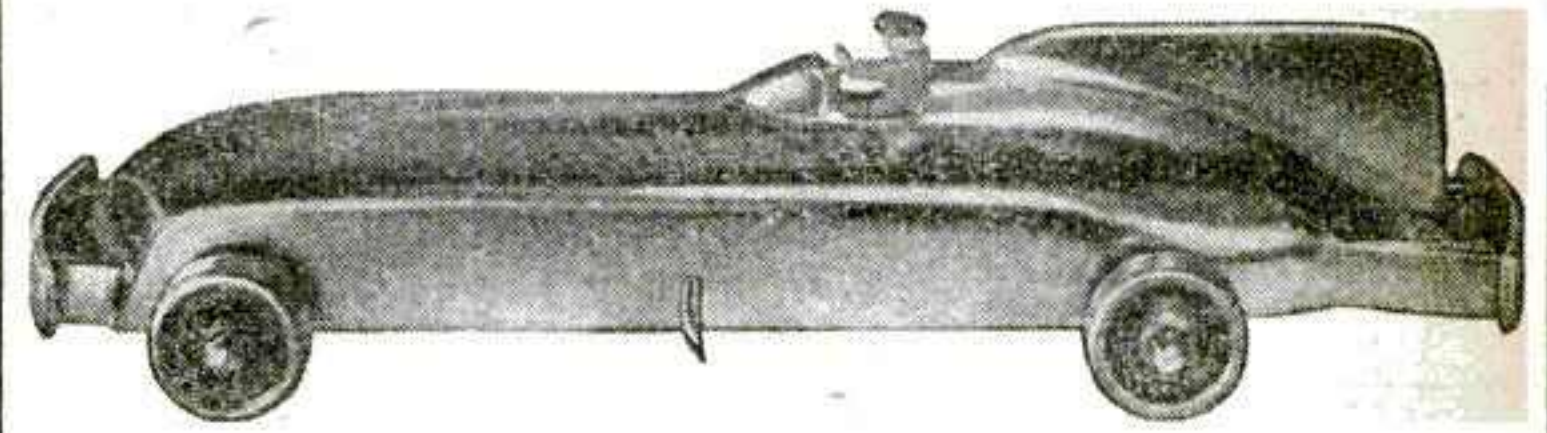
Redwood Empire

TOPPENISH, Wash., Sept. 10.—Mrs. Ray Beneke, who recently suffered a heart attack, has recovered. Mary Richards is up again after being troubled by varicose veins.
F. C. Farrar and Don Heffner took over the bucket store and are proving to be capable agents. Heffner formerly had the nail store and Farrar handled percentage games.
George Allen Haynes, outside man on Skillo, and Tillie Jane Workman, of Prineville, Ore., were married August 27 in Yakima, Wash. A reception at El Adobe Tavern, Toppenish, followed the wedding.
Tony Masetth, owner, has negotiated with F. C. Farrar to winter the show on Farrar's property in Hayward, Calif., following the fall tour of Southern California. — J. GORDON BLATZ.

Bill Lynch

ST. STEPHEN, N. B., Sept. 10.—Shows came in here recently for their first date of the 1949 season on the U. S. border. Town is across the St. Croix River from Calais, Me., and almost half the patrons were from the U. S.
Shows have covered their widest area since before the war, starting last June in Newfoundland. Longest stand was a six-week stop in Halifax, N. S.
Units No. 2 and 3 are playing the smaller towns in the Maritime Provinces, while Unit No. 1 is hitting the larger communities.
With Unit No. 1 are William P. Lynch, owner-manager; George Cavanaugh, superintendent; Paul Gearin, publicity, and Bert Ganter, advance man.

GET MORE FLASH — MORE ACTION with EVANS' STREAMLINED THUNDERBOLT BUMP RACER



The Finest! None Better Has Ever Been Offered to the Trade!
Precision built, quality made for a lifetime of service. Brightly nickel-plated for outstanding flash and top attraction value! Ball-bearing wheels. No overhead wires. Indestructible. Weight, 18 lbs. Complete with bumper post. Send for details.
WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES
H. C. EVANS & CO. 1528 W. ADAMS ST., CHICAGO 7, ILLINOIS

IMPERIAL EXPOSITION CAN PLACE LIMITED SPACE FOR

JOSEPHINE COUNTY FAIR
GRANTS PASS, ORE., SEPT. 18-21, INC.
TEHAMA COUNTY FAIR
RED BLUFF, CALIF., SEPT. 23-25, INC.
AMERICAN LEGION HOMECOMING
VALLEJO, CALIF., SEPT 27-OCT. 2, INC.

AND THE BIG ONE
POLK GULCH FIESTA
SAN FRANCISCO ON-THE-STREETS
DOWNTOWN
10 BIG DAYS AND NIGHTS 10
Starting Oct. 14

Legitimate Concessions. Shows and Rides that do not conflict.
OTHER BIG ONES TO FOLLOW
Contact:
MARTIN E. ARTHUR, Mgr.
Per Route or
MOE EISENMAN
Roosevelt Hotel, Jones & Eddy Streets, San Francisco, Calif.

WANT WANT WANT For CHESTERFIELD, VA., FAIR, Sept. 22, 23 and 24

10 Miles South of Richmond, Virginia.
This is a bona fide Fair, Horse Racing and Grand Stand Attractions. Can place Concessions of all kinds that work for Stock. Place Custard. Mickey Vagell, wire.
Want one more major ride. Place Fun House for balance of season. SHOWS: Monkey, Snakes, or any other show that is clean.
All replies to
HAYES & FLYNN
J. & B. SHOWS
Highland Springs, Virginia

P. S.: No gypsies

W.G. WADE Shows

WESTERN MICHIGAN FAIR, SEPT. 20-24 LUDINGTON, MICH.

Space available for BALL GAMES—FISH PONDS—DARTS and other Games. Can also use one more EATING Concession.
MOTORDROME WANTED FOR LUDINGTON, KALAMAZOO, & LA GRANGE, IND., FAIRS. Address: W. G. WADE SHOWS, Petoskey, Mich., Fair, this week.
P.S.: Kalamazoo Co. Free Fair, Sept. 26-Oct. 1 (follows Ludington). Can place Games, Shows and Rides for this great Kalamazoo Annual—the second largest Free Fair in Michigan. RESERVE SPACE NOW.

ORANGE STATE SHOWS

WANT TO OPEN THEIR WINTER SEASON OCTOBER 10, BENSON, N. C., WITH JACKSONVILLE, FLA., TWO WEEKS TO FOLLOW IN THE HEART OF JACKSONVILLE. GAIN VILLE, FLA.; ORLANDO, THEN MIAMI.
Answer **LEO M. BISTANY**, Mayflower Hotel, Jacksonville, Fla.

Want Rides, Shows with their own outfit and Concessions of all kinds. Get in touch with me if you want a winter season's work. This show stays out all winter.

LYCOMING CO. FAIR

HUGHESVILLE, PA., SEPT. 19-24
ONE OF PENNSYLVANIA'S BEST FAIRS

Will book all kinds of legitimate Concessions, \$3.50 per ft. Good locations available for Eating and Drinking Stands, price according to location. Can book 10-in-1 or any other shows not conflicting. WRITE or WIRE

M. A. BEAM
WINDBER, PA.

PEPPERS ALL STATES SHOWS

WANT WANT WANT
FOR LONG SEASON—WE CLOSE CHRISTMAS WEEK
SEPT. 20-SEPT. 24—SPRINGHILL, LA.
SEPT. 26-OCT. 2—BOSSIER CITY, LA.

CENTRAL LOUISIANA STATE FAIR, ALEXANDRIA, LA., Oct. 4 till 9; then the Garden Spot of America.
HOUSTON, TEXAS, Oct. 13-23, right across from the Shamrock Hotel. 2 BIG SATURDAYS and TWO SUNDAYS, sponsored by 10,000 LEGIONNAIRES.
LA PORTE, TEXAS, Oct. 24-29; sponsored by Odd Fellows & Rebekahs.
WANT RIDES: Will book a Flying Scooter, Spit Fire, Pony Rides. Any rides that do not conflict. Due to fire will book Merry-Go-Round for balance of season and 1950.
WANT RIDE HELP: Must have driver's license. If you drink, stay where you are, as it will save my time and yours. Opening for Foreman on Allan Herschell Auto Ride and Choo Choo Train. Also Roll-o-Plane Foreman.
WANT CONCESSIONS: A-1 Cookhouse, must cater to Show People, Photos, Scales, Hi-Striker, Coke Bottles, Ball Games, Buckets, Bowling Alley, Swinger, Fish Pond, Duck Pond, Cork Gallery, 6 Cats, American Palmistry, Bumper, etc. Hanky Panks, contact.
WANT SHOWS: High class MINSTREL with own transportation and complete outfit. Side Show; Girl Show, F. W. Miller, contact; Snake Show, Harry Harris, get in touch; Motor Drome or any worth-while Show with own transportation.
WANT FREE ACT: Selden, Ricardo, answer. Any outstanding act that can hold the crowds.
CAN PLACE ELECTRICIAN: For two 90 kw. & 30 kw. General Motor Diesel Plants. Must be strictly sober and dependable.
WANTED: Billposter and Publicity Man with transportation. No drunks or characters need apply.
TO SAVE TIME: All matter pertaining to Rides, contact F. W. Peppers Shows. Get in touch with
MIKE CONTI
7639 Greendowns, Houston, Texas Phone Milby 6428
Concessions, Contact
JOHN REED
Peppers All States Shows, Jonesboro, Arkansas

CHICAGO RAILROAD FAIR

SHOOTING GALLERY EQUIPMENT
Practically New with 3 months' use.
COMPLETE WITH .22 RANGE & GUNS

FULL FUN HOUSE EQUIPMENT
Practically New with 3 months' use.
DISTORTION MIRRORS — AIR COMPRESSORS — DROP FLOORS — TWISTERS — KNOCKING FLOORS — ROLLERS — ETC.

FRAME AND GYPLAP BUILDINGS FOR BOTH THESE EXHIBITS ALSO FOR SALE
In Operation Thru October 2nd—Reasonable.

— Contact —
M & R ENTERPRISES 2916 N. DAMEN AVE., CHICAGO, ILL.
Phone: LAkeview 5-6037

FOLK CELEBRATION SHOWS

Want for New Mexico State Fair, Sept. 25-Oct. 2 inclusive, Albuquerque, New Mexico; then Eastern New Mexico State Fair, October 4-8 inclusive, Roswell, New Mexico; and a long string of fairs and celebrations to follow.

RIDES—Can place Dark Ride, Caterpillar, Looper, Little Dipper, Whip, Screw Ball. I will book any Ride I do not have.

WILL BOOK OR BUY SCOOTER

SHOWS—WANT MOTORDROME, Hawaiian Show, Illusion Show, Working World, other money making Shows. Wire or write.

CONCESSIONS—Can place legitimate Concessions of all kinds. Positively no gift.

RIDE HELP—Reliable Foremen and Second Men, get in touch with us. Sign and Scenery Painter wanted at once. Write or wire show this week Northern New Mexico Fair, Santa Fe, N. M., Sept. 14-18.

JOHNNY J. DENTON SHOWS

WANT FOR ATTALLA, ATHENS, ROANOKE,
ALABAMA AND GEORGIA FAIRS

Hanky Panks, will sell exclusive on Long Range, Novelties and Jewelry. Will place Monkey Show, Penny Arcade and any worthwhile attractions not conflicting. Tex Dubose wants for Ten-In-One, annex attraction. Freak to feature, and Working Acts. All replies to

JOHNNY J. DENTON SHOWS

Scottsboro, Ala., this week; then Attalla Fair.

LYCOMING COUNTY FAIR

HUGHESVILLE, PA., SEPT. 19-24

Will book all kinds of legitimate Concessions, \$3.50 per ft. Several choice locations still available for Eating and Drinking Stands.

WANT SHOWS OF ALL KINDS EXCEPT DROME AND GIRL SHOWS.

This Fair has an outstanding program with Horse Races, Thrill Shows and Special Events. Big Children's Day. For space, write or wire

M. A. BEAM

BEAM'S ATTRACTIONS

WINDBER, PA., or come on.

F. M. SUTTON SR. Presents

GULF COAST SHOWS

Will furnish new 20x60 Tent with Banner Front for 5-in-1 or Monkey Show. Will furnish 20x30 Tent with New Banner Front for Snake Show if you have Snakes. Will book Stock Concessions.

We have the cream of the Cotton County: Sikeston, Mo., Sept. 12-17; Charleston, Mo., Sept. 19-24; Manila, Ark., Sept. 26-Oct. 1; Marvell, Ark., Oct. 3-8; Osceola, Ark., Oct. 10-15; Terrell, Ark., Oct. 17-22; West Memphis, Ark., Oct. 24-29, and first in all these towns.

AMERICAN FUNLAND SHOWS

WANT WANT WANT

SHOWS: Can place Funhouse, Wild Life, Side Show, Monkey Show, Dog Show, Arcade or any show that does not conflict.

RIDES: Boat Ride, Miniature Train, Pony Ride, also Kiddie Roller Coaster with own transportation.

CONCESSIONS of all kinds. Also want Agents for all kinds of Concessions.

Cross County Fair, Wynn, Ark., Sept. 12; Brinkley, Ark., Fair, Sept. 19; Eudora, Ark., Fair, Sept. 26; McGhee, Ark., Fair, Oct. 3, and seven more Fairs to follow.

AVERY'S MODERN SHOWS

MT. MORRIS, MICH., AMERICAN LEGION CELEBRATION AND OX ROAST, SEPT. 13-17;
ST. CHARLES, MICH., HOMECOMING AND BARBECUE

Sponsored by Business Men's Assn., Sept. 21-24.
WANT CONCESSIONS of all kinds.

FERRIS WHEEL

FOR SALE—CASH ONLY

Eli #5 in excellent condition. Now operating in Atlantic City. Reason for selling, purchasing new #16. Contact

RAYMOND STONE

HOTEL MARYLAND, MARYLAND AVE, ATLANTIC CITY, N. J.

ROYAL EXPOSITION SHOWS

NOW BOOKING

Shows, Rides and Concessions for six weeks of established Fairs as follows:

BULLOCH COUNTY FAIR, STATESBORO, GA., SEPT. 19TH TO 24TH.
JEFFERSON COUNTY FAIR, LOUISVILLE, GA., SEPT. 26TH TO OCT. 1ST.
HANCOCK COUNTY FAIR, SPARTA, GA., OCT. 3RD TO 8TH.
MIDDLE GEORGIA FAIR, MILLEDGEVILLE, GA., OCT. 10TH TO 15TH.
PUTNAM COUNTY FAIR, EATONTON, GA., OCT. 17TH TO 22ND.
AMERICAN LEGION FAIR, PELHAM, GA., OCT. 24TH TO 29TH.

Can use Shows with own outfits and transportation, also Funhouse and Motordrome. Want Tilt-a-Whirl, Choo-Choo Train, Boat Ride, Rotaries, Potato Chips, Floss Candy, Custard, Photos, Jewelry, Mike, take notice. Vangel Balam and others, please note. Corda Smith, confirm. All address this week.

ROYAL EXPOSITION SHOWS

Clearwater, S. C., then as per above route.

P.S.: Want White Girl Show, also Colored Girl Show, to join in Statesboro, Ga., week Sept. 19.

GEM CITY SHOWS, INC.

WANT FOR THE FOLLOWING FAIRS:

Saline County Fair, Benton, Ark., this week; Ouachita County Fair, Camden, Ark., week Sept. 19; Union County Fair, Eldorado, Ark., week Sept. 26; Ouachita Parish Fair, West Monroe, La., week Oct. 3; Morehouse Parish Fair, Bastrop, La., and 2 more Fairs to follow.

SHOWS

Can place one or two Grind Shows. Shows, contact Ray Marsh Brydon.

RIDE MEN

Can use Second Men on all Rides, must drive semls.

CONCESSIONS

Can place legitimate Concessions of all kinds. Contact Jack Downs, Benton, Ark., this week.

All Others Contact:

THOMAS D. HICKEY, Mgr.

Benton, Ark., this week; then per route.

BARNEY TASSELL UNIT SHOWS

WANT FOR THE BIG THREE TOBACCO FESTIVALS

Bank Roll Spots

Week September 19, Dillwyn, Va., right in town.

Week September 26, Brookneal, Va., right in town.

Week October 3, Keysville, Va., Fireworks, etc.

RIDES, SHOWS AND CONCESSIONS OF ALL KINDS
Positively no gift.

FREE PAY GATE

SENSATIONAL FREE ACT

This is that big little show that works 48 weeks every season.

Write or wire Orange, Va., this week.



"HONESTY IS OUR POLICY"

Playing Benton Co. Fair at Camden, Tenn., Sept. 19-24; Lexington, Ala., Fair following; Athens Colored Fair, North Salem and Green Hill Homecomings, all proven spots.

Sell X on Jewelry, Novelties, Taffy, Ice Cream. Can place: Cat Rack, Glass Pitch, Hoop-La, Clothes Pin Pitch, Coke Bottle, Cork Gallery, Fish Pond, Slum Spindle, Scale and Age and String Game. LEFTY LEVINE, come on if you are interested. RIDES—Have seven office owned. Want none. SHOWS—Ten-in-One, Fat and Monkey Show. HELP—First Man on Wheel, Octopus and Merry-Go-Round. Experienced Funhouse Operator. Stock Store and Color Game Agents. All useful Ride Help who can take orders and stay sober and can drive. Notice: Jim Gulley, contact; also Joseph Mitchell. All replies:

John Portemont, Mgr. Parsons, Tenn., this week

ALEXANDER COUNTY FAIR

TAYLORSVILLE, N. C., WEEK SEPTEMBER 19TH

Want High Act. Wire Mr. Pool, c/o Fair there.

Will place one or two Grind Shows at 25 per cent. Want Concessions of all kinds. Must be legitimate. Come on, will place you. Address

JAMES H. DREW SHOWS

SPARTA N. C., THIS WEEK

LYCOMING COUNTY FAIR

HUGHESVILLE, PA., SEPT. 19 TO 24

Choice locations open for Eating and Drinking Concessions, also legitimate Concessions.

Contact ELTON B. EDKINS, Secretary, Hughesville, Pa.

WALLACE & MURRAY SHOWS

Want for Toccoa, Ga., American Legion Fair, followed by Augusta, Ga., Green St. Lot. Plenty of soldiers, plenty of money. Then eight Georgia Fairs in a row. Want Cookhouse that caters to show people, must be clean. Want Bingo and Diggers. Can always use legitimate Concessions of all kinds. Want Wheel Foreman and Tilt Foreman. No drunks, as that is the reason for this ad. Answers to

AL WALLACE

This week, Cleveland, Tenn.; next week, Toccoa, Ga., American Legion Fair.

Morris Hannum Shows

One of the Great Eastern Shows

DAUPHIN COUNTY FAIR

GRATZ, PA., SEPTEMBER 19-24

WANT SHOWS—Arcade, Wild Life, Fun House, Mechanical City, Unborn, one more Girl Show.

CONCESSIONS—All Legitimate Concessions except Bingo.

RIDES—One or two major and Kiddie Rides, prefer Jenny, Tilt or Caterpillar. Can place one more Ferris Wheel. Need Motordrome for Ephrata Farmers' Day Street Fair, also Sept. 19 to 24; also any Show that can fit on the straight in small space.

MORRIS HANNUM SHOWS

Pottsville, Pa. this week. Reply to Necho Allen Hotel.

WANT for NORTH ALABAMA STATE FAIR

FLORENCE, ALA., SEPTEMBER 19 THRU 26

CONCESSIONS

Grab, Snow, Floss, Popcorn, Apples, French Fries, Novelties, Jewelry, Ball Games, Fish Pond, Hoop-La, String Game, High Striker, or any Hanky Pank, Merchandise Store.

RIDES

Dark Ride, Caterpillar, Looper, Kid Boat Ride, Spit Fire or Fly-o-Plane.

All replies to E. L. YOUNG, Mgr.

ROYAL CROWN SHOWS

Dyersburg, Tenn., now

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

Ferriday, La., Sept. 12-13; Winfield, Sept. 19 to 24
LAST CALL FOR 6 LOUISIANA FAIR DATES

4 OUTSTANDING STILL SPOTS TO FOLLOW.

WANT organized Minstrel Show. I have all equipment; Grind Shows, Hi-Striker, Juice, Chocolate Dip, legitimate Stock Concessions, Aluminum Store, Novelties, or what have you?

ALEXANDRIA, IND., STREET CELEBRATION

Week September 19-24 Inclusive — Auspices V. F. W.

Want Stock Concessions and Shows. Have made tentative arrangement for date. Should be all set now. Get in touch with me at once.

D. P. Rumble

RUMBLE AMUSEMENT CO.

ALEXANDRIA, INDIANA

LONE STAR SHOW

10 RIDES — 6 SHOWS

WANT

For 7 more Fairs, then Jacksonville, Fla.; Jasper, Tenn., Fair, this week; Rome, Cedartown Fair, Butler Fair, Buena Vista Fair, Vienna Fair, Americus Fair, Macon, Columbus, all Georgia. SHOWS—Snake, Motor Drome, Side Show. CONCESSIONS—Jewelry, Long or Short Range, Scales, Age or any Hanky Pank; privilege \$26.00 through Fairs. HELP—Need Side Men who can drive semis, also Bingo Help. Kentuck, contact Harry Harris. All replies:

FRED WEBSTER, Mgr.

CUMBERLAND VALLEY SHOWS

WANT

FOR FIVE STRAIGHT FAIRS—TENNESSEE AND GEORGIA

Motor Drome, Fun House, Glass House and a few more legitimate Concessions. Speedy Palmer, answer. Address all mail and wires to

ELLIS WINTON

Sparta, Tenn., this week; then as per route.

WOM, Rutl'd Ink 1950 Pact; Rain Hits Biz

4th Annual for Bergen

RUTLAND, Vt., Sept. 10.—Frank Bergen, general manager of the World of Mirth Shows, inked his fourth 1950 midway contract here Thursday (8). The deal was consummated with Arthur B. Porter, general manager of the Rutland Fair which ends tonight and where the show appeared this week. Other fairs pact for 1950 by Bergen are the Central Canada Exhibition, Ottawa; the Presque Isle (Me.) Fair and the Champlain Valley Exposition, Essex Junction, Vt.

Rain and cold on each day since the Monday (5) opening have cut heavily into attendance and the shows' take going into today's final sessions is considerably under the 1948 gross. Bernard (Bucky) Allen, Bergen concessions partner, said that spending has been on a par with previous years when crowds could get to the attractions.

Labor Day fizzled when rain and cloudy skies held the crowds to 27,000, little more than half of the usual turnout. Tuesday (6) also was affected by weather, as was Thursday (8) which can usually be counted on to par the big holiday takes.

The muddy condition of the race track necessitated cancelling several events. The condition of the midway was nearly as bad and patrons were reluctant to wade thru the mire.

Rain also affected the org's take last week at the Champlain Valley Exposition, Essex Junction, Vt.

Crafts Exposition Chalks Okay Biz At Sacramento

SACRAMENTO, Calif., Sept. 10.—Crafts Exposition Shows, on the midway at California State Fair here, is expected to wind up with a good share of folding money when the annual closes Sunday night (11).

Fair crowds have been big since opening Thursday (1) and spending okay.

The Dante Magic Revue Tent Show, scheduled for the fair this year, pulled out opening day because of a protest lodged by O. N. Crafts, who claimed his contract for midway attractions was being violated by Dante. Before action could be taken on Crafts' protest, Dante left because, it was said, he was unhappy over his location at the rear of the grounds.

An argument over concession stands also developed between Crafts and fair officials. Crafts maintained his contract called for him to have seven stands on the mall. A settlement was worked out when fair officials agreed to allow Crafts to maintain one novelty hat stand in the area.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Sept. 10.—Visits were made recently to B. & C. Exposition, Gaiety Shows and Al Boxall Concessions, at Monroe County Fair here; the H. William Jones Concessions, Sea Breeze, N. Y., and O. C. Buck Shows at Steuben County Fair, Bath, N. Y. Eight personnel memberships were written on the B. & C. org and 100 on the Buck shows.

Standings in the personnel membership race are: Endy Bros., 301; James E. Strates, 251; Carl Ferris, 138; Cavalcade of Amusements, 137; O. C. Buck, 100; B. & C. Exposition, 63; Al Boxall, 51; Gaiety, 45; Joseph J. Kirkwood, 36; I. T. Shows, 34, and H. William Jones Concessions, 29.

The association's annual meeting will be held in Hotel Sherman, Chicago, November 28-December 1. Program will be the same as in previous years, with all night sessions eliminated. Association counsel and board of directors will meet Monday, November 28, and the general membership Tuesday, November 29. Meetings will continue each afternoon until all business is completed.

We learned with regret of the death of L. C. Heck, August 19, in Bedford, Pa. Heck was manager of the Allegheny Exposition Shows, a member of the association.

John Wulf Installed Showmen's League Legion Commander

CHICAGO, Sept. 10.—John P. Wulf recently was installed as commander of the Al Soponar Showmen's League of America Legion Post 1008. He succeeds Bernie Mendelson.

Other officers are Jack Duffield, senior vice-commander; Al Sweeney, junior vicecommander; J. M. Dugas, adjutant; Ray Oakes Sr., finance officer; Jack Hawthorne, chaplain; Sam Arenz, sergeant at arms; Max Brantman, post historian; Walter F. Driver, secretary; Ward Williams, service officer; William I. Glickman, judge advocate; Dr. J. M. Dugas, dental officer, and Mendelson, delegate to Cook County Council Post. Executive committee includes Mendelson, Lou Keller, Charles Owens, Sweeney, Mel Harris, Morris Lipsky, Morris Privor and Harry Ross.

Wulf calls the attention of members to the fact that the Veterans Administration is now receiving applications for dividends on veterans' National Service Life Insurance. Wulf said any member desiring one of the applications or help in filling it out should get in touch with or write to Walter Driver, secretary, 400 South State Street, Chicago.

Okay Gillies Appointment

REGINA, Sask., Sept. 10.—Directors of the Regina Exhibition Association have approved the appointment of R. H. (Bob) Gillies as manager and supervisor of the Regina Exhibition Stadium.

Important!

This copy of *The Billboard* contains an important questionnaire ... important to YOU as a *Billboard* Reader.

Please turn to page 34 and fill in the questionnaire postcard for *The Billboard Annual Reader Survey*. It will only take a minute of your time.

Your reply and thousands of others enable *The Billboard* editors to provide more and better news coverage for the departments that are important to the majority of readers.

Thanks for your co-operation. . . .

. . . . The Editors

BUFFALO SHOWS

WANT FOR LIVINGSTON, LA., FAIR NEXT WEEK AND THE FOLLOWING FAIRS:
 ALLEN PARISH FAIR, OBERLING, LA.
 SOUTH LOUISIANA STATE FAIR, DONALDSONVILLE, LA.
 WASHINGTON PARISH FREE FAIR, FRANKLINTON, LA.
 WEST CARROL PARISH FAIR, OAK GROVE, LA.
 CONCESSIONS THAT WORK FOR STOCK

WANT FOR DONALDSONVILLE, OCT. 4-9; FRANKLINTON, OCT. 11-15
 C-CRUISE AND LOOPER

Bob Parker, Ernie Slavin, Harry Beach, Bill Herington, Warren Murphy, please contact me.

Kay Jeffrey has well framed Reptile Exhibit in 33 ft. trailer with 1942 Chevrolet tractor for sale. Price right to sell and booked on Show for balance of season. All replies: B. W. HOTTLE, Mgr., Pontotoc, Miss., this week

H. B. ROSEN AMUSEMENTS

WANT WANT

FOR HARDEMAN COUNTY FAIR, BOLIVAR, TENN., SEPT. 19-24

SHOWS—Will book organized Minstrel Show, Fun House, Glass House. Will give good proposition to Motordrome or any Show not conflicting with what we have. RIDE HELP—Want Foreman for Chairplane, Merry-Go-Round, Twin Ferris Wheels, Roll-o-Plane. Second Men on all Rides. CONCESSIONS—All legitimate Concessions open. Have good opening for Diggers, Frozen Custard, French Fries, Chocolate Dips, Popcorn, Candy Apples, Fish Pond, Bowling Alley, Ball Games, High Striker, Guess Your Age, Jewelry. Will book Percentage if you have any Hanky Panks to go with them. Want two Counter Men for Bingo to join on wire. Want Manager for up-to-date Bingo to join on wire. Will book one more Free Act. ALL REPLIES TO

H. B. ROSEN, Mgr.
 WAYNESBORO, TENN., THIS WEEK.

CAVALCADE OF AMUSEMENTS

CAN PLACE

Capable Diesel Operator. Must understand Caterpillar equipment. Want Foreman for Hi-Ball Ride. Can place legitimate Concessions of all kinds for Laurel and Tupelo, Miss.; Eunice, La., and Beaumont, Tex. Have Photos open for all these dates. Will sell exclusive on Novelties for Eunice and Beaumont. Scales and Age open for above dates.

Address: AL WAGNER, Mgr.; Jackson, Tenn., this week

JACKS GREATER SHOWS

WANT

For Waverly, Va., Fair, with Chesterfield Co. Fair, Pageland, S. C., to follow; Pickens Co. Fair, Eastly, S. C., Oct. 3-8; Aiken Co. Fair, Aiken, S. C., Oct. 10-15; Orangeburg Co. Fair, Orangeburg, S. C., Oct. 17-22; with four more Fairs in South Carolina and Georgia and all winter in Florida.

Want Concessions of all kind. Good opening for Diggers, Popcorn, Candy Apples, Custard, Crab and Floss. Will book any Show of merit with or without outfit. Want Musicians and Performers for Minstrel Show. Want High Aerial Act at once. All mail and wires to

FRANK HARRISON, Mgr.; TOMMY BUCHANAN, Bus. Mgr.

WAVERLY, VA., THIS WEEK; THEN AS PER ROUTE.

P.S.: Want Agent for Line-Up Store, office owned.

GRACELAND GREATER SHOWS

46TH AND BOND STS., E. ST. LOUIS, ILL., THIS WEEK; DEXTER, MO., FAIR, WEEK SEPT. 19;

LAKE CITY, ARK., AMERICAN LEGION ANNUAL FALL FESTIVAL, SEPT. 26

CONCESSIONS—Cookhouse, Bingo, Popcorn, Concessions of all kinds. SHOWS—Girl Show, Monkey Show, Snake Show, 10-in-1. RIDE HELP—Foreman for Merry-Go-Round. Second Men on all Rides, must drive semis. Address:

HARRY ALKON, Mgr.

46TH & BOND STS., E. ST. LOUIS, ILL., THIS WEEK.

fiddlers United shows

Want—Stock Concessions of All Kinds—Want FOR ALTON, ILL., ANNUAL CELEBRATION—STARTING WEDNESDAY, SEPT. 14

Free Acts—Fireworks—Automobile Given Away. Followed by Hayti, Mo., Junior Chamber of Commerce Celebration. Want reliable Ride Help that can drive semis. Out till the snow flies. Address: Alton, Ill., this week; Hayti, Mo., next week.

FAIR - - - FAIR

BROWN CITY, MICHIGAN, SEPTEMBER 22, 23, 24

WANT Hanky Panks of all kinds. Will sell exclusive on Bingo. Place Short or Long Lead Gallery. Want two Pit Shows. Can place Octopus, Rolloplane, Kiddie Autos and Miniature Train. Two big spots to follow. Wire—write

SAMMY STONE, Mgr., Royal Empire Shows
 ALGONAC, MICHIGAN

PRIDE OF THE ROCKIES SHOW

WANTS

FOR AULT FALL FESTIVAL AND OTHERS TO FOLLOW TILL DECEMBER

Shows other than Fu. House. Will book Octopus. Want Cotton Candy. Stock Concessions, \$15.00 per week. Need First Men for Wheel and Rolloplane; also capable Agents for Hanky Panks. No racket. For Sale—Smith Fun House with 1941 Tractor, \$8,000.00. Can be booked on show. Wire

Ault, Colo., Sept. 15 to 18; Littleton Homecoming, 21 to 24.
 P.S.: Bob Mason, call me, please.

BULLOCK AMUSEMENT CO.

lean entertainment for the whole family

Wants for the GREAT WILKES COUNTY FAIR AND HORSE SHOW at
 North Wilkesboro, N. C., week Sept. 19

Legitimate Stock Concessions of all kinds—Eats, Drinks, Novelties, Scales, Jewelry, Photo Gallery, Fish Pond, Ball Games, Cigarette Gallery, one Mitt Camp. No racket.

Want Grind Shows, come on; we will place you. No Girl Shows.

Ride Help who can drive; must have driver's license.

Mt. Holly, N. C., this week; North Wilkesboro Fair week Sept. 19; Gastonia, N. C., week Sept. 26; Bi-Centennial Celebration on the streets, Wadesboro, N. C., week Oct. 3; other good spots to follow.

Address.

J. S. BULLOCK, Gen. Mgr., Mt. Holly, N. C.

P. S.—Norman Stegall, contact John Murray.

THIS IS THE BIGGEST FAIR OF THE YEAR
 100,000 ATTENDANCE SURE
FREDERICKSBURG AGRICULTURAL & INDUSTRIAL FAIR
 (FIRST FAIR IN 18 YEARS)
 FREDERICKSBURG, VA.—SEPTEMBER 19-24

ROCKY MOUNT, N. C., FAIR
 WEEK SEPTEMBER 26-OCTOBER 1

PRELL'S BROADWAY SHOWS

CAN PLACE legitimate Merchandise Concessions, Eat and Drink Stands, for all Fairs; Novelties, Age and Scales, Photo Gallery. WANT SHOWS—Unborn, Midget, Funhouse, will finance any new and novel shows. Prof. Vadalia wants Colored Musicians and Performers. CAN PLACE few major Rides, Ride Help, Truck Drivers. Wire, phone or write

SAM E. PRELL, Prell's Broadway Shows

Covington, Va., Fair, this week; Princess Ann Hotel, Fredericksburg, Va., following week.

GEORGE CLYDE SMITH SHOWS

FARMVILLE, VA., FIVE COUNTY FAIR, week of September 19

ROCKYMOUNT, VA., FAIR, week of September 26

VANCE COUNTY COLORED FAIR, Henderson, N. C., week October 3

TIDEWATER COLORED FAIR, Suffolk, Va., week of October 17

WANTED—Ball Games, Pitch-Till-You-Win, Bumper, Fish Pond, Duck Pond, Grab, Photos, Penny Pitch, Hoop-La. All Concessions open except Bingo.

WANTED—Side Show, Girl Show, Mechanical City.

WANT Free Act for week of September 26.

General Ride Help, Ticket Sellers, Truck Drivers.

All replies to

GEORGE CLYDE SMITH SHOWS

Conemaugh, Pa., till September 15; then Farmville, Va.

PENN PREMIER SHOWS

worlds • cleanest • midway

MOORE COUNTY FAIR—6 Days and Nights
 Carthage, N. C., Sept. 19 to 24

Can place all legitimate Concessions. Reasonable privilege for all Hanky Panks. Will book Wild Life, Arcade or any non-conflicting Shows. HELP—Can place Foreman on Chairplane and other reliable Ride Help in all departments. Blinkey Bernstein wants capable Wheel Agent, Blower and Grind Store Agents. A-1 Man for only Line-Up Store on show. No drunks. All Fairs until Nov. 12. Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr.
 Durham, N. C., Fair, this week; Carthage, N. C., next.

AMERICAN EAGLE SHOWS

WANT FOR NEW ALBANY, MISS., FAIR,
SEPT. 19-24

Age, Scales, Bumper, Basket Ball, Long Range Gallery, Bowling Alley, Clothes Pins, String Game, Coke Bottles and others. Want Animal Show, Girl Show or Mechanical Show. Want Ferris Wheel or any Flat Ride. Have a good Southern route.

Have 1946 Spitfire for sale, with or without transportation. Address:
DANNY ARNETT, Mgr.
As Per Route

WILBER'S WOLVERINE SHOWS

Owing to disappointment can place small Merry-Go-Round. Will book, buy or lease Eli Wheel. Can use Concessions of all kinds. Bedford, Mich., Sept. 15-16-17. One more spot in Michigan, then south into cotton country. This show stays out until Christmas. All replies:

HENRY WILBER
c/o Show, Bedford, Mich.

WHITE STAR ATTRACTIONS, INC.

Miamitown, Ohio, this week; Vevay, Ind., right in town, Sept. 19-24; Sellersburg, Ind., Sept. 26-Oct. 1. Several good spots to follow. Can use a few more non-conflicting Stock Shows, also several good, reliable Agents for new Stock Stores. All replies to
A. O. COFFMAN
Miamitown, Ohio, this week

FOR SALE

PORTABLE EIGHT CAR SKOOTER,

\$4,500.00

DON RAY

PHONE 337 ST. JAMES, MO.

FOR SALE

One 1946 Spit Fire. Bottom loader. With or without transportation. Factory built Trailer. All new bushings and head bearings. Address:

American Eagle Shows
Danny Arnett, Mgr.

New Albany, Miss., Sept. 19-24, or per route.

LOOK LOOK Georgia Amusement Co.

Book the following Concessions: High Striker, Mug Outfit, Hit and Miss and Milk Bottles, Penny Pitch, Cane Rack or any Concession that works for stock. What have you? Friends, crops are not so hot in Georgia this year, but by knowing the State as I do I have picked the best. I charge \$15.50 per week for Hanky Panks. Book Kid Auto Ride and Train or small Merry-Go-Round. Abbeville, Ga., this week; Blakely, Ga., follows.

CARNIVAL WANTED

High class Free Act.
Oct. 19-23, inclusive. Bull Shoals Dam payroll.
BETTER BUSINESS ASSN.
Midway, Ark. (Baxter County)

T. & J. SHOWS

Can place Grab Outfit and all kinds of Stock Concessions. This Show will play Florida this winter. All joining now will be given preference. Earl Miller, answer this ad. Important!
Berlin, Ga., this week; then Cairo, Ga.

TEX ROLLINS

FOR SALE

Looper with trailers, 7-Car Tilt-a-Whirl, 16-Car Octopus with trailers. Also other Rides.

BOX 294, c/o The Billboard
188 W. Randolph St. Chicago 1, Ill.

MACK HOGE WANTS FOR DALE CIRCUS

Skillo Agents and capable Outside Men. Wire Clarksdale, Miss., Sept. 14; Cleveland, 15; Le-land, 16; Indianaola, 17, or per route.

WANTED

Sober Bucket Store Agent for choice Southern Fairs. Wire

CARL HERRICK

Gem City Shows Benton, Ark.

RED BRUNK WANTS

Waiters, Dinner Cook and Dishwashers.

W. H. BRUNK

c/o Twentieth Century Shows Waterloo, Neb.

CLUB ACTIVITIES

National Showmen's Association
1564 Broadway, New York

NEW YORK, Sept. 10.—Bucky Allen, general chairman of the banquet committee, has appointed the following chairmen of sub committees: Fred C. Murray, year book; David Brown, tickets; James McHugh, publicity; Joseph A. McKee, reservations; Arthur Campfield, floor arrangements; Jack Lichter, reception; George A. Hamid, entertainment and dais, and Johnny J. Kline editor of the year book. Allen and committee chairman will soon meet to complete details.

The 12th annual banquet of the NSA will be held at the Hotel Commodore Thanksgiving Eve, November 23. The 1949 Year Book, put out in conjunction with the banquet, is expected to be one of the best of our editions. Gerald Snellens, who is getting ads, advises that he has already received a large number and expects to top all previous years.

Applications for membership were received from Paul B. Broudy, Thurman M. Jones Jr., Mordecia Brown, Robert C. Russell, James J. Mortelaro, Scully DeLuccia, H. Theo. Lewis and John S. Dunn. Recently accepted for membership were Dave Wallace, Alonzo A. Crane, Nathan Waterman, Frank Fay, A. J. Orbinski, Edward O'Brien, Frank Campi, Sid Roemer, James E. Perry, Sydney Siskind, William Brodie, William J. Cornish, Frank F. Mercy and Walter H. Brault.

Our smpathy is extended to Michael Ferrone, whose father died recently. Harry Koretsky was in town on a three-day pass from the Veterans Rest Camp, Mt. McGregor, N. Y. Herman Moskowitz, who has been confined to his home for several weeks, is much improved. Jimmy Jamison, high diver, reports from Copenhagen, Denmark, that he is doing fine.

Among club visitors were Harry Rosen, Ben Levine, Martin Gray, Joseph Shaw, Frank Capell, Al Burt, Harry Sandler, Harry Krasnow and Al Jampol.

Vice-President Jack Perry is busy making arrangements for jamborees, but finds time to send in new members. A membership application has been received from Louis Zuckerman, sponsored by Louis (Dada) King, who has almost gained his quota in the race for a gold life membership card. Sam Cohen, NSA representative on Prell's Broadway Shows, writes business is good, and continues to send in members' dues.

Dr. Jacob Cohen, club physician, keeping in touch with the office regarding sick members. James Hurd is at Mayo Clinic, Rochester, Minn., for a check-up. Ben Rosenberg is at the Beth David Hospital, New York, while Harry Mirsky is at the French Hospital. Shut-ins are True Perkins, Irving Udowitz, John O'Rear and Mack Harris. Write to sick members.

Letters have been received from Bill Carsky, Bligh Dodds, Max Cohen, Elwood A. Hughes, Martin Brynes, Joe Trosey, Lester A. Stone, John Shumsky, Webster W. Warren and Carl Schlosburg.

Recent visitors were Al Burt, John Weissman, Murray Friedland, Harry Krasner, Jack Siegel, Sam Weissner,

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Sept. 10.—George Hawk, concession operator at Fairyland Park here, left for the South following the park's closing for the season.

Mr. and Mrs. Woody Gather, Sun-set Amusement Company, visited here. Another visitor was George Kimbrell, Funhouse operator on the Hale Shows of Tomorrow.

Sam Benjamin, chairman of the banquet and ball committee, is expected here shortly, following his season at Walled Lake Park, Detroit, and will start his committee functioning for final arrangements for the New Year's event.

May Wilson, of the Ladies' Auxiliary, went to Omaha to attend the funeral of her sister, Florence Jackson, who died Tuesday (6). Burial in Omaha.

Miami Showmen's Association
236 W Flager St., Miami

MIAMI, Sept. 10.—Bob Hunter, who was hospitalized for many weeks in Syracuse following a major operation, is back in Miami. Jimmie Hurd cards he is at the Mayo Clinic in Rochester, Minn., for a check-up. Max Kimerer, who recently underwent an operation, has been discharged and is convalescing at his Miami Beach home.

Clifford Henry, who has been with the Lawrence Greater Shows as special agent, is back in Miami and will winter here. Willie Wolper, on the road the last five months, is back.

The committee on the Year Book reports ads are coming in at a fast clip. Eddie Elkins sent in a membership application.

Letters were received from Mel Dodson, Dave and Ralph Endy, Mike Roman, Tex Sherman, Bill Vollin, Jimmy Jamerson, who is in Copenhagen, Denmark; Harry Heisser and Carl Hanson.

Michigan Showmen's Association

3153 Case Ave., Detroit

DETROIT, Sept. 10.—Marvin Keys presided at the regular meeting. A total of 64 membership applications was read. I. Sobel and Harry Lewiston, back from a fund-raising visit on the Johnny J. Jones Shows, accounted for 30 of the applicants.

Checks were received from Cetlin & Wilson, Playland, Johnny J. Jones, Happy Holiday and Royal Empire shows. Sam (Pork Chops) Ginsberg worked the Armada (Mich.) Fair.

Visitors included Cadillac Slim, George Lovely, Twenty-Grand Red, Abe Levine, Eppy Glosser and Charley Miles.

Harry Weinraub, Sam Bibring, Harry Horner, Sam Miller, Sam Torres, Charles Smith, Jack Lichter, Edward Elkins and Tom Coffey.

The club secretary visited Max Gruberg and Ben Merson at their kiddie parks at Long Beach, L. I. Both were doing good business.

Have you sent in your dues?

Important!

This copy of The Billboard contains an important questionnaire... important to YOU as a Billboard Reader.

Please turn to page 34 and fill in the questionnaire postcard for The Billboard Annual Reader Survey. It will only take a minute of your time.

Your reply and thousands of others enable The Billboard editors to provide more and better news coverage for the departments that are important to the majority of readers.

Thanks for your co-operation. . . .

. . . . The Editors

MYERS SHOWS

WANT

Hanky Panks of all kinds, Ball Game, String Game, Long or Short Range, Balloon Darts, Add Up Darts, B.B. Lead, Grocery Wheel, Age & Weight, anything in Stock Store, Swinger, Buckets, Six Cats that work for Stock. Some percentage open if you have canvas. Doc Meyers, can use your Store.

Route: Macon, this week; then Newnan, Rome, Gainesville, Griffin; all Georgia.

William Meyers, Mgr.

CORRECTION

Last week's ad should have read: Stamps, Ark., Fair, Sept. 15-16-17; Couchatta, La., Fair, Sept. 20-24; Leesville, La., Fair, Sept. 27-Oct. 1; Many, La., Fair, Oct. 4-8; Mansfield, La., Fair, Oct. 11-15; with long season south following.

Place legitimate Stock Concessions of all kinds. Place Jenny, Roll-a-Whirl, Chair-plane, Pony Ride for season. Want clean Shows with own equipment.

J. L. (JIMMIE) HENSON SHOWS

Per Route as Above

WANT

For nice string of Fairs and Celebrations in Missouri and Arkansas
Pop Corn, Photo, Lead Gallery, Diggers, Stock Concessions of all kinds. Cheap privilege. Will book Grab Outfit or Cook House. Want Shows with own equipment. Want Merry-Go-Round, Tilt, Rolloplane, Octopus or any Ride not conflicting. Will be out all winter. Roy Martin, contact us.

Frear's United Shows

Crane, Missouri, this week, and Yellville, Arkansas, to follow.

Brownie Amusement Co.

WANTS—FOR 4 MORE FAIRS—WANTS

SHOWS: Any Grind Show with own transportation. CONCESSIONS: Cookhouse, Clothes Pins, Photos, Fish Pond, Bumper, Long and Short Range Gallery, Glass Pitch, High Striker, Ball Games, Popcorn and Peanuts. RIDE HELP: Foremen for Merry-Go-Round and Wheel. Second Men on all Rides. Pay day every week. (John Ellis, come on.)
Address: C. W. ADKINS, Mgr.
Hobart, Okla. (Fair), Sept. 14-17.

VOGT'S SOUTHERN AMUSEMENT

WANT

Ride Help, Foreman for Wheel; must drive, top salary. Concessions—Most Hanky Panks open, only one of a kind. Wire what you have. Winter rate. Agents for Roll Down, Skillo, Swinger.

A. B. VOGT, Mgr.

Binger, Okla., Fair, Sept. 14-18

WANTED

SHOWS AND CONCESSIONS

No exclusives. Rides all booked for this spot and two others to follow. 24th and Gaty, E. St. Louis, Ill., this week.

EUBY COBB

415a Chestnut St. St. Louis 1, Mo.

American Midway Shows No. 2

Can place Concessions and Shows. Opening Sept. 19.

Playing Cotton Towns, Fair Celebrations.

GLENN HYDER, Mgr.

Gonzales, Texas, this week

MIDWAY OF MIRTH SHOWS

WANT

Scales, Stock Concessions. Long season south. Want Second Man on Spitfire. Address: Monette, Ark., this week.

BOB HETH

Contact Fair Board at Dexter, Mo., by 6:00 p.m. Wednesday, Sept. 14, or contract with us is canceled.

TOM J. ROSS, Secy.

Dexter, Missouri, Fair

SPITFIRE FOREMAN

WANTED

Also Second Men on Caterpillar

DON FRANKLIN SHOWS

FRANKLIN, TEXAS

C.C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT
WANT WANT WANT

JACKSON CO. FAIR, SCOTTSBORO, ALA., WEEK SEPT. 19, FOLLOWED BY WALKER COUNTY FAIR, JASPER, ALA., THEN ALBERTSVILLE-BOAZ, ALA., WEEK OCT. 3 AND CONTINUOUS ROUTE OF BONA FIDE ALABAMA AND GEORGIA FAIRS.

CONCESSIONS

Can place any legitimate Stock and Hanky Pank Concession, American Palmistry, Race Horse, Short Range Gallery, Age & Scales and Grab.

SHOWS

Can place any show with own equipment and transportation, not conflicting. Funhouse, Glasshouse, good Side Show, Fat Girl, Snake and Midget. Would like to hear from Dolly Dimples, Harvey Wilson, and Zacchini, who own Funhouse or any other good showmen.

HELP

Can place First and Second Men on all Rides. Must be sober and licensed Semi Drivers. Long season South. No phone calls, please.

All Address C. C. Groscurth, Woodbury, Tenn., this week; Scottsboro, Ala., next week

WANT FOR Prell's World's Fair Shows WAYNE COUNTY FAIR

GOLDSBORO, NORTH CAROLINA, SEPTEMBER 19-24

AND 9 MORE TO FOLLOW

WANT CONCESSIONS—Grab, Eating and Drinking Stand, Mitt Camp, Photo, Hanky Panks and Merchandise Wheels. Will book Derby Racer, Rotary, Age and Scales.

WANT Snake Show, Unborn, Wild Life, Motor Drome, Penny Arcade, Monkey Show.

WANT to book or lease Tilt, Caterpillar, Rocket, Sea Cruiser, Pony Ride, Whip or any ride that does not conflict.

CONCESSION AGENTS WANTED—Wheel Agents, Cat Rack Agents, Grind Store Agents. Contact A. R. (Dutch) Whiteside.

Can use Ride Help on all rides. Semi Drivers given preference. All answer.

JOSEPH PRELL or MORRIS VIVONA
Rutherfordton, N. C., this week, then Goldsboro, N. C.

MAD CODY FLEMING SHOWS

WANT FOR FAIRS TILL NOV. 6—ALL IN GEORGIA

2 Good Ride Men that can drive semis. Concessions—Can place a few strictly 10 Cent Stock Concessions, Ball Games, High Striker, Chipped Ice. If you are shooting blanks come on over with us. Our fairs are old established fairs, not promotions. Cumming, Sept. 19 to 24; Douglasville, 26 to Oct. 1; McDonough, Oct. 3 to 8; Tifton, 10 to 15; Jesup, 17 to 22; Dublin, 24 to 29; Adel, Nov. 1 to 6; then Armistice Celebration; address

Mad Cody Fleming, Jasper, Ga., This Week

6 BIG
DAYS

TWIN STATE SHOWS

6 BIG
NIGHTS

Want for Hoke County Fair and Exposition, Raeford, N. C., Week Sept. 19

PARADES, BANDS, FREE ACTS. MERCHANTS GIVING AWAY PRIZES EACH DAY. PUBLIC WEDDING. PLENTY OF EXHIBITS. TWO KID DAYS. BILLED LIKE A CIRCUS—WITH HAMLET, N. C.; FAIRMONT, N. C.; CHERAW, S. C.; LANCASTER, S. C., AND THREE MORE TO FOLLOW.

Can place Sit Down Grab or small Cookhouse, Bingo, High Striker, Long or Short Range Gallery, Photos, Fish Pond, Ball Games. Place any and all Hanky Panks. Good proposition for Shows with own outfits such as Five-in-One, Ten-in-One, Funhouse, Monkey, Motordrome and Girl.

Doc White, Bill Gaudin, Anna Lee King, Speedy Reynolds, contact.

Place Rolloplane, two Kiddie Rides. Can use Ride Help that drive.

This week, St. Paul, N. C.

P.S.: Want Novelties and Demonstrators for Exhibit Building.

ONE WEEK ONLY

AT LIBERTY—Starting September 19th—AT LIBERTY

DE LUXE BINGO SEATS 120 PLAYERS

If you have spot in this vicinity that will warrant operation of this size and character, contact at once.

BURT LAMSON

C/O HAPPYLAND SHOWS

ALLEGAN, MICHIGAN

WANT WANT WANT

GREAT COLORED FAIR, ELLOREE, S. C., OCTOBER 3 TO 8, 1949

Rides, Popcorn, Candy Apples and Bowling Alley booked.

CONCESSIONS: Grab Outfit or Cookhouse, Jewelry, Custard, Photo, Cork Gallery, Hanky Panks of all kinds, also good Jig Show with own equipment, 80-20; P.C.'s, Pan Game, Pea Pool, Under and Over. Must have Hanky Panks with P.C. Other dates pending.

SCOTLAND RIDES, Elloree, S. C.

P.S.: Williams, Photo, answer.

W. R. GEREN Presents

MIGHTY HOOSIER STATE Shows

FOR SALE **RIDE OWNERS—ATTENTION** **FOR SALE**

1940 Tilt-a-Whirl with two 1947 Fruehauf Semis and two 1942 Tractors. No finer equipment anywhere. Complete, \$9,000.00.

1948 Rolloplane with 28 foot Semi and 1945 Dodge Tractor. Ride just like new. Complete, \$6,500.00.

1947 8 Tub Flying Scooter with 1947 Superior Semi built for ride and 1942 2 Ton Dodge Tractor. This outfit cost over \$15,000.00. Price complete, \$8,500.00.

1947 Spitfire in perfect condition with 26 foot Semi built for ride with 2 Ton Dodge Tractor. Complete, \$6,500.00.

10 Car Allan Herschell Kid Auto with New Top. Ride in perfect condition, only \$2,000.00. Have several Tractors and Semis for sale.

6 Downey Telescopic Light Towers. Cost new last year \$600.00 each. Price, 3 for \$1,000.00 or the 6 for \$1,800.00.

One 70 foot all Aluminum Front Gate with two Ticket Boxes. Cost over \$1,000.00 to build. \$400.00 takes it.

Also one 100KVA 2300 single phase Transformer new last year. Price \$600.00. 10,000 feet of 2 conductor Single O—U. S. Marine Rubber Cable in 50 foot lengths at 25¢ per foot.

6 10x12 and 2 12x14 Concessions complete. Royal Blue Canvas by Anchor. No finer concessions anywhere. \$200.00 each. Come pick them out. Up and operating now.

If you are looking for buys don't pass this equipment up. I own 12 rides. Just cutting the size of my show. I am going back to the size where I made my money. Your gain—my loss. This equipment can be seen at Akron, Indiana, Fair this week or at Versailles, Indiana, Pumpkin Show, Sept. 21-24. Then until after sold at my winterquarters at Greensburg, Indiana.

ALL SALES CASH. Replies

MIGHTY HOOSIER STATE SHOWS

W. R. Geren, Owner

P.S.: Sonny Keliholokai, please contact me. I hold two checks for you.

30TH ANNUAL TOUR

30TH ANNUAL TOUR

H.C. SWISHER'S PARADA SHOWS

AMERICA'S FINEST MIDWAY

CONCESSION AGENTS WANTED

FOR RICH HILL, MO., V.F.W. FALL FESTIVAL ON THE STREETS, SEPT. 12 TO 17.
BAXTER SPRINGS, KAN., BIG LIONS' CLUB CELEBRATION ON THE STREETS, SEPT. 19 TO 24. BIG PARADES.

CARL JUNCTION, MO., FAIR, SEPT. 29-30 TO OCT. 1; Then the Big One—CHAUTAQUA CO. FREE FAIR & REUNION, SEDAN, KAN.

If you have been playing blanks here are the spots to get your winter's bankroll. We play 8 weeks in the cotton. Can place for these spots:

CONCESSION AGENTS for office-owned Concessions, Ball Games, Percentage, and it works. Want Agents for Penny Pitch, String, Bumper, Blower, Scales, Coca-Cola. Those who answered my last advertisement are here making money. Get with a show that moves and plays proven spots. Will book Photo or any other Concessions that work for stock. Will place Front Man for factory-built up-to-date Funhouse. All wire or phone above dates.

H. B. Swisher, Parada Shows

WANT TO BUY—Up to date OFFICE TRAILER for Cash.

P.S.: We have our own Mitt Camp.

Central Amusement Company

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

WANTS FOR FOLLOWING FAIRS:

Whitakers, Sept. 12-17, followed by Murfreesboro, Seaboard, Windsor, Scotland Neck, Robesonville, all North Carolina; then Loris and Andrews, S. C.

If you have had it rough, get with this string of proven spots. All Grind Stores open, also P.C. if you have Stock Stores.

Can place Motordrome, Custard, organized Jig Show, have complete outfit. Can place other Shows of merit; we have some Tops, 20x30 and 20x40.

Can place Bingo. Karl Alzora can place Half and Half, good proposition. Can also place Penny Arcade, Kiddie Rides, Funhouse. All contact

SHERMAN HUSTED, MGR.

Whitakers, N. C., this week; Murfreesboro, N. C., Sept. 19-24.

JOHNNY J. JONES EXPOSITION

CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS FOR

CHATTANOOGA INTERSTATE FAIR

CHATTANOOGA, TENNESSEE, SEPTEMBER 19 TO 24
ADDRESS

Morris Lipsky, Mgr., Johnny J. Jones Exposition

Knoxville, Tennessee

HIAWATHA SHOWS

WANT FOR PAW PAW, MICH., GRAPE FESTIVAL, SEPT. 22, 23 & 24, AND DECATUR, MICH., CELERY FESTIVAL, SEPT. 29, 30 & OCT. 1.

THESE ARE ANNUAL STREET EVENTS AND NO QUICK PROMOTIONS.

Can use Hanky Panks of all kinds. Everything open except Bingo, Percentage, Popcorn and Novelties.

Will book Ten-in-One or any worth while Show of merit.

No Rides needed as we have plenty.

Now playing Greenville, Mich., this week, on main street, under Chamber of Commerce. All replies to TONY CARL, Asst. Mgr.; GLEN D. WYBLE, Mgr.

CLUB ACTIVITIES

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Sept. 10.—The first fall meeting is scheduled October 6. The membership committee has 26 applications on file. List includes W. Rippe, Dave Feltman, William Swailes, Howard Fisher, Fred Silber, R. C. Johnson, Emile Wippier, George A. Carr Jr., Sam Arrigo, Melville Glynn, George Kalesnikoff, Charles S. McKague, Ben Fisher, Robert A. White, Norman Robinson and Bert Payne. These are credited to Harry Shore, John C. Ray, Herb Payne, Neil Webb, John F. Enright, John W. Gallagan, Rube Liebman, Jack Kaplan, Vince McCabe, K. H. Garman and Earl Tauber. The 26 applications are in addition to those mentioned in previous columns.

Ed Raymond is in St. Luke's Hospital, Marquette, Mich. Mike Wright is still confined to St. Joseph's Hospital, Milwaukee. William B. Starr has been discharged from the hospital. William O. Perot, W. C. Deneke, Tom Volmer, William E. Saunders and Bob Seery are still confined.

Secretary Joe Streibich visited the Thomas Joyland Shows at Crown Point, Ind.; Wallace Bros.' Shows, Elkhorn, Wis.; Royal American Shows, St. Paul, and the Conklin Shows in Toronto. Harry Shore turned over seven membership applications to Streibich in Toronto.

Lou Leonard left on a trip South.

DICKERSON SHOWS

Want for Sharpsburg, N. C., Tri-County Fair, Sept. 19-24; others to follow.
Stock Concessions all open. Place Girl Show or any Show with own outfit. All address:
FRANK DICKERSON
Society Hill, S. C.

The Lou Kellers, Ed Sopenars and Ray Oakes spent the Labor Day week-end with the Streibich family in Delavan, Wis. James M. Cole and Lew Stone, of the Jay Gould Circus, visited the clubrooms. Dave Russell had his concessions at the CNE in Toronto. Carl J. Sedlmayr Sr., Frank Duffield and Lloyd Cunningham visited the CNE.

Early banquet reservations have been received from Ned Torti, Milo Anthony, K. H. Garman, Thomas Henderson, Eddie L. Young, Sam Delaney and William T. Collins.

Mike Doolan is ready to leave for Hot Springs. President Bob Parker is preparing for a swing East and South. Maxi and Betty Herman had their concessions in Toronto.

Ladies' Auxiliary

The summer membership drive, which proved a great success, according to Elsie Miller, chairman, closed September 1. The Millers, Bob and Elsie, recently visited Hennies Bros., Shows.

Mrs. Billie Wasserman is on the sick list. Carmelita Horan, recently returned from a motor trip to Ponca City, Okla., was on the sick list a few days but is okay again.

Mrs. A. L. Filograsso and her co-chairman, Mrs. Henry Belden, report donations of cash and/or merchandise still are being accepted for the bazaar.

SACRAMENTO, Sept. 10.—A 100-mile championship auto race, using Indianapolis type cars, will be held at the State fairgrounds here October 23. The race, under auspices of the American Automobile Association (AAA), will be promoted by J. C. Agajanian, San Pedro.

Show Folks of America San Francisco

SAN FRANCISCO, Sept. 10.—Regular meeting was presided over by Bill Coles, third vice-president, in the absence of President Eddie Burke. Invited to the rostrum were Sammy Corenson, Nate Cohn and Council Raiford.

Members present after absences were Mr. and Mrs. J. E. Waterman, Billie Hodges, Fred Hansen, Lillian Gibbons, Cecil Slocum, Mr. and Mrs. Orrie Blome, James McCaffery and Eddie Harris.

Mrs. Otto Boehn reported Harry Low seriously ill in San Francisco Hospital. Mrs. Milt Williams recently underwent surgery in Mount Zion Hospital. Dr. Mannheim reported Jack Brooks will not undergo his eye operation for six or eight weeks.

Meeting of Monday (12) will be homecoming night for Eddie and Marie Burke. Nellie Baker visited the McCloskey Centennial Shows when the org played San Mateo.

1950 Los Banos Dates Apr. 27-May 1

LOS BANOS, Calif., Sept. 10.—Dates for the 1950 Los Banos Festival will be April 27-May 1. Art Craner, festival manager the past 12 years, again will be in charge.

This winter Craner and wife will reside in Southern California and Arizona and be on the lookout for new attractions and ideas to incorporate into the Los Banos Festival. They will take up residence in Los Banos after January 1.

CARNIVAL ROUTES

- (Continued from page 55)
- Stumbo, Fred R.: Chanute, Kan.; Huntsville, Ark., 22-24.
 - Sunset Am. Co.: (Fair) Marshalltown, Ia., 13-16.
 - Tassel, Barney: Orange, Va.
 - Tatham Bros.: Lovington, Ill.
 - Thomas Joyland: (Fair) Goshen, Ind.
 - Thomas, W. A.: Scribner, Neb., 14-16; Beemer 17-18; North Loup 20-22.
 - Tidwell, T. J.: Frederick, Okla.
 - Tinsley, Johnny T.: (Fair) Jackson, Ga.; (Fair) Griffin 19-24.
 - Tivoli Expo.: (Fair) Pocahontas, Ark.; (Fair) Berryville 19-24.
 - T. & J.: Berlin, Ga.; Carlo 19-24.
 - Turner Bros.: East Prairie, Mo.
 - 20th Century: Waterloo, Neb.
 - Twin State: St. Pauls, N. C.; Raeford 19-24.
 - United Expo.: (Fair) McAlester, Okla.
 - United Liberty: Sallisaw, Okla.
 - United States: (Fair) Grantsville, W. Va.; Marion, Va., 19-24.
 - Utah Expo.: Cortez, Colo.; (Fair) Holbrook, Ariz., 20-24.
 - Valley Expo.: Gonzales, Tex.
 - Veterans Expo.: (Fair) Waycross, Ga.; (Fair) Douglas 19-24.
 - Veterans United: Red Oak, Ia., 12-14; Crete, Neb., 15-18; Dunlap, Ia., 19-21; Exira 22-24.
 - Victory Expo.: Clovis, N. M.; Plainview, Tex., 19-24.
 - Virginia Greater: (Fair) West Point, Va.; Smithfield 19-24.
 - Vogt's Southern Am.: Binger, Okla.
 - Volunteer: (Fair) Springfield, Tenn.; (Colored Fair) Lebanon 19-24.
 - Wade, W. G., No. 1: (Fair) Petoskey, Mich.; (Fair) Ludington 20-24.
 - Wade, W. G., No. 2: (Fair) Coldwater, Mich.; (Fair) Bourbon, Ind., 20-24.
 - Wallace Bros.: Cape Girardeau, Mo.
 - Wallace Bros. of Canada: (Fair) Renfrew, Ont.; (Fair) Lindsay 19-24.
 - Wallace, I. K.: Lovington, Va.
 - Wallace & Murray: Cleveland, Tenn.
 - White Star Attrs.: Miami, O.
 - Williams, John, & Sons Rides: Greensboro, N. C.
 - Wilson Famous: Morton, Ill.; Eureka 22-24.
 - Wilson Greater: Kingman, Ariz., 14-18.
 - Wolf Greater: (Fair) Fairmont, Minn., 16-18.
 - Wolfe Am.: Lyman, S. C.; Greer 19-24.
 - World of Pleasure: Auburn, Ind.
 - World of Today: Joplin, Mo.
 - Young's Am.: Milan, Ill., 14-18.
 - Young, Monte: Salt Lake City, Utah.
 - Ziegler: Waterville, Wash.

Keller, Va., Okay For Masucci Org

KELLER, Va., Sept. 10.—Despite some bad breaks during the week ending Saturday (3), Virginia Greater Shows garnered satisfactory biz at the Eastern Shore Fair. Date marked the first fair played this season by Rocco Masucci's org.

A lengthy night grandstand show, including a Horace Heidt unit, kept patrons off the midway until a late hour with resulting light business. On Tuesday night a power failure plunged the midway into darkness just as the blow-off crowds thronged the midway.

Wednesday night was lost to a rain storm. Crowds and biz thruout the remainder of the week were good, especially on Saturday when stock car races and boxing were featured in front of the grandstand.

Org had a fence-to-fence contract, except for a few local eating stands.

Frank Elliott

SHELBURNE, N. S., Sept. 10.—Org has been enlarged for the fair season. This was the final still date of the season.

Len Sugrue joined with two concessions and Wendell Elliott added a crackly korn conesh, bringing his total to four. Owner-Manager Frank Elliott has a new car.

Concessionaires hop-scooting with Dailey Bros.' Circus when it played this area were Teddy Shiers, Brad Gould, Don Baiani, Ted MacDonald, G. W. (Twitter) Johnston, Frank and Glen Elliott and the writer.

Ride men include Arnold (Peaches) Noiles, Ferris Wheel foreman; Johnny Bristol, Chairplane foreman, and Tony Gilbert, Whip foreman.

Concessionaires include Len Sugrue, shooting gallery; Albert (Goonie) Robinson, chocolate wheel; Stubby Fergusson, beat-the-dealer; Freddie MacPhee, dice cage; G. W. and Dick Johnston, rolldowns; Wendell Elliott, over and under seven; Stan Gould, darts; Bub Sarson, rabbit race; Charlie Gilbert, jingle board; Johnny Smith, ball game; Teddy Shiers and Brad Gould, raffle dazzle; Don Baiani, big six; Diani Elliott, chocolate dip; Russell (Chips) Merrill, potato chips; Cleo Gillis, glass toss; Archie Bristol, crackly korn; Glen Elliott, big six; Billy Hope, country store; Lodie Gould and Vernon (Stubby) Head, cookhouse.—DICK JOHNSTON.

J. A. Sparks

HARTFORD, Ky., Sept. 10.—Org played the Ohio County Fair here to good results. Eddie Steele joined as legal adjuster, replacing E. H. Broome, who went to the Johnny J. Denton Shows. After a long illness, Dick Fennell has turned over duties of office secretary to Ted Fisk. Show carries a large navy searchlight, which operates nightly. Last week's stand, a still date at Princeton, Ky., was good. Bob Gregory, en route from Burkeville, Ky., to Hartford, was in a wreck. He and his two small children were injured and his truck was demolished.

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. . . . The Editors

N. Y. Area Spots Tee Off Season To Good Crowds

NEW YORK, Sept. 10.—Favored by crisp, cool weather, most metropolitan area rollerdromes swung into their full schedules this week with gala reopening parties and sizable crowds.
Debuts were as follows: Wednesday (7), Hillside, Richmond Hill; Thursday (8), Bay Ridge, Brooklyn, and Fordham, Bronx, and Friday (9), New Dreamland, Newark, N. J.; Park Circle, Brooklyn; Queens, Elmhurst; Twin City, Elizabeth, N. J., and Wal-Cliffe, Elmont. Eastern Parkway, Brooklyn, reopened in mid-August.
Other ralleries like Empire, Brooklyn; Gay Blades, Manhattan; Shore, Neptune, N. J.; Staten Island, New Dorp, and most America on Wheels spots skated into fall programs without interruption.

Most operators, with better opening night crowds than last year, faced the year with mild optimism.

Two met dromes showed costly re-decorating jobs. First nighters at Hillside saw brand new pine paneled walls, repainting inside and out, a new Hammond organ with all attachments, and a new ladies' lounge and skate room. At Twin City a costly new ceiling of colored spun glass, wall and window drapes of the same material and improved lighting and seating facilities have been added.

Most arenas featured exhibitions by champions as debut fare.

At New Dreamland, there was an all-star show, emceed by Steve Ellis, radio sportscaster. Stars who exhibited included Midge (Tuffy) Brasuhn, Roller Derby bad girl; *Skating Vanities* star Peggy Wallace; the New Dreamland champion novice fours, and world table tennis champions Sandor Glancz and Laszlo Bellak of Hungary.

Jones Beach Inks ARSA for Repeat Of Roller Shows

NEW YORK, Sept. 10.—All-star roller revues, sanctioned and presented by the U. S. Amateur Roller Skating Association (USARSA), drew record crowds this season to the outdoor arena at Jones Beach, park officials say. An estimated attendance of almost 25,000 spectators saw the five shows, skated on Sunday evenings, July 10 and 31; August 21 and 28, and September 4. All were directed by USARSA Prexy George Apdale. Casts were made up mostly of Americans on Wheels and Mineola champions. This was the third year of organized USARSA shows on the park rink.

Each time Jones Beach officials treated performers, association people and their guests to de luxe dinners at the park restaurant and to free use of swimming and recreational facilities.

According to Pete Carter and Lee Netter, in charge of special events at the beach, the series is rated as its most popular entertainment package. Contracts have been signed, they revealed, for a series of five shows next season.

Winged Wheels Loot Hiked to 7G Value

NEW YORK, Sept. 10.—Merchandise prizes for the Winged Wheels Derby, roller racing event being conducted by *The New York Journal American* and department of parks, have reached the figure of \$7,000, newspaper officials revealed yesterday. Additions, since last week (*The Billboard*, September 10) include a 14-karat pair of gold plated skates by Union Hardware, and enough Chicago, Globe-Union, Rollfast, Kingston, Winchester and Union Hardware street skates to bring the total to 600 pairs.

All boys and girls in the five

1,200 at Debut Of New Horvath Bethlehem Spot

BETHLEHEM, Pa., Sept. 10.—Well over 1,200 skaters and spectators were on hand Thursday (1) for the grand opening of Skadium Roller Rink here, a new rink operated by George Horvath.

On hand to assist Horvath with the many details attending the opening were Cecil Milam, operator of Arena Recreation Center, Washington, Pa., and president of the Pennsylvania chapter, Roller Skating Rink Operators' Association (RSROA), and K. D. Strayer, owner of Skateland, Johnstown, Pa., and chapter secretary. During the afternoon they also helped break in new help in the skate and check rooms for Jimmy Costello, who has been named manager of the rink. Bob Williams is the organist.

Following ceremonies from the platform, which was filled with floral tributes from friends of Horvath and Costello, Arthur Litzenberger, operator of Crystal Palace Roller Rink, Philadelphia, presented 35 skaters from his rink in a show that was a distinct click. Accompanied by the Crystal Palace organist, the show drew commendation both for the brand of skating exhibited and costumes. Along with Litzenberger, who handled the mike, the skaters were accompanied by Crystal Palace pros.

Built especially for roller skating, the Skadium has a stone cote front with four entrance doors of full-length plate glass over which appears the rink name in neon letters. Along the front wall and extending to the highest point is a large panel with lighted stars. The rink is also equipped with a large, modern restaurant with stools and benches, built to serve skaters as well as transient trade.

The skating surface is free of poles. Adding to the interior's beauty is an exceptionally high ceiling with an array of lights.

Moonlight Records July Biz Increase

PASADENA, Calif., Sept. 10.—Moonlight Rollerway here registered the best July, from the standpoint of gross, it has experienced in the past three years, according to Manager Clifford Neschke.

The rink will be closed September 11-16 for renovations, Neschke reported, reopening September 17. On that night there will be special numbers and skating exhibitions by State and national champions. The session will last until midnight.

Daniel Mulcahy, operator of Seaview, a summer skating rink at Salisbury Beach, Mass., plans installation of a heating system in the establishment so that it may operate the year 'round.

Roller Relay, Inc., has received a Delaware charter to conduct roller skating matches. Company capital is 2,000 shares of no par value stock. Offices are listed at Corporation Trust Company, Wilmington.

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... The Editors

boroughs of New York are eligible.
Deadline for individual entries is September 15 and for relay teams, September 25. Applications are being accepted at 520 city playgrounds and by mail at Winged Wheels headquarters in the Journal American Building. District eliminations are scheduled for September 19 to 28 at city playgrounds; borough championships for October 1 and the finals for Columbus Day or the mall in Central Park.

Preps "Int'l Skating Guide"
NEW YORK, Sept. 10. — Sam Finkelstein, editor of *International Roller Skating Guide*, announces that the publication will be off the press soon. Finkelstein, who has been instrumental in organizing roller skating sessions for the blind at the Light House, headquarters for the New York Association for the Blind, says profits from the edition will be used to distribute braille editions of the volume. His latest project—to teach blind adults to skate—is expected to get under way soon at the Jewish Guild for the Blind.

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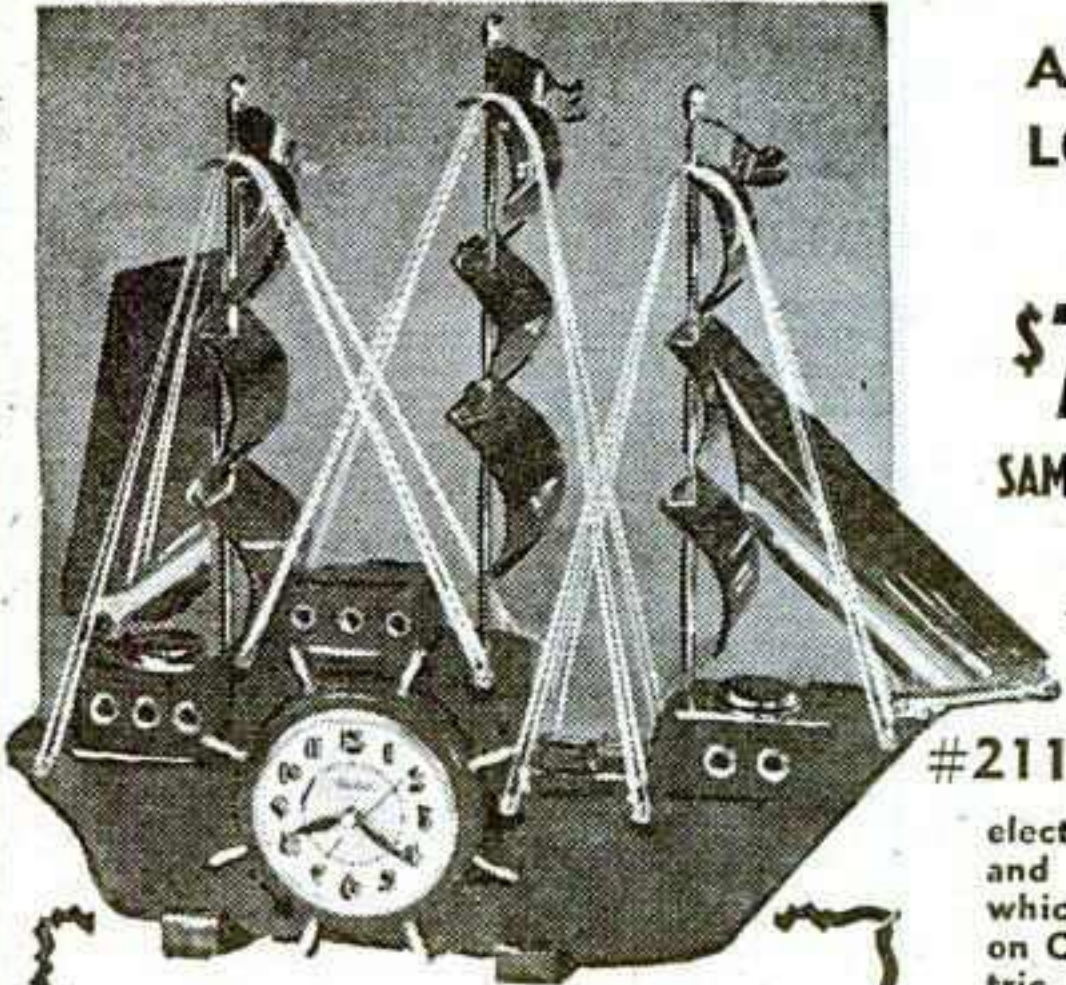
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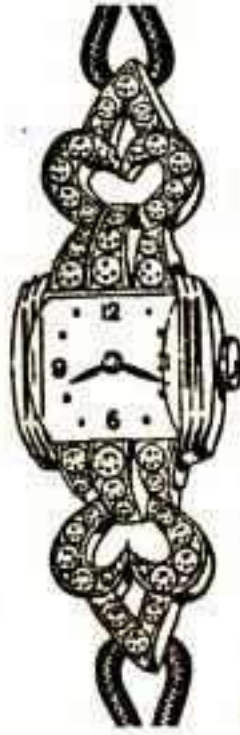
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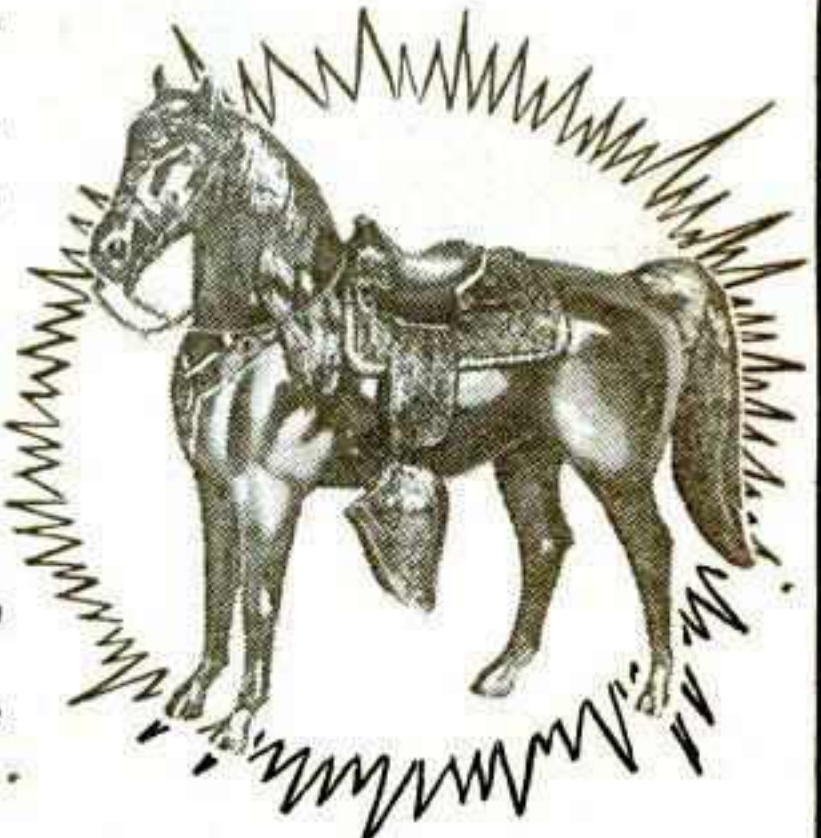
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NOTICE—WE HAVE THE FOLLOWING ITEMS ready to go on one or two day's notice; first order samples; these prices cover packing and shipping only; if you want other consideration add 30% and buy from one of our distributors in your state; we may have a radio broadcast near you also; DuPont FullFashion Nylons in strict first quality, 15 denier, finest made, \$10 dozen; same in irregulars, \$8 dozen; same in #1 converted toes, \$8 dozen; same in #2, near perfect legs, \$3 dozen; rejects, \$1.25 dozen; Men's Rayon Ankle Socks, rejects, 85¢ dozen; same in better grade, \$1.35 dozen; Men's Rayon Regular, 95¢ dozen; Service Cotton Socks, 85¢ dozen; Classy College Sport Socks, extra flashy, \$1.60 dozen; same in Boys, \$1.05 dozen; Bobby Sox, 95¢ dozen; small children, 85¢ dozen; Ladies Rayon Panties, assorted sizes and colors, \$3.50 dozen; same in Briefs, \$3.50 dozen; Girls Rayon Panties, \$2.75 dozen; Children's Cotton Briefs, first quality, \$1.60 dozen; Men's Cotton Undershirts, athletic type, finest quality, \$3.50 dozen; same in boys, \$3 dozen; Men's Athletic-type Cotton Trunks, \$3.50 dozen; same in boys, \$3 dozen; Men's Polo Cotton Shirts, \$5 dozen; Chenille Goods priced way down: Bedsprings, all-over Chenille, waffle design, tulip trim, extra fine, \$7; Peafowl design, all-over Chenille, assorted colors, first quality, \$5.50; second quality, part Chenille, light weight, assorted colors, \$2.50 each; all-over Chenille Loop Rugs in white or dip dye, 25x36 inches, \$2.50; same in 28x48, \$3.75; same in 30x60, \$5; same in 36x60, \$5.75; the Chenille Grippo Rug, 48x72, extra, \$10.25; Chenille Seat Cover and Bath Rug, 18x30, both 95¢; Chenille Robes in white or colored with fancy trim, light weight, \$3.50 each; Chenille Robe in white or color with contrasting overlay heavy, \$4.50; Robe of the Month in contrasting candy color rows, extra heavy, beautiful, \$5.50; all-over solid gold color Fountain Pen, Ballpoint Pen and Pencil Set in Case, an instant seller, 80¢ set; everything ready to go; no inquiry necessary; cash, part cash, or C. O. D. Order from this ad. Sibert Jobbing House, 79 Shallowford Warehouse, Chattanooga 4, Tennessee, Phone 9-7949.

NOVELTY, SOUVENIR, CIGAR, NEWSSTAND operators—20 different Pocket Comic Items that make our pussies sweet and sweat profits for you; sample assortment, \$3 postpaid; refunded if not satisfied. J. R. Brownlow, Box 3163, Terminal Annex, Los Angeles 54, Calif. ocl

NYLON DEALERS—HERE IS WHAT YOU'VE been looking for; our number 500 sheer, clear, full fashion Dupont Hose, fancy packed 3 pair to box in seasonal colors, sizes 8 1/2 to 10 1/2 at \$6 per dozen. McDonald Mfg. Co., Ooltewah, Tenn. se17

NYLON, NOTION AND NOVELTY DEALERS—You will find our quality, service and prices outstanding, with complete satisfaction guaranteed. Prices on request. United Sales Co., 118 West Main St., Chattanooga, Tenn. Phone 8-9530. se17

NYLONS—THEY ARE HERE; FULL FASHION- ed DuPont Nylon Stockings; style 500 (clear, sheer), packed in individual cellophane envelopes and 3 pair to each lithographed box, \$6 dozen; our (everyday wear) Style 300, packed same as above, except plain boxes, \$3.50 dozen; satisfaction guaranteed. McDonald Mfg. Co., Ooltewah, Tenn. oc8

OFFER NEWEST ITEMS FIRST—MONTHLY bulletins tell where to get 100 newest products before reaching open market, details free. Publishers, Gardenville 3, N. Y.

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1500 varieties for stores, taverns, etc., \$4 per 100; free catalog. Koehler, 335 Goetz, Lemay 23, Mo. se24

PLASTIC SCALLOPED TABLE CLOTHS—Latest prints, 54x54, \$6.50 up doz; Plastic Aprons, \$1.75 up doz.; Plastic Table Cloths in three color prints with aprons to match, \$10.50 doz. sets. Samuel Rosenzweig Acces. Co., 8 Herz St., Brooklyn 12, N. Y.

QUICK EXTRA CASH SELLING CHRISTMAS Cards—Request free samples; it costs nothing to try. Elmcraft Chicago. 5930 S Western. Chicago, Ill. oc22

REAL GIRL PHOTOS—TREMENDOUS PROF- its; sell on sight; 24 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa. se17

RE-NU TYPEWRITER RIBBON—MAKES LET- ter markings bright; sample 25¢; salesmen and dealers wanted; big profit. Re-Nu Co., P. O. Box 707, Tacoma, Wash. se24

RURAL ROUTE MEN - MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune. Box 100. Mount Morris, Ill. ocl

SALES STIMULATOR'S DEAL - RETAILERS cost \$5.95; your commission, \$4 plus; write for free sales kit. Dept. BB9, Winfield, 1372 39 St., Brooklyn 18, N. Y. ocl

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry items; direct factory connection. Pickering Company, 180 North Main, Attleboro, Mass. se24

SALESMEN—THE "PASSING EYE" IS HERE! Newest, smartest auto accessory, used for passing on the highway; sample, \$4; 3 to 24, \$3.22 each; gross, \$3 each. Haylin Co., Box 1556, Columbus 16, Ohio.

SELL "GEM-LITE" LUMINOUS PAINTS (Glow in the Dark), many uses; colors: blue, green, yellow, violet; jar, \$1; complete kit, \$3.50; folders; dealers write. Gem-Lite Products, 12691 Charest Blvd., Detroit 12, Mich. se24

SELL NEW, USED CLOTHING FROM HOME, auto, store; Men's Suits, \$1.25; Leather Jackets, 85¢; Overcoats, 56¢; Dresses, 18¢; Ladies' Coats, 38¢; other bargains; catalog free. National Mail Order, 1219K So. Jefferson, Chicago 7. np

SENSATIONAL NEW \$1 XMAS ITEM!!!—WILL sell millions! Card, Speciality, Agents, Jobbers, rush \$1 for sample, particulars; some state, city franchises open; Hurry! This is Hot!! Kris Kringle Gift Hunt, P. O. Box 575, Hollywood, Calif. ocl

STATE RIGHT \$20 PER MONTH ON SIMPLE efficient Cooker and Heater; nothing like it. D. D. Robert's, 104 S. Patterson St., Valdosta, Ga. se17

TERRIFIC—NEW, FAST SELLING AUTO- matic Gun that shoots colorful bubbles; 79 cent retailer; exclusive territory open. Write Viking Corp., 23-D1 So. Howard St., Baltimore 1, Md.

WANT SOME MONEY QUICK—CALIFORNIA Perfume Beads sell on sight; jobbers prices; particulars free. Mission, 2328BB W. Pico, Los Angeles 6, Calif. se24

WINNING LINE, GREETING CARDS FOR '49; tip-top profits, big variety boxes; write today for details, sample offer. Charles Ufert, 16 E. 17th St., New York 3. se24

51-54 GAUGE FULL FASHIONED NYLONS—Our leader, \$6.50 per dozen; #2's, \$3.50 dozen, in individual cellophane envelopes and packed 3 pair to the box; 3 pair of each grade sent parcel post prepaid for \$3; satisfaction guaranteed or money refunded. Lookout Hosiery Co., Box 1221, Chattanooga, Tenn.

\$5,000 BETWEEN NOW AND XMAS SHOWING new smart Firestone Velon, "3 in 1" Shopping Bag; women buy several; commissions advanced daily; sample furnished. LeNard, 179-M Washington, Chicago. np

No. .02 Men's Gold Plated Massive Solitaire \$3.25 Doz. \$36.00 Gr.

No. 191-H MEN'S IMIT. HEMATITE Gold Flash Sides \$3.25 per doz. \$36.00 per gr.

We will include without additional charge an attractive cardboard tray with every order for one doz. 12 trays with gross rings.
Free Catalog. Minimum order, one dozen. Over 500 styles \$1.00 and up per doz. Send 25¢ with order, balance C.O.D.
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This item sells like hotcakes! Each bird with suction cup attached. Large assortment of colors. Best made.
\$1.50 Doz. **16.00** Gross **15.00** Gross in 5 Gr. Lots

New Hot Specials!
CLICKER BIRD—That comical new sensation. Doz. \$1.75; Gr. \$20.00
3 PC. GOLD PEN SET—\$4.95 tag. Doz. 7.20
25% Deposit With C. O. D. Orders. SEND FOR FREE NOVELTY CATALOG
BENGOR PRODUCTS CO.
119 5th Ave. N. Y. 3, N. Y.

ANIMALS, BIRDS, PETS

ACTIVE HEALTHY LARGE BLACK DRAGONS, \$4 each, two for \$7.50. Reptile Gardens, El Paso, Tex. se24

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BABY MEXICAN BURROS (DONKEYS)—VERY gentle; ideal for pets, shows. I. W. Boden, Springville, Tennessee.

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DOUBLE SEXED YEARNING CALF—SEE IT, believe it at my farm 12 miles east of Harrisburg, Pa.; turn south one-half mile from Blue Star Restaurant. John G. Geesaman.

FOR SALE—FIFTY CANADIAN BEAR CUBS, six months old, fifty dollars each, plus crating. F. O. B. Nashua, Benson Wild Animal Farm, Hudson, N. H.

HEALTHY SNAKES, ALL KINDS; ALSO AL- ligators, Boas, Horned Toads, Armadillos, Gila Monsters, Tortoises, Terrapins, Wild Cats, Badgers, Raccoons, Hawks, Falcons, Peafowl, Squirrels, Rats, Mice, Giant Jungle Rats, Deodorized Skunks, Pumas, Monkeys, Guinea Pigs, Monitors; forty years shipping experience; always under the same name. Phone 141, Otto Martin Locke, New Braunfels, Tex. ocl

MONKEY, WHITE FACED CAPUCHIN, 2 1/2 years old, wears clothes, clever tricks. Mrs. Margaret Bergman, Rd. 2, Irwin, Pa.

TRAINED 2 YEAR PUMA, NICE LOOKING, healthy; doing 5 tricks. George Marshall's Animal Reptile Farm, R. F. D. 1, Nashua, N. H. se24

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2 BEAR CUBS ABOUT 6 MOS. OLD FOR SALE—Canadian Black, \$35 each, F. O. B. Syracuse, N. Y.; 1 large African Green Monkey, male, 6-8 yrs., \$20. Fred W. Searle, Suburban Park, Manlius, N. Y. se17

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Brand New—Not Reconditioned
Sweep-second hand runs or stops at click of button. 2-tone dial. Polished chrome case. Leather strap. Six or more, \$4.00 each. Sample, \$5.00. Individually boxed, 10¢ each extra. 1-year written material and workmanship guarantee. Instruction book included.
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Brand new, genuine imported Swiss wrist watches—NOT reconditioned. Dial sparkles with beautiful rhinestones and simulated rubies. Sweep-second hand. Round Chrome Case. One-year written material and workmanship guarantee with each watch. With leather strap or stainless steel expansion band. Individually boxed, 10¢ each extra. Order NOW!
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This big bouncing bunny inflates to 28" high, attracts youngsters & older too. Sells on sight, big profit for streetmen everywhere. Don't miss cashing in on this profitable Pioneer Giant Rabbit. Assorted colors. Ask your jobber or The Pioneer Rubber Company, 107 Tiffin Road, Willard, Ohio.

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- 7 Ass'd. Designs: Skull, Snake, Horse-shoe, Indian, etc. Sizes from 8-13. Hand made.
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CORRECTION!
To our Sept. 3rd advertisement.
OTHER FEATURE ITEMS
6 PHOTO BOOK LOCKETS & 4 PHOTO HEART LOCKETS. Mother of pearl, free imprinting, State Fair, resort town, army posts, etc. \$12 Doz. Sample \$1.00.
Sensational Fair Seller—Key to My Heart, girl's bracelet. Gold finish or white. \$6.40 per doz. \$6.00 in 3 doz. lots. Sample 65¢.
Heavy Colossal Idents. Formerly advertised at \$9.00—Our price \$6.00 doz. Gold or white finish. Flattened heaviest chain made, huge plaque. Sample, 50¢.
1/3 deposit, balance C. O. D. Kindly allow for postage.
AZTEC DISTRIBUTING COMPANY
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Attn.: Merchants, Dealers, Auction Sales. Buy DIRECT from Reliable New York Importer. Glowing Oriental reproduction extra-heavy 9 by 12 room size RUGS! Perfect Quality. Woven through to back of durable, fine selected Rayon-Cotton Yarn to give years of Wear. Greatest Money-Maker today! ALL SIZES. COLORS. \$2.50 up. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order. balance C. O. D. AGENTS WANTED.
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Your reply and thousands of others enable *The Billboard* editors to provide more and better news coverage for the departments that are important to the majority of readers.

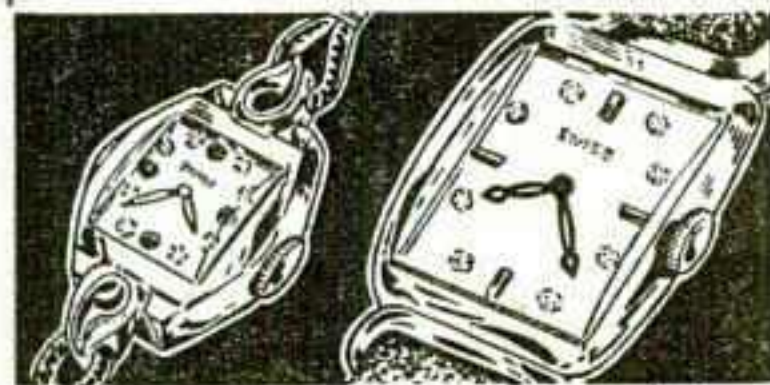
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"LUMI GIRLS"
\$2.50 Per Dozen (Min. order 2 doz.) Samples, 2 for \$1.00
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BEVERLY, MASS.



Sparkling, brand new case. A fast mover—Expansion Band included—Works rebuilt with precision accuracy.

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Ladies or gents 7 Jewel rhinestone dial re-conditioned watches, \$7.95. Ladies or gents 15 jewel, rhinestone dial reconditioned watches, \$9.95. Above prices apply in lots of three or more—

25% deposit on all C. O. D. orders. Send for Catalog.



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CARNIVAL CONCESSION—LUNCHES, SANDWICH Bar; sales, \$200-\$300 day; fully equipped new trailer, complete kitchen, deep freezers, Ford truck, sleeping quarters; travel Ohio, nearby States; profitable; price reasonable. Apple Company, Brokers, Cleveland, Ohio.

FOR RETIRED MAN AND WIFE—TOURIST court, store, cafe, living quarters and long frontage for trailer park, on federal highway 1 going south, little effort and good income. O. B. Seavy, Broker, Real Estate & Rentals, 18 Johnson Building, Augusta, Georgia.

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FREE FOLIO — WHOLESALE SUPPLY Sources, Business Deals, Plans, Ideas, Formulas. Kolamite Co., Box 572 E, Dayton, Ohl. se17

GETTING ORDERS BY MAIL EASY IF YOU know how; revealing booklet free. Howard House, Melrose 916, Massachusetts. ocl

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POP CORN VENDING OPERATORS, DISTRIBUTORS, Specialties in Pre Pop Corn; write or wire for prices; we ship everywhere. National Pop Corn Co., 107 Commonwealth Ave., Buffalo 16, N. Y.

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TRADE MAGAZINES — CURRENT COPIES; business, professions, music, radio, writers; sports, hobbies; all fields; free price list; Commercial Engraving Publishing Co., 34H North Ritter, Indianapolis 19, Ind.

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BEAUTIFUL NATIVE MADE GRASS HULA Skirt mailed prepaid in U. S. \$3; Cellophane, \$4. Hawaiian Hula Shop, 3082 16 St., San Francisco, Calif. oc15

CLOWNS' AND BURLESK COMICS' PROPS, Wigs, Accessories; free list (assortments, \$5). "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. ocl

SINCE 1869—COSTUME BARGAINS, CHORUS. dollar up; Principals, three up; no catalog; state wants. Guttenberg, 9 W 18th St., New York 11, N. Y. oc22

150 DROP CURTAINS AND DRAPES DIRECT from the stock of Lester, Ltd.; must see to appreciate; list sent on request. The Costume Mart, 67 E. Lake St., Chicago, Ill. Open Tues., Wed., Fri., Sat. noon 'til 5 p.m.

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NO MORE "GARBAGE PAIL ODORS" — Make 20 gallons "Liquid Deodorizer Spray" for \$2 without machinery; kills bad odors, freshens rooms, destroys insects, washes floors and windows, germicides upholstery (will not stain); "evaporates in air like magic"; send \$10 money order for guaranteed original formula. Instructions, supply source, label direction. Anthony Di Grezio, 23 Ellsworth Ave., Melrose, Mass., U.S.A.

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ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S Halsted, Chicago, Ill. oc15

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ICE CREAM VENDING TRICYCLES—USED this season only; cost \$208 each; will sell for \$125 F. O. B. Chicago; in good condition; can be converted for hot dog sales; have 23 of them; cash with order. S. Bonde Concessions, 2808 Wentworth Ave., Chicago 16, Ill.

TWO SIMPLEX SOUND PROJECTORS; 2 Superior Sound Projectors, with all equipment; also 35MM. Sound Features. A. Kollmar, 364 Dewey Ave., Buffalo, N. Y. se24

3 CONCERT GRIND ORGANS, PLENTY RECORDS, all play, must sell; make offer. Dave McCann Antique Shop, 829 E. Spring St., St. Marys, Ohio.

FOR SALE—SECONDHAND SHOW PROPERTY

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed S. O. S. Cinema Supply Corp., Dept. L. 602 W 52d St., New York 19. np. se24

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FOR SALE—NEW CONCESSION STAND BUILT on small truck, \$400. Darwin Welker, 49 South St., Leroy, N. Y.

DRIVE-IN THEATRE SPEAKERS, \$15 PER SET; complete Drive-In Projection Equipment, slightly used, \$2,500; Projection Equipment for small theater, used, \$1,250; also new equipment at lowest prices; contact nearest office Theatre Suppliers. Florence S. C. or Henderson, Ky. se24

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FREE MOVIES (2,000)—Send 50¢ FOR LISTINGS to obtain films loan free. Educational Film Center, Dept B, 133 Murray St., Elizabeth 2, N. Y.

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TENT FOR SALE—80 BY 140 FEET, ROUND end, fire proof, complete with stakes, pole, lighting equipment, platform and seats, used one month; new cost, \$7500, will sacrifice for quick sale. Write C. S. Parker, P. O. Box 415, Norfolk, Va. Phone 84227.

TENT, 30x50; ONE GABLE END; TOP ONLY repaired, ready to use; serviceable, does not leak. \$125. Thompson Bros., Aurora, Ill.

THEATRE SEATS, FOLDING CHAIRS, TENTS, Blues, Outdoor Seats, Projectors, 16mm. Film. Lone Star Film Co., Dallas, Tex. se24

TWENTY FIVE PASSENGER FLEXIBLE BUS, suitable for athletic teams, orchestra, carnivals; new 1948 G. M. C. motor; priced to move fast at \$2500 or best offer. Eddie Skeets, Worthington, Minnesota, se24

WANTED—BUILDING TO RENT FOR ROLLER rink business. Write Joseph Freitas, 252 E. Main St., Amsterdam, N. Y.

WILL MAKE PRICE THAT WILL SELL ALL of my rides at Aurora, Ind., Oct. 1; if interested, see them there. P. M. Rumble, Petersburg, Ind.

YOU CAN BUILD 12 PASSENGER KIDDIE Chairplane for \$100, including motor; tested plans, \$5; free catalog. Brill, 228-B North University, Peoria, Illinois.

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NEW! 1949 EDITION OFFICIAL CONCESSIONAIRE Guide Book now available; only \$1; jam-packed with moneymaking ideas, games, formulas; buyers guide on equipment, supplies for concessions, roadside stands, carnivals. A & A Sales, 18-B City Terrace, Newburgh, N. Y. np

STUDENTS, CLERKS, TYPISTS, UPGRADE yourselves; learn Triplespeed, the NUABC shorthand; join Selfstudy Club; earn course. Capital City College, Washington 5, D. C. se17

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15 MINUTES MASTERS ADVERTISING AND Sign Lettering; complete system; Sign Painters' Secrets, Cartooning Book; all three, \$1; free circular. ABEnterprizes, Box 875, Peoria, Ill.

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A NEW SUB MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope pitch; each unit weighs less than pound, easily concealed; write for brochure, specifications, price. Nelson Enterprises 336 S. High St., Columbus, Ohio. se24

AAAAA WHOLESALE TRICK CATALOG, 10¢ —"World's Largest Line." (Pitchmen's Headquarters); fast-selling specialties. Arlane Mfg. Co., 4462-B Germantown, Philadelphia. ocl

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DELUXE MONEY MAKING MACHINE—FEED it blank paper, out comes genuine dollar bills; baffling! amazing! mysterious! Parcel post, insured, money back guarantee, \$2. Pop, 8710 Sierra, St. Louis 17, Mo.

NEW 1949 CATALOG MINDREADING, MENTALISM, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology Books; 164-page illustrated catalog, 30¢; wholesale. Nelson Enterprises, 336 S. High St., Columbus, O. se24

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MISCELLANEOUS

HANDI GROMMET KIT—MAKE PROFESSIONAL repairs to your canvas; replace those torn out grommets with this kit; complete with hole cutter, inserting die and supply for grommets; sizes, 3/8 inch hole, \$2.35; 7/16 inch hole, \$2.50 plus postage. Lord & Hodge, Middletown, Conn. se17

JIMMIE RODGERS, ERNEST TUBB, CARTER, Acuff, Arnold, Willis, other records bought, sold. Evans, 2215-B 7th, Lubbock, Texas.

SIDEWALL — WATERPROOF AND MILDEW proofed, complete with grommets and rope; Green or Khaki, approximate 8 oz., 6x100' \$54.56; 7x100', \$63.04; 8x100' \$71.52; 9x100' \$80; 10x100', \$88.48; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. Phone: Cadillac 5691. ocl

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—DRUM OUTFIT (4 DRUMS AND Cases); Leedy professional, like new price 1/3 cost. E. Williams, Schwenkville, Box 82, Pa.



PEEK-A-BOOS Peek-a-Boos with Key Chains, with all the new and latest sensational pictures. All assorted beautiful models in EACH dozen with gorgeous looking girls. Minimum Order, 4 Dozen—\$4.00. One Gross—\$8.50. Nature Boy's Squirrel Ash Tray, complete with boy, ash tray and rubber hose and tube. Dozen—\$5.00. All these items have the newest and latest pictures. They are terrific. Immediate delivery. 25% deposit—Money Order, Cash or Certified Check, Bal. C. O. D. Jobbers or Distributors, write or phone us. Two-Piece Sliding Telescope Key Chains with gorgeous, beautiful girls. Gross—\$10.00. Key Chain, television type, with five gorgeous girls. Minimum Order, 2 Dozen—\$4.00. One Gross—\$18.00. SPECIAL Farmer's Daughter Booklet. Minimum Order, 6 Doz.—\$10.00. One Gross—\$18.00. Snappy Suzie in the Shower, terrific number. Minimum Order, 6 Dozen—\$10.00. One Gross—\$18.00. HARRIS NOVELTY CO. Philadelphia 7, Pa. 1102 Arch St. Phone No.: Market 7-9848

SELL NYLONS GUARANTEED AGAINST RUNS!

AMAZING guarantee gives FREE Nylons if hose runs or snags! Impossible? It's true! Regardless of cause—whether fault of hose or wearer—KenDEX nylons are replaced FREE if they run, snag or become unfit for wear within the guarantee period up to THREE MONTHS! Complete line of women's beautiful hosiery - all weights, sizes and lengths, including sheerest 15 denier 51 gougé. Not sold in stores. Nationally advertised in Life, Saturday Evening Post, Ladies Home Journal, McCall's and Women's Home Companion. Awarded Seal of Approval by Good Housekeeping magazine. Also complete line of men's fine hosiery guaranteed ONE FULL YEAR or replaced FREE! No money or experience needed to earn big, steady income writing orders in spare or full time. We deliver and collect. Advance cash plus huge bonus. Complete moneymaking sales outfits FREE and prepaid. No obligation. Nothing to pay now or later. Opportunity to have others sell for you. Rush your name and address on postcard and you'll be making money next week. KENDEX COMPANY BABYLON, 97, N. Y.



EVERY KID CAN BE AN EXPERT BATON TWIRLER Just A Twist Of The Wrist And It SPINS Red-White & Blue • \$15.00 Silver Tinsel Head • \$15.00 Gold Cord w. Tassels • \$15.00 Gross 1/3 DEPOSIT • BALANCE COD. Chas. Demee Mfg. Co. 108-116 E. WALNUT ST. MILWAUKEE 12, WIS.

ROYAL CREATIONS 30 seconds is all you need to sell Hand-Carved Jewelry of crystal clear Plexiglas. "Nothing inside mystifies" creates sales. Earn \$30 to \$75 a day. Write Now for sales plan or \$3.75. Act at once. 1133 Broadway Dept. B New York 10, N. Y. Copyrighted material

Advertisement for CIRCLINE Fluorescent Fixtures, featuring a lamp illustration and text: 'A MILLION SALES with CIRCLINE Fluorescent Fixtures The greatest lighting fixture yet made. Here's Your Big Opportunity for Big Money Making. LOWEST PRICES Direct From Manufacturer Write for Catalogue'

Advertisement for BELNORD PRODUCTS CORP., featuring text: 'DESIGNERS • MANUFACTURERS • DISTRIBUTORS FLUORESCENT FIXTURES 714 Cherry St., Phila. 6, Pa. LOmbard 3-7789'

Advertisement for ART MODEL PHOTO KNIFE, featuring an illustration of a knife and text: 'Two Blades Highly Polished Carbon Steel. Unbreakable Plastic Handle with Beautiful Art Photo 1584BB \$3.95 Per Doz. 10 Doz. or More—\$3.50 Per Doz.'

Advertisement for ROHDE-SPENCER CO., featuring text: '223-225 W. MADISON STREET CHICAGO 6, ILLINOIS'

Advertisement for SLOAN JEWELRY CO., featuring text: 'BEST BUYS IN IDENTS Aluminum White or Gold Plate \$18.00 Gross \$24.60 Gross \$1.65 Dozen \$2.25 Dozen Complete sample line, 16 Nos., prepaid or shipped C. O. D. \$3.85 25% deposit on all orders. SLOAN JEWELRY CO. 41 Fulton St. N. Y. C. 7, N. Y.'

**BUY WHOLESALE FOR MORE PROFIT
NEW LOWILL WATCHES**
DIRECT FROM THE SOLE DISTRIBUTOR.
ELIMINATE MIDDLE MAN'S PROFIT!



Priced for easy selling. Quality and style compares with the best in nationally advertised brands. Beautifully boxed with retail price tag and guarantee. B601—Handsome 10K RGP Case, Steel Back, Dome Crystal, Genuine Leather Band, Rhinestone Dial sparkles like diamonds.
7 JEWEL ... \$12.95
17 JEWEL ... 15.50
B27—Gorgeous 10K RGP Case, Steel Back, Rhinestone Dial.
7 JEWEL ... \$12.75
17 JEWEL ... 15.50
Send 25% with order, bal. C.O.D.
FREE! Our NEW CATALOG Just Off the Press. Write Today!

LOUIS PERLOFF
WHOLESALE JEWELERS
DEPT. LO. 737 WALNUT STREET, PHILA. 6, PA.

PERSONALS

LADIES' MODEL BAUSCH & LOMB RAY-BAN
Sun Glasses, Leather Case; trade-mark stamped in gold, \$2.50. Maloney Sales Company, 36 St. Paul St., Rochester 4, N. Y. oc1

THE ORIGINAL STUFF — ADULT CARTOON
Books, illustrated; old timers had 'em but they're rare now; super assortment, \$2, free enclosures with order; no C.O.D.; state age. V. E. Alberts, 6389B De Longpre, Hollywood 28, Calif. oc1

WANTED TO CONTACT NILS OSCAR JOHN-
son (40) by his mother. Write John Carlson, 725 Erie, Storm Lake, Iowa. se17

10 COLORFUL POST CARDS OF MIAMI, 10c;
remailed from Miami, 10c each. Stone, Box 604, Coral Gables 34, Fla. se17

**PHOTO SUPPLIES
DEVELOPING-PRINTING**

ARTISTIC 8x10 ENLARGEMENTS, BEAUTI-
fully hand tinted in oils, \$1; enclose negative, color details. Photofint, Dept. B, 5233 Cleveland, Kansas City 4, Mo. oc1

COMIC FOREGROUNDS, BACKGROUNDS IN
stock; quick service; photo novelties; photo supplies. Miller Supplies, 1535 Franklin St. St. Louis, Mo. se17

COMPLETE LINE DIRECT POSITIVE SUP-
plies Direx and New Eastman Paper. Lone Star Photo Supply Co., 2405 Elm St., Dallas, Tex. no19

DIME PHOTO OUTFITS CHEAP—ALL SIZES;
drop in and see them; latest improvements, real bargains. P D Q Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. oc29

DIRECT POSITIVE PHOTOGRAPHERS — WE
supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Back-grounds, Comic Foregrounds; Cameras for in-doors, complete Photo Booths, etc.; free in-formation and prices; we are old and reliable since 1903. P D Q Camera Co., 1161 N. Cleve-land Ave., Chicago 10, Ill. oc29

THE NEW EASTMAN DOUBLE WEIGHT DI-
rect Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. se24

PRINTING

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS AND
6 3/4 Envelopes, Hammermill Bond, four lines copy. \$2 postpaid; samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. se24

BRIGHT GLOW COLOR POSTERS, CARD-
board or Cloth, outstanding. J. P. Burger, 1813 Columbus Rd., Cleveland 13, O. se24

BUMPER SIGNS—22x7" FOLDOVER; RED OR
blue on white, 100, \$10; 250, \$20; fast ser-vice. Sollidays Colorprint, Knox, Ind.

BUSINESS CARDS, \$2.25 THOUSAND, 5 LINES;
3x6 Circulars, 150 word limit, 5000, \$7.50. Wilson Printing, Montezuma, Ind. se17

OFFSET PRINTING—MODERN METHOD; NO
cuts needed; low prices, fast service; artwork a specialty; samples free; write for literature. Maurice Fischer, 711 So. Boulevard, NYC.

PRINTED ENVELOPES, LETTERHEADS, BUSI-
ness Cards. Maloney Sales Co., 36 St. Paul, Rochester, N. Y. oc1

RUBBER STAMPS, 3 OR 4 LINE, \$1 POST
paid; Pads 50c. Smallwood, 2715 Vine, Cincinnati 19, O. se24

250 SHEETS, 250 ENVELOPES POPULAR EX
ecutive size linen stationery, printed to your order, \$2 postpaid Stumpprint, South Whitley 11, Indiana. oc8

SALESMEN WANTED

A-1 MEN—OVER 40—MAKE A FORTUNE; NO
investment; sell sales promotional advertising to grocery stores and other retail businesses; you collect \$22.50, you retain \$15; call-back commission, \$5; extra bonuses, \$25 to \$100 monthly; over rides 50¢ to \$2 per account per man; guaranteed yearly annuity of \$5 on every active account you open; requirements, car, one sale weekly; bondable, we pay bond. Coast to Coast International Associates, 180 Chestnut St., Rochester 7, N. Y. (Mention Billboard) se24

ADVERTISING BOOK MATCHES — WORLD'S
largest direct selling manufacturer of Adver-tising Book Matches offers opportunity for prof-itable year round selling; liberal spot cash com-missions; every business a prospect; no expe-rience needed to start; men or women; full, part time; factory service; low prices for high qual-ity; repeats; sales kit furnished. Match Corp. of America, 3433 West 48th Place, Dept. B-29, Chicago.

CARRY THE FAMOUS ATLAS RAINCOAT
Line; sell direct to consumer; priced low as \$3.95; newest styles, attractive, colorful pat-terns; also Men's Wool Garbaridine Topcoats; make up to \$25 daily; commissions advanced; samples free. Atlas Raincoat Mfg. Co., 819-C Congress, Chicago.

SCENERY AND BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS, THE
best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halstead St., Chicago. CA-6-2544. se24

TATTOOING SUPPLIES

GENUINE PELICAN—BLACK, REGULAR OR
concentrated; also other Pelican products at distributors' prices. Needles, 12 sharps, fine quality, \$5 per thousand Joe Darpel Hotel Victoria, Norfolk, Va. oc1

TATTOOING MACHINES—DESIGNS, COLORS
Needles, complete outfits; genuine German Pelican Black Tattoo Ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. oc1

WANTED TO BUY

SECOND-HAND TUMBLER'S SPRING—MUST
be small size; to be used for children. Mrs. R. G. Frederick, 10 Bedford Place, Radburn, N. J.

WANTED—WILL BUY OR PAY FOR SHORT
loan of Zit's Theatrical Newspapers dated February-March, 1928; will appreciate any information regarding existence of such back numbers. Box A83, Billboard, 6000 Sunset, Hollywood, 28, Calif. se17

WANTED TO BUY—JUGGLING CLUBS AND
Clown Equipment. Edward J. Filburn, 1538 Wake Ave., Dayton 3, Ohio.

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2
Remittance in full must accompany all ads for publication in this column.
No charge accounts
Forms Close Thursday for the Following Week's Issue

DANCE ORCHESTRA MUSICIANS — TRAVEL-
ing and location; long-term contracts; advise detail particulars. VSA, 848 Insurance Bldg., Omaha, Neb. oc15

DRAMATIC PEOPLE, TEAMS OR SINGLES.
doubling music, for radio, show and dance combination; no drinks. Write, state all, en-close photo. George Kleber, Amery, Wis.

DRUMMER, PIANIST, ALTO, MODERN BAND.
others write, those doubling vocals; entertain-ers preferred. Box 593, Sioux Falls, South Dakota. Phone: 8-1295. se17

GIRL TENOR OR TRUMPET IMMEDIATELY.
Steady location; reading essential; transporta-tion. Corrine, Casa Grande Courts, Phenix, City, Ala.

MUSICIANS, SEMI-NAME EXPERIENCE, TER-
ritory band, winter location; \$60 minimum; send picture. Leader, Box C-435, Billboard, Cincinnati, O. se17

PIANIST — ALL AROUND EXPERIENCE, 2
hrs. work daily, 6 days; good salary. Write Box C-437, Billboard, Cincinnati, O.

TRIOS, OUTSTANDING SINGLES, NOVELTY
Acts wanted for leading cocktail lounge in Binghamton, N. Y.; intimate atmosphere and highest type clientele; ideal working condi-tions; send photograph and full details. James F. Viglione, 160 State St., Binghamton, N. Y.

PIANO MAN, BASS MAN DOUBLING WIND
immediately; state salary; others write. Carl Colby, Alexandria, Minn. se17

PROFESSIONAL GUITAR MAN, JOIN TOP
Trio; must do vocals and m.c.; free to travel; no drinking; answer only if qualified. Write Trio, 2266 Fairfax St., Denver, Colo.

WANTED—GIRL PIANIST FOR COMMERCIAL
combo working hotels; top salary guaranteed; state all in first; cut or no notice; locations only. Box C-434, Billboard, Cincinnati, O. se17

WANTED—SINGLE ENTERTAINERS, DUOS,
Trios, Quartets for locations in South and Entertainment Service. National Theatre Build-ing, Richmond, Va. se17

WANTED SALES FORCE & JOBBERS, EACH
state combination; heater, cooker; patent pending. Dr. Roberts, 1104 S. Patterson St., Valdosta, Ga. oc1

WANTED—BAR PERFORMER, STRAIGHT OR
comedy. Write Ben Kotch, 129 Reed Ave., Trenton, N. J.

WANTED—JOBBERS & SALESMEN IN EACH
state; articles patent pending. Dr. Roberts, 1104 S. Patterson, Valdosta, Ga. oc1

WANTED — EXPERIENCED DRUMMER FOR
location. Wire, call Leader, Hotel Lee, Al-bany, Ga.

MINIATURES
of nationally famous brands
(non-alcoholic)

New, fast-selling miniatures—faithful reproductions of 40 famous brands. For collectors, novelties, minor prizes, souvenirs, give-aways.
• Write for complete catalog

ORDER A SAMPLE GROSS
\$9.00
(Minimum order)

Bill's
SPECIALTY MFG. CO.
433 N. 2nd ST.
MILWAUKEE 3

25% deposit with order; balance: C.O.D. JOBBERS Write for jobbers' prices

WRITE FOR NEW 1950 CATALOG ON WATCHES, JEWELRY & OTHER GIFT ITEMS

Men's Famous WRIST WATCHES

- Elgin 7-Jewel \$9.45
- Bulova \$12.45
- Gruen 15-Jewel \$14.50
- Benrus 17-Jewel \$14.50
- Waltham

Rhinestone Dial, \$1.75 Add.
Comb Expansion Band, \$1.90 Add.
Rhinestone Case \$2.00 Add.
New 1950 styles, square, round and rectangular plain cases with leather straps. Reconditioned and guaranteed like new.

25% Deposit With Order — Balance C.O.D. Open Account to Rated Houses.

MIDWEST WATCH CO.
5 S. Wabash Av Dept. B-17 Chicago 3, Ill.

FOR IMMEDIATE DELIVERY
HIGHLY POLISHED • ELECTRO PLATED

- IDENTIFICATION BRACELETS • from \$14.40 Gross and Up
- PINS • GUARD PINS • FOBBETTES • from \$9.00 Gross and Up

WRITE FOR CATALOG NOW
(STATE BUSINESS)
25% Deposit With Order, Balance C. O. D.
SEND \$5.00 FOR SAMPLE ASSORTMENT

'Frisco Pete' 604 W. LAKE ST. CHICAGO 6, ILL.

FUR COATS JACKET—CAPES

Large assortment of NEW 1949-1950 outstanding creations. Perfect quality. Excellent workman-ship. Distinctive furs of all types at popular prices. Buy your fur coat this year from our factory at half price. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

S. ANGELL & CO. Manufacturing Furrier
236 W. 27th St. (Dept. B-3), New York 1, N. Y.

LOWEST FACTORY PRICES

TIES Direct from manufacturer. Largest assortment of new style creations.

SELL STORES AND DIRECT
Eye-catching appealing patterns. Finest fabrics—5 fold—Panel de-signs, etc., \$6.50 doz. 3 doz. \$18.00. Your profit, \$6.00 doz. Special prices on gross lot orders. We also sell Snye On Ties. Other items—Free Catalog. Act now

EMPIRE CRAVATS
648 Broadway, New York 12, N. Y.

HALLOWEEN SPECIAL!
Use Rubber Noses and Chins. Save expense of Masks. Very effective!

- Schnozzola (illustrated)
- W. C. Fields
- Witch (Green)
- Cyran
- Clown (Red or Flesh)

Chin and Nose Sets, \$7.20 Doz. Sets. Sample Set, \$1.
Special Liquid Adhesion in 2 oz. bottles, \$1.20 Doz. Sample 25¢.
25% Dep., Bal. C.O.D., F.O.B. N. Y.

UNIVERSAL SPECIALTIES CO.
535 Fifth Ave. New York 17

BINGO
Heavy Cards, Specials, Cages, Banners, Transparent Markers.
Write for bulletin
AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

ARMY SURPLUS
FOLDING CHAIRS—OTHER STYLES
WOOD OR STEEL
Immediate Delivery. 4 Doz. Min.
ADIRONDACK CHAIR CO.
MU 3-1385
1140 Broadway, N. Y. 1, N. Y.
near 26th Street—Dept. 5

Important!
This copy of *The Billboard* contains an important questionnaire... important to YOU as a *Billboard* Reader.
Please turn to page 34 and fill in the questionnaire postcard for *The Billboard* Annual Reader Survey. It will only take a minute of your time.
Your reply and thousands of others enable *The Billboard* editors to provide more and better news coverage for the departments that are important to the majority of readers.
Thanks for your co-operation. . . .
. . . . The Editors

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts

Forms Close Thursday for the Following Week's Issue

BANDS AND ORCHESTRAS

COLORED BAND FOR NIGHT CLUBS, COCKTAIL lounges, taverns, etc. Four men, entertaining and singing. Jump Jackson, 5727 S. La Salle St., Chicago, Ill. oc1

CIRCUS AND CARNIVAL

CONCERT BAND DIRECTOR AT LIBERTY for industrial or civic band; also play Cello; 18 years experience as band director; write, Raymond Laughlin, St. Johnsbury, Vt.

FAT DWARF WOMAN, AGE 40, WANTS TO team up with another dwarf or midget for a singing act. Ema Cain, 1516 Orange Ave. (rear), Fresno, Calif.

JOE EGO HARRIS, WORLD'S CHAMPION BAG puncher; circus side show & fairs, 4 Ens Place, Irvington, New Jersey. Tel. ES 2-9801. se24

TILT WALKING AND OUTDOOR ENTERTAINMENT. Joe Tree, 2528 South Homan Avenue, Chicago, Illinois.

MISCELLANEOUS

WILL ANYONE ASSIST ME REGAIN SELF RESPECT? Educated, 41, lost everything; terrible circumstances; will appreciate sincere friend; previously had own girl show, concessions on road; possess executive ability; good qualifications; will tackle anything. Michael Weinstaub, c/o Billboard, 1564 Broadway, New York 19.

MUSICIANS

A-1 PIANIST—PREFER LOCATION; Western territory; read, fake, dependable and sober. Write or wire Don Reynolds, 1124 North Topeka, Wichita, Kan. se24

ACCORDIONIST—PREFER GOOD WESTERN Combo, playing radio; consider any other good offer; experience in hotel, cocktail lounge and radio work; single, 24, reliable, can travel anywhere; available October 20th; state salary. Leo Robas, 35 N. Randolph St., Indianapolis, Ind.

ARRANGER—EXPERIENCED WITH SMALL and large combinations; all styles. Frank Metis, 6509 Grand Ave., Maspeth, L. I., N. Y. oc8

AT LIBERTY—ORGAN OR PIANO, 18 YEARS' professional experience; radio, cocktail units and organ solo; thoroughly dependable and versatile. Ray Lambert, 221 E. 62d St., Los Angeles 3, Calif. Phone Pleasant 25944.

AVAILABLE IMMEDIATELY—LEADING alto, clarinet and baritone; read anything; play on cut at no notice basis. Contact Musician, Box 175, Industrial City, Mo.

DRUMMER—EXPERIENCED HOTEL, CLUB, Shows, prefer Florida territory; also Girl Vocalist, has everything; cut or no notice. Wire, write Drummer, 1715 Reynolds, Brunswick, Ga. se17

DRUMMER AVAILABLE IMMEDIATELY—AGE 22; sober, reliable, neat; experienced in commercial, micky, jump bands and Latin American rhythms; good beat; read very well; will travel anywhere. Gil Kalsic, 19111 Arrowhead Ave., Cleveland, Ohio. IV-0072.

DRUMMER—WOULD LIKE WORK WITH hotel band or small unit; can play two beat or four beat; have had lots of experience with hotel work; can play all Latin rhythms. Wire or call, Drummer, Clarkston Hotel, Room 507, Nashville, Tenn.

DRUMMER—TWELVE YEARS EXPERIENCE; prefer tenor band or combo working south. Others contact. Drummer, P. O. Box 551, Pottstown, Penna. se24

DRUMMER—AVAILABLE WITH TWO WEEK notice; desires change; ten years professional experience; good references; locations anywhere. Box 443, Billboard, Cincinnati, Ohio. oc15

GIRL PIANO AND BASSMAN DOUBLING vocals, desire work together; big band or combo; semi-name experience, 5 years; both 23 years old; cut or no notice. Box C-442, Billboard, Cincinnati, Ohio.

HAMMOND ORGANIST WITH HAMMOND— Double violin and accordion; prefer hotel, lounge or clubs in South; liberty Sept. 1. Alice Carny, 2512 Pleasant Ave. So., Minneapolis, Minn. se17

HAMMOND ORGANIST—ATTRACTIVE young lady; excellent musician for hotel, lounge; with or without organ. Serene Cole, 7100 South Shore Drive, Chicago 49, Ill. Apt. 402, Saginaw 1-2790. se17

HAMMOND ORGANIST WITH ORGAN—MALE, good appearance, fine repertoire; ten years experience hotel and cocktail lounge; free to travel; best offer accepted; all replies answered. Organist, Box C-440, Billboard, Cincinnati.

LEAD ALTO, TENOR, BARTONE, FLUTE, clarinet; age 26; local 802; name experience; sober and reliable; guarantee cut; wire for details. Musician, c/o Western Union, Fond du Lac, Wisconsin.

HAMMOND ORGANIST—MALE, TWENTY years' experience in theaters, radio, hotels, lounges; unlimited repertoire, all types music; requests a specialty; can furnish organ if desired; background and other details on request. Address: Organist, 202 W. 85th St., #4, New York City.

PIANIST—FEMALE, ATTRACTIVE; MODERN piano and solovox music; no vocals; solo work only; travel anywhere. Box C-441, Billboard, Cincinnati, Ohio.

PIANO MAN AVAILABLE IMMEDIATELY, for solo, smart cocktail unit or commercial dance band; good rhythm, versatile conception, sober and congenial. John Hudson, Gifford, South Carolina.

PIANO MAN—SINGLE AND DEPENDABLE; smooth swing style for solo or small combo; will play hillbilly or jazz. State all first letter. Jimmie Kerr, 60 Washington St., Morristown, N. J.

RADIO RECORDING ARTIST—AVAILABLE open dates on coast to coast tour; agents submit your open dates available in your territory now with full details (organ all types; piano, novachord, vocals), Box C-438, Billboard, Cincinnati, Ohio.

RINK ORGANIST—EXCELLENT METRO- nomed rythm; all R. S. R. O. A. skate dances; large library; three city rinks past ten years; available immediately; state best proposition. Veltzen, Teresita, Missouri.

TENOR SAX, CLARINET—YOUNG, EXTEN- sive commercial experience; shows; desire big band; \$70; transportation; union. Fred Robson, 777 Lexington Avenue, NYC.

TENOR, CLARINET, ALL ESSENTIALS— Available immediately; location preferred; but consider anything. Musician, 921 South First, Louisville, Kentucky. Phone Wabash 4405.

TENOR, ALTO, CLARINET—READ GOOD OR fake; cut shows; semi-name experience. Louis Nelson, 202 South Germantown Road, Chattanooga, Tennessee.

"THE NEW SOUND"—4 PIECE UNIT; BONGO, Bass Fiddle, Guitar, Piano; union. Herby Cohen, 2765 Mathews Ave., Bronx, New York.

TOP FLIGHT RINK ORGANIST, THOR- oughly experienced; first class rinks; available year-round operation; perfect dance and skating rhythm. Box C-439, Billboard, Cincinnati, Ohio

THE "WONDER GIRL," BLIND ORGANIST with own Hammond Organ; recently concluded summer contract; Thoroughly experienced in all types music; Local 802. Dorothy Roberts, 9742 92d St., Ozone Park, L. I., N. Y.

TROMBONIST-ARRANGER WANTS STEADY work; big band, combo or show unit; travel anywhere. Al Chase, 261 Lewiston, Detroit 30, Mich.

VAUDEVILLE DRUMMER—TWENTY YEAR pit experience; act builder; sober; dependable; neat appearance; union. Musician, 307 Glenlake, Toronto, Canada.

VIBE MAN, GIRL VOCALIST—COUPLE DE- sire work with band or combo; both young, experienced, reliable; English, Spanish, Hungarian, 4 way vocals; arrange, travel; cut or no notice. Fred Hodges, 16034 Ventura Blvd., L. A., Calif. ST 5-4989. se24

VIBEST—MODERN AND BOB STYLED, SWEET and gone, wishes change; member Local 47; young, sober, reliable. Musician, 815 W. California St., Oklahoma City.

PARKS AND FAIRS

ACCOUNT OF POLIO HAVE HAD FAIRS canceled; some open time. Capt. Smiles O'Timmons and His Mammoth Balloons. Eaton, Ind. se24

AT LIBERTY—YOUNG LADY, SINGLE TRAP- eze, ladder, platform, rolling globe. E. R. Gray, 671 Sweetser Ave., Evansville, Ind. oc1

BALLOON ASCENSIONS, PARACHUTE JUMP- ing; modern equipment for fairs, parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. oc8

MALE TOP MOUNTER—EXPERIENCED IN triple or double acrobatic balancing; at liberty. Write to Urbian Philibert, 651 State St., Bridgeport, Conn.

OUTSTANDING PLATFORM TRAPEZE ACT— Available for celebrations, fairs, etc.; flashy act; for literature, particulars, address Charles C. Cox, 1304 South Anthony, Fort Wayne 4, Indiana.

THE GREAT KELLY—RIDE OF DEATH! World's only bicycle riding down chute, thru flames, crashing glass walls, leaping gap over cars, using fireworks. Open for late Southern dates outdoors, indoors. Mike Kelly, Goshen, Indiana.

WORLD'S GREATEST COMEDY CAR ACT— The Roscoe Armstrong Bucking Ford; week of September 19 open, also October, November time open. Write permanent address, Montezuma, Ind. se24

3 FEARLESS STARS, WORLD'S HIGHEST Contortion Trapeze Act; gorgeous girls, beautiful costumes, flashy rigging. Southern Fairs contact Jerry D. Martin. Billboard, Cincinnati, Ohio. no3

VAUDEVILLE ARTISTS

CHARACTER COMEDY—GEN. BUS., SPECIAL- ties; wardrobe. Al Unruh, 1570 34 Ave., Columbus, Nebraska.

CAGWRITER—EXPERIENCED WRITER FOR cartoonists desires to free-lance material for radio, television or a comedian. J. Weiss, 3417 E. 147th St., Cleveland, O. se17

FOOTBALL & BASKETBALL BALLOONS

With name of School or Team and your Advertising Message imprinted on one side. Choice of School Colors. WRITE TODAY for 1949 Reduced Prices and Samples.

NATIONAL SALES CO.

2805 E. 79th St. Chicago 49, Ill.



CREW HAT OPERATORS

WE HAVE THE BEST CREW HATS MADE IN THE MARKET. WE GUARANTEE THEM FIRST QUALITY. THEY SIMPLY ARE BEAUTIFUL AND SELL ON SIGHT.

- TWO-TONE COMBINATION TOPS\$59.00 GR.
- FELT CREW HATS. Beautiful Bright Colors 28.00 GR.
- KIDDY FELT HATS WITH PEAK. In Beautiful Bright Colors 24.00 GR.
- LACED COWBOY ALL WOOL FELT HATS. Beautifully Laced With Adjustable Cord In All Bright Colors. \$8.00 DZ. 90.00 GR.

SPECIAL

WESTERN LACED COWBOY PRESSED FELT HATS. In Assorted Colors\$36.00 GR.

IMMEDIATE DELIVERY

25% Deposit—Money Order or Cash. Balance C. O. D.

HARRIS NOVELTY CO.

1102 ARCH

Phone No.: Market 7-9848

PHILADELPHIA 7, PA.

Complete Assortment of Jewelry

- COMPACTS • PINS
- 3-PC. FOUNTAIN PEN SETS
- RINGS (1001 Different Numbers)
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

JEWELRY—That's Our Business

We have everything for

- JEWELERS • ENGRAVERS
- DEMONSTRATORS



All Orders Shipped Same Day Received All Phones: CE 6-7966

BIELER-LEVINE

5 NO. WABASH AVE. CHICAGO, ILL.

WRITE NOW FOR IMPORT LIST

LOTS AND LOTS OF SLUM AND FLASH

GIVE ADVANCE ROUTE OR PERMANENT ADDRESS

- | | |
|--|--|
| MA26—5 In. Dancing Skeleton, Composition Body, Wire Arms and Legs. Gro.\$9.25 | MA37—Compo Dog Statue. Gro.\$1.00 |
| MA27—Fur Trapeze Monkey. Doz. 1.85 | MA38—Metal Lapel Flags. 1000. 2.50 |
| MA52—Lizard of Awe. Doz. 3.00 | MA39—14 1/2 In. Dia. Jap Parasol. Doz.85 |
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Pipes for Pitchmen

By Bill Baker

Rely on your own reliability.

AL PORTER... well known in pitch circles, is in West Palm Beach, Fla., handling the booking for Orange State Shows.

H. T. WEISS... reports the Ohio State Fair, Columbus, was a red one, with his own umbrella stand doing big business.

Then there was the pitchman who remarked: "The elements have no effect on my sales. I get my share of the lucre in good or bad weather."

HARRY BARGER... assistant to concession manager Dickie Napolitano, will leave for Hot Springs for several months' vacation...

HAPPY LYONS... widely known New York pitcher, is a member of the city council at Stuart, Fla.

Investments in work pay the biggest dividends.

THE GIROUDS... Clarence and Sonia, of Magic Wonder Towel fame, were hosts at a dinner in Stuart, Fla., recently for Leo Bistany and Ralph Decker...

VALERIE RENNIE... has her shampoo layout clicking off good takes in a choice Chicago spot.

The school terms are under way again. Ink stick purveyors shouldn't encounter much difficulty in getting a tip at schools and colleges thruout the country.

D. G. HEMINGWAY... pipes from Michigan State Fair, Detroit, where he worked a rug sewing machine for Charles Napolitano, that the fair was a red one for the boys...

There's little in the world for the man who does little.

LILA MAY DORAN... continues to work pastry cloths to good results around Chicago.

R. F. McCARRON... sheetwriter, is the owner of the Victory Hotel at Stuart, Fla.

IDA MAE GREEN... is working her toasterette layout in Chicago to reported sock returns.

One of the pitchman's greatest attributes is that he possesses the wisdom to know when greater prosperity arrives.

THE FOOD SHOW... at the Cincinnati Zoo, whose final two days of the 14-day run chalked up a total attendance count of 47,039...

boys and girls, it is reported, had little difficulty turning them. For many of them the spot amounted to one of the best stands of the season.

In many instances horse books are the reason many of us wind up the season without bank books.

CHIEF GRAY FOX... is in Ruskin, Fla., where he will winter. He closed his med show in Oak-town, Ind., August 20 following a fair season which was cut short because of an illness...

If your bank roll is right you don't have to worry about when overcoat time hits you.

IRENE ROTH... is purveying astrology charts in St. Louis to reported good business.

BABE KEATING... is pitching horoscopes along the William T. Collins Shows' route. Babe would like to read pipes here from Ethel and Paul Miller...

Pitchman's beef at a recent fair: "These people must think I'm an isolationist. Look where they've spotted me. And at these prices, too!"

R. B. CUNNINGHAM... has finally recovered from an ear infection that kept him inactive at his home in Beeville, Tex., for 38 days. He'd like to read pipes here from Jack Males.

STILL DEMONSTRATING... gadgets around Abbottstown, Pa., to good counts is Charlie McGair.

CEASAR... well-known Texas pitcher, is working Corpus Christi, having taken over the spot formally held by Jack Males.

Now's the time the smart operator begins making arrangements to work in stores during the winter.

GATHERING THE GEEDUS... in good chunks at the Georgia tobacco markets are E. A. Burnette, C. D. Newsome and Horace Brazier...

THEY TELL US... that Paddles Mack is working on a new pitch idea which he will develop soon and work next spring.

An independent pitchman gets that way only when he gets off the nut to his creditors.

PITCHDOM... was shocked to learn of the death August 27 of Carl Herron, widely known in pitch circles, at his New York home of a heart attack.

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and settled in New York. His widow, Eva, also is considered one of the top workers in the field. Carl had a legion of friends in Pitchdom. He had been suffering with a heart ailment for the past two years and his condition seemed to be improving daily. He was the author of the ode to pitchfolk titled, *Under the Wailing Tree*, and devoted to a group of pitchfolk working in Detroit years ago. It has appeared in this column on a number of occasions. One pitcher, upon learning of Carl's passing, said: "Everyone who new Herron, loved him. We'll miss him plenty. His pipes always were so interesting." That, in substance, typifies the reactions of pitchfolk generally.

PITCHDOM . . .

was well represented at the Indiana State Fair, Indianapolis, which closed a nine-day run Friday (9). Operators of the huge fair plant made ample provisions for the workers both indoors and out and all seemed to be gathering plenty of herms as they passed out their varied and sundry wares. In the line-up of items purveyed were the Lord's Prayer on a penny, names-on-hat, novelty saxaphones, a number of different types of kitchen gadgets, glass cutters, garnishing sets, canes, pennants, novelty hats and caps and garment hangers.

FLINT CLOSES BIG

(Continued from page 56)

the Charles Zemater Agency. Fireworks were offered at frequent intervals on week-ends and holidays.

The park enjoyed remarkable freedom from accidents, the result of consistent attention to safety factors, not a single injury requiring use of iodine or bandages.

About \$25,000 was spent on remodeling this year. Virtually all games were redesigned and a kiddieland was installed. Park formerly had only a small Merry-Go-Round and miniature railway, but added a Boat Ride from the B. A. Schiff Company and three rides from King Amusement Company. Firestone figures that youngsters who came to the kiddieland brought their parents and helped build adult patronage.

Ocean View's Bow Stymied

(Continued from page 57)

be rebuilt. New safety factors had to be built in the Rapids, including a plywood guard box. By spring the Rapids will be moved to its permanent place behind the proposed Ferris Wheel where it will be enclosed in a shed.

A contract to install a \$50,000 miniature golf course in front of one corner of the park has been let. Constructed on a site 100 by 300 feet, the course is expected to be completed within 46 days.

When leakage was found in the boat ride Lorman decided to have it drained and the entire surface treated with Gunite. Job was completed last week.

The city's okay of the new multi-million dollar Hyperion Sewer project, serving metropolitan Los Angeles, has removed quarantine from tidelands adjacent to the park. This will result in a green light from the health department for boating and bathing in the lake adjoining the park. A \$40,000 clubhouse of California redwood is being constructed beside the lake. It will be finished by December, Lorman said.

Frank Babcock's Fly-Away ride is being assembled in front of the park entrance. Babcock has had it in storage for some time finding it too large to use with his carnival. Don Sinkinson has rebuilt his Tilt-a-Whirl and is bringing it to Ocean View from Virginia Park, Long Island Beach, Calif.

Lorman estimates that when the park is completed the property, rides and concessions will represent a \$10,000,000 investment. The land alone is valued at \$5,000,000.

Celoron Reports Season Biz Off

(Continued from page 57)

\$400 were awarded and promotion drew around 5,000.

Patrons were not spending as liberally as last year but had money for amusements that appealed to them. Speed boat concession was one of the big favorites at Celoron. The park operates everything on the grounds excepting food and drinks. Game concessions were way down from last year. Top money-maker was a \$3,165 race track game purchased from Joe Mettler, general manager of Metro-Electronic Company, Indianapolis.

Park's business this season was below that of 1948 but took an upward trend latter part of August. Decrease will probably amount to about 20 per cent. Skateland's biz was also down until special promotions hypoed business in August and September. Skateland and the Pier Ballroom remain open all winter. Pier Ballroom used seven name bands during the 1949 season, with top band that of Louis Prima.

Celoron Park has the same staff and personnel as it had six years ago—president, Harry A. Illions; vice-president, Florence Lusse Illions; secretary, Ella Swank, assisted by Roger Swanson; picnic manager, Henry Gettman; exploitation manager, William Hilliard, assisted by Peter Christo; Pier Ballroom manager, Irvin Swank, assisted by Ernest Smith; skating rink manager, Oscar Zimmer, assisted by Robert Propheeter, with Alton Swanson, organist.

Also on the staff are: Park shooting gallery, Al Bloombahl; concession manager, Lawrence Sturdevant; operator of novelty stands, Blanche Smith; ride foreman, Charles Carson, assisted by William Smith; maintenance, Sam Knickerbocker. All food and drink concessions in the park are operated by C. H. Swanson. Pier Ballroom kitchen, Jerry Bloombahl and Harriet Wilson. Skating rink refreshment and soda counter, Dorothy Zimmer.

Ops' Comment On Holiday Biz

(Continued from page 56)

Labor Day attendance about even with last year, which was around 20,000 . . . We close Sunday (11).

FRANK RAFUL, Summit Beach, Akron: Week-end business over Labor Day about 10 per cent. off . . . Weather good Saturday (3), rain nearly all day Sunday (4) and cloudy with one shower Labor Day . . . We close Labor Day night for the season. The roller rink operates the year 'round.

R. H. McINTOSH, Alabama State Fair, Birmingham: We were rained out Labor Day . . . Saturday ahead of last year, Sunday also ahead despite threat of rain . . . 13 week-ends lost by weather this year.

W. H. HITZELBERGER, State Fair Park, Dallas: Weather Labor Day week-end clear and hot . . . Attendance same as last year, which was excellent, but spending 10 per cent off this year . . . We close summer operations Sunday (18), in preparation for fall.

JANTZEN BEACH, Portland, Ore: Week-end gross \$24,006.07 . . . Attendance Saturday (3) 4,996, Sunday (4) 8,827, Monday (5) 4,430 . . . Had rain Sunday night . . . Last year weather good. Last year's business gross \$29,940.27 . . . Business decrease this year due to cancellation of CIO picnic.

H. M. SHELLY, Boardwalk, Jacksonville Beach, Fla: Labor Day week-end best in years due to beautiful beach weather . . . Labor Day itself exceptionally good . . . Had motorcycle races in afternoon and fireworks at night.

SANDY BEACH PARK, Russells Point, O: Weather three days scattered showers . . . Out-of-town attendance less than 1,000 . . . Local tourists less than 500 . . . Sunday best day . . . Receipts less than \$2,000 . . . Week-end disappointing . . . Season off more than 25 per cent . . . Trend shows reduced spending.



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SAMPLE SET \$1.00. **SPECIAL** Filigree Ball Point Pen and Key Chain. **\$27.00 Gr.**

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Holes Play	Description	Profit	Price
400 5¢	Dollar Game, Ex. Thick	\$ 9.00	\$.40
1000 25¢	J. P. Charlie, Thick	\$1 9.95	.95
1000 25¢	Charlie, Thick	\$0.00	.75
1300 25¢	Texas Charlie, Thick	\$0.88	1.75
600 5¢	Silver-Mt. Coin Bds.	14.50	1.15
1000 25¢	Pad Ticket Deals	23.50	1.25
480 25¢	Gold Cup Pellet Bd.	67.80	4.50
1200 5¢	Big Joker Card Game	30.60	3.85
2400 5¢ or 10¢	Easy Picking	48.60	2.50
1200 25¢	Cheerful Charlie	76.98	1.85
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1000-1300 Girlie Boards, J. P. and Def. From \$27—\$35.00 \$2.25

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SALESBOARD SIDELIGHTS

With expanded production facilities and new equipment to help hypo output, Thomas A. Walsh Manufacturing Company, Omaha, has settled into a humming level of business. D. L. Gruhn states that with the move to new quarters a two-shift production policy was instituted to keep deliveries on a prompt basis. . . . Guy E. Noel, president of Gay Games, Inc., Muncie, Ind., is of the opinion that a good business cycle is on the way for high activity in the board field. With fall pick-up already a confirmed fact, winter sales are expected to mount to new peaks.

Another purveyor of pleasant business news is H. C. Hayes, DeLuxe Sales Company, Blue Earth, Minn. Hayes declares that "sales are on a better level than had been expected and orders invariably are getting larger." During last June and July, he says, much of the hot weather doldrums were by-passed as sales held up to satisfactory volume. . . . Robert G. McNabb, Wert Novelty Company, Inc., Muncie, Ind., also chimes in to confirm reports of improved conditions. Says McNabb: "The normal summer cycle is being converted to the normal fall-winter cycle, which means upsweeps in business."

erators, the boys say, pointing to recent Peerless releases as the answer to the "up" in orders.

Jerry Scanlan, Chicago, has a new ticket deal set for release about October 1. Still to be named, Jerry says the item features play for either merchandise or cash. Meanwhile, firm's four boards are continuing to garner good sales. Introduced with the formation of the firm several months back, they are Fins, 5-cent play; Four Fins, dime play; Stack of Bucks, 5, 10 and 25-cent play, and Let's Multiply, quarter punch.

MIDWEST HIT

(Continued from page 56)

scurrying for cover and finally home. Labor Day, according to George A. Schmidt, president-general manager, was about equal to last year from an attendance standpoint. Spending, as it has been thruout the season, was off for the holiday week-end.

In Cincinnati, Ed Schott, top man at Coney Island, reported the holiday week end attendance off 14 per cent from 1948. He blamed the decline on bad weather and a polio epidemic. Saturday and Monday were fair and cool. A heavy rain Sunday cut deeply.

"The weather and polio scare

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. . . . The Editors

The McNamara Company, Chicago, is working right along on its new insert board frame, which is simpler and lower priced than its original Color-Ado illuminated stand. The five McNamaras (Joseph, Philip, Walter, Bill, Jack) are of one mind; the new item will boost demand for the pellet insert boards. . . . Roy Galentine, Crown Products, South Bend, Ind., reports his firm is looking forward to an exceptionally good fall. The new deal the company has readied for operators is designed as a steady play-puller, Roy says. . . . The Maltzes, Ben and Marshall, of Peerless Products, Inc., Chicago, are keeping close tab on the sales pulse and find that the board business is perking right well these days. Right boards work at better profits for op-

brought a sharp decline in swim pool business, but the high ride business took up some of the slack," Schott said.

Competish Hurts

Detroit parks generally suffered a fall-off over the week-end, due for the most part, to weather and competition from motorboat races on the Detroit River and the Michigan Centennial State Fair. Business at most parks was down 15 to 20 per cent. Detroit had rain Sunday from 3 p.m. until a late hour.

Others in the Midwest reporting a dip in attendance and gross figures because of rain and/or cold included Tom A. Sabrey, Cedar Point on Lake Erie, Sandusky, O.; I. L. Lawlor, Arnold's Park, Spirit Lake, Ia.; Robert A. Reichardt, Riverview Park, Des Moines; O. D. Colbert, Winona Beach, Bay City, Mich.; Frank Rafal, Summit Beach, Akron, and Sandy Beach Park, Russells Point, O.

INLAND SPOTS DO OKAY.

(Continued from page 56)

Elizabeth sector of New Jersey. Northern New Jersey shore resorts, in general, reported Labor Day week-end attendances about 25 per cent below last year and business sluggish. Exceptions were Atlantic City, Asbury Park and a few other spots where local conditions or special events provided added draw.

Parks of Philadelphia and other fun spots only a short distance inland found little competition from the shore resorts over the holiday week-end and many chalked up good attendance.

Philly Parks Score Big

Philadelphia's Woodside and Willow Grove parks reported exceptionally good Labor Day week-end business. Both wind up their season this week-end. Woodside has been op-

erating nightly since Labor Day, but Willow Grove dropped daytime operation after Monday night (5). Both are in full operation this week-end.

New Jersey's Olympic Park, Irvington, and Palisades Amusement Park, Cliffside Park, which draw from the densely populated metropolitan areas of New York City and Newark, N. J., failed to crack any attendance records on the holiday week-end, altho both did fair business. Chilly winds, plus rain which washed out Monday night's (5) biz at both spots, held attendance down despite special attractions offered. However, both have had satisfactory seasons, which would have been considerably better but for the polio scare in August. Olympic closes this week-end, while Palisades remains open another week.

Reports from Providence, R. I., indicate that the State's beach resorts were almost deserted over the week-end, with Westerly, South Kingston and Narragansett drawing sparse attendance.

On the other hand, Rocky Point Park, Warwick, R. I., chalked up attendance on a par with last year. The lightest day was Saturday (3), with a gate of 10,000, but beautiful weather Sunday (4) upped the crowd to 25,000. Labor Day brought a 20,000 turnout. The final free attraction of the season was Gautier's Steeplechase, booked thru the Al Martin office. The awarding of a Studebaker Champion, Thursday (1), drew a crowd of 20,000. Hal McIntyre's band was the ballroom feature Wednesday night (7).

While few of New England's shore resorts found the Labor Day week-end attendance anything to brag about, one of New England's widely known spots, Lincoln Park, at North Dartmouth, Mass., really hit the jackpot. Total attendance for the three days was estimated at 145,000. Big days were Sunday (4), with 75,000, and Monday (5), with 45,000. Not included in the above figures were 40,000 attending picnics, in the park, of local unions Sunday (4). This was way ahead of last year. The park works on a year-round basis.

Paragon Park, Nantasket Beach, Mass., wound up its season Labor Day week-end, with big displays of fireworks Sunday (4) and Monday (5), marking the heaviest summer attendance in the history of the park. Crowds ranged from 300,000 to 500,000 during the abnormally hot weeks of July and August. Concessionaires all did good business.

Mountain Park, Holyoke, Mass., also chalked up good attendance over the week-end and is set to close this week-end, with a dog show staged by the Holyoke Kennel Club Sunday afternoon (11) and dancing to Al Strohmman's music at night.

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25¢ Play Boards, 6 Numbers on Ticket ... 2.25
25¢ Play Boards, 6 Tickets to Giant Hole ... 1.95
RWB 2170 Single, Fivefold, Pasted in 5s.
Per Gross ... 144.00
Junior Fin Pads, Avg. Prof. \$113.40. Doz. 7.80
Plain Boards from 50¢ up. 20% Deposit.
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1000 to 1200 Hole J.P. or Seal Boards, 5¢ ... 1.95
25¢ Play Boards, 6 Numbers on Ticket ... 2.25
25¢ Play Boards, 6 Tickets to Giant Hole ... 1.95
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 \$175; will trade for Mills Smoker Bells, Daval
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 prices; what have you to sell? Mac Postel, 6416
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 When buying any type 'Pop' Corn Sez Ven-
 dors it's smart to check with the factory first;
 take advantage of lowest prices, factory guar-
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 350 left; latest type Coradios; some like new;
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FOR SALE—1 WURLITZER 1015 WITH COBRA
 Tone Arm, \$295; 4 Wurlitzer 1015's with
 Wurlitzer Crystal Pick-Up Conversion Kits in-
 stalled, \$270; 2 Packard Manhattans, \$250; 3
 Rock-Ola 1422's, \$225; 2 Seeburg 147-S, \$395; 1
 Wurlitzer 850, \$125; 1 Packard Hideaway, \$150;
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 Popcorn Machines; pops while you wait; will
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REBUILT CIGARETTE MACHINES—PERFECT
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 Guns in first class condition. Reliable Skee
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WE BUY ANY AND ALL KINDS OF USED
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Pays out		\$120.00
Definite Profit		
25¢ Play Form No. 20053	Jumbo Thick	
2000 R.M. Holes	5 NUMBERS ON EACH TICKET	\$500.00
Takes in		220.75
Pays out		\$279.25
Definite Profit		

HARLICH CORPORATION
 1200 NORTH HOMAN AVENUE
 CHICAGO 51, ILLINOIS

SALESBOARDS—All ORDERS Shipped Same Day Received

Holes Play	Description	Profit	Price
400 5¢	Lucky Bucks, Thick	Det. \$ 7.00	\$.75
1000 25¢	J.P. Charley, Thick	Avg. 51.95	1.40
1200 25¢	Texas Charley, Thick	Avg. 102.98	1.75
960 5¢	Fully Packed Thick Girl Board	Avg. 26.25	2.75
960 5¢	It's the Knots Thick Girl Board	Avg. 26.25	2.75
1000 5¢	Barely Speaking Thick Girl Board	Avg. 26.60	2.75
1000 5¢	Glovely Lady Thick Girl Board	Avg. 28.60	2.75
1200 5¢	Pick a Cherry Thick Seal Board	Avg. 30.04	2.50
300 25¢	Fin & Sawbuck Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
22¢ 25¢	Kwick Fin Giant Holes, 6 for 25¢	Avg. 28.75	2.50

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Stating your requirements. Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards. 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

JAR TICKETS
 RED, WHITE AND BLUE
 LUCKY SEVEN
 BINGO TICKETS
 on Sticks—Sizes 1000-1200-1260

GIVE TO THE DAMON RUNYON CANCER FUND
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GAME EXPORT SALES TOP '48

6 Mos.' Report Has Venders Making Gains

Venezuela Top Customer

WASHINGTON, Sept. 10. — Total coin machine exports for the first half of 1949 reached \$874,045 while June alone accounted for \$127,052 in new and used sales to foreign operators, according to latest figures released by the U. S. Department of Commerce this week. Last year the six months total was \$1,143,925 with \$145,749 reported for June.

The both comparisons indicate a drop in activity in the export business, the real decline took place in the music field for vending sales for 1949 were slightly above last year and game sales increased 10 per cent.

Music sales for the six months ended June 30, 1949, were \$573,017, a sharp decline from the \$857,927 for a like period in 1948. Venezuela, individual leader in five of the six months, was the leading customer, purchasing 330 juke for \$251,787 or almost one-third the total exports for 1949. Second on the juke list was Cuba, whose music men spent \$97,788 for 296 units. Colombia was third with a total of \$41,682 and Guatemala next with \$35,830.

Vending Up

In vending, sales improved slightly in the six months comparison. In 1948 the total was \$130,493 and this year \$133,621. Altho purchasing (See *GAME EXPORT* on page 115)

Important!

This copy of *The Billboard* contains an important questionnaire . . . important to YOU as a *Billboard* Reader.

Please turn to page 34 and fill in the questionnaire postcard for *The Billboard Annual Reader Survey*. It will only take a minute of your time.

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Thanks for your co-operation. . . .

. . . . The Editors

Needy Denver Kids Helped by Bell Receipts

Comm. Appropriates \$3,700

DENVER, Sept. 10. — Jefferson County business men, who recently formed the Youth Development Association, last week appropriated \$3,700 for projects benefiting youth welfare. The association's youth program is financed by funds donated by bell machine operators in the county.

Sheriff Carl Enlow pointed out that children in some districts had no recreational facilities whatsoever—"not even a baseball. There is a great demand for something in this county to further the program for youth, and the machines could serve a noble purpose," he said.

Association members stated there would be a definite revenue from each machine every month. Long range plans of the group include a community hospital and a community building.

Set Agenda for NCMDA General, Open Sessions

CHICAGO, Sept. 10.—As executive officers and members of the board of directors of the National Coin Machine Distributors Association began arriving in Chicago today to set final details for the general and open meetings here Wednesday and Thursday (14, 15), S. I. Neiman, NCMDA di-

rector of public relations, announced the agenda for the two-day meet at the Bismarck Hotel.

Following a roll call by Secretary Irv Blumenfeld, Baltimore, President Lou Wolcher, San Francisco, will call for nominations of nine board members, and the 25 members in attendance will then vote on a resolution to expand NCMDA membership from its present maximum (25) to from 40 to 50 members. Next the membership will hear reports from its president, secretary, Vice-President Dave Bond, Boston, and Treasurer Cy Lazar, Pittsburgh. Also scheduled for Wednesday are reports from retiring chairmen of following committees: Membership, finance, manufacturers' liaison, advertising and public relations. With this part of the program out of the way, the group will take a short recess and immediately return to vote for board (See *NCMDA AGENDA* on page 115)

Mass. Town Licenses Pins

EASTHAMPTON, Mass., Sept. 10.—By a vote of 2 to 1 the Board of Selectmen voted Wednesday (7) night to permit the licensing of pin games here. Annual license fees of \$20 are to be charged and play is to be restricted to persons over 18.

Games will be allowed to operate six days a week, but not on Sundays. (See *NCMDA AGENDA* on page 115)

Rubenstein in Counter Field; Buys Daival Dies

CHICAGO, Sept. 10.—Ted Rubenstein announced this week the formation of Comet Industries, Inc., to manufacture counter-type reel games. He also announced the purchase of dies, parts and related manufacturing materials formerly used by Daival Manufacturing in producing the same type of counter games.

Rubenstein, president of Comet and head of Marvel Manufacturing, said all production of the counter games will be done at 2849 Fullerton Avenue. All former Daival parts are being inventoried and dies are being readied for use. First production is expected to be under way within 30 days.

The Daival line, a pioneer in the counter field, included such reel games as Buddy, Cub, Ace, Marvel and American Eagle. Many of these units were available in coin and non-coin-operated models. Rubenstein said that when production starts these same games will be the first to go into production under the Comet banner.

SO. CAROLINA PIC BRIGHTER

Games Moving Ahead; Music Holds Steady

Shuffle Still Slow

COLUMBIA, S. C., Sept. 10.—The coin machine trade is showing a slight upward trend in South Carolina, but operators aren't sure how long the climb will last.

Probable closing of Fort Jackson near here is certain to affect many ops in Central South Carolina. Arcade owners in Columbia fear they will feel the brunt of the lost soldier business.

Shuffleboard play has not caught on in the Palmetto State, a recent survey revealed. Distributors report sales of the boards nil, while the few ops who have them say play is slim.

However, pin games sales and play are picking up rapidly, the survey showed. Since the enactment of a recent law legalizing the tables in South Carolina, ops have been putting more and more of them into use. (See *So. Carolina Pic* on page 96)

Calendar for Coinmen

September 12—Music Operators of America (MOA), executive committee, special meeting, Morrison Hotel, Chicago.

September 13—Music Operators' Association, Inc. (MOA), Chapter 1, monthly meeting, Indianapolis Athletic Club, Indianapolis.

September 13—Automatic Phonograph Owners' Association (APOA), monthly meeting, Hotel Gibson, Cincinnati.

September 13 and 27—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

September 14—Operators of Northern Illinois (ONI), regular monthly dinner meeting, Wing and Fin Club, Fox Lake, Ill.

September 14-15—National Coin Machine Distributors Association (NCMDA), annual meeting, Bismarck Hotel, Chicago.

September 25-26—South Dakota Phonograph Association (SDPA), quarterly meeting, Marvin Hughitt Hotel, Huron, S. D.

September 28—Michigan Miniature Bowling Association (MMBA), monthly meeting, Jericho Building, Detroit.

October 3—Washington Music Guild (WMG), monthly meeting, Washington.

October 13—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

October 24-26—Popcorn industries' convention and show, Palmer House, Chicago.

November 14-17—American Bottlers of Carbonated Beverages (ABCB), annual convention and exhibition, Convention Hall, Detroit.

November 27-30—National Automatic Merchandising Association (NAMA), annual convention and exposition, Convention Hall, Atlantic City.

(Association officials are invited to submit convention and scheduled meetings information to the Coin Machine Editor, *The Billboard*, 188 W. Randolph Street, Chicago 1, for listing in this calendar.)

Signal Hill Voters OK Keeno Quiz

SIGNAL HILL, Calif., Sept. 10.—A charter amendment permitting the licensing of two Keeno-quiz games was endorsed by voters in this oil town, a suburb of Los Angeles, when four councilmen weathered a recall election. An estimated 70 per cent of Signal Hill voters turned out for the special election called by the Civic Improvement Association. Games are operated by Tod (Kid Mexico) Faulkner.

Faulkner operated two years under a court injunction which barred police and city interference. The injunction was obtained following a city ordinance passed in April, 1948, banning the units.

Ops Want Out on 10c Drink Price

Important!

This copy of *The Billboard* contains an important questionnaire... important to YOU as a *Billboard* Reader.

Please turn to page 34 and fill in the questionnaire postcard for *The Billboard Annual Reader Survey*. It will only take a minute of your time.

Your reply and thousands of others enable *The Billboard* editors to provide more and better news coverage for the departments that are important to the majority of readers.

Thanks for your co-operation. . . .

. . . . The Editors

Loew's Lifts Ban on Drink Venders; Will Test 6 Units

NEW YORK, Sept. 10.—Lifting a long-standing ban on the placement of coin-operated drink vending equipment in movie houses of their chain, Loew's Theaters has permitted the installation of six units here, it was learned this week. But Loew's officials stressed the cup venders were being operated strictly on a test basis and no decision had yet been made authorizing general placement thruout the chain.

Operators have long tried to break into the Loew's organization with cup venders. With Loew's controlling some 150 theaters in the Eastern United States, a change of policy on the part of the chain's management toward operation of the machines would result in the letting of a number of lucrative operator contracts.

Pre-Mix Refreshmats

By - passing conventional carbonated units, machines chosen for the tests now under way are pre-mix Refreshmats. Dispensing a non-carbonated drink, the venders are produced by Automatic Products Corporation of Minneapolis. It was believed choice of the machines was influenced by the fact that no water lines have to be connected, thus permitting relocation at will. The local operator maintaining the machines is Buddy Rosenthal, of Coldrinx.

No statement on the length of the test could be obtained from Loew's management. Eugene Picker, vice-president, was non-committal when reached for comment. "We are waiting to see what they (cup venders) will do," he said. He emphasized placement of the units was "purely experimental."

National To Make Subway Gum Venders

Units for Amer. Chicle

NEW YORK, Sept. 10.—American Chicle Company has awarded a contract to National Rejectors, Inc., of St. Louis, for the manufacture of penny gum and candy venders to be placed in quantity in stations of the New York subway system. In winning the contract, the producer of coin and slug ejector mechanisms beat out several firms who were understood (See Nat'l To Make on page 91)

Up to 50% Drop in Business, 100 Per Cent Hike in Location Commission Dooms Dime Peg

Management in 10-Cent Stops Taboos Return to 5 Cents

By Fred Amann

CHICAGO, Sept. 10.—The dime drink price on cup venders, which began blossoming early in 1947 and gained momentum during the past year and a half, has taken on a Frankenstein aspect for the operator and is now on the verge of being discarded. Reintroduction of the nickel tab in those locations were 10-cent drinks have been the rule awaits only the agreement of the location management (largely theaters) to revert to the lower price, operators in five major cities told *The Billboard* this week in a survey on the question. Two reasons why the operator of dime equipment is making less

of a profit off his individual units are sales drops ranging up to 50 per cent of normal nickel returns and the fact that locations demand an increase in commission rates from the usual 25 per cent of nickel sales to 50 per cent of the dime gross.

Nickel Drink Best

Operators feel that, altho there has been only slight falling off in prices of sirups and paper cups during the past months, the nickel drink is the answer to sustained and better net profits in the long run. Use of the smaller five-ounce cup, resulting in a small saving in sirup, gas and cup costs, has aroused little interest. Change-over costs per machine, to dispense a smaller portion of sirup than in the six-ounce drink, plus the likelihood that the "smaller portion" question might crop up at any time in the public mind to hamper sales, are factors working against universal adoption of the five-ounce size, operators claim. In Pennsylvania, however, where the State soft drink tax enters into the picture, use of the five-ounce cup has been fairly common, chiefly in Philadelphia and Pittsburgh.

Summing up operator reaction, consensus is now definitely that it is (See Ops Want Out on page 92)

Prices Lopped On DuGrenier Cig Machines

HAVERTHILL, Mass., Sept. 10.—DuGrenier cigarette machines, both manual and electric, are due for an early cut in list prices, it was learned here this week. But the new schedule of operator prices may not be disclosed for a week or two, according to Blanche Bouchard, secretary of Arthur H. DuGrenier, Inc., when a cost analysis of the line, now under way, is completed. Meanwhile, it was said, the venders are being offered to route owners with the understanding that the new, lower price is to govern all current sales.

Miss Bouchard attributed the pending price cuts to the greater availability of steel and parts at lower cost and economies achieved in assembly line production. Recently the firm adjusted the price of its machines, in effect, by absorbing the special tab for lights. These formerly were offered as extra equipment.

\$\$\$\$\$\$\$ in Subway Thirst

100G Business Is July Record For NYC Ops

25 Per Cent to City

NEW YORK, Sept. 10.—Cup vending machines in stations of the New York subway system dispensed a total of 2,031,247 drinks during July to rack up the largest month's gross volume the 112 units have achieved since installation began more than a year ago. The Board of Transportation disclosed this week that gross cup-machine receipts for July totaled \$101,562.35. Of this amount, \$25,390.60 was returned to the city by the seven operating companies maintaining machines in the underground locations, in accordance with the terms of temporary contracts now in force. Under these terms the board collects 25 per cent of gross income as commission. The first cup vender installed in the subway began operation May 26, 1948. (See *There's Dollars* on page 90)

Vending Making Inroads in New England Market

BOSTON, Sept. 10. — Automatic merchandising is making slow, consistent inroads in the New England area. That was the consensus of leaders in the industry as they prepared for the fall and winter season. It was indicated that too much was expected from postwar developments in automatic merchandising and the flood of new types of dispensing machines had operators dizzy and many felt that manufacturers had rushed new machines on the market too fast.

While nylon hose venders, automatic shoeshine machines, popcorn vending machines, hot coffee machines and machines with built-in change-makers appeared in this area, their numbers were limited and acceptance was slow. Business in the past year was reported good. In summing up the situation, most ops felt that it would take about five years to make the New England populace completely automatic machine minded.

SEC Breakd'n Shows APC '47 Income, Profit

Sales Hit \$25,184,000

WASHINGTON, Sept. 10. — A breakdown of the financial operations of a large vending machine corporation was made available by the Securities and Exchange Commission (SEC) this week in an exhaustive compilation of data on corporations. The figures showed that the ABC Vending Corporation had net sales of \$25,184,000 in 1947, earning a net profit of \$1,067,000 after taxes.

The firm, which was formed in early 1947 to acquire control of Berlo Vending Company and Sanitary Automatic Candy Corporation, paid out \$147,000 in dividends on common stock that year, a comparatively large amount for a new corporation.

Starting with a capital surplus of zero in 1947, ABC wound up with a surplus of \$1,849,000 by the end of the

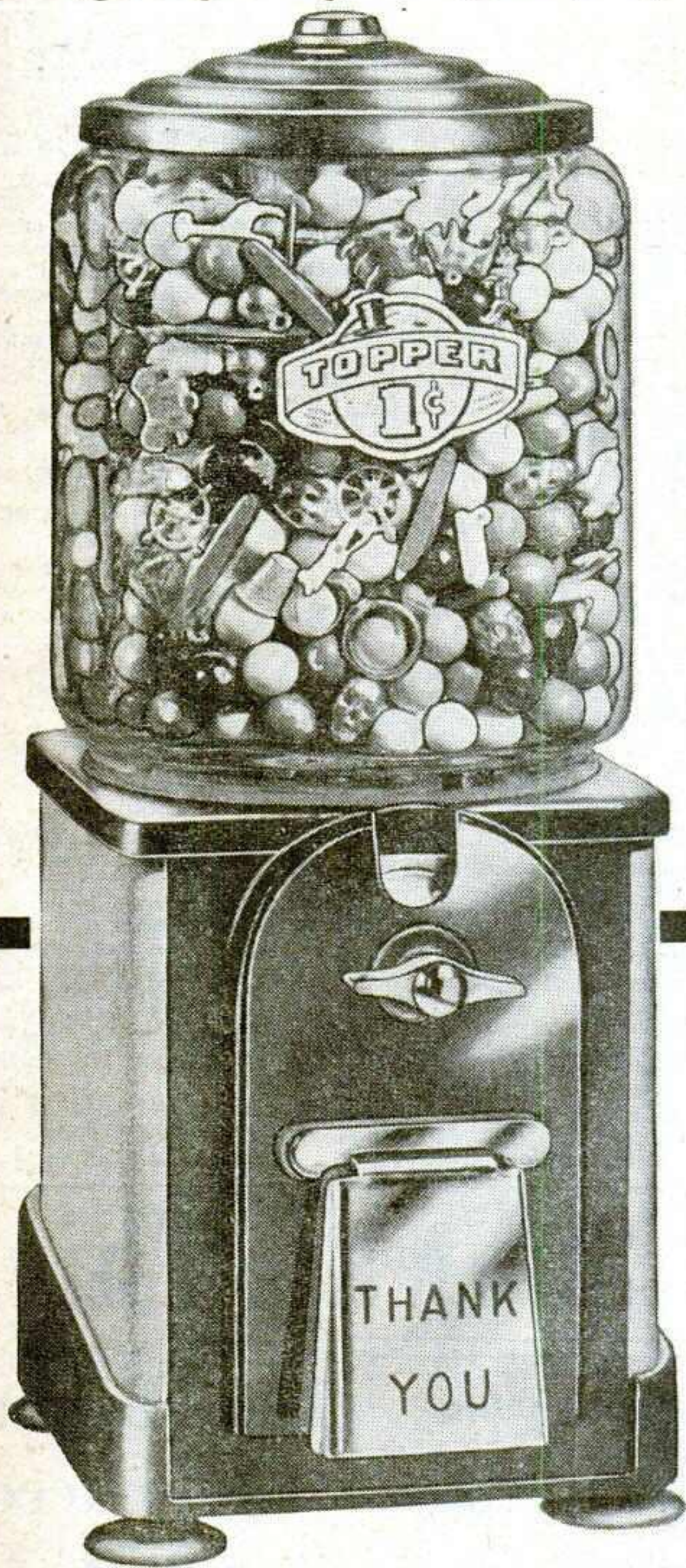
Monkey Biz

SAN DIEGO, Calif., Sept. 10. — Coin-operated laundries are a wonderful invention say many weary housewives who no longer fear "Blue Monday," but Willie, a monkey who escaped from its owner the other day, doesn't agree. Running into the laundry, Willie opened the door of a machine in operation then jumped in. By the time Richard Heitman, Willie's owner arrived, the monkey had undergone a complete shampoo. It was a docile animal that returned to its cage. The laundry owner didn't charge Heitman the customary quarter.

year. Net worth of ABC December 31, 1947, was \$3,272,000. Net worth is figured by SEC as the total of a firm's equity securities and earned and capital surpluses.

Outside of labor, ABC's biggest expenditure was in the broad category described by SEC as "selling, general, and administrative expenses." Out of every dollar of sales, ABC spent 41 cents for such expenses. The total for the year was \$10,318,000. (See *SEC Break-Down* on page 91)

IT'S HERE VICTOR'S NEW TOPPER



The new TOPPER features new and practical ideas which are typical and original in Victor products . . . and outstanding in the vending field. Yet this quality vendor is so LOW IN PRICE that it can make its cost out of profits in just a few weeks of operation.

- * Vends the combination of ball gum and charms like magic.
- * Also efficiently vends all other kinds of bulk merchandise.
- * Globes can be cleaned and refilled at home or shop and can be exchanged and installed on location in 30 seconds.
- * The base is a combination cash box and wall bracket.
- * Finished in red and black enamel (baked on). Trimmings in beautiful chrome.
- * The new TOPPER comes in 1¢ only.

When ordering please specify: For ball gum and charms—or for other bulk merchandise. Parts are interchangeable—easily converted.

TOPPERS ARE PACKED AND SOLD 4 MACHINES TO THE CASE
\$43.00 PER CASE *This Figures Only*
 IN LOTS OF 1 TO 5 CASES **\$10.75 Per Machine!**

\$10.00 PER MACHINE
 IN LOTS OF 25 CASES

Contact your jobber today, or write direct.
TOPPER WILL GET YOU ON TOP
 MANUFACTURED BY

VICTOR VENDING CORPORATION
 5701-5713 W. GRAND AVENUE CHICAGO 39, ILLINOIS

There's Dollars In Subway Thirst

(Continued from page 89)

Since that time seven operating companies have been permitted to place equipment pending the letting of permanent contracts to one or more firms. The present total of 112 units was reached many months ago. The board has several times set a date for the awarding of long-term agreements, but each time the effective date has been set back. It is hoped eventually to have a minimum of 300 machines operating in stations thruout the city. Current temporary contracts expire November: 30.

30,000 to a Machine

A breakdown of the July figures reveals that many individual machines sold well over 30,000 drinks during the 31-day period. Gross receipts of the five units operated in the subway by Lew Braverman's Drink Dispenser Corporation, for instance, totaled \$7,136.75. Other top earning routes included Jerry Finkelstein's Vend-o-Drink Corporation, with 10 cup venders, 242,024 drinks, and Dr. G. A. Lowenstein's 25 machines, operated as Good & Cold Drink Vending Machine Corporation, which dispensed a total of 545,331 cups.

July volumes achieved by the remaining subway operations include New York Automatic Canteen, 18 machines, 305,695 drinks; Interborough News Company, 17 machines, 299,672 drinks; Chick's Drinks, 33 units, 452,953 cups, and General Vending Corporation, 4 machines, 42,834 drinks.

August figures have not yet been compiled. They are not expected to equal the July record, however, since the weather was not conducive to soft drink consumption.

Monthly gross sales since August, 1948, show the expected seasonal variations. The chart below, however, does not make allowance for the varying number of machines actually in operation.

1948	Gross
August	\$58,580.40
September	72,627.75
October	52,327.40
November	53,051.42
December	35,124.80
January, 1949	40,010.95
February	35,744.75
March	40,893.80
April	45,832.80
May	57,019.45
June	85,785.80

Northwestern Line In B'klyn Showing

NEW YORK, Sept. 10.—A four-day showing to acquaint operators in this area with new bulk venders produced by the Northwestern Corporation will open Wednesday (21) at 4105 16th Avenue, Brooklyn, headquarters of the Northwestern Sales & Service Company, according to Moe Mandell, head of the outlet. Local sales company handles Northwestern products in New York and New Jersey.

Featured in the show will be Northwestern's Model 49 and the 49 De-Luxe, the latter finished in porcelain as well as a dual-nut unit. W. E. Bolen, president of the Illinois manufacturing firm, will attend, marking his first visit East since before the war.



**HOT-POP
POPCORN VENDOR**
 (Non-Coin Operated)
\$47.50

Makes big profit at small cost. It will pay you big dividends to investigate. Write for circular.

LOGAN DIST. CO.
JACK NELSON JR.
 Gen. Mgr.
 2320 Milwaukee Ave.
 Chicago 47, Ill.

SPECIAL OFFER FOR POPCORN PROFITS

- 1 'POP' CORN SEZ WARMER
- 1 CASE (15 BUSHELS) POPCORN*
- 100 LARGE SERVING BOWLS
- 1000 SMALL SERVING BOWLS

REGULAR PRICE
\$84.50

**ALL FOR
\$59.50**



'Pop' Corn Sez Popcorn Counter Warmer takes only 17 inches of space. No expensive popper, no trouble — simply pour specially packaged and sealed pre-popped corn into warmer and cash in on popcorn profits. One bushel of popcorn costing \$1.20 sells for \$5.00 in retail purchases.

*SALES FROM ONE CASE OF POPCORN SHOULD BE \$75.00
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AUTO- VEND, INC.

5210 Bonita DALLAS, TEXAS
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WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

BUBBLE BALL GUM

140 or 170 size. Crown Jack Brand with colored centers, 25 lb. ctn. \$ 5.65
 100 lbs. or more 21.90

COPPER AND SILVER PLATED CHARMS

Series #1, 1,000 \$4.50
 Series #2, 1,000 5.75
 Gold Plated "Georgie" Pins, 1 Gross 3.95
 Silver Wedding Rings, 1,000 5.50
 Gold Wedding Rings, 1,000 8.95
 Stone Rings, 1 Gross 2.50
 Sassy Wise Crack Buttons, 1,000 .. 6.00
 Gold Plated Basket Balls, 1 Gross 2.95

STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

\$2.99 each

We are factory distributors for all leading makes of VENDING MACHINES. 1/3 DEP. ON ALL ORDERS.

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THREE MACHINES IN ONE

\$10.00 to \$50.00 Weekly on Location!

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 549 W. Washington St., Chicago 6, Illinois

NEW VENDORS

N.W. Mod. 49, 1c or 5c	\$17.55
N.W. Dual, Comb. 1c & 5c	45.00
N.W. DeLuxe, Comb. 1c & 5c	27.00
N.W. Mod. 33, 1c	11.50
N.W. Mod. 39, 1c	12.75
N.W. Mod. 40, 1c	9.50
N.W. Mod. 33 Ball Gum, 1c	10.50
Victor Universal, 1c	13.95
Victor Mod. V, 1c	12.75
Victor Topper, 1c, Case of 4	43.00
Less in Quantities	
Silver King, All Models	13.95
In quantity, Ea.	10.55
2 to 5	\$12.50
6 to 11	\$11.55
Master #2, Comb. 1c & 5c	17.50
Master 1c Novelty	13.95
Shipman Triplex, 1c & 3c Stamp	39.50
N.W. National Postage, Roll Type	69.00
Adams Gum, Mod. G.V., 6 Col., 1c	19.50
Col. Tri-Mor With Pedestal	45.00
Col. Bi-Mor With Pedestal	36.00
Col. 46 Z, 1c, Up to 12 Mchs.	12.00
Col. 46 ZB, 5c, Up to 12 Mchs.	12.75
Col. 46 G, 1c, Up to 12 Mchs.	11.50
Adams Gum Mod. N, 1c	22.50

"RAKE" 24 PAY PLAN
 All Machines Listed Above Sold on Our 24 Pay Time Payment Plan.
WRITE FOR COMPLETE DETAILS
 Specify What Machines You Are Interested in Purchasing.

NEW COUNTER GAMES

Buddy, 1c Cig. Reels	\$19.50
Silver King Hunter, 1c	45.00
A.B.T. Strikalite	42.50
A.B.T. Skill Gun, 1c	57.50
Kicker & Catcher, 1c	34.50
Silver Kings Target Kings, 1c	45.00
Acme Shocker, 1c	18.75
Gottlieb Grip Scale	24.50

NEW SLOTS

Col. Bell Twin J.P.	\$145.00
Mills V.P. Bell, 5c	65.00
Mills Q.T., 5c	115.00
Mills Blue Bell, Black Beauty, Melon Bell, Bonus Bell, Etc.	Write

REBUILT CIGARETTE MACHS.

Du Grenier Mod. V, 7 Col., 25c	\$49.50
Du Grenier Mod. W, 9 Col., 25c	75.00
Du Grenier 4 Col., 25c	29.50
U-Need-a-Pak 8 and 9 Col., 25c	54.50
U-Need-a-Pak Mod. 500, 9 Col., 25c	79.50

RECONDITIONED VENDORS

Advance Ball Gum, 1c	\$ 5.95
N.W. De Luxe, 1c or 5c	15.00
N.W. Mod. 33 Ball Gum	7.50
N.W. Dual 1c & 5c	25.00
Col. Mod. 46, 1c	7.50
Yu-Chu Ball Gum, 1c	6.50
Silver Kings, 1c	7.50
Silver Kings, 5c	8.00
Victor Mod. V Globe Type, 1c	8.95
Victor Mod. V Cab Type, 1c	9.95
N.Y. 1c & 3c Stamp	12.50
Shipman Duplex 1c & 3c Stamp	19.50
Adams Gum, Mod. G.V., 6 Col., 1c	14.50
U-Select-It Candy Bar, 54 Bar, 5c	29.50
Match Box Vendors (New)	4.95
Master #2, 1c-5c Comb.	10.00
Master #6, 5c	10.00
Master 1c Novelty	8.50
Duplex Vendors, 2 Comp.	10.00

GENUINE LEAF RAINBOW BUBBLE GUM
 1/4" Size ... 26c lb.—170 & 210 Ct. ... 27c lb.
 Packed 25 lb. Cts. Orders of 150 lbs. or more shipped prepaid from factory less 2%.

SEND FOR COMPLETE PRICE LIST-B OF COIN OPERATED MACHINES & SUPPLIES
 1/3 With Order, Balance C. O. D.

RAKE COIN MACHINE EXCHANGE
 609 SPRING GARDEN ST., PHILA 23, PA.
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HERE'S A SIMPLE STORY!
ACORN
 1c or 5c All Purpose Bulk Merchandise
 Simply sells all types of bulk merchandise as fast as you load it!
 WRITE TODAY! CAMEO VENDING SERVICE
 432 W. 42d St. New York 19, N. Y.
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WATCH FOR the NEW
KOFFEE KING
 New Futuramic Hot Coffee Vendor

WANT
 GOOD CLEAN C-8 ELECTRO CIGARETTE VENDING MACHINES
 Quote Best Price on Ten Machines.
 BOX 927, MONTGOMERY, ALA.

Nat'l To Make Subway Venders

(Continued from page 89)
 also to have entered bids.

American Chiclé recently was granted a five-year franchise to operate all vending machines in the subways, with the exception of automatic cup dispensers. Its operating rights become effective October 1. Actual maintenance of the machines will be done, thru a sub-contract, by the Interborough News Company, which formerly operated in the subway under a separate contract. It then shared operating rights with New York Subways Advertising, a William Wrigley Jr. subsidiary. Between them they had 5,254 penny gum and candy machines on location as of December 31, 1948.

Heavy Production

With a large percentage of these machines deemed obsolescent, the contract with National Rejectors probably calls for large-scale production runs. However, an official of American Chiclé said yesterday (9) that the deal at present does not specify any particular number of units. Initial deliveries are not to be made until early in 1950. Meanwhile, American Chiclé is underwriting the fabrication of tools and dies by National, he stated.

Under terms of its contract with the city, American Chiclé is permitted to rent Wrigley units for a period of six months. Their new machine is based on an original design by Interborough News. It is said to be adaptable for either gum or candy.

Runyon Named Automatic Rep

NEW YORK, Sept. 10.—Sam Kresberg, executive vice-president of the Automatic Products Company, announced this week the appointment of Runyon Sales Company as authorized distributor for the firm's cup vender, Refreshomat.

Runyon will handle the pre-mix unit in New York and Connecticut.

SEC BREAKDOWN

(Continued from page 89)
 Expenditures for maintenance and repairs were relatively scant, amounting to only \$37,000. ABC charged off \$218,000 to depreciation and amortization. Taxes for 1947 amounted to \$578,000.

Figured as a percentage of net worth, ABC's profits after taxes were 32.6 per cent. In comparison, the industrial giant, E. I. Du Pont de Nemours & Company had a profit-net worth ratio of but 14.5 per cent in 1947.

ATTENTION POPCORN OPERATORS
 You will benefit most in PROFITS and SALES by using the original 'POP' CORN SEZ pre-popped corn! Scientifically popped, packaged and sealed by a method originated by 'POP' CORN SEZ, our product is designed for you!
 Write for details! Ask about our "Pop" Corn Sex Vendors, too — both new and reconditioned.
SUN PUFT POPCORN CO. OF FLORIDA
 HENDRICKS AVENUE JACKSONVILLE, FLORIDA



BRAND NEW **LUCKY BOY VENDORS**
\$9.75 Lots of 5. \$8.75
 EACH 1c or 5c MODEL Lots of 25. \$7.75
 Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed.
 1/3 Deposit, Balance C. O. D.
BLOYD MFG. CO.
 VALLEY STATION, KY.



NO COST! NO OBLIGATION!
 Let us arrange a FREE DEMONSTRATION to prove the unique advantages of **The KEENEY DELUXE ELECTRIC CIGARETTE VENDOR**



★ STARTLING STREAMLINED BEAUTY & BRILLIANCE CAPTURE TOP LOCATIONS AT WILL
 ★ ELECTRICAL AND MECHANICAL PERFECTION SIMPLICITY itself. Only a single motor, one relay and two solenoids.
 ★ SUPER CHANGE MAKER (OPTIONAL)—handles nickels, dimes and quarters. Returns a nickel on 20¢ sales when a quarter is used. Returns a nickel on quarter sales when 3 dimes are used.
 ★ HOLDS 432 CIGARETTE PACKS in fully loaded double columns (front and rear), dispensed alternately. Cigarettes always fresh. Easy selections: the pack you see is the pack you get.
 ★ EASIEST TO SERVICE—QUICKEST TO LOAD—FASTEST DELIVERY

MANUFACTURED BY J. H. KEENEY & CO., CHICAGO 32, ILL.
 Distributed in TEXAS by
GENERAL DISTRIBUTING COMPANY
 2812 Main St. Dallas, Tex. See Geo. Prock
 3000 Alameda Ave. El Paso, Tex. See Leonard Furr
 325 E. Nueva St. San Antonio, Tex. See Jack Prock
WILLIAMS NOVELTY CO.
 1906 Leeland St. Houston, Tex. See Joe Gillespie

Get Better Charms—Better Values from America's Largest Charm Manufacturer!

FAMOUS CHARM SERIES #1 PER M		3/4" BASEBALLS PER M	
Metal Color-Plated	\$4.75	White Plastic	\$6.00
Plastic—6 ass't colors	2.50	Metal-Plated	10.00
Metal-Plated	4.75	FUNNY-FACES (Cannibal, Clown, Indian, Devil, Pirate)	
24K gold or silver-plated	5.75	Plastic	4.00
BIG CHARM SERIES #2		With Rhinestone Eyes	8.50
Metal Color-Plated	5.75	Metal-Plated (copper)	7.50
Plastic—6 ass't colors	3.00	With Rhinestone Eyes	12.50
Metal-Plated	5.75	A TO Z ALPHABET CHARMS	
24K gold or silver-plated	7.00	Plastic—6 ass't colors	2.00
SKULLS		3/4" FORTUNE BALLS FILLED WITH PRIZE	
Plastic—6 ass't colors	4.00	With Precious Jewels	10.00
With Rhinestone Eyes	8.50	With 1 Dice	12.50
Metal-Plated	7.50	With Key Chains	18.50
With Rhinestone Eyes	12.50	With Bracelets (per Gr.)	6.00
RINGS		With Pearls	10.00
Plastic—6 ass't colors	2.50	With Balloons	14.00
Metal-Plated	6.00	Empty Fortune Balls	4.50

JINGLE BELLS 1/2 inch—6 ass't colors 5.00 PER M
 3/4 inch—nickel only 6.00 PER M

SAMUEL EPPY & CO., INC.
 113-08 101st Ave., Richmond Hill 19, L. I., N. Y. TEL Virginia 7-4281.
 Order Today — Empty Your Machines Faster



WALT DISNEY CHARACTER CHARMS
 MICKEY PLUTO DONALD JOE CARIOCA PINOCCHIO JIMINY CRICKET DUMBO DOPEY
 INCREASE SALES 500%
 Get more "FACE" value for your Charm Dollar.
 DISNEY CHARACTER DECALS AVAILABLE IN FULL COLOR
 Vends perfectly with 210 Gum and all Bulk Merchandise.
 Operators, contact your distributor. Distributors, contact us!
CHARACTER CHARMS, INC.
 1407 E. 16th St. Phone: Richmond 7-4141
 Western Sales Office: 1023 S. Grand Ave., Los Angeles 15, Calif. Phone: Richmond 5264
 Eastern Sales Office: 1349 5th Ave., Pittsburgh 19, Pa. Phone: ATlanfic 6478
 Los Angeles 21, Calif.



Northwestern

NEW REDUCED PRICES

MODEL 49 SPECIAL
\$13.35 Ea.—Qty. Price
Sample \$13.75

MODEL 39
\$12.25 Ea.—Qty.
Sample \$12.75

MODEL 33
\$10.95 Ea.—Qty.
Sample \$11.50

33 BALL GUM
\$9.95 Ea.—Qty.
Sample \$10.50

MODEL 40
\$8.95 Ea.—Qty.
Sample \$9.50



Factory Fresh Vendor Confections—Charms
—Parts and Supplies.
WRITE FOR LIST.
BADGER SALES CO., INC.
2251 W. Pico Blvd. Los Angeles 6, Calif.

Ops Want Out on 10¢ Drink; Commissions Doom Dime Peg

(Continued from page 89)
illogical, profit and sales-wise, to try to re-educate the public to accept a shorter drink or a higher price. Either one will eventually spell a reduced profit path, it is felt.

Operators having dime drink locations report that such stops are only a very minor part of their total operations because of the limitations due to lack of dime-type spots. Because of the reasons outlined, however, they feel that even this small 10-cent group of spots should be eliminated altogether. With high traffic, transient theaters leading as dime price locations, operators state

that other receptive spots are airports, bowling alleys, skating rinks and ballrooms where dances are held one to three nights a week. Other than in straight amusement spots (with the exception of airports) the dime price has been unanimously voted down. Now, the average operator wants to make this feeling 100 per cent among all types of locations.

N. Y. Anti-Dime Trend
In New York City the trend is definitely away from dime soft drinks. Those firms that still have 10-cent cup venders in operation, in almost all cases, would rather switch to a nickel. Here, as in other cities, the



VICTOR'S AMAZING NEW TOPPER
4 Toppers to a case
\$43.00 Per Case.
\$10.75 Per Mach.

5/8 140 Count COLORED BUBBLE BALL GUM
25 lb. cartons
26c LB.
170 & 210
27c LB.

(Prepaid in lots of 150 lbs. or more)
FULL CASH WITH ORDER.

PISTACHIOS
25 lb. carton.
Large, 60¢ lb.
Small, 45¢ lb.
Full Cash With Order.

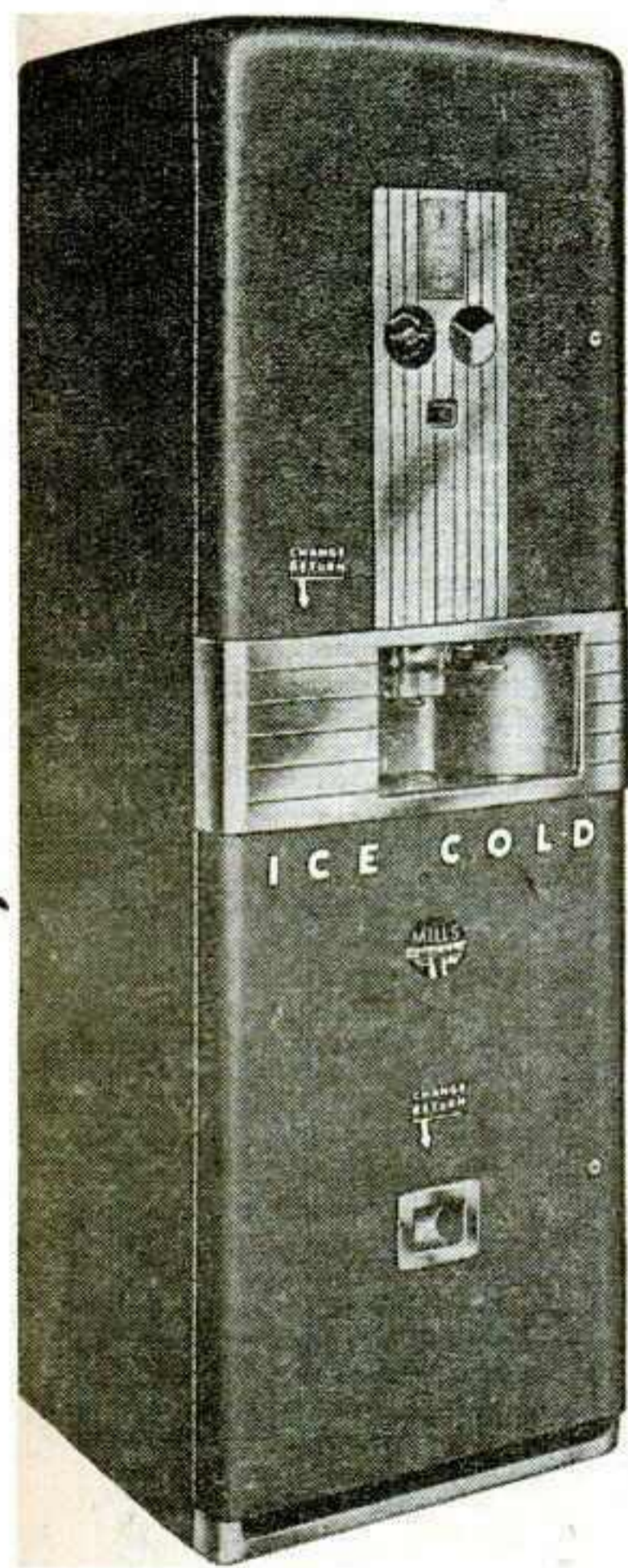
Plastic Charms
\$2.50 Per 1000

SPECIAL SEPTEMBER OFFER
4 Toppers PLUS 25# 210 Ball Gum PLUS 1000 Charms, all for ONLY
\$50.00

1/3 Deposit, F. O. B. Brooklyn, N. Y.,
Balance C. O. D.
Orders Under \$10.00, Money in Full.
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7992

MILLS AUTOMATIC FOUNTAIN



with New
TAMPER-PROOF VENDING STAGE



CUT SERVICING CALLS

• To prevent tampering the new Mills Vending Stage has a safety lock that keeps the gate shut tight—it cannot be forced open. But the Vending Stage operates dependably when set in motion by coin. Syrup cannot get into mechanism to cause faulty operation, eliminating unnecessary servicing and delay.

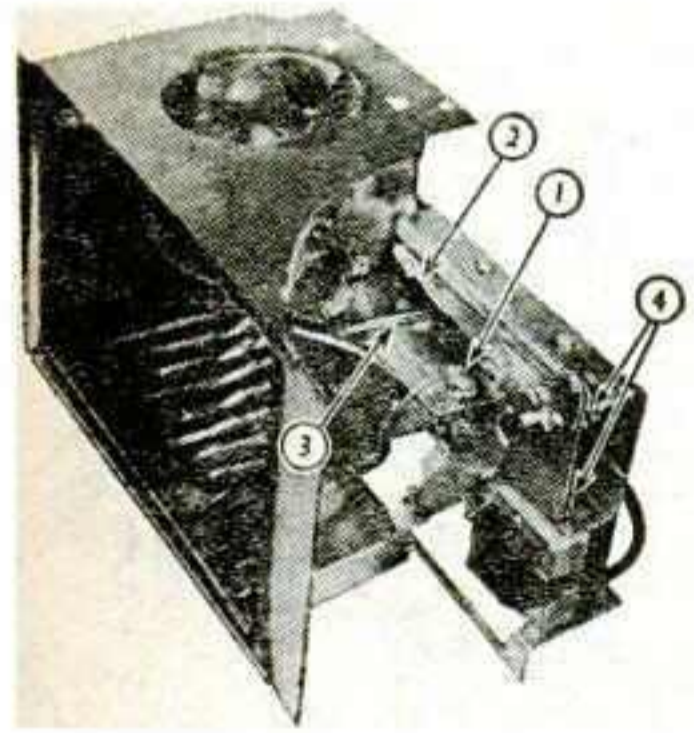
Here are features that mean still greater Automatic Fountain satisfaction and sanitation—that insure steady profits with minimum attention. The dimensions are the same as the previous Stage, permitting easy replacement if desired.

MILLS INDUSTRIES, Incorporated
4100 Fullerton Ave., Chicago 39, Illinois

MILLS

AUTOMATIC FOUNTAIN

WITH COIN CHANGER



- 1 Thumbscrew to remove gate
- 2 Safety Lock
- 3 Ridge bars syrup from mechanism
- 4 Rollers for easy operation

RAIN-BLO BUBBLE BALL GUM
150# to 475#, 5/8", 140 C, 27c,
170 and 210, 29c per pound
500# or more, 5/8", 140 C, 26c
170 and 210, 28c per pound
Freight prepaid from factory on 150# or more. Full cash with order.

T. O. THOMAS CO.
PADUCAH, KY.
(Distributors since 1940)

ALL MACHINES CLEAN and Ready for Location

Round Steel Base Floor Stands to fill with concrete	\$ 2.75
Solid Cast Iron Base Stands	3.50
Chrome Base Stands	4.90
Columbus Wall Brackets	.75
Victor Wall Brackets, also for Silver King	.65
Silver King Heavy Cast	.75
Silver King 2-Piece	.85
Brand-New Advance Peanut Machines, slightly shop worn	9.00
Brand-New Advance 5¢ Merchandiser, slightly shop worn	9.25
Model D Advance Ball Gum Machines, slightly shop worn	7.50
Advance 5¢ Dentyne Gum Machines, slightly shop worn	11.00
Advance 5¢ Hershey Bar Machine, used, perfect	10.00

T. O. THOMAS CO.
PADUCAH, KY.

CHARMS

NEW PLATED FOOTBALLS EMBOSSED WITH NAMES OF COLLEGE TEAMS

COPPER PLATED FOOTBALLS \$ 6.00 per M

GOLD PLATED FOOTBALLS... 10.00 per M

Penny King Company
415 Neptune Street Pittsburgh 20, Pa.

Manufacturer of
HIGHEST QUALITY CHEWING GUM

BALL GUM
BUBBLE GUM
BUBBLE BASE

SOLICITES INQUIRIES FROM
QUANTITY BUYERS ONLY

BARKER BRANDS, Inc.
SEA BRIGHT, N. J.

BUY SILVER KINGS KING OF VENDORS

Nut and Ball Gum, Candy, Charms Vendors, 1¢-5¢. U. S. and Foreign Coins. "Hot Nut" Vendors . . .



Bigger Profits from locations are a natural with Silver Kings or "Charm King" Ball Gum Vendor Designed for sales compelling eye appeal **\$10.55** in quantities Sample, \$13.95.

At All the Best Dealers—or Write. Ask About the New "Hunter."

SILVER-KING CORP.
622 Diversey Parkway CHICAGO, ILL.

dime price is only retained because of location demand. Dime spots are almost exclusively limited to theaters, bowling alleys and other amusement places.

Spacarb New York Distributors, Inc., reports dime units only in movies. Such 10-cent spots comprise less than 5 per cent of their route. Finding little correlation between the size of the theater and its drink price policy, Spacarb vice-president, Albert Minkow, states that theater management policy on dime drinks is guided by price tags set on candy. Where candy is sold at a dime, then so are drinks. He reports grosses in dime spots over 50 per cent smaller, compared to like nickel locations. He states that he will drop dime vendors to a nickel just as soon as permitted by theater management.

While discounting use of five-ounce cups, Minkow said that he pays about 10 cents less per thousand for regular size cups than a month ago.

George Thiers, of Automatic Beverage Corporation, reports less than 10 per cent of his stops are operated at a dime. These are in movies, bowling alleys and skating rinks, and were first changed to dime price two years ago. Altho offering no figures, Thiers claims that in the dime spots grosses are so much lower that they do not make up the difference that would be gained if the nickel price were in effect. He will drop the 10-cent price as quickly as he can obtain an okay from location management.

Another operator, Michael Cohen, beverage dispensing company, has 10 per cent of his equipment at a dime. These, in theaters and bowling alleys, were pegged at the 10-cent price 15 months ago when the operation started. Cohen declares that nickel machines outsell dime units three-to-one. He wants to drop all units to a nickel if locations will permit.

Chi Ops In Between

Chicago operators, caught between dropping volume and movie management's insistence on the dime price in Loop houses, are taking dwindling returns on such locations. As in other cities covered, they continue the dime price only because of the location's demand with the result that 100 per cent of the Loop houses operate at the higher drink price. In neighborhood movies, where the higher peg was tried last year, there has been a gradual return to the nickel drink.

Seymour Gale, Drink-o-Matic Company, who started dime operation in top movie houses March, 1948, has confined the 10-penny price to such spots. For such spots, if a return of the nickel price can be effected, and in non-Loop theaters, Gale is considering experimenting with the five-ounce drink.

United Beverage, largest cup vender operation in the city, also has straight dime units in the Loop theaters and in a number of neighborhood houses. Max Rosenbaum, heading the firm with a brother, Paul, also maintains that the dime price is not the answer for better profits. With sirup, cup price holding steady, the nickel price with its resultant hike in sales is now, more than ever, the best answer to operation at a safe sales and profit level, he contends.

Detroit Picture

Detroit cup vender operators are divided in practice between nickel and dime operation, but there is little real enthusiasm for the dime business. (See Ops Want Out on page 95)

Important!

This copy of The Billboard contains an important questionnaire . . . important to YOU as a Billboard Reader.

Please turn to page 34 and fill in the questionnaire postcard for The Billboard Annual Reader Survey. It will only take a minute of your time.

Your reply and thousands of others enable The Billboard editors to provide more and better news coverage for the departments that are important to the majority of readers.

Thanks for your co-operation. . . .

. . . . The Editors

"GREATEST FORWARD STEP.."

in the BULK VENDING MACHINE BUSINESS"

Northwestern

MODEL

49



CUTS SERVICING TIME AND COSTS
in *Half*

Everywhere acclaimed the greatest forward step in the bulk vending machine business, the new Northwestern Model 49 is a winner in every respect. Its new *Sani-Carry Globe*, with convenient screw-on cap, can be cleaned and refilled at home or warehouse. On location, empty globe is removed from vender and filled globe attached in a jiffy. Result: Servicing time and costs cut in half . . . profits boosted to new highs. Write, wire or phone for complete details!

THE NORTHWESTERN CORPORATION

818 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

Northwestern
MODEL **49**
\$17.55 EACH

ALSO IN STOCK
Dual Nut . . . \$45.00
DeLuxe 27.00
Model 33 . . . 11.50
Model 39 . . . 12.75
Model 40 . . . 9.50
33 Ball Gum. 10.50

Write for Quantity Prices

EMPIRE COIN MACHINE EXCHANGE
1012 MILWAUKEE AVE. CHICAGO 22

TOPPERS
Efficiently vends ball gum, charms and other bulk merchandise. Packed 4 to Case. \$43.00 per case. (Request quantity prices.)
WRITE FOR CATALOG on bulk merchandise, gum, etc.; amusement games, music boxes, etc.
PARKWAY MACHINE CORP.
Dept. 30
623 W. North Ave.
Baltimore 17, Md.

Complete, Separate Service Heads on
ACORN
1¢ or 5¢ All Purpose Bulk Merchandiser
Fast to service and exchange on location. Extra heads—removed simply by unlocking—give you many more Acorn Vendors at minimum investment.
Write today!
Operators Vending Machine Supply Co.
1023 South Grand, Los Angeles 15, Calif.

ATTENTION—25¢ & 30¢ CONVERSIONS
Silver Quarter or combination Nickel-Dime Guaranteed Parts. Expert Workmanship.

CIGARETTE MACHINES
NATIONAL ELECTRIC, 9 Cols. \$199.50
UNEEDA, 8 Cols. 135.00
UNEEDA, 6 Cols. 125.00
Uneeda Model 500, 9 Col., 350 Pack Cap. 100.00
Uneeda Model A, 9 Col., 270 Pack Cap. 75.00
National 9-30, 270 Pack Cap. 75.00
National 6 Col. 150 Pack Cap. 32.50
ROWE PRESIDENT, 10 Col., 475 Pack Cap. 110.00
Royal, 10 Col., 400 Pack Cap. 97.50
Royal, 8 Col., 320 Pack Cap. 85.00
Rowe Imperial, 8 Col., 240 Pack Cap. 70.00
Rowe, 6 Col., 150 Pack Cap. 35.00
Special! 8 Col. Cig. VENDOR. 39.50
Special! 4 Col. VENDOR. 80 Pack Cap. 20.00

CANDY MACHINES
National 9-16 \$100.00
ROWE, 120 Bar Cap. 85.00
UNEEDA CANDY, 102 Bar Cap. 75.00
VENDIT, 150 Bar Cap. 57.50
U-Select-It 35.00
ROWE 5 COL. 1¢ GUM VENDOR 15.00

SALE \$62.50 DuGrenier
MODEL W, 9 col., 308 pack cap., also WD model

SALE \$65.00 Candyman
72 bar cap. Enclosed base

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models

UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK

CHARMS—The Biggest & Best Assortment



Colorful Plastic.....\$3.75 M
Brown Plastic..... 3.75 M
Gold or Silver Plated.... 7.00 M
Copper Plated 6.00 M

5/8" TREASURE BALLS
With Tattoos.....\$12.50 M
With Key Chain 18.00 M
With Balloons 14.00 M
With Dice 12.50 M
With Bracelet 5.50 Gr.

NEW!!! #500 CHARMS
#500 Bright Plastic\$3.00 M
#500M Metal Plated 5.75 M
#500C Color Plated 5.75 M
#500 Gold or Silver Plated 6.75 M
#500 Metallic Plastic, Bronze or Silver 3.25 M

#494 ANIMAL CHARMS
#494 Bright Plastic\$3.00 M
#494M Metal Plated 5.75 M
#494 Color Plated 5.75 M
#494G Gold or Silver Plated ... 6.75 M
#494 Metallic Plastic Bronze or Silver 3.25 M

#3 Asst. Small Plastic Charms....\$2.50 M
#3M Asst. Small Metal Plated Charms 4.50 M
President Buttons - Pictures and Dates of Office of the 32 Presidents of the U. S.—Washington to Truman\$6.00 M



KARL GUGGENHEIM, INC.

33 Union Square

New York 3, N. Y.

Bottler Uses Cup Machines To Boost Biz

Top Brand Promotion Aid

SAN ANTONIO, Sept. 10. — Cup venders are on the "better business" practices list of L. R. Eastman's Cliquot Club Bottling Company here.

A. L. Harris, firm's sales manager who has charge of the vending department, points out that the best angle to the vending operation is that "the merchandising takes care of itself."

Venders a Success

Termining the automatic merchandising of soft drinks an outstanding success, Eastman declared that location placement proved to be no problem at all.

Eastman uses a three-flavor vender (SuperVend), purchasing the sirup for the other two flavors. To date flavors other than Cliquot Club being used in quantity are Royal Crown Cola and Dr. Pepper.

Theater Biz

Theaters have been found the best bet for vender locations in this area, with the seven-day a week sales potential piling up the biggest sales totals.

Altho the firm has its own general advertising program, the cup venders are not included. "The cup venders are their own best advertisements."

POPCORN MACHINE OPERATORS and Distributors

Advertisement for Popcorn Machine Operators and Distributors, featuring Dwight Hamlin Co. with a picture of a popcorn bucket.

Another in the great family of Electro Distributors...

F. A. B. DISTRIBUTING COMPANY, INC. 304 IVY STREET, N. E. ATLANTA 3, GA.

Distributors of Electro in Georgia, Alabama, North Carolina, South Carolina, Eastern and Central Tennessee and Florida West of Tallahassee.



America's Finest All-Electric Cigarette Vending Machine

EASTERN ELECTRIC VENDING MACHINE CORP

GENERAL MOTORS BLDG. NEW YORK 19, N. Y. A PRODUCT OF C-B LABORATORIES

ACORN 1c or 5c ALL PURPOSE BULK MERCHANDISERS



Offers You These OUTSTANDING Service Head Features
Enables you to do a faster, more thorough cleaning job on your merchandising compartment.

Distributors! A Few Choice Territories Are Still Open. Write, Wire, Phone M. J. Abelson Gen. Sales Mgr. 1349 Fifth Ave. Pittsburgh, Pa. Ph.: AT 6478

MFG. CO., INC. 11411 Knightsbridge Ave. Culver City, California

WRITE FOR OUR FREE ILLUSTRATED CATALOG



Rush Your Order Today VICTOR'S AMAZING NEW TOPPER
1 to 5 Cases \$43.00 Per Case (\$10.75 Per Mach.)



VICTOR'S NEW MONEY MAKER "HOT-POP" POP CORN MACHINE Non-Coin Operated OPERATOR MAKES \$4.20 Per Week On Sale of 2 Lbs. WRITE FOR DETAILS YOU COLLECT PROFIT IN ADVANCE

WE TAKE TRADE-INS—LIBERAL ALLOWANCE

1/3 Deposit, Balance C. O. D.

VEEDCO SALES COMPANY

2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.

MILLS FAMOUS DISPLAY PENNY GUM VENDER

Dispensing Dentye, Beeman's Pepsin and Peppermint, Spearmint and Cinamon Chiclets.

SOME FACTORY RECONDITIONED AND GUARANTEED MACHINES AVAILABLE.

HAL R. MEEKS

National Distributor

55 W. 42nd STREET NEW YORK 18, N. Y.

NEW LOW PRICES U-SELECT-IT

CANDY MACHINES

75-Bar Capacity, Each\$27.50

Cigarette Machines

DU GRENIER, 7 Col., Like New\$60.00
DU GRENIER W, 9 Col. 45.00
DU GRENIER CHAMPION 50.00
UNEEDA MONARCH, 8 Col., Like New 70.00
NATIONAL 9-30 50.00
COUNTER MODEL, 7 Col. 17.50

Half Deposit, Phone: BA. 9-0606 HARRIS VENDING 2717 N. Park Ave. Philadelphia, Pa.

ADVANCE STICK GUM MACHINE

Single Column, 1c or 5c Write

ALL MERCHANDISE AT LOW COST - Write SHIPMAN STAMP FOLDERS, LOW COST. WRITE.

Price list for various vending machines and products, including ABT Challenger, Gottlieb Grip 3-Way, Bouncer, etc.

USED BULK VENDORS, ALL MAKES OVER A THOUSAND NEW MACHINES ALWAYS IN STOCK Factory Distributors

1/3 Deposit, Balance C. O. D.

J. SCHOENBACH

1645 Bedford Ave. Brooklyn 25, N. Y.

DO YOU KNOW?

You can buy all machines made by

- Victor Vending Corp.
Northwestern Corp.
A. B. T. Corp.
Silver King Corp.
Hamilton Scale Co.
Marion Scale Co.

on TIME PAYMENTS paying for them in 20 weeks? Write for details TODAY!

ROY TORR LANSDOWNE, PENNA.

Advertisement for Charms Vending Service, featuring a picture of a vending machine and text about doubling profits.

NEW! ACORN VENDOR



This new 1¢ or 5¢ bulk merchandise vendor is amazingly easy to operate... vends any type of merchandise Beautiful bakelite enamel finish.

Order Today
\$13.95 EA.

Quantity discounts granted

DANCO
COIN MACHINE CO.

1302 E. Baltimore St., Baltimore 31, Md.

Ops Want Out on 10¢ Drink; Commissions Doom Dime Peg

(Continued from page 93)
ness, except in selected types of locations. The 10-cent policy has been in effect here in some types of spots for over two years. One of the pioneers was the Vending Machine Corporation of America, which placed them in city-operated locations, chiefly in city parks.

It has been a practice of the city to require dime operation—apparently because it is felt that it was one way to make more net revenue for the city as location owner.

This very theory is disputed by some operators. Typically, by Glen Bradley, manager of Spacarb Detroit distributors. He reported that when the firm first put in dime chutes a year ago, the money volume went down steeply at first, but that the take subsequently went to the same figure. Under this set-up, the location obviously made more money, since the commission deal gave the location owner 25 per cent on nickel sales but 50 per cent on dime sales. From the operator's position, however, it was apparent that he was doing a smaller volume of business with a reduction in his own percentage of the total sales, even tho the total money taken in returned to the previous figure. It was questioned whether the reduction in operating costs, because of reduced merchandise volume, would make up for the loss of the additional 25 per cent of the gross given to the location.

A somewhat different experience was reported by Paul Dietrich, sales manager of Vending Machine Corporation, where the gross has been found to be consistently less on dime sales. This route operator is definitely against the dime policy for general operation, but pointed out that their own locations are, in general, city-owned.

Theaters are important dime locations for Spacarb—in fact the only dime locations they operate. These are principally downtown houses and some of the leading outlying theaters. About one-third of such locations are now on a dime basis—a policy adopted about a year ago, ordinarily on the request of the theater management. In such instances, management felt that a dime policy could be successful when the customer is paying a dollar for admission, while it would be out of proportion in a neighborhood house with an admission of 35 to 50 cents.

Supply costs have remained nearly unchanged since a year ago in the local market, Detroit operators indicate. Sirup costs have not moved upward recently despite an upward movement in costs of sugar. Availability of sirup is said to be good, in marked contrast to a year ago.

A significant change is the decision of some operators to go into making their own sirup, in order to save some 10 to 15 per cent of costs. Spacarb, for instance, is considering this move, among larger operators.

Paper cup costs are considered quite high, and remain unchanged during the past year. The entrance of new competition into the cup manufacturing field may be expected to cause some reduction in unit costs in the near future, operators feel.

Bayne Phipps, Spacarb, reports that he tried the dime price "a couple of years ago and the public wouldn't stand for it." He says that at the time, location commission was advanced from 25 per cent to 50 per cent, "and we lost on the deal, with business falling off about two-thirds."

The cost of paper cups is about the same as last year, Phipps claims sirup has gone down about 20 per cent. Spacarb now makes its own sirups, he states. He doesn't believe that the five-ounce cup is practical, altho he has not tried that size. "Spacarb uses about a 7 1/4-ounce cup and delivers slightly over six ounces of drink—which prevents slopping," Phipps said.

1 Per Cent on 10c in L. A.

Operators here use the dime price only on class locations such as first-run theaters, ballrooms where dances are held only two or three nights per week and airports. Of the 3,000 drink machines in operation in the Southern California area less than 1 per cent are on dime locations. The locations where 10-cent drinks are prevalent have been held at that price since installation of equipment. No operators have raised their prices from 5 to 10 cents.

Theater management reaction to the dime price varies. In first-run theaters they welcome it due to the extra commission it affords, but some privately state they would rather see the customers get the nickel break. Three different operators found this to be true with managers of the class houses. But no move has been made locally to cut prices in these houses from 10 to 5 cents. Some neighborhood theaters are going for the dime machines but only where the theater does a terrific volume. Most neighborhood theater managers, however, want the nickel machines.

Generally, a dime machine is considered strictly a disadvantage. Operators feel one reason is the terrific play machines get in the army, air and naval bases and training camps in this area, coupled with heavy industrial location coverage which has educated the spenders to go for the nickel machines.

None of the operators here likes the dime policy because they get a greater percentage of play with the nickel machines. Those few who operate in the first-run theaters, airports, etc., would rather install nickel machines.

Prices in sirups, operators report, are down only if they can guarantee a sirup franchise holder a large monthly gallonage. For these vendors the percentage of saving is from 5 to 10 per cent, depending on the amount of sirup used each month.

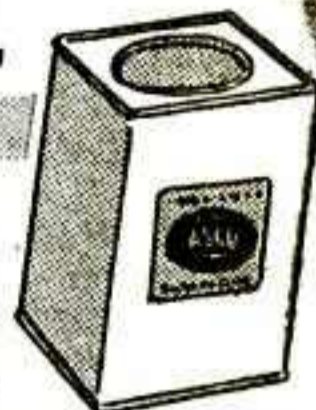
There is no break in cup prices here with the exception of very large contracts, operators add. Here is the way local contracts break down: For a 5,000,000 contract Dixie Cup will give approximately 18 cents discount per thousand; on 10,000,000 they will discount approximately 25 cents per thousand.

No operators here have experimented with the five-ounce cup, and do not intend to do so.

for the first time

VACUUM PACKED BULK SALTED NUTS

Guarantees "Factory Fresh" Delivery To You



Yes, we can now deliver salted nuts in 25-lb. Vacuum Packed Metal Containers which give you absolute assurance of "Factory Fresh" nuts as long as the containers remain sealed. This is another "Asco First." And look at the low prices.
SPANISH PEANUTS 28¢ lb.
FANCY MEDIUM VIRGINIA PEANUTS 33¢ lb.
WHOLE CASHEWS (28 per oz.) 60¢ lb.
MIXED NUTS (25% Peanuts, 25% Cashews, 20% Filberts, 20% Almonds, 10% Pecans) 62¢ lb.
Packed 2 25-lb. Containers in Wood Case.
Prices F. O. B. Newark, N. J.—Cash With Order.

Order a Sample Case Today and You'll Re-Order Many More Tomorrow. Send for Complete Merchandise Price List.

ASCO. VENDING MACHINE EXCHANGE
55-57-59 BRANFORD STREET, NEWARK 5, N. J.
BIGELOW 3-7744-5

LOWEST PRICES IN YEARS

Why pay more money for inferior brands when you can get

"SUN BRAND" PISTACHIOS

Best Quality for the Lowest Price
SELL MORE!—EARN MORE!

Extra Jumbo Size, Red, 30 count ... 55¢ lb.
Jumbo Size, Red, 34 count, per oz. ... 52¢ lb.
Special Blend Size, Red, 40 count ... 50¢ lb.
Large Size, Red, 45 count, per oz. ... 43¢ lb.
White, salted, instead of red, deduct 10¢ lb.
Minimum order 200 lbs., otherwise add 2¢ lb.

Lower prices for 500 lbs. or more

Packed in Triplex 5 lbs. moisture proof bags and shipped 12 to a carton.

Write for our prices on cashews, etc.

AMERICAN PISTACHIO CORP.

Importers and Roasters for over 20 years
111 Reade St., Dept. 15, New York 13, N. Y.

WE'VE TRIED THE REST—NOW WE'VE GOT THE BEST!



ACORN
Super 1¢ or 5¢ All-Purpose Vendor for Charms and Ball Gum.

\$13.45 EA.

ORDER TODAY!

SPECIAL!
WALT DISNEY CHARMS
\$2.75 PER LB.

AMERICAN DISTRIBUTORS

1349 Fifth Ave., Pittsburgh, Pa.
12046 Linwood, Detroit, Mich.
111 W. Columbus Drive, Tampa, Fla.

ORDER BY MAIL NOW!
New! PIECES OF SILVER CHARMS



"COIN" NEW PROFITS FOR YOU!

\$1.75 GR.

Brilliant silver plate — just like real coins. Heads in relief of famous names in history. Vends perfectly. SEND CHECK OR MONEY ORDER WITH ORDER!

LA RUE INTERNATIONAL, Inc.
540 Hayes St.
San Francisco, Calif.

YOU'LL RAVE ABOUT the NEW KOFFEE KING
New Futuramic Hot Coffee Vendor



TOPPER
\$10.00 EA.
IN LOTS OF 100

24 to 44, \$10.50 ea.
4 to 20, \$10.75 ea.

Packed 4 to a case.

Vends Ball Gum and Charms. Also Bulk Merchandise.

Send for free descriptive leaflet on "Topper" as well as other popular Victor vendors.

R. H. ADAIR COMPANY
6926 W. Roosevelt Rd.
Oak Park, Ill.

"HOT-POP" POP CORN MACHINE

Non-Coin Operated
\$47.50

\$10 dep., bal. C.O.D.

OPERATOR MAKES

\$4.20 Per Week
On Sale of 2 Lbs

WRITE FOR DETAILS
YOU COLLECT PROFIT IN ADVANCE



VICTOR'S AMAZING NEW TOPPER

1 to 5 Cases, \$43.00 Per Case. (\$10.75 Per Mech.)

Victor's 1¢ Universal Blue Hammerloid Finish—\$13.95

Victor's Model V, 1¢ or 5¢, Red Wrinkle Finish —\$12.75

DEVICES NOVELTY, Dept. A

467 N. Milwaukee Ave.
Chicago 10, Ill.
Phone: MONrie 6-7539



SEEBURG UNVEILS POLICIES

Develops New Mechanism For 45 R.P.M.; Will Drop Traditional Annual Model

No Change in Present Unit in '50; Production Sked Set

(Continued from page 3)
100-selection box. After analyzing the three-speed problem with which the record industry is currently faced, Seeburg decided 78's will continue to be produced for many years to come; that long-playing disks (33 $\frac{1}{3}$), while they offer advantages in albums and classics, will not become factors in the juke box business since that business is based on the principle of one selection for a nickel, and finally that the 45 could become a factor which would affect the juke box.

Public Will Decide

Of the 45, McKelvy wrote the company's distributors this week: "This record will never be a factor in the coin-operated phonograph business until such time as public approval has been placed upon it and public demand is such that adequate stocks will be available in every record shop thruout the country and supported by a complete 45 r.p.m. catalog."

If and when that time arrives—as Seeburg evidently feels is a strong possibility—the 45 mechanism can be installed in present Select-o-Matics by unbolting and unplugging the present record player and plugging in the replacement. The 45 mechanism will mean no change in wall box installations.

Distributors for the manufacturing concern were told of the new mechanism and of the firm's intention of discarding yearly models at a meet-

ing in Chicago's Belden Stratford Hotel August 26.

Production, Sales Policies

During that meeting, and in a summary of the decisions discussed at that meeting mailed to distributors Wednesday (7), McKelvy affirmed the company's decision to produce only as many pieces of equipment as the market can absorb in order (See Seeburg Unveils on page 102)

So. Automatic To Re-Enter Music Biz as AMI Distrib

CHICAGO, Sept. 10.—The Southern Automatic Music Company, Inc., with offices in six cities, this week re-entered the music machine field when the firm was named distributor for AMI products. The announcement was made by Jack Mitnick, Eastern sales representative of the manufacturing firm, who set the deal with Leo Weinberger, president of the distributing firm. He said Southern Automatic will cover Indiana, the southeast one-third of Ohio and all of Kentucky except the extreme western tip of the State.

Distrib maintains headquarters in Louisville, Cincinnati, Indianapolis; Fort Wayne, Ind.; Dayton, O., and

Lexington, Ky. Weinberger maintains offices in Louisville, while Sam Weinberger is in Indianapolis and Joe Weinberger heads the Cincinnati offices. Weinberger recently purchased a new building in Fort Wayne which will give the firm needed space for its facilities in that city (The Billboard, September 10).

Pioneer in Field

One of the largest distributors in the field, Southern Automatic had represented the Seeburg line for more than 14 years before leaving the music phase of the coin machine business earlier this year.

(See So. Automatic on page 102)

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

DECCA REVITALIZING L.-A. FIELD. The firm starts activity to re-issue, re-record and modernize its Latin line.

RCA TO ACCEPT JUANITA HALL PLATTER. In a special promotion plan, Victor releases only one record for week.

DISKERIES HITCH POP MUSIC, JAZZ TALENT. Columbia and Decca plan new dates wedding jazz and dyed-in-wool pops.

APOLLO DEBUTS HILL AND COUNTRY. The record firm plans new Western subsid.

HOLIDAY RECORDS MAKES COAST BOW. The latest to join indie ranks on the Coast puts out Mr. Sears and Mr. Roebuck as its initial release.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new Billboard feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV Section.

Pennsy Drafts Juke To Help Promote State

Will Use Special Disks

HARRISBURG, Pa., Sept. 10.—The juke box is being enlisted by the State of Pennsylvania to help promote the Commonwealth during Pennsylvania Week, October 17-24.

A banker—of all people—hit upon the idea of bringing the music machines into the picture.

The Westmoreland County Pennsylvania Week Committee, headed by J. Regis Walthour, Greensburg bank official, plans to add Pennsylvania music, songs by Pennsylvania composers, and tributes to Pennsylvania's fame to the usual line-up of juke box selections.

Operators, according to the Department of Commerce here, have agreed to go along. The department, sponsors of the week, hopes the juke box idea will have spread thruout the State by the time the observance starts.

Theodore Roosevelt, III, State Secretary of Commerce, said:

"I can think of no better way of singing the praises of Pennsylvania to the youngsters of the Keystone State than thru this unusual idea. The future growth and development of Pennsylvania will depend on these youngsters. Aware of their State's possibilities at an early age they can maintain and extend the greatness of Pennsylvania to keep it a leader in industry and agriculture and the home of natural beauty."

Trans-Vue Develops New Tele Antennas

CHICAGO, Sept. 10.—The Trans-Vue Corporation, manufacturers of commercial and home television receivers, this week announced it has perfected a new type of built-in electronic antenna.

John H. Bennett, firm's director of engineering, reported: "Prolonged tests both in the engineering department and in the field have proven successful on the majority of installations where various types of indoor antennas had previously been used."

Firm will bring out its 1950 line of commercial and home sets in a few weeks with all the sets to be equipped with the new built-in antenna feature.

SO. CAROLINA PIC BRIGHTER

Games Moving Ahead; Music Holds Steady

Shuffle Still Slow

(Continued from page 88)
They have proved popular in a myriad of locations.

Vender Report

Vending machines are not moving too fast in the State now, distributors say, but sale of cigarette machines has been encouraging. They, along with cup drink venders, are doing the bulk of the business now. Such novelty items as shoeshine machines aren't selling here.

Sales and play on music machines has been steady, and ops expect their business to pick up slightly during the fall and winter in most areas. Coastal ops, who have had a fair season, are closing out now.

The city's three uptown arcades, while singing the blues over the possible loss of soldier trade, still manage to hang up good grosses despite high rent on some locations. Pin games and panorams still get most of the play.

Color Video Timetable May Be Stepped Up by RCA Unit

WASHINGTON, Sept. 10. — The timetable for future color television competition for juke box operators appears to have been stepped up by Radio Corporation of America's (RCA) disclosure here last week of an improved TV system. The Federal Communications Commission (FCC), which last month witnessed a demonstration of Columbia Broadcasting System's (CBS) mechanical color system, will get a look-see at RCA's latest electronic system in conjunc-

tion with upcoming hearings on TV allocations and color standards starting September 26. It is generally felt (See Color Video on page 102)

C. P. Reeves Sr. Dies

CALHOUN, Ga., Sept. 10.—C. P. Reeves Sr., head of L. Moss Music Company, died Monday (5) in a local hospital. He is survived by his widow, four children, two brothers and two sisters.

Important!

This copy of The Billboard contains an important questionnaire... important to YOU as a Billboard Reader.

Please turn to page 34 and fill in the questionnaire postcard for The Billboard Annual Reader Survey. It will only take a minute of your time.

Your reply and thousands of others enable The Billboard editors to provide more and better news coverage for the departments that are important to the majority of readers.

Thanks for your co-operation...

... The Editors

SEEBURG STATES ITS POLICY TO MUSIC OPERATORS

Coin-operated music men everywhere, regardless of the equipment they have operated, know that most of the worth-while product developments in the coin-operated phonograph industry have been introduced by Seeburg.—Likewise, they also know of the constructive sales policies which have been fostered by the J. P. Seeburg Corporation in our business over the past years.

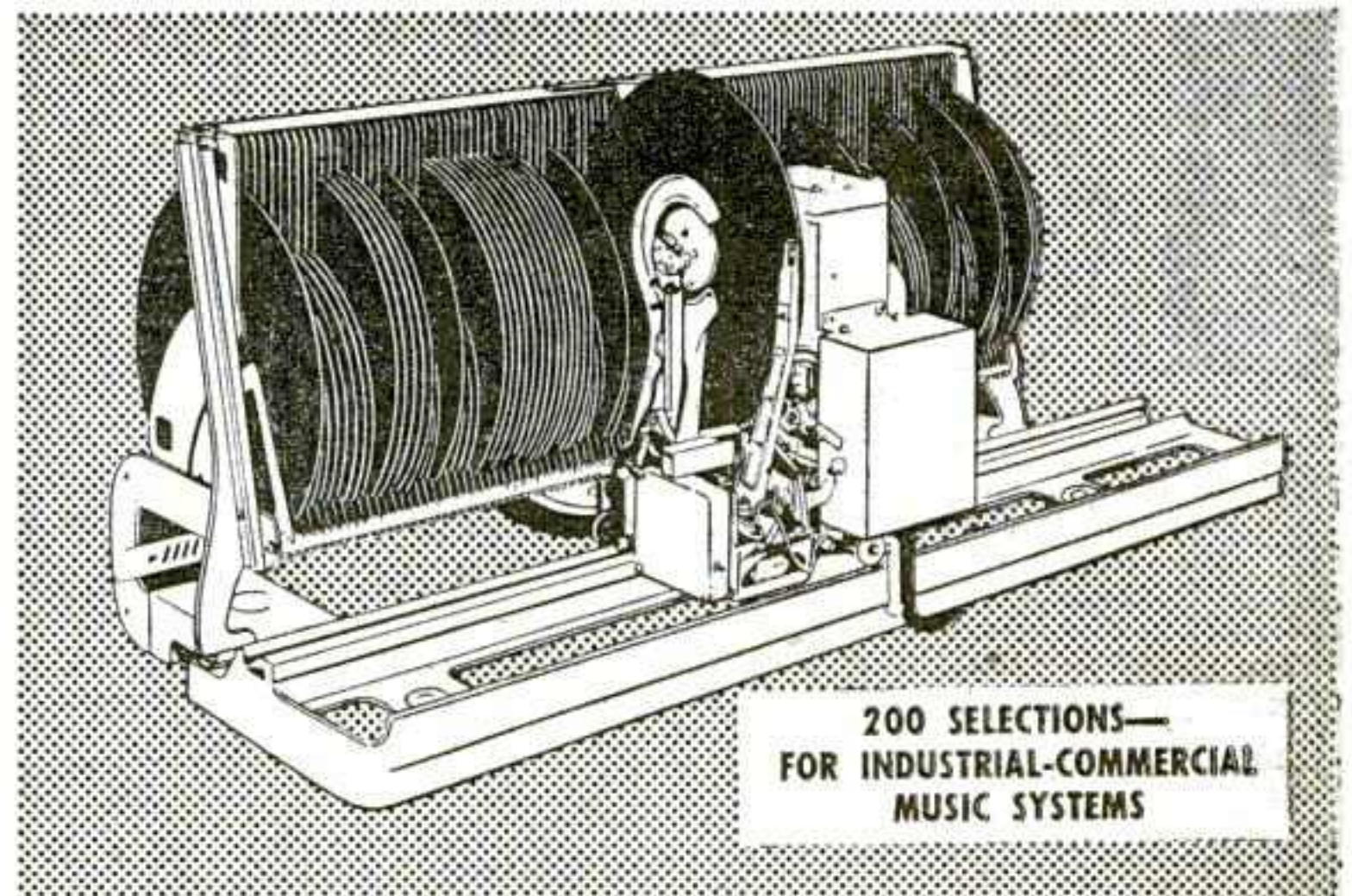
It follows, therefore, that music operators should look to Seeburg to exert a constructive merchandising force which will lead them out of the wilderness of confusion into a period of constructive and profitable operations.

It was in 1939 (10 years ago) that the idea of 100 selections was born.—It has always been our belief that a broader music service to the public which would permit our equipment to afford more listening pleasure to more people of widely diversified musical tastes and in different age groups — would result in more people depositing more coins to hear the music of their choice.

In 1939, the Select-O-Matic "100" mechanism began to take form and years and years of research and engineering have been concentrated on the development and perfection of the Select-O-Matic principle of playing discs. — It has always been our conviction that the Select-O-Matic principle is the simplest, most direct way to make an adequate library of music available from which a specific selection of music can be played in a matter of seconds after that selection has been made by the public — either at the phonograph or from any remote point.

Before introducing the sensational Select-O-Matic principle to the coin-operated music field, we assured ourselves of giving this mechanism the acid test by introducing it in the industrial-commercial field, where a mechanism is forced to run continuously for providing a constant musical background, or where it is subjected to time clock control for full automatic operation.

During the entire year 1948, the Select-O-Matic mechanism was withheld from the coin-operated phonograph field until Seeburg was thoroughly convinced that its



The Select-O-Matic "200" Library. Select-O-Matic principle of playing discs proved in industrial-commercial installations throughout the country—forerunner of the Select-O-Matic "100" mechanism.

application could be made without using operators as guinea pigs and asking them to bear excessive costs throughout an experimental and testing period. — SEEBURG DISTRIBUTORS AND THE SEEBURG FACTORY ASSUMED THIS OBLIGATION; AND DURING THIS PERIOD, SEEBURG DISTRIBUTORS MADE INDUSTRIAL-COMMERCIAL INSTALLATIONS AND SERVICED THEM WITH THEIR OWN SERVICE ORGANIZATIONS, SUPPORTED BY SEEBURG'S ENTIRE FIELD SERVICE ENGINEERING STAFF.

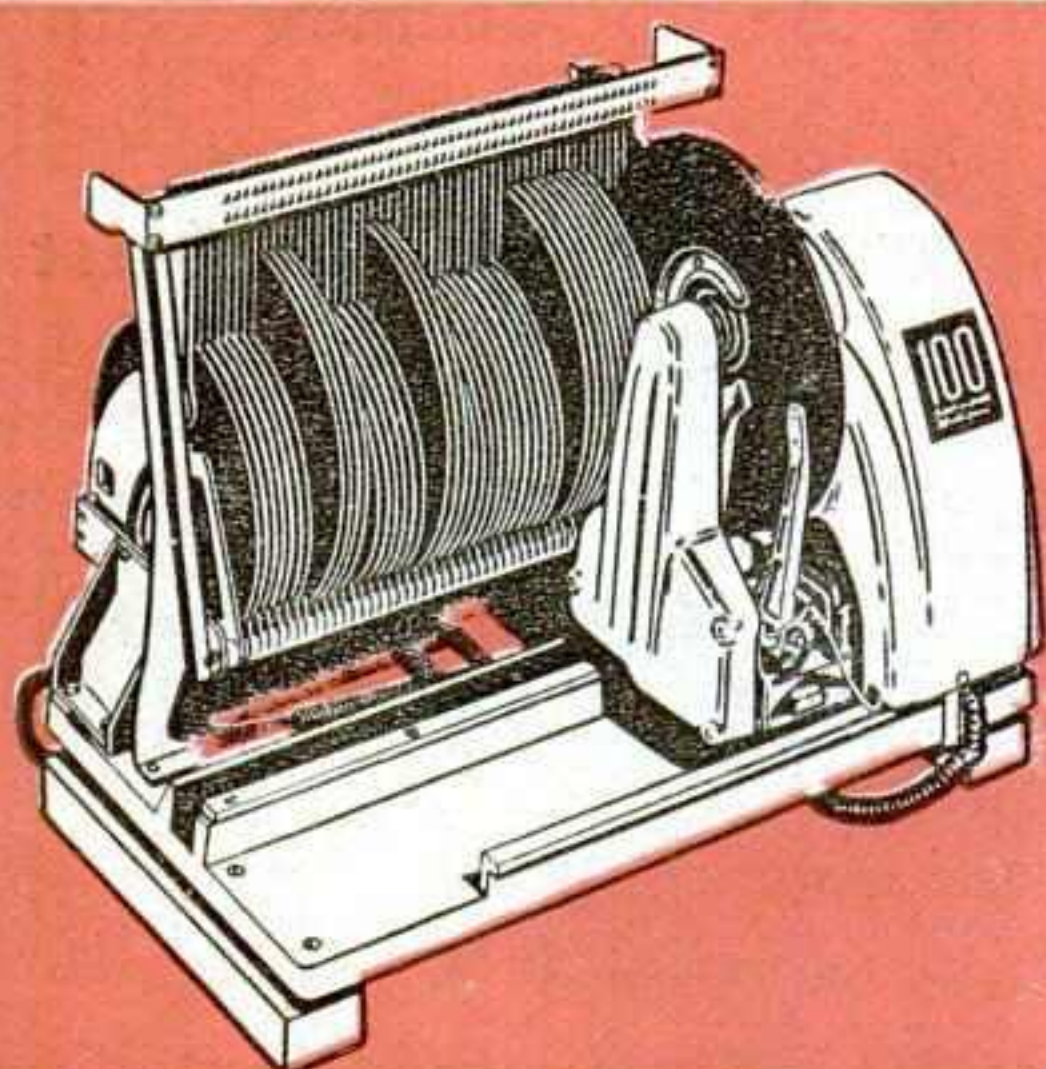
For the first time in the history of coin-operated music, a mechanism was introduced that had been tried,

CONTINUED ON NEXT PAGE

Seeburg Select-O-matic MECHANISM OPENS NEW OPPORTUNITIES

tested and proved in industrial-commercial installations throughout the country before a single piece of coin-operated equipment went out into the coin-operated music field.

In 1949, the Select-O-Matic "100" mechanism was introduced in the coin-operated phonograph industry — *a proved, perfected, coin-operated mechanism* — and Seeburg's thinking and planning back in 1939 became a



100 SELECTIONS—FOR COIN-OPERATED MUSIC SYSTEMS

The Select-O-Matic "100" Mechanism. Select-O-Matic principle tried, tested, proved before its application to coin-operated music systems.

reality. — To progressive music men everywhere, this marvelous mechanism has opened up new business opportunities. — To locations of every type, it has helped to build business and to create good will. — To listeners of every taste, every age from tots to teen-agers to old-timers — this amazing development makes available to them the music of their choice.

The Select-O-Matic mechanism is the simplest and most service free mechanism Seeburg has ever built. — Based upon field reports from thousands of installations throughout the United States and from our export markets, the Select-O-Matic "100" Music System is the most economical music system for the operator to operate; and when properly programmed, has greater earning potential than any other music system previously developed.

It is our sincere belief that the Select-O-Matic "100" mechanism is many, many years ahead of our industry;

and we feel that this is the appropriate time to make a statement of policy to all music operators, which will evidence our good faith in trying to build a better and more profitable future for all music operators who, by their confidence in us, invest their money in the Select-O-Matic "100" Music System.

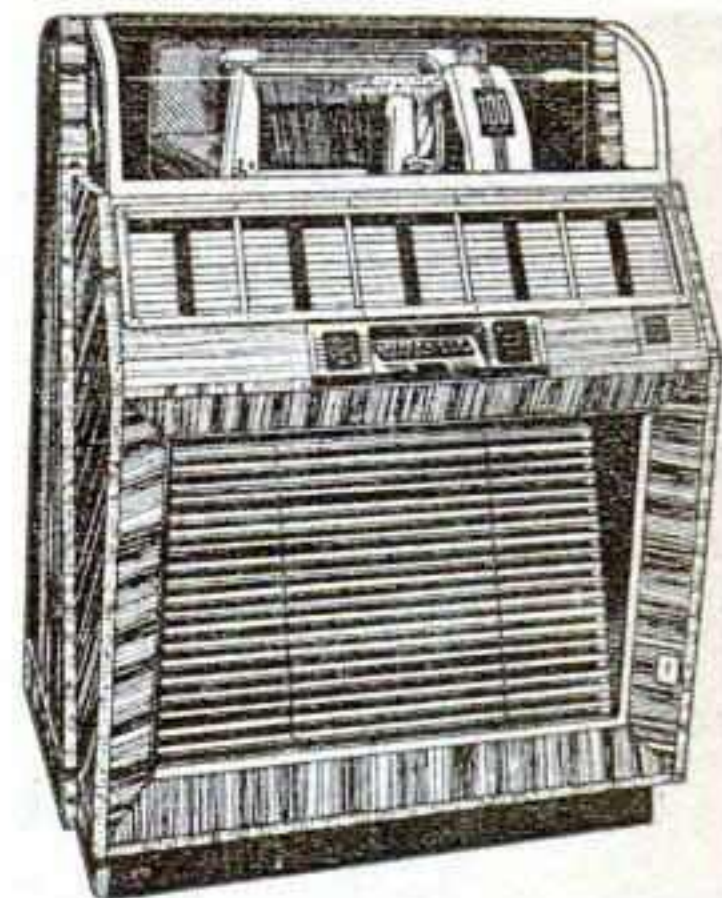
Therefore, for the purpose of informing all authorized Seeburg distributorships of Seeburg's future policies with respect to the manufacture and sale of Seeburg coin-operated phonographs and associated equipment, all Seeburg distributors were called into session at the Belden Stratford Hotel, Chicago, Illinois, on Friday, August 26.

SEEBURG POLICY

1 Seeburg will deviate from the traditional policy of yearly models in our business and will introduce new models at less frequent intervals in the future.

2 Model M100A will not be changed in 1950. — Frankly, we see no reason for changing this model for the next several years. We will not make any changes unless they become necessary; and if we do make changes, due consideration will be given to the effect of such changes upon those who operate Seeburg equipment. — The basic advantages offered by the Select-O-Matic "100" Music System are such that for the first time in our industry we find ourselves in position to do a constructive selling job on music to the public and the necessity for cabinet changes and miscellaneous non-productive features becomes of less importance to all of us.

3 The same policy will prevail on our 100 selection Wall-O-Matic—Model 3W1—and the various speaker

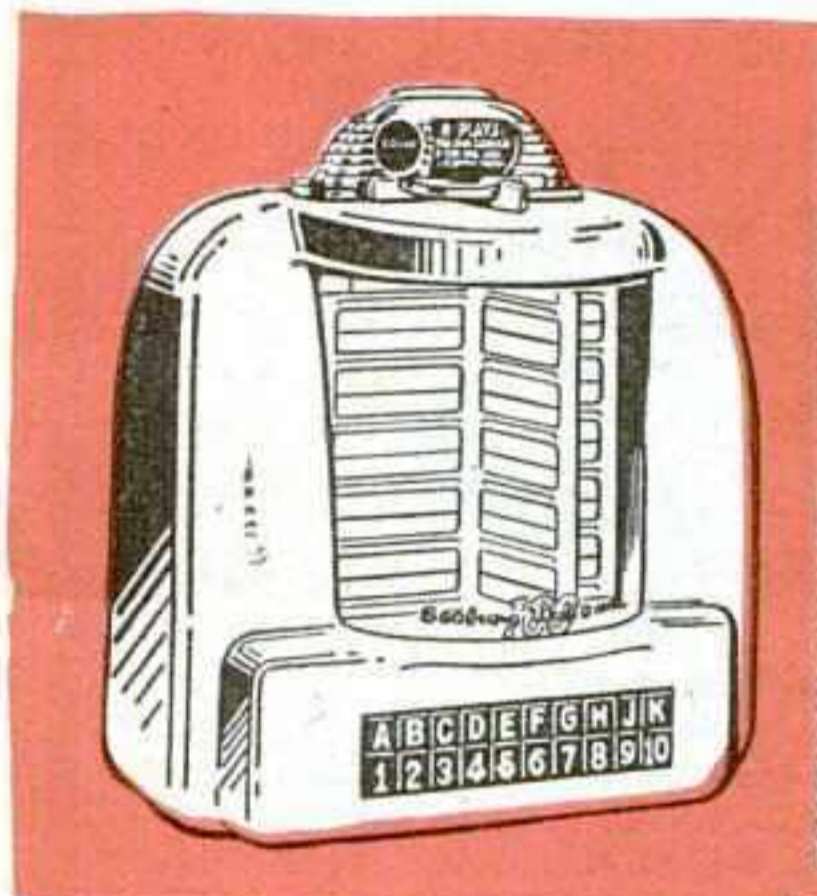


The Select-O-Matic "M100A". The most revolutionary music system in the history of coin-operated music. 100 selections cataloged under 5 musical classifications—plays 10 and 12-inch records—"music for everyone."

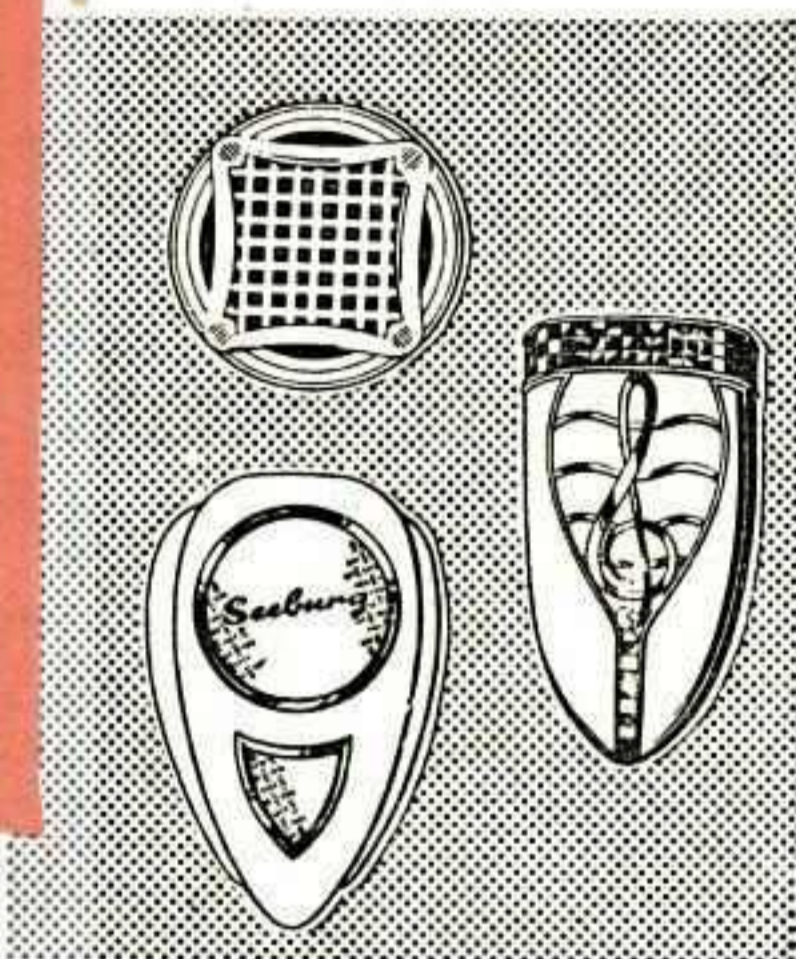
CONTINUED ON NEXT PAGE

SEEBURG POLICY DESIGNED TO PROTECT OPERATOR INVESTMENT

assemblies which now are available and identified as Seeburg Scientific Sound Distribution.



The Wall-O-Matic "100"—an achievement in itself—matches the wizardry of the Select-O-Matic "100"—100 selections under 5 musical classifications—right at the finger tips of the public.



Seeburg speakers to meet the requirements of Scientific Sound Distribution in any location.

4 We will continue our policy of keeping Seeburg factory production schedules slightly under our actual sale of equipment in the field in order that we may keep our inventory in a liquid position.—We will continue our releases to suppliers on a thirty-day basis so that the inventory in the field will never exceed a normal amount.—This is your assurance there will be no excess Seeburg production which operators will be asked to absorb beyond their normal and constructive operating activities.

5 We believe new equipment should be placed by operators in good income locations only. *We do not believe new equipment should be forced into low income locations.*

6 We do not believe new equipment should be moved from good income locations into the lower income location group until the new equipment is paid out and the operator has had a reasonable length of time to enjoy unencumbered revenue from his top locations before finding it necessary to make replacements with a new model.

7 We believe that with the investment operators are making in locations with the Select-O-Matic "100" Music System (the Select-O-Matic M100A, the Wall-O-Matic 3W1 and the speaker equipment necessary to Scientific Sound Distribution)—a contract for at least 12 to 24 months' duration and on a *more favorable basis* for the operator should be negotiated with the location.

There is another consideration with which we must cope in our planning for a better and more profitable future in the music business for all Seeburg operators and that is the confusion which exists in the record business, commonly referred to as the "battle of the speeds"; but in order to protect the operator's investment in Seeburg "100" Select-O-Matic equipment in the years ahead, here is our analysis of the various speeds and Seeburg's answer to the problem:

1 The manufacture of 78 r.p.m. records will be continued by all manufacturers in the record business for many years to come.—The reason for this is obvious because all 78 r.p.m. records are standard, play on all of the millions of turntables out in the field today and offer an immediate volume outlet to all record manufacturers.

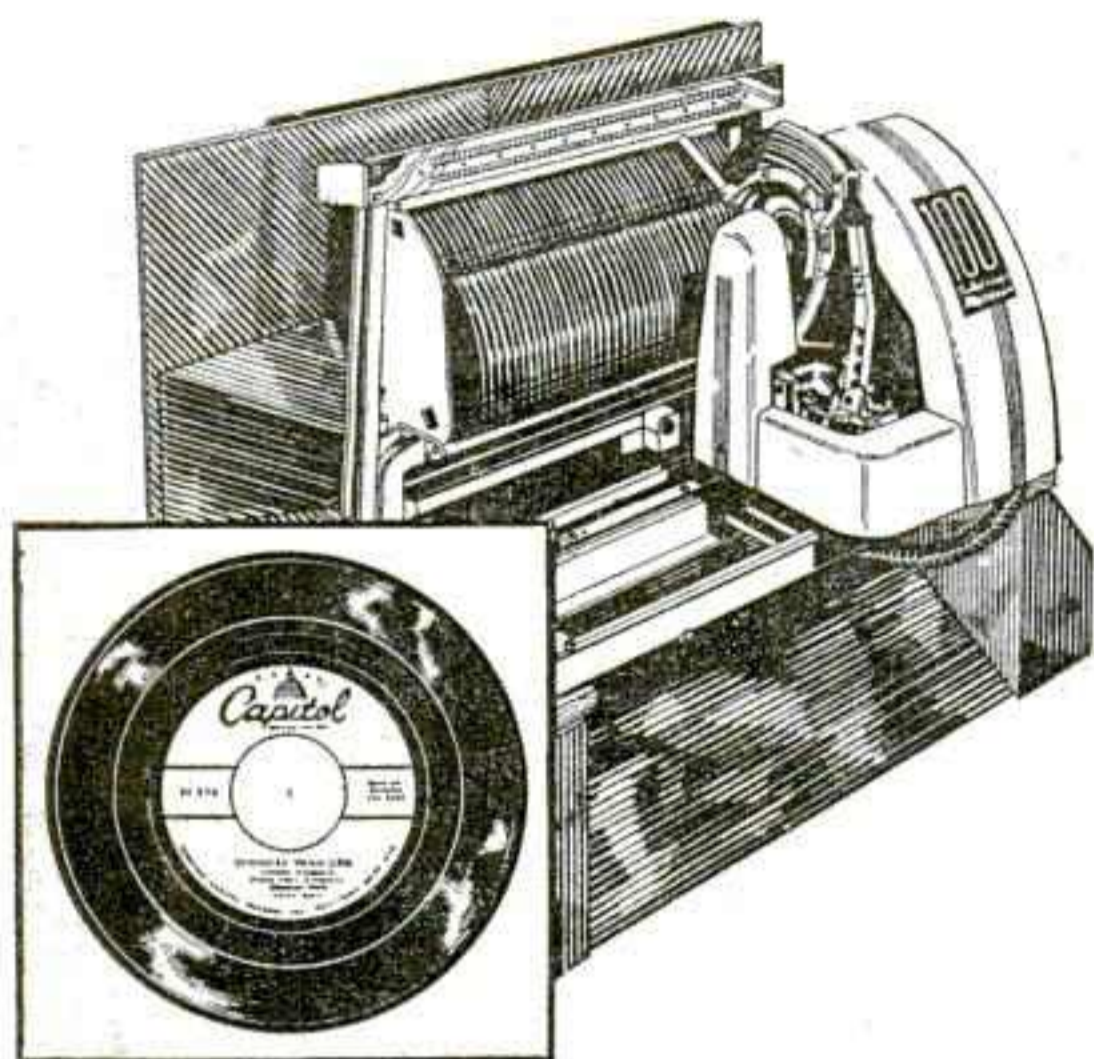
2 Long playing records offer exceptional advantages in the recording of complete classical works on an amazingly few discs, thereby giving an uninterrupted rendition and in the desired sequence. We also feel that the long playing record holds definite advantages in the recording of complete scores from musical comedies where the present number of records in an album can be substantially reduced.

With due respect to the many outstanding attributes of the long playing record, we do not feel that it will ever be a factor in the coin-operated phonograph business because the principle of the long playing record opposes the basic principles upon which the coin-operated phonograph business has been founded; namely, a single selection of music for five cents and each specific selection subject to selectivity by the public.

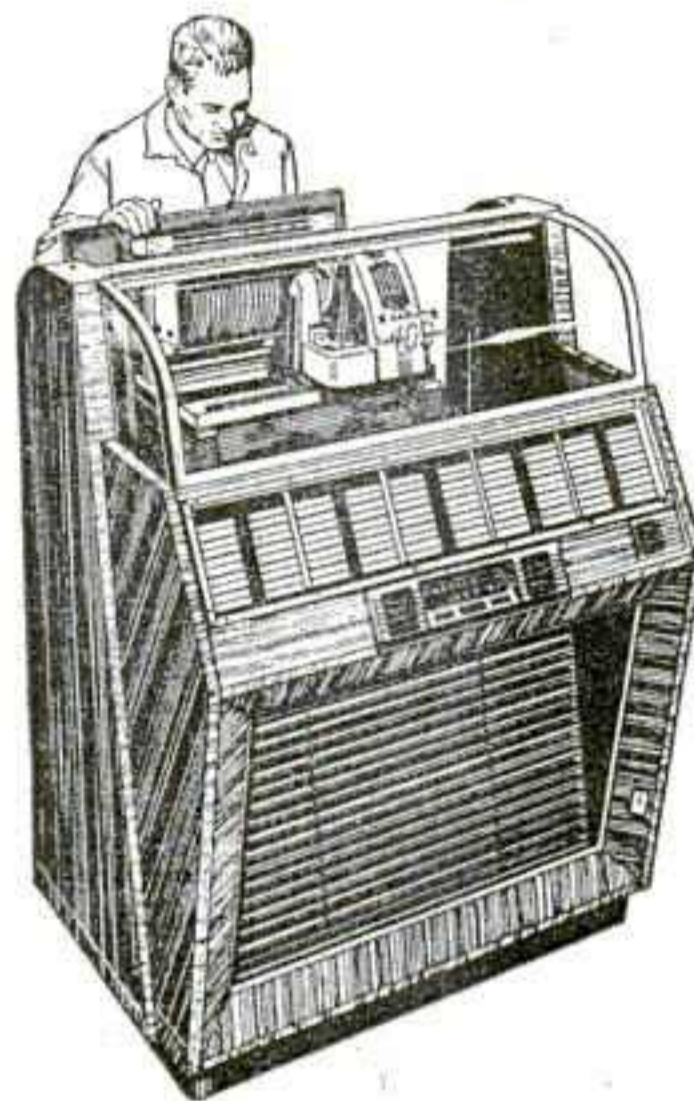
3 The 45 r.p.m. record could, conceivably, in the years ahead become a factor in the coin-operated phonograph business because it has all the basic fundamentals which are required in our business.—However, this record will never be a factor in the coin-operated phonograph business until such time as public approval has been placed upon it and public demand such that adequate stocks will be available in every record shop throughout the country and supported by a complete 45 r.p.m. catalog.

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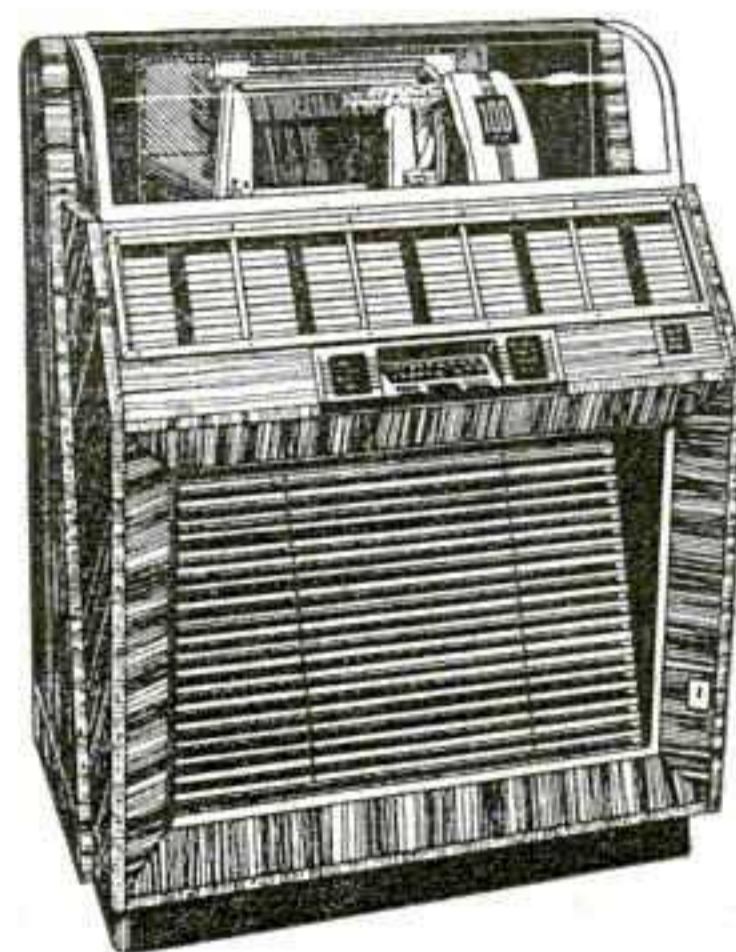
HOW THE OPERATOR'S INVESTMENT WILL BE PROTECTED—(IF NECESSARY)



Here is the 45 R.P.M. Select-O-Matic "100" Mechanism. When, and if, the 45 R.P.M. records become a factor, the mechanism will be packaged as shown complete with inner background trim—ready to insert in the M100A cabinet.



Again—when and if—just take out the 78 R.P.M. Select-O-Matic "100" mechanism and replace with the new 45 R.P.M. Select-O-Matic "100" mechanism. Everything fits. Exchange is made in a matter of minutes.



Your investment is protected. Here is the Select-O-Matic M100A cabinet with the 45 R.P.M. Select-O-Matic "100" mechanism—ready to operate with all existing components—including the Wall-O-Matic "100" and speakers—of Seeburg Select-O-Matic "100" Music Systems.

Note. It is very difficult to intelligently appraise the present record situation in following three different turntable speeds and visualize what the final pattern in the record business will be. The record business has always been dependent upon volume for success and this volume has been possible in the past due to standards in the manufacture of records and the fact that all manufacturers were building to the same specifications; and regardless of which make of record was purchased by the public, it could be played on any phonograph.

The public is the only one that will decide this issue; and it would not be surprising to us to see all record manufacturers standardize once more on their production—the same speed—the same size center hole—et cetera—particularly in the manufacture of popular records.

However, based on our analysis of the two new speeds, 33 $\frac{1}{3}$ and 45 r.p.m., it is our opinion that the latter, 45 r.p.m., must be considered by the J. P. Seeburg Corporation.—Therefore, in order to protect our business and your business in the years ahead, we have provided for this possibility as outlined below:

1 We have developed a Seeburg Select-O-Matic "100"

for the playing of the 45 r.p.m. record.—This mechanism was demonstrated to all Seeburg distributors at our distributor meeting on Friday, August 26, held at the Belden Stratford Hotel in Chicago.

2 If and when the 45 r.p.m. record becomes a factor to music operators (and it may never become a factor), Seeburg, for a nominal cost to the operator, will replace the present 78 r.p.m. Select-O-Matic "100" mechanism with a 45 r.p.m. Select-O-Matic "100" mechanism.—The 78 r.p.m. is simply unbolted and removed from the present M100A cabinet and the 45 r.p.m. "100" Select-O-Matic mechanism installed.—The entire change requires less than five minutes' time and the operator's investment in the M100A will not be jeopardized — *it will be protected.*

3 The 45 r.p.m. "100" Select-O-Matic mechanism has been designed for the present Seeburg "100" Wall-O-Matic—Model 3W1—so this is your assurance that if and when in the years ahead should it ever be necessary for you to use the 45 r.p.m. record—your investment in the Seeburg "100" Wall-O-Matic will not be jeopardized—*it will be protected.*

We take this opportunity to express our confidence and faith in the future of the music business and we sincerely hope that this statement of policy on our part will merit your continued support and cooperation in the years ahead.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago, Illinois

J. P. SEEBURG CORPORATION

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

(Continued from page 24)

Songs	Publisher	Heard in N. Y.	Heard in Chi.		Heard in Calif.		Sur. Tot.	Add. Pts.							
			SI SV	CI CV	SI CV	SV CI									
Every Night Is Saturday Night	B.M.I.	2	6	0	2	4	5	0	3	4	5	0	2	4	74
Fiddle Dee Dee (It's a Great Feeling)	Harms	6	12	2	8	8	13	3	5	8	9	0	3		169
Four Winds and the Seven Seas	Lombardo	0	6	2	2	0	8	2	3	1	10	2	1		91
Hucklebuck	United	2	10	0	6	0	1	0	6	2	4	0	6		106
I Wish I Had a Record	Crawford	2	6	0	1	1	8	4	2	4	6	0	1		75
It's a Great Feeling (It's a Great Feeling)	Remick	4	12	1	5	5	14	2	5	10	13	0	3		158
Just One Way To Say I Love You (Miss Liberty)	Berlin	4	5	0	8	5	7	4	8	8	3	0	7		151
Katrina (Ichabod and Mr. Toad)	Morris	2	6	0	2	1	5	0	2	1	11	0	1		68
Let's Take an Old-Fashioned Walk (Miss Liberty)	Berlin	13	22	2	15	13	18	6	16	7	12	2	10		331
Love Is a Beautiful Thing	Porgie	1	6	0	2	1	3	0	2	2	10	0	2		70
Lover's Gold	Oxford	8	11	1	5	5	6	0	4	7	20	0	4		149
Maybe It's Because	B.V.C.	2	6	0	4	3	10	0	4	4	8	0	3		101
Now That I Need You (Red, Hot & Blue)	Famous	5	14	0	5	4	7	0	8	4	1	0	5	4	133
Room Full of Roses	Hill & Range	6	8	1	6	4	5	0	5	2	9	0	5		113
Some Enchanted Evening (South Pacific)	Williamson	5	5	1	8	5	4	1	6	0	0	1	8		133
Someday You'll Want Me	Duchess	4	5	0	3	4	4	0	5	2	13	0	3	4	102
Song of Surrender (Song of Surrender)	Paramount	9	14	1	5	9	6	3	4	10	9	0	4		150
There's Yes, Yes in Your Eyes	Witmark	3	10	0	6	3	8	2	7	5	11	0	5		147
Through a Long and Sleepless Night (Come to the Stable)	Miller	2	13	0	2	1	9	1	1	3	9	0	1		87
Toot, Toot, Tootsie (Jolson Sings Again)	Feist	5	3	0	3	2	7	4	3	1	11	0	2		94
Twenty-Four Hours of Sunshine	Advanced	3	4	0	4	2	11	1	5	6	6	0	2		100
Wedding Day	Famous	0	2	0	5	0	6	1	5	0	5	0	4		72
Wedding of Lili Marlene	Leeds	3	6	1	3	1	6	1	2	4	4	0	1		70
Who Do You Know in Heaven?	Robbins	5	21	0	10	6	24	8	9	6	19	0	5		244
Younger Than Springtime (South Pacific)	Williamson	4	5	0	3	3	5	2	3	6	5	0	3		85
You're Breaking My Heart	Algonquin	2	11	0	8	2	4	0	7	1	10	0	7	4	150

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 24)

POSITION	Weeks to date	Last Week	This Week	Song	Artist	Label
17	7	15		SOME ENCHANTED EVENING	J. Stafford-P. Weston	Cap 57-544—ASCAP
1	—	16		THAT LUCKY OLD SUN	S. Vaughan	Col 38559—ASCAP
4	12	17		WHISPERING HOPE	J. Stafford-G. MacRae-P. Weston	Cap 57-690—ASCAP
6	15	18		ROOM FULL OF ROSES	D. Haymes	D 24632—BMI
11	10	19		THE FOUR WINDS AND THE SEVEN SEAS	S. Kaye	V(78)20-3459, (45)47-2923—ASCAP
8	20	19		MAYBE IT'S BECAUSE	D. Haymes-G. Jenkins	D 24650—ASCAP
20	—	21		RIDERS IN THE SKY	V. Monroe	V(78)20-3411, (45)47-2902—ASCAP
8	—	22		LET'S TAKE AN OLD FASHIONED WALK	F. Sinatra-Doris Day	Col(78)38513; (LP)1-260—ASCAP
8	23	22		I NEVER SEE MAGGIE ALONE	K. Roberts	Coral 64012
1	—	22		RAGTIME COWBOY JOE	J. Stafford	Cap 57-710
16	—	25		BABY, IT'S COLD OUTSIDE	J. Mercer-M. Whiting-P. Weston	Cap(78)57-567, (45)54-582—ASCAP
20	18	26		AGAIN	G. Jenkins	D 24602—ASCAP
7	19	26		DID YOU SEE JACKIE ROBINSON HIT THE BALL	B. Johnson	D 24675—BMI
3	12	28		JEALOUS HEART	A. Morgan	London 500—BMI
15	—	28		AGAIN	A. Mooney	MGM 10398—ASCAP
1	—	30		MAYBE IT'S BECAUSE	E. Howard	Mercury 5314—ASCAP

40 Selections

- 20 Records

20 Extra Ways to Make Money!

AMi Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

INCREASE Your PHONOGRAPH COLLECTIONS

FROM 25%-50% UP TO AND OVER 100%

A SURE-FIRE PLAN FOR OPERATORS

- **LOCATION TESTED** for over a year in locations with and without Television
- **GUARANTEED** if used according to our simple instructions, to increase your phonograph collections 25%, 50% up to and over 100% OR YOUR MONEY BACK.
- **SEND \$15.00 FOR 3 SAMPLE KITS**

Enough for 3 Phonographs. Additional Kits Available to Operators in Quantity Prices.

Terms: Cash With Order—All Orders Shipped in Order Received.

ADVISE WHETHER 20, 24 OR 40 RECORD KITS ARE DESIRED

— Sold Only by —

FOR OPERATORS By an OPERATOR	<h3 style="margin: 0;">GEM</h3> <p style="margin: 0; font-weight: bold;">NOVELTY SALES</p> <p style="margin: 0;">1410 Buchanan St.</p> <p style="margin: 0;">Racine, Wisconsin</p>	NO DISTRIBUTORS WANTED
------------------------------	--	------------------------

Seeburg Unveils New Policies; Develops Mechanism for 45's

(Continued from page 96)
to avoid inventory problems at the operator, distributor and manufacturer level.

Further, he said that his company believes new equipment should not be forced into low income locations, nor should new equipment be moved from good stops to poorer stops until the equipment is paid out and the operator has had "a reasonable length of time to enjoy unencumbered revenue from his top locations."

There is a strong possibility that Seeburg may introduce no new model even in 1951 or 1952.

Two Postwar Models

Actually, Seeburg introduced only two new machines in the postwar market, having announced in 1946 that it would skip the 1947 model. Instead, replacement doors and domes were offered operators who wished to give their 1946 equipment a new look.

The first really new piece of music equipment the Seeburg Corporation

put on the market following 1946 was the industrial-commercial music system, offering 200 selections, non-coin operated, for industrial and commercial establishments. This system made its debut in the spring of 1948 climaxing developmental work begun in 1939.

During 1948 rumor in the music machine field had it that Seeburg would use the Select-o-Matic mechanism in an automatic phonograph. But the new model did not make its appearance until this year when its non-coin operated counterpart had been operating for a year.

SO. AUTOMATIC

(Continued from page 96)

Weinberger announced that complete parts and service departments will be maintained at all six company headquarters for the AMI line. Too, most of the firm's salesmen are experienced in the music field, due to their long association with juke box operators when representing other manufacturers.

Color Video Table To Be Stepped Up

(Continued from page 96)

here that color TV standards will be set by the FCC by next spring at the latest, paving the way for the communications industry to gear for mass production of color TV sets and adapters, a move that is virtually certain to be accompanied by an increased scramble for TV broadcast licenses.

The situation for juke operators when color TV makes an appearance is expected to be similar to the competition which has been springing up whenever black-white TV has opened in a city. It is expected that color TV could start making an appearance late in 1950, but it would be a long time afterwards before it would be in general usage. The chances are that converters to change present home sets to receive color and regular color receivers will be extremely scarce for some time after the first color stations are operating. As in the case of black-white it can be predicted that many of the first color sets will be going into the bars and taverns. The novelty of color will be much the same as the novelty of TV when it first appeared. The spread of color will also be about the same as the spread of monochrome TV, with the larger cities receiving it first.

In a long-established TV city like Washington, where juke operators are no longer finding the competition a major problem, it is likely that the race will begin all over again with the advent of color, whether it comes in 1950 or 1955.

Oklahoma Ops Cutting Juke Box Locations

Atkins Mulls Move to LA

LOS ANGELES, Sept. 10.—Expansion into California territory may be undertaken by W. B. Atkins, of Atkins Music Company, Oklahoma City, who is vacationing here and looking over the local coin machine field. Atkins, also secretary-treasurer of the Oklahoma Coin Machine Association, a State-wide group, is mulling the possibility of "pulling out of a high-tax district like Oklahoma."

As secretary of the association he has been active in the fight against the new Oklahoma tax on pinball and music machines which became effective July 1. Under the new rate \$40 per machine goes to the State, with the privilege of any town or city adding another 50 per cent. With a federal tax of \$10 per machine this could bring the year's tax to \$70, Atkins said.

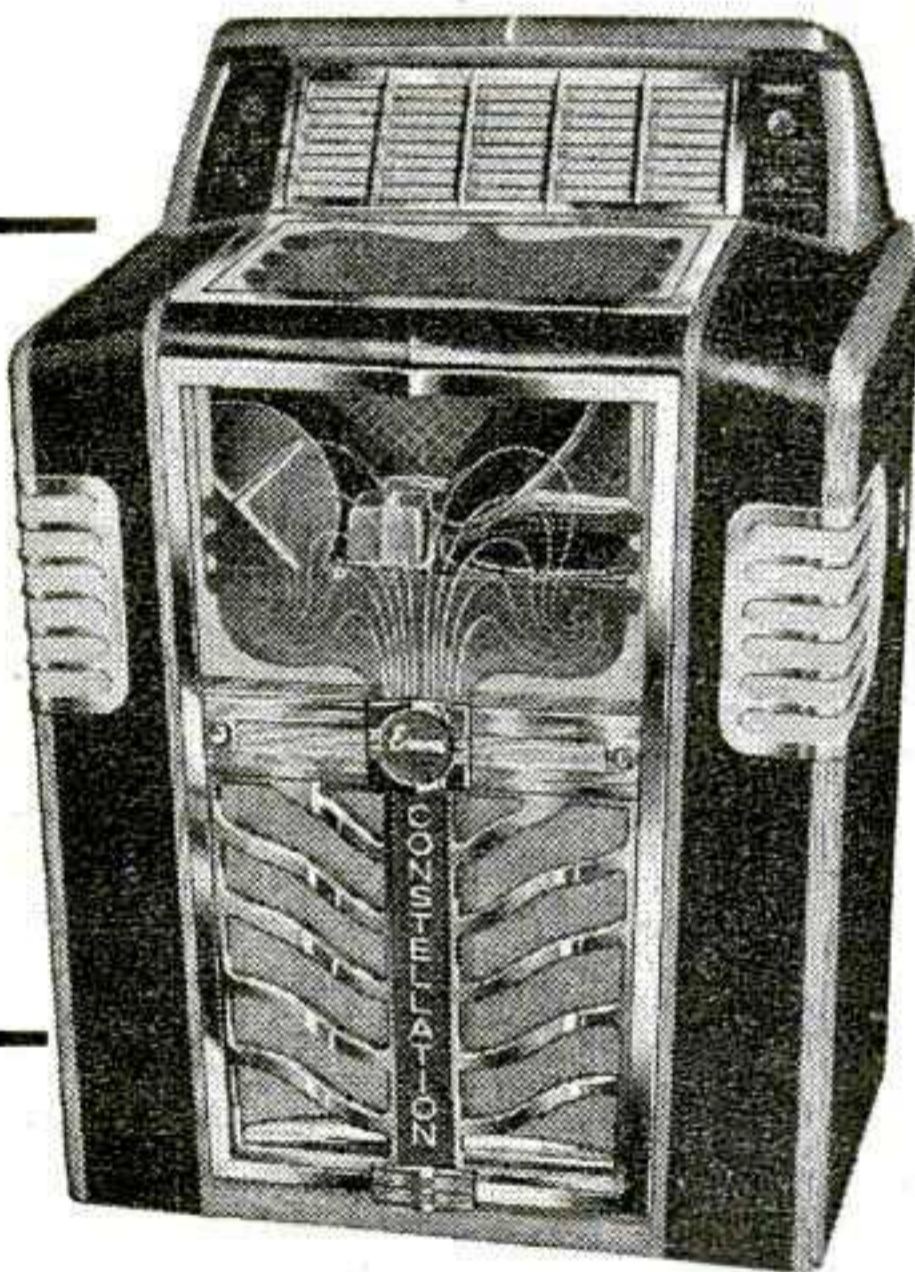
As a result Atkins has taken 60 machines which he felt would not earn enough to carry the tax load, off location and placed them in storage. Practically all Oklahoma operators have from 10 to 50 machines stored as a result of this situation, Atkins said.

While in California Atkins visited with Charles Chastain, a former associate, and now owner of a tavern in San Francisco.

EVANS' CONSTELLATION

—20 RECORDS . . . 40 SELECTIONS—

WHY TAKE LESS?



Don't penalize yourself with too few selections—don't assume a burden of too many records. Evans' 20-Record, 40 Selection Constellation gives you the right combination to steady phonograph earnings in all locations! See your Evans Distributor or write Factory direct.

AVAILABLE NOW . . .
Record Popularity Meter for Original Mills Constellation.

GENUINE PARTS for
Mills Throne of Music, Empress, Original Constellation.

H. C. EVANS & COMPANY
1528 W. Adams St.
Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 121



Bradley Coin-Operated Radio Mart offer this tremendous

SCOOP WHILE THEY LAST!

This beautiful console-type, coin-operated, repossessed radio, 5-tube. Operates 25¢ per hour. Equipped with international time mechanism. Fully guaranteed and in 100% working order.
1/3 Deposit, Balance C. O. D. F.O.B. Chicago

WRITE— WIRE

BRADLEY & ASSOC.
1652 N. DAMEN AVE.
CHICAGO, ILL.

\$22.50 in lots of 10 or more.
SIZE: 26" High, 15 1/2" Wide, 11" Deep.

ADVANCE RECORD RELEASES

(Continued from page 34)

LATIN-AMERICAN

- Amores Y Amorios
J. Mojica (Gratia Plena) V 23-1364
- Arrimate Carinito
N. Sosa (Compronston) Panart 1189
- Blancas Azucenas
Trio La Rosa (Chucu Chucu) Panart 1213
- Cascarita De Limon
Laito (Ya Llego) Panart 1207
- Chucu Chucu
Trio La Rosa (Blancas Azucenas) Panart 1213
- Compronston
N. Sosa (Arrimate Carinito) Panart 1189
- Como El Cristal
R. Faz (No Me) Panart 1205
- Dance the Calypso
Chito Reyes & His Manila Conjunto (Duke's Calypso Bop) Filreco Fil-112
- Duke's Calypso Bop
Chito Reyes & His Manila Conjunto (Dance the) Filreco Fil-112
- El Baile Calypso
Chito Reyes & His Manila Conjunto (Reina Mia) Filreco Fil-113
- El Borracho
L. Crudos (La Orgullosa) Dec 10553
- El Cuatraplado
Trio Tariacuri (Me Voy) Dec 10552
- El Pajarito
L. Zenaidas (Sufrimiento) Dec 10549
- El Palo Tiene Curujey
A. Rodriguez (Finaliza un) V 23-1367
- El Parrandero
El Charro Gil (Traigo un) Dec 10551
- El Relicario
Los Chavales De Espana (Lisboa Antigua) Panart 1209
- Escoria Humana
A. Vazquez (Prentenciosa) Dec 10551
- Finaliza Un Amor
A. Rodriguez (El Palo) V 23-1367
- Gratia Plena
J. Mojica (Amores y) V 23-1364
- La Orgullosa
L. Crudos (El Borracho) Dec 10552
- La Paisanita
G. Mesias (Por Una) Dec 10547
- Lisboa Antigua
Los Chavales De Espana (El Relicario) Panart 1209
- Los Bigotes
T. Guizar (Pronto, Pronto) V 23-1365
- Me Voy Para El Norte
Trio Tariacuri (El Cuatraplado) Dec 10552
- No Me Quieras Tanto
Faz-Ribot-Espi (Como El) Panart 1205
- Por Una Ingrata
G. Mesias (La Paisanita) Dec 10547
- Prentenciosa
A. Vazquez (Escoria Humana) Dec 10551
- Pronto, Pronto, Pronto,
T. Guizar (Los Bigotes) V 23-1365
- Reina Mia
Chito Reyes & His Manila Conjunto (El Baile) Filreco Fil-113
- Sea Por Dios
G. Mesias (Te Fulste) Dec 10547
- Sufrimiento
L. Zenaidas (El Pajarito) Dec 10549
- Te Fulste
G. Mesias (Sea Por) Dec 10547

- Traigo Un Amor
El Charro Gil (El Parrandero) Dec 10551
- Ya Llego
Laito (Cascarita De) Panart 1207

RELIGIOUS

- Abide With Me
D. Allen (Nearer My) Cap 57-90028
- In the Garden
Deep South Boys (My Soul) Col 30171
- My Soul Is a Witness
Deep South Boys (In the) Col 30171
- Nearer My God to Thee
D. Allen (Abide With) Cap 57-90028

For the Finest in Record Reproduction Use the New

G. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP

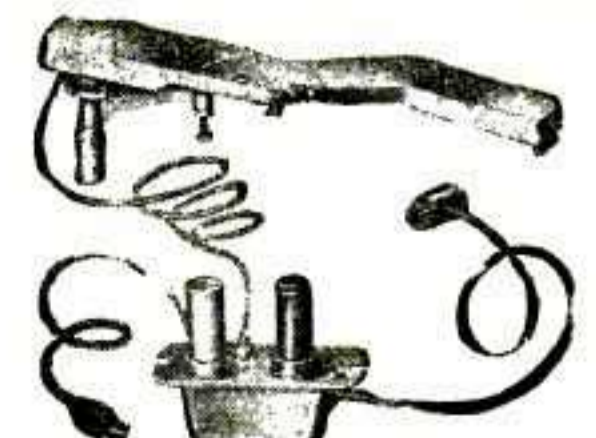
- No Needle Scratch
- Only 3/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In

Wurlitzer Seeburg Rock-Ola A.M.I. \$14.95
Elec. Cancel \$4 extra Cartridge Only—\$5.00.
Needle Only—\$2.10 Also other makes.

ADVANCE MUSIC CO.
1606 GRAND KANSAS CITY, MO.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburg Perfect Tone—Easy on Records



Nothing to change—just plug it in
JACOBS MANUFACTURING CO., INC.
Stevens Point Wisconsin
Sole Canadian Distributor
ST. THOMAS COIN SALES LTD
St. Thomas, Ontario, Canada

COINMEN YOU KNOW

Chicago:

Lindy Force, AMI sales manager reported outlook for September is bright, with firm continuing to hold the sales gains chalked up in recent months. For the fall season kick-off **Jack Mitnick**, Eastern sales representative, closed a deal with Southern Automatic Music to become an AMI distributor. **Leo Weinberger**, head of the distrib outlet, said the AMI line will be handled thru all six offices with complete parts and service departments to be included.

Fran Warren, the songstress who is currently appearing in a local nitery, visited the Chicago Coin headquarters last week getting a first hand look at a coin machine manufacturing plant. . . . **H. F. (Denny) Dennison**, accompanied by Mrs. Dennison and their youngest daughter, arrived in Los Angeles over the holiday week-end after motoring to the Coast. Dennison plans to establish headquarters there and is moving his family to the land of sunshine.

John Frantz, head of J. F. Frantz Manufacturing Company, is still turning in reports of climbing activity on the charity chute front. Scales with the charity attachments are in higher demand than the conventional models, he relates. Firm's two model General line features the single coin chute which permits use of coins ranging from a penny to a half dollar. . . . American Citrus Corporation's Del Juice, citrus juice vender, is receiving some good attention in local railway stations, according to official **J. C. Webb**.

With the increased activity on the music front, Atlas Music Company reports rising orders for the Seeburg Select-o-Matic. **Nate Feinstein** states operator acceptance of the 100-tune machine is being proved almost daily as new queries come in. . . . **George Solar**, a. & r. man for **Jimmy Martin's** Sharp label, has a raft of new juke styled waxings set for release during the fall season. Firm's records have been moving in the upper play brackets on juke in the five-State Midwest area, Solar reports. Two of its first releases have been taken over by London for promotion on that label.

Curt Teich & Company, Inc., is humming with action on its Vendma scenic post card venders. Official **Samuel F. Kepner** cites placement in numerous railway, bus, vacation spot locations during the summer with top sales resulting. Cards feature outstanding scenes from area surrounding the city or resort where
(See CHICAGO on page 104)

Cincinnati:

Charles Kanter president of the Automatic Phonograph Owners' Association (APOA) is confined in the Jewish Hospital following a slight heart attack at his home Friday (2). . . . **Leon Levy** who operates the Music Service, has disposed of his phonograph route to **Robert Wood** who has made application for membership in the association. This will be acted upon at the next board meeting.

William Harris, with the Ohio Specialty Company, has returned from a two-week vacation in Michigan with his family. . . . **Bill Bigner**, junior member of Bigner, Inc., is the father of a boy born August 26. Both mother and baby doing fine: They have named him **David George**.

John Denhart, who operates the Able Sales Company, has returned from a two-week stay at Camp Campbell, Ky., with the Army Reserves. . . . **Abe Lieberman**, partner in B. W. Novelty Company, is vacationing in Canada with his wife and son. They will go to New York for a visit with their families before returning to Cincinnati.

Important!

This copy of *The Billboard* contains an important questionnaire . . . important to YOU as a *Billboard* Reader.

Please turn to page 34 and fill in the questionnaire postcard for *The Billboard Annual Reader Survey*. It will only take a minute of your time.

Your reply and thousands of others enable *The Billboard* editors to provide more and better news coverage for the departments that are important to the majority of readers.

Thanks for your co-operation. . . .

. . . . The Editors

New York:

Howard Bloom, son of the head of Speedway Products, **Al Bloom**, was married Sunday (4). The bride was **Hilda Fishbein**. They are honeymooning on Cape Cod. . . . **Harry** and **Hymie Koepfel**, of Koepfel Distributors, will spend much of their time on the road again now that the summer is over. They will travel thru several Eastern States buying up used music equipment for reconditioning and resale.

Barney Sugarman, of Runyon Sales, newly appointed distributor here of the Refreshomat, cup vender manufactured by Automatic Products Company, of Minneapolis, is now showing the unit to ops on Coin Row. Another new piece on Runyon's floor is Genco's Glider. The eight-foot game was being shown to License Department authorities last week. . . . **Mel Rapp**, who heads up the regional office of Cole Products here, doubled at the switchboard and typewriter last week while his secretary was on vacation. . . . **George Seedman**, secretary of the Rowe Corporation, returned to his desk Tuesday (6) after a three-week trip. Seedman, who is in charge of convention preparations for the National Automatic Merchandising Association, reports only a few booths left for the confab set for November in Atlantic City.

S. B. Goldsmith, of Capitol Projectors, reports that earnings of Midget Movies located in resort-area arcades were higher this summer than a year ago. . . . **Bernard Silverberg**, connected with **Max Weiss** in MW Vending, is completing preparations for the confirmation of his son, **Stanley**, two weeks hence.

Indianapolis:

The Music Operators' Association of Indianapolis, Inc., held its regular monthly meeting September 6 in the Indianapolis Athletic Club. **Floyd Meeker**, president of the group, presided, and **Vince McCabe**, of the Midland Music Distributors, Inc., was the guest speaker. He spoke of the need of replacement of coin-operated phonographs at certain intervals. Among other speakers were **Henry Windt**, of the Hoosier Music Company, and **Abe Fleig**, operator and treasurer of the group. . . . **Everett F. Harlow**, 156 S. Fifth Street, Beech Grove, was voted in as a new member. **Joe Robillard**, secretary, who resigned because of poor health, was succeeded by **Earl Siler**.

The Record Music Company has liquidated its business, selling its entire stock of records and equipment to the Fountain Square Music Company, 1123 Shelby Street. . . . **James Miller** was a coin row visitor buying parts. . . . **James Skinner**, a native son of Indiana, who has appeared on the "Grand Ole Opry" programs, broadcast from Nashville, and who is also the composer of several songs, including "Let's Say Goodbye Like We Say Hello," appeared in person at the Janes Music Company Record Shop Saturday (10) and autographed records.

Washington:

Spacarb, of Washington, Inc., is planning to convert many of its three drink venders into two drink venders which will also dispense hot soup or chocolate, according to **Bayne Phipps**. The change-over is made by installing a heating unit. Thus, the company hopes to make up for the seasonal drop in soft drink sales during the winter. **Phipps** recently returned from headquarters in New York where he saw the units in operation. **Spacarb** is also making installations in most of the local bowling alleys and schools that have been closed for the summer. This winter will be their 10th season in bowling centers. They have added new equipment in the Department of Agriculture which, **Phipps** said, was getting good response. The management of the Key Theater has requested the company to put in a de luxe vending machine. The contemplated dispenser, with a special base and neon lights, will cost several hundred dollars, **Phipps** said.

Horace Biederman, owner of Biederman Amusements, and secretary-treasurer of the Washington Coin Machine Association (WCMA), is back from the 2,200-mile motor tour he and his wife took thru the Midwest. They visited relatives in Chicago and upper Wisconsin.

Supervisor **George Henningsen**, of Berlo Vending Company, spent his vacation in the New Hampshire mountains. . . . **James Phipps**, system manager for **Spacarb**, of Washington, Inc., is making an extended tour of the West covering such spots as Denver and Mexico.

Mr. and Mrs. Aaron Tushin, of Belmont Machine Company, Bethesda, Md., are back after summering in Gloucester, Mass. . . . **Ernest F. Breugger**, co-owner of Atlas Amusement Company, and his wife re-
(See WASHINGTON on page 104)

Hartford, Conn.:

Hartford, which has never had an association of coin machine interests, may have a group functioning shortly. **Jim Tolisano**, owner of the Superior Music Company, coin machine operators, is spearheading a movement to organize a Hartford Coin Machine Operators' Association. Plans are being made to hold an organizational meeting in the State Music Distributing Corporation offices, with coin machine men thru-out the Hartford area to be included. **Ralph Colucci**, owner of State Music, has invited the organization to use his offices for a meeting place. . . . An announcement will be made shortly by **Tolisano** of a date for an initial meeting.

***Jack Gordon**, Hartford district manager for **J. P. Seeburg** Corporation, of Chicago, and his family took an auto trip to Chicago for a week's stay. . . . **Ann Lombardi**, bookkeeper for the Record Shops, retail record stores in Hartford, owned by **Mr. and Mrs. Ralph Colucci**, has returned from a Hampton Beach, N. H., vacation.

Los Angeles:

William R. Happel Jr., of Badger Sales, took on a little golfing with **Harry Williams**, of the Williams Manufacturing Company, **Bob Ryan** and **Spencer Honig** at Wilshire Country Club. When the game was over **Happel** was the only one dishing out the folding money. . . . **E. A. Jerome**, San Bernardino coinman, was in town for a looksee.

Paul Laymon, of the company bearing his name, received his second shipment of Bally Cloverleafs last week. All of them were sold so now he's awaiting another delivery to take care of some of the late comers. . . . **Jud Lilley** was in from Montebello looking over some new equipment.

Art Crane, Pacific Coast rep for Genco, is pushing the firm's new Glider. He says it's really a hot item in these parts. . . . **San Bernardino** coinman, **Lester Berlinghoff**, was on Pico Street looking over some games. . . . Other visitors were **Mr. and Mrs. Fred Allen**, who came down from their Bakersfield headquarters.

Slim Ewing, of Modern Amusement Company, Bakersfield, was in town on business. . . . **Ivan Wilcox**, who hails from Visalia, made the rounds last week. Ditto for **Clyde Denlinger**, Balboa coin machine operator. . . . **Ray Chiarelli** was down from Madera checking over the latest in equipment.

Mary Solle, of Leuenhagen's Record Bar, is spending her week-ends at the Del Mar Club in Santa Monica. . . . **L. G. Leonard**, Santa Monica, was in town for a looksee. . . . **Pete Shuppe** left his Huntington Park coin machine route long enough to come to town and see what the boys have to offer in new games. . . . An-
(See LOS ANGELES on page 104)

Twin Cities:

Morry Montrose and **Ted Lawn**, who recently purchased the Minnesota Machines Company from **Willie (Sphinx) Cohen**, are operating the firm under the name of L & M Sales. **Morry** and **Ted** have rented headquarters for the firm at 203 11th Avenue South, Minneapolis, and are planning to enlarge the route in the near future.

Vital Statistics

Death

C. P. Reeves Sr., owner of the **L. Moss Music Company**, Calhoun, Ga., September 5.

Marriages

Howard Bloom, son of **Al Bloom**, president of **Speedway Products**, and **Hilda Fishbein** September 4 in New York City. **Howard** is associated with his father in the firm.

Birth

A son, **David George**, to **Bill Bigner**, **Bigner, Inc.**, Cincinnati, and **Mrs. Bigner** August 26.

Fred Brandstrader, legal counsel for National Automatic Merchandising Association (NAMA), Chicago, became a father for the sixth time Tuesday (27) when a son, **Thomas Collins**, was born. Mother and baby are doing well. **Fred** has three other sons and two daughters.

COINMEN YOU KNOW

Chicago:
(Continued from page 103)
the machines are placed. Stamps are affixed to the cards, which are vend-
ed three for a dime.

Highway Steel Products Com-
pany, Chicago Heights, is beginning
to perk with production on a three
model line of Salesmaker bottle
venders. . . Anton Oomens, Walter
Oomens Sons, a firm believer in the
advantage of multiple record label
to keep quality high, also keeps a
close tab on juke rentals to add that
extra profit to the annual net. With
closer attention to the rental end of
juke operating, Oomens finds that
profits can be materially increased

over a number of years with the re-
sult that the earning power of equip-
ment can be prolonged and overhead
reduced.

John Conroe, J. H. Keeney &
Company vice-president, has good
news on the cigarette vender phase
of his firm's activity. The Keeney
electric vender is being accorded top
repeat orders by operators who had
originally purchased units for loca-
tion reception tests, John states.

Sam Stern is making final prepa-
rations for a distributors' meeting to
be held Friday (16). The Williams
exec scheduled the event to take ad-
vantage of the fact that so many
distributors will be in town the pre-
vious two days for the National Coin
Machine Distributors' Association
(NCMDA) meet. Sam says the new
plant gives the firm much improved
production facilities. . . A.B.T.'s
R. L. Budde is back from a brief road
trip with the news that interest in
penny equipment is growing. Firm's
Skill Gun, a counter gun game, is
available with either penny or nickel
coin chutes.

Bally sales staffers are all smiles
over the continued demand for
Clover Bell, the multiple coin con-
sole and the one-ball Champion. **Ray**
Moloney, George Jenkins and Herb
Jones played host to a steady run of
visitors. . . **Sam Lewis** reports that
firm distributors are already reorder-
ing on Football, the five-ball game
which captures much of the gridiron
action. **Sam Gensburg** and **Sam**
Wolfberg are looking forward to see-
ing many of their distributors next
week during the NCMDA general meet.

At United Manufacturing, **Lyn**
Durant, Herb Oettinger, Billy De-
Selm and Ray Riehl are going all-
out to make shipments to Chicago
ops on Shuffle Skill, the straight
novelty game with shuffleboard ac-
tion. At the same time they are
keeping up with the increased de-
mand for the five-ball Utah. **Mr.**
and Mrs. Wolf Solomon were in from
Columbus, O. He heads the Central
Ohio Coin Machine Exchange there.

Los Angeles:
(Continued from page 103)
other recent visitor was **John Lantz,**
South Gate.

Jack Leonard, of Badger Sales
vending department, spent Labor
Day at Lake Gregory, driving up in
that new Ford convertible. Jack
shaved off his mustache for the occa-
sion. He reports that the mail order
business is snowing him under after
the three-day holiday.

Phil Robinson, of Chicago Coin,
is contemplating another trip north
on company business. . . **Bill Black**
was down from his Bakersfield
headquarters to make the rounds on
Pico Street. . . Another recent vis-
itor was **A. Peppesen,** who operates
in Rivera.

Jack Ryan, of Sicking Distributors,
says he has no desire to take another
fling at operating in the Orient. He
was one of the top coin machine men
in Shanghai before the Japs took it
over.

Washington:
(Continued from page 103)
. . . **Aaron Goldman** reports that the
G. B. Macke Corporation employees
have all had two-week vacations.

Plans are now under way for ex-
pansion of the Washington National
Airport terminal, a construction job
that is expected to take about 15
months to complete. Deputy Direc-
tor **Paul F. Steiner** said the airport
officials hope to set off a complete
area for coin machines when the
addition is completed. Most of the
ops located there are doing compar-
atively well, he revealed. The
photo and voice recording machines,
for example, have even exceeded
owner **Michael's Bushdid's** expecta-
tions, Steiner said.

Sam Schwartzman, of the Pepsi-
Cola Bottling Company, of Washing-
ton, reports that his outfit has been
going okay this summer. The em-
ployees will be given vacations later
in the year, he said. . . Dowd's Ra-
dio & Electric Company now has
facilities to install coin meters on
video sets so the buyer can pay as
he views instead of using the regu-
lar monthly installment plan. So
far none of the new devices are in
operation, tho, the company said.

Miss Esther Allen, secretary at the
East Coast Music Company, is spend-
ing a month in Los Angeles. Man-
ager **Charles W. Bowles** spent his
vacation earlier at Roanoke Island
and Virginia Beach, Va.

"I Love You" is rated as one of the
current hits by **Bill Schwartz, of**
Hirsh Coin Machine Company. While
Perry Como's and Patti Page's
versions are doing well, too, Schw-
artz said he personally prefers **Bill**
Harrington's rendition on Vocalion label.
Vic Damone's "Through a Long and
Sleepless Night" is also picking up,
Schwartz said. He predicts the Kem
platter of "Thinking, Just Thinking
of You," introducing **Bonnie Lou**
Williams and Brad Gordon is headed
for success. After a recent trip
to Atlantic City Schwartz com-
mented that the Washington juke
boxes were newer and the disks far
more recent than the ones he saw in
the resort town.

Parking meters in downtown
Washington are working out better
than was expected when they were
installed, according to a recent re-
port by the Department of Vehicles
and Traffic. Traffic Director **George**
E. Keneipp said that the rate of turn-
over in cars parking in the meter
areas is higher than earlier calcula-
tions showed.

Conclude Location Tests on Hot Java-Chocolate Machine

LOS ANGELES, Sept. 10.—With
the first three of its dual hot coffee-
chocolate venders on permanent lo-
cations in this area, Interstate Asso-
ciates reports it has wound up its
series of test installations. The units
are the first of operator-owned-and-
placed machines on regular locations,
officials state.

Describing the quick-action vend-
ing cycle of the Hot-o-Mat vender,
Sales Manager **Bernard Marks** states
that each drink, coffee or hot choco-
late, is prepared in five seconds with
an immediate flow of hot water. The
quick drainage of the water: prevents
any mixture of flavors, he declared.
Liquid concentrates of coffee, choco-
late, cream and sugar are refrigerated
to under 40 degrees but each serving
comes "piping" hot between 160 and
180 degrees, Marks said.

Price, construction, production de-
tails were carried in a recent issue
(The Billboard, August 20).

Brach Declares Dividend

CHICAGO, Sept. 10.—**E. J. Brach**
& Sons has declared a 75-cent quar-
terly dividend, payable October 1 to
stockholders of record September 10.

NCWA Shifts Fall Board Meet to Oct.

WASHINGTON, Sept. 10.—Nation-
al Candy Wholesalers Association, Inc.
(NCWA), announced this week that
the annual fall meeting of the board
of directors has been set for October
6-8 at the Shoreham Hotel here. Meet-
ing was previously scheduled for Sep-
tember 15-16 at the Statler Hotel.
Change was made because of con-
flicts in business schedules of some
of the members, according to **John F.**
Poetker Jr., board chairman.

The meeting agenda will include
consideration of a number of new
legislative, educational and research
projects offered by NCWA president
John Casani. Casani and C. M. Mc-
Millan, executive secretary, will pre-
sent the association's program for the
coming year to the board for its con-
sideration.

New Stamping Press For Vending Field

PHILADELPHIA, Sept. 10.—**Wynn**
Manufacturing Company, makers of
stamping equipment, announced this
week a simplified gold stamping press
designed for the vending machine
field. Called the Wynnliner, the press
prints materials ranging from paper
thinness to two inches thick and can
be used on plastics, wood, paper, etc.

The press, which is electrically
heated, imprints single lines up to
three inches in gold, silver and colors.
It takes up to 36 point standard type
and also prints from changeable dies
and linotype. Foil is used eliminating
necessity of working with inks. Unit
is priced at \$29.50, with type and foil
extra.



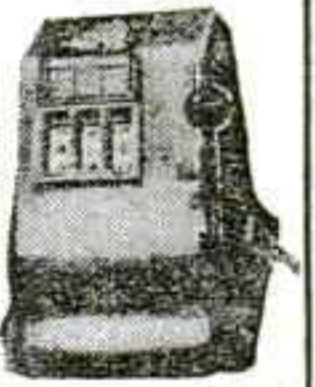
COLUMBIA DOUBLE JACKPOT BELL SPECIAL
\$85.00 Ea.
Factory re-conditioned like new.
Changeable right on in a few moments' time to 1-5-10-25c play. Cabinet re-baked to give new machine appearance. Size: 18 1/2" high, 14 1/2" wide, 12" deep, 50 lbs. wt.
For New Columbias Write for Prices

POST-WAR CHALLENGER (Rebuilt)
A NATURAL BECAUSE IT CHALLENGES THE SKILL OF THE PLAYER.
More dollars for you. \$22.50 each.



LIBERTY Fruit Reels
Free Play token payout
Reconditioned
Token Payout
\$22.50 each \$20.50 lots of 3 or more

MERCURY Cigarette Reels
Cigarette token payout
Reconditioned
Token Payout
\$22.50 each \$20.50 lots of 3 or more



All equipment sold on money-back guarantee.
WRITE FOR FREE NEW CATALOG.
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IN THE NATION

Only **\$74.50**
for Complete Conversion

FLASH We now include the new and exciting Film *CAVALCADE* features in converting your
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to
CLEOPATRA
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SHIP YOUR COMPLETE GAME
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NEW SALES POLICY 1949 MODEL
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SEE NAT'L TOURNEY IN '50

City Survey:

Houston Ops, Locations Make Plans for Heavy '49-'50 Season

HOUSTON, Sept. 10.—There are between 300 and 350 shuffleboards on locations in Houston. Approximately nine out of 10 are operator-owned. This ratio has held fairly constant over the past several months, with maybe a slight change in favor of location ownership. It is generally believed, however, that as more compact boards open new locations with limited floor space the ratio will continue to operator-owned boards. Houston has three small leagues.

Board placements are practically at a standstill now but fall and winter demands are expected to increase them sharply. Outdoor and bayshore recreation definitely hurts indoor amusement games in this section during summer months. No special ideas worth mentioning were introduced

to stimulate summer play. Inclination apparently was to go along on the novelty of the game.

Now, since it appears that shuffleboards are not simply a fad but definitely a part of the industry, plans are under way to inspire public interest during fall and winter seasons. Included are organization of two or more major leagues, publication of a weekly newspaper devoted mainly to play and players, box scores on daily paper sport pages (See HOUSTON OPS on page 107)

Record Board Output Seen By Penn Head

WESTCHESTER, Pa., Sept. 10.—Production figures outstripping last year's record totals will be racked up by shuffleboard manufacturers this season, Paul J. Cosgrove, president of the Penn Shuffleboard Company, predicted this week. To fill what he said is already a sizable backlog of orders, as well as to satisfy new business, the firm will set up double production shifts October 1.

Penn. is enlarging its distributor net, according to the firm's president, to deepen further its penetration of the operator market. At the same time, he pointed to a rise in export business, with units currently being shipped abroad to several European countries and South America.

Cosgrove disclosed that Penn delivered about 3,300 Black Beauty boards last year. The company also makes maple-top units, but says 95 per cent of its output is devoted to the composition models. These are said to withstand warping in all weather conditions, with patented mechanism on the bottom of the board to keep the top surface true.

The company produced its first shuffleboard 21 years ago. Cosgrove entered the plant's employ as an apprentice cabinet maker.

Northw't League Resumes in Chi

CHICAGO, Sept. 10.—The Northwest Shuffleboard League, formed here last season by a group of location owners and shuffleboard operators, will resume play again this year, it was learned this week. The league, which is open to all locations in the Northwest section of Chicago, is operated on a non-profit basis, with each location paying an entry fee, the money being used for actual expenses.

With eligibility not confined to any one type of board, many manufacturers in this area will again contribute special trophies to the league which will be awarded to winners in the various flights and in the final play-offs.

League is drawing up schedules for the coming season's play, it was said, and matches probably will be conducted on a home-and-home basis.

Mero Industries Sponsors Leagues in Eight States

CHICAGO, Sept. 10.—Just back from a tour of 14 States where he laid the groundwork for fall league and tournament play, Col. L. Lewis, Mero Industries' publicity director, announced that Mero will sponsor leagues in Illinois, Indiana, Kentucky, Tennessee, Michigan, Georgia, North and South Carolina this season. He also announced the financial set-up under which all leagues will operate.

While away two and one-half months, Lewis traveled more than 11,000 miles, appointed distributors for the Mero line and made comprehensive tests on the firm's all-steel board which features a stainless steel playfield.

Need Ops

One of the major developments of the trip, Lewis revealed, was the lack of promotion on shuffleboard in many of the areas he visited and particularly the relatively few bona fide coin machine operators who were handling shuffleboards in these same

Large-Scale Promotion Now Industry Goal; Plans Await Manufacturer Meet Outcome

World Series Needed To Gain Sport Full Recognition

CHICAGO, Sept. 10.—With the shuffleboard industry starting off the 1949-50 league and tournament season with the largest field in the game's history, it was learned this week that all phases of the sport are pointing, for the first time, to a national tournament to be held next spring in a centrally located city, probably Chicago. While the physical details will probably remain undecided until early next year, feeling thruout the industry is that promotion of leagues and tournaments is now the most important job facing the operator, distributor and manufacturer, and that a national

tournament, featuring sectional winners, would practically assure the game national recognition along with bowling and other indoor competitions.

At the present time there are several methods being considered for the staging of a shuffleboard world series. However, all plans are being held in abeyance pending the outcome of the manufacturers' conference, which will probably convene sometime in the next few weeks. As has been stated, should this conference result in the formation of an industry association, the major task handed to it by the sponsors would be the holding of tournaments on a much more ambitious basis than has yet been tried. This group would, it is understood, point towards a national play-off next spring, using winners of tournaments conducted by operators and manufacturers thruout the country.

Alternate Plans

Should the industry-wide association fail to materialize, there are still several avenues open for the conduct of a national tournament. Standard, thru its Standard Shuffleboard Congress of America, is at work on a tournament which would cover about twice the area of its four-States tourney held earlier this year. National, with one of the most complete league and tournament set-ups in the field, will also be holding play-offs, while Penn Shuffleboard, another leader in the league field, and American also will be holding tourneys thruout the country. Purveyor, and several other firms of its size and scope, also will be active on (See NATIONAL on page 107)

areas. For wherever he found a heavy proportion of location-owned boards, interest in the game belied the fact that the game had been on public location as long as two years.

In Miami and Miami Beach, Lewis said, the game has made marked strides with both the transient and permanent population. He estimates there are 500 boards in the resort (See Mero Industries on page 106)

Indianapolis League Names New Officers

Sked Five Loops for Fall

INDIANAPOLIS, Sept. 10.—The Indianapolis Shuffleboard Association, at its meeting September 6, the last of a series of three special get-togethers, elected the following officers for the coming year: Clyde Hoffa, president; J. W. Neal, first vice-president; Dorothy Rose, second vice-president, and Marguerite Stone, secretary and treasurer. The constitution and by-laws were drawn and approved by the membership. A set of rules by which league play will be conducted have been prepared to correspond with those of the Standard Shuffleboard Congress of America.

Five leagues have been scheduled for the fall season as follows: Three Rock-Ola men's leagues, one Rock-Ola women's league and one Rock-Ola national men's league.

A city elimination will be played at the conclusion of the leagues to determine the Indianapolis team championship.

National Execs Predict Hypoed League Activity

NEW YORK, Sept. 10.—National Shuffleboard Company executives, appearing on Sam Taub's *Hour of Champions* radio program last Sunday (4), predicted that shuffleboard league activity would increase in the East. Aired over WMGM, the interview with National toppers Harry Kotler, Tom Browne and Joe Donovan informed listeners in this area of the boom in league play in the West.

Other guests on the program included Bill Robinson, the dancer, and Mary Connolly, tennis player.

Nation Wide Ups Product'n, Adds Assembly Shifts

CHICAGO, Sept. 10.—With Nation Wide Novelties' distributor set-up now a comprehensive network, the plant here has added a night shift and a Sunday production schedule to handle new business accumulated the past few weeks, Charles Gillard, president, announced this week.

Altho the firm has always produced both the cabinet and the playfield under one roof in its modern plant here, Gillard said that changes are now being made in the assembly line procedure designed to speed up deliveries to all parts of the country. Previously the firm had concentrated on orders originating in the Midwest.

Gillard, just back from an extensive road trip to the East and South, reports that heavy activity is already under way in Florida and Maryland locations.

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This copy of *The Billboard* contains an important questionnaire ... important to YOU as a *Billboard* Reader.

Please turn to page 34 and fill in the questionnaire postcard for *The Billboard Annual Reader Survey*. It will only take a minute of your time.

Your reply and thousands of others enable *The Billboard* editors to provide more and better news coverage for the departments that are important to the majority of readers.

Thanks for your co-operation. . . .

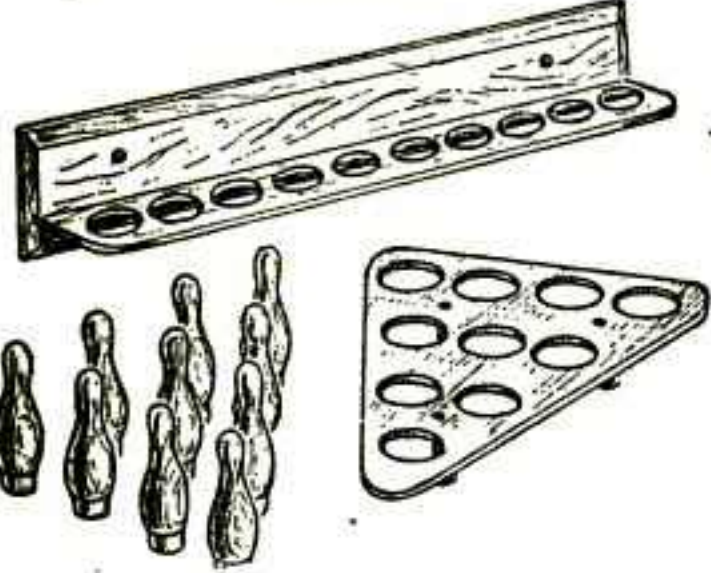
. . . . The Editors

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Choice of Finest Maple or Masonite Playing Fields



Modern design cabinet made of finest woods. Beautifully finished by our expert cabinet makers. Built to compete with the best.



Nation-Wide Shuffleboard Bowling Sets

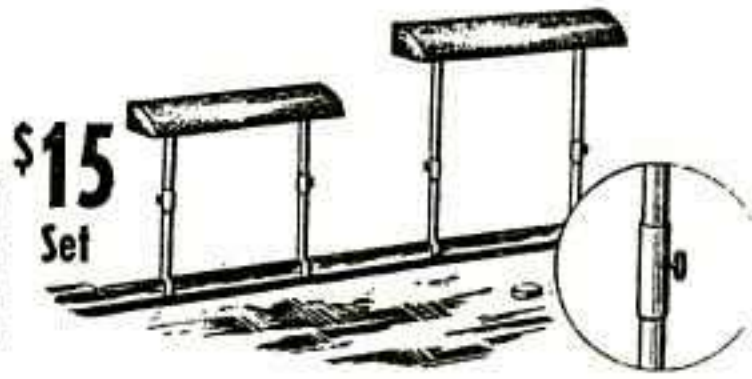
Complete with Wall Rack, 10 Pins, Rack.

5" Pins of hard maple, smooth finish. Weigh 1/4 lb. each. Will not jump the table.

\$11.50 PER SET Large Discount to Distributors

ADJUSTABLE FLUORESCENT LITES FOR SHUFFLEBOARDS

Specially designed for shuffleboards. Check these advantages: Bulb guaranteed NOT to throw heat; Chrome Uprights adjustable to any height (see inset); modern fixtures add to the beauty and flash of your board. Priced exceptionally low in comparison to ordinary Shuffleboard Lights.



\$15 Set

EVERYTHING YOU NEED FOR YOUR SHUFFLEBOARD OPERATION

★ WAX ★ WEIGHTS ★ LITES ★ SCORE PADS ★ T-SQUARES ★ SIGNS

NATIONWIDE OFFERS THE BEST DEAL IN AMERICA TO DISTRIBUTORS AND OPERATORS!

NATION-WIDE NOVELTIES, INC.

4615-17 S. STATE STREET

CHICAGO 9, ILLINOIS

Phones: KENwood 6-3623 or KENwood 6-2630

Mero Industries Sponsors League in Eight States

(Continued from page 105)

area and, oddly enough, practically every one is equipped with coin-operated scoreboards as Floridians prefer this type of game to a point where they will stay away from locations that do not have this speedy scoring arrangement. Despite the leveling off in grosses in many other cities around the country during the summer, Miami and Miami Beach business remained high enough for the operator to stick to a front money guarantee of \$20 and a 50-50 split on all receipts over that amount. At the present rate of shuffleboard activity there, Lewis figures another 250 boards will be located in the city before winter and the heavy transient populace arrives to escape cold weather in other sections of the country. One of the leading distributors of boards in Miami is Sam Taran, who thru his Taran Distributing Company, handles both National and Mero products.

Louisville

Another city which has made noticeable progress with shuffleboard is Louisville, Lewis said. Altho the game as competitive sport did not reach the profitable stage for the operator until late spring, by the time summer rolled around leagues were just getting started. Despite the late start at organized play, enough interest was shown by the players and locations to indicate that the Kentucky metropolis will be a hot spot for shuffleboards in the months ahead. Lewis estimates there are at least 350 boards in Louisville already and thinks that the city can adequately handle at least several hundred more. Other cities which showed peak interest in modern table shuffleboard on Lewis's trip were

Bay City, Mich., and Atlanta.

On the league financial set-up, Mero has a plan which will result in a total income of \$1,640 per league of which \$1,480 will be awarded to top teams in prizes, \$25 will be set aside for a team trophy and the remaining \$133 will be used to meet the incidental expenses of running league play for 10 weeks. Under the plan the 10 locations sponsoring teams in a league will put up \$20 each (\$2 per week) and the 144 players in the league \$1 per week to add \$1,440 to the league play revenue.

Team prizes will be as follows: (1) \$500; (2) \$300; (3) \$200; (4) \$100; (5) \$50; (6) \$25; (7) \$15, and 8th thru 10th teams, \$10 each. Individual prizes have been set at: (1) \$100; (2) \$50; (3) \$25; (4) \$20; (5) \$15, and 6th thru 10th, \$10 each.

All leagues sponsored by Mero are now being formed and first matches are set to begin in October. Lewis will leave on another tour in a few days to help operators of Mero boards make final league arrangements.

Conn. Firm Formed For Midget Movies

WEST HAVEN, Conn., Sept. 10.—Sam and Edward DeGennaro have formed the Coin Movie Machine Company here to operate and distribute Midget Movies thruout the State.

The principals, who have operated the Capitol Projectors' machine in amusement parks, are expected to promote the unit for placement in department stores and rail and bus depots.

2 TERRIFIC PROFIT BOOSTERS FOR SHUFFLEBOARD LOCATIONS

Here are two NEW all electric SCOREBOARDS for Shuffleboards designed and manufactured by the originators of electrical scoring units for Shuffleboards.

Our NEW OVERHEAD SCOREBOARD includes all the LATEST scoring features PLUS an automatic set up of FRAMES and COMBINATION play.

FRAME SCORING

We have added "FRAME SCORING" to our OVERHEAD Scoreboard, which is an optional feature.

The "FRAME SCORING" feature is incorporated within the regular cabinet itself and is not a separate unit.

Two players score to 15 points or 8 frames, whichever is scored first.

Four players score to 21 points or 10 frames (adjustable to 12 frames), whichever is scored first.

Frames automatically advance . . . seconds after scoring. Scores by FRAME and POINT combinations.

IMMEDIATE DELIVERY

WESTERN DISTRIBUTORS

ADVANCE SALES CO.

1350 HOWARD ST.

SAN FRANCISCO, CALIF.



All wires are enclosed in tubing and ends are soldered to bottom connections inside button box. Attach Scoreboard to Shuffleboard and the job is finished!



OVERHEAD SCOREBOARD

With or without automatic frame scoring

Can be used for 15, 21 or 50 point games, such as Horsecollar and Baseball.

In combination point and frame play, frames advance automatically seconds after scoring. Automatic scoring advances progressively at each touch of button.

Equipped with National slug rejector and metered. Trouble free. DOUBLE FACED.

Furnished with 5¢ or 10¢ chutes as desired. EASY TO ATTACH TO ANY TYPE OF SHUFFLEBOARD.

See both of these scoring units at your Distributors or write to us for further details.

SINGLE FRONT SCOREBOARD FLOOR OR WALL MODEL

This model scoreboard can be used for 15, 21 or 50 point (HORSECOLLAR—BASEBALL) games.

Includes automatic coin counter and ABT slug rejector.

Unit is completely self-contained. Control buttons record scores instantaneously. Attractive, durable cabinet. Numerals are brilliantly illuminated and easy to read at a distance.

Furnished with 5¢ or 10¢ coin chutes as desired.

M and T Sales Co.

2849 Fullerton Ave. Phone Dickens 2-2424. Chicago 47, Ill.

PUCK PATTERN

Chicago:

Following the holiday week-end shuffleboard firms here literally rolled up their sleeves and went to work in earnest Tuesday morning with arrival of the long-awaited fall season. Many operators reported the cool weather which arrived simultaneously with the Labor Day week-end had brought out players who were ready to resume play after the summer lay-off. League play here is expected to start within the next two weeks as most of the preliminaries have already been taken care of by the sponsors.

Bill Tucker, Purveyor Shuffleboard, took off for Michigan with his family for a short vacation. Tucker has been having housing problems on top of his many duties at Purveyor and his added chores as co-chairman of the Manufacturers' Conference. He hopes to be able to get his family in a new apartment when they return. Meanwhile **Herb Perkins**, head man at Purveyor, is hard at work getting final details ironed out for the firm's leagues which will get under way shortly. Herb reported more than 125 teams would compete in the Purveyor League here.

Things are humming at Monarch these days according to **Roy Bazelon**, president, who reports that fall spurt this year bids fair to outdo by far the business chalked up in the same period last year. **Clayton Nemeroff**, who visited his wife's family in Minneapolis while on vacation, was back at his desk last week, catching up on the work that had piled up in his four-day absence. Bazelon, due to the press of business, is remaining close to his Chicago headquarters these days.

The Northwest Shuffleboard League, formed last season by a group of location owners and operators in this city, will resume again this fall, with each location entering its own team in the league, then playing other entries on a regularly scheduled basis. Many manufacturers here participate in the league by offering prizes, etc., as there are no restrictions on the types of boards which are used in league play.

Ted Rubenstein, Marvel president, reports scoreboard shipments to

HOUSTON OPS

(Continued from page 105) and some radio and poster advertising. All the advertising the boards have gotten so far have been thru locations.

Shuffle Parlors

There are at least three major shuffleboard parlors in the city. All of them also have automatic music, amusement games and vending machines. Boards in these, and other top locations, have definitely helped music and vending. Two major Penny Arcades in the city do not have shuffleboards.

The Texan Shuffleboard Manufacturing Company, 1711 Leeland Avenue, Houston 3, is the only board manufacturer in this city. That concern also has offices at its plant at 1007 Washington Avenue, Houston. **Bill Williams** and **Hazel Conklin** are owners of the Texan company and have been operating at full capacity production since early this year.

Miami, Miami Beach and Tampa have increased sharply in the past two weeks. Many of the units going to Florida are set up so that two players can play for a dime and four for two dimes. He adds that activity in St. Louis has also picked up since Labor Day. . . . **Col L. Lewis**, Mero Industries, is another who finds Florida shuffleboard interest on the rise. He says that Mero will soon be delivering three new scoring units which have been designed to fit various kinds of locations. The low priced unit of the trio will list for approximately \$80.

The J. H. Keeney Company, **John Conroe** says, is receiving many inquiries on its automatic frames unit. This device automatically steps up the next frame after points have been recorded. It is available as an accessory to other Keeney scoreboards and standard equipment on the firm's de luxe model. . . . **United Manufacturing's Shuffle Skill** is meeting with success in many shuffleboard locations which are getting steady play. **Billy De Selm**, sales manager, reports that in these locations players take a whirl at the game while waiting to play shuffleboard. . . . **Orville Adams**, head of Adams Coin Machines, L'Anse, Mich., was in town to look over the latest scoring units and pick up a few playfields for his Upper Michigan territory. He plans to sponsor several teams in tournaments this year and is now setting up league schedules.

Julian Crum, Shuffleboard Specialists, reports the firm's woodshop has now completed its move to larger quarters, tripling its production output. Crum says the outlook for fall is even brighter than previously anticipated, with operators already

(See Puck Patter on page 108)

See National Tourney in '50

(Continued from page 105)

a local and regional league basis this fall.

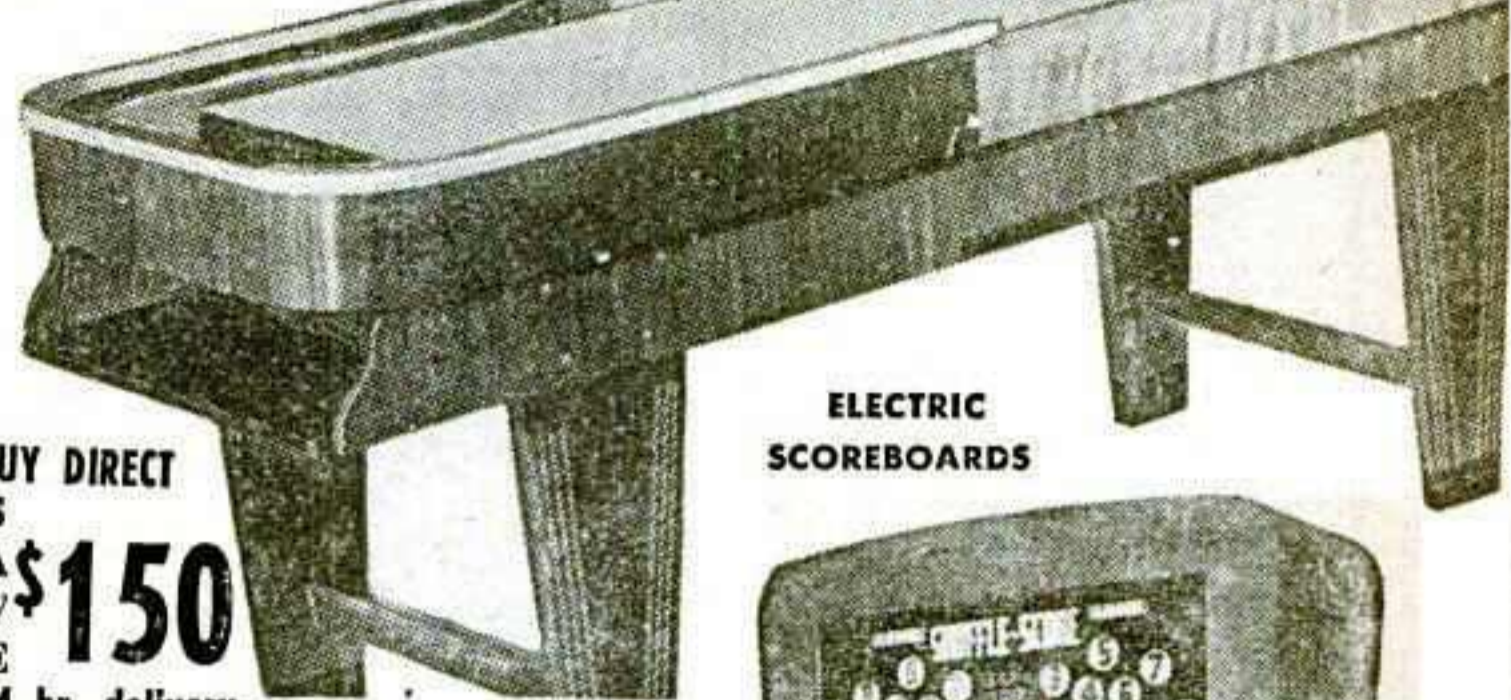
These manufacturers, by conducting their own leagues and tournament schedules, would be able to gather together the winners, and, thru local sponsors, have them transported to a central point where a national tournament would be conducted. This plan is being discussed, but would entail much detail work that would better be served thru a going org, such as is proposed by the manufacturers.

Operators, location owners and distributors, those persons who are close to the player situation, feel a national tourney must be forthcoming if the game is to be expanded and then interest maintained. They point to the American Bowling Congress as an example of what can be done for a sport, and feel that the same could be accomplished for shuffleboard. But they also say it must be done soon, or it will not be possible to accomplish at any time.

After discussing this situation with many of the manufacturers, some operators report they have received optimistic answers regarding a national championship play-off for the spring of 1950, and are now preparing their own league activities with this goal in mind.

DISTRIBUTORS-OPERATORS! LOWEST PRICE \$275 BEST DEAL IN U.S.A. Deluxe QUALITY 275 BEST MATERIALS BEST MADE

MAHOGANY & WALNUT VENEER
100% HARDWOOD CABINET
BEST MAPLE TOP



BUY DIRECT
\$150
24 hr. delivery

ELECTRIC
SCOREBOARDS



New Deluxe Select Hardwood Hand-Rubbed Cabinets with finest air and kiln dried climatically sealed Maple Wood or Masonite tops at a price lower than ordinary shuffleboards of inferior wood and finishes. Braced throughout with over 100 glue blocks. 18-20-22 ft. lengths.

New overlap or wall model
FRAME & POINT SCORING

Electric Scoreboards .. \$ 95
Maple or Masonite Tops 125
Used Shuffleboards .. 150
Pucks, \$10; Lights, Each 5
Wax, 30c; Score Sheets, 60c.

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1114 S. MICHIGAN AVE. • WE 9-3795-6-7 • CHICAGO 5, ILL.

MONARCH TOPS ARE TOPS!

- FINEST HARD MAPLE TOPS!
- ALCOHOL RESISTANT!
- FASTEST TOP ON THE MARKET!

INSITS ON MONARCH . . .
SHUFFLEBOARDS — 22 FT.
"SHUFFLETTE" REBOUND — 8 FT.
"ALL-PLAY" DeLuxe SCORING UNIT

With or Without Frames
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HONEST QUALITY • HONESTLY PRICED PURVEYOR'S 'SPORTSMAN'

Pucks Wax
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Has the Long Life Features

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CLAMP-ON LITES
Deluxe fluorescent fixture for better locations. Chrome uprights. Clamps on side of board. WRITE

FOR YOUR PEACE OF MIND, GIVE A PIECE OF CHANGE TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

**FACTORY CLOSEOUT—
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WRITE, WIRE OR TELEPHONE
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2300 W. ARMITAGE HUMBOLDT 6-3027 CHICAGO 47, ILLINOIS

PUCK PATTER

(Continued from page 107)
noting sharp upturns in their receipts. Shuffleboard Specialists, with the added production now possible, is making immediate deliveries on all orders received on its special \$275 board, Crum reports.

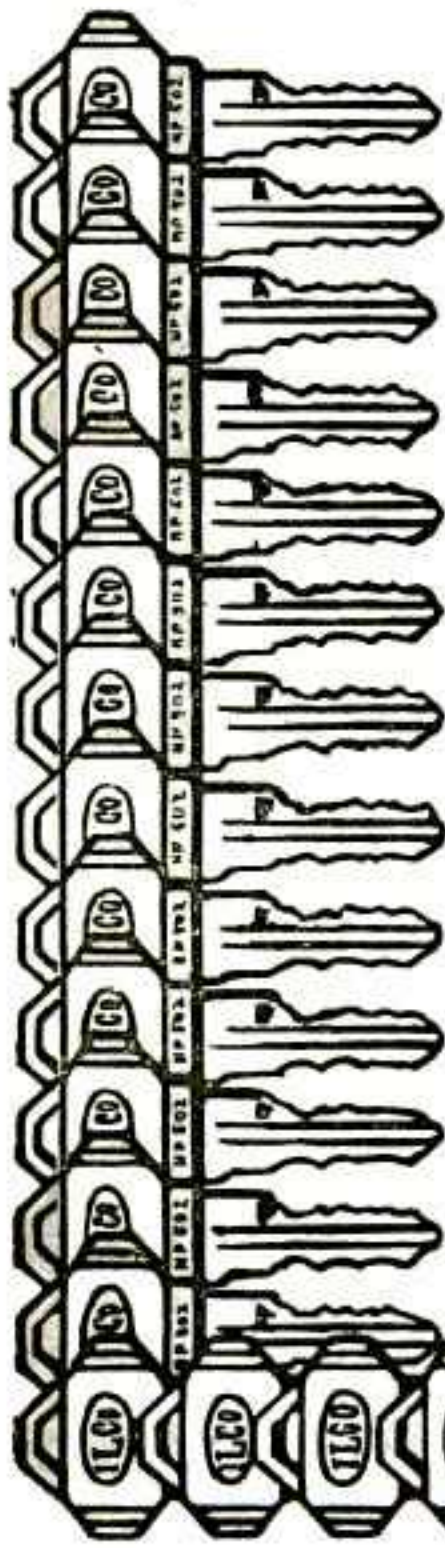
Orange, N. J.:
Charlie Gillard, head of Nation Wide Novelties, Inc., is back in town after a flying trip to the East. Charlie visited Philadelphia, Washington and Baltimore during his jaunt, and reports the shuffleboard picture in those areas is following the general pattern throught the country—a sharp upswing in receipts as the fall play season gets under way.

Orange, N. J.:
Sol Lipkin, National Shuffleboard field supervisor, has moved into the home he purchased in near-by Union, N. J. He and his wife, Dorothy, are expecting an addition to their growing family soon. This week Al Young and Fred Wolfe, traveling servicemen for the board manufacturer, visited at the plant

here. . . . In the first of a projected series of radio appearances to promote shuffleboard play in this area, National execs Harry Kotler, Tom Browne and Joe Donovan talked up the sport over Sam Taub's "Hour of Champions" Sunday (4) on WMGM.

Little Rock, Ark.:
Steve Allen has set up his own company, National Shuffleboard Sales, as franchise distributor for the Eastern manufacturer. He formerly sold boards for Martin Balensiefer, of Martin Acceptance, St. Louis. . . . Marriage bells rang here recently for M. T. Pfrimmer, shuffleboard distrib, and Miss N. Williard.

Davidson, Mich.:
Ben and Andy Hudson have opened a shuffleboard refinishing plant at 7049 State Road. Facilities on hand, plus the skill of its owners, are said to enable the plant to handle the most complicated refinishing jobs.



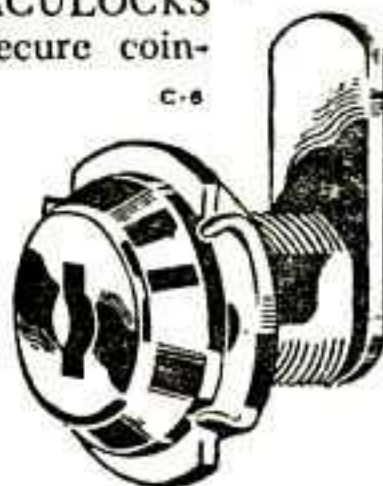
HERCULOLOCK SECURITY

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There's NEW protection for you in the NEW HERCULOLOCK with Gear-Tooth keyway.

Only the NEW HERCULOLOCK has the Gear Tooth keyway, a keyway unlike that of any lock in use today. This new design makes HERCULOLOCK virtually pickproof because *only the new Herculo-Lock key will fit it.*

You get *added* protection too from new key codes that are registered by us in your name, kept for your own use. Check into NEW HERCULOLOCKS right away. They're the most secure coin-machine locks available today.



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FINEST RECONDITIONED GAMES

5 BALLS		ONE BALLS	
All-Baba . . . \$ 99.50	Lady Robin Hood . . . \$ 69.50	JOCKEY SPECIAL . . . \$125.00	
Alice in Wonderland . . . 110.00	Major League Baseball . . . 59.50	SPECIAL ENTRY . . . 85.00	
Buccaneer . . . 129.50	Monterrey . . . 69.50	VICTORY SPECIAL . . . 45.00	
Buttons & Bows . . . 149.50	Old King Cole . . . 95.00	BALLY ENTRY, P.O. . . 135.00	
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Gizmo . . . 99.50	Speedway . . . 99.50	CONSOLES	
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GIVE TO THE DAMON RUNYON CANCER FUND

Record Reviews

(Continued from page 33)

RATINGS	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
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ARTIST	TUNES	COMMENT	
FRANK SINATRA (The Double Daters) Columbia 38572	POPULAR If I Ever Love Again	Highly reminiscent of "I'll Never Smile Again," this side stacks up as Sinatra's greatest bid in a long time. Fine song, fine Sinatra and extra good Hugo Winterhalter backing.	91--92--90--90
	Every Man Should Marry	Philosophical love ballad is handled in good form by Frank, with Morris Stoloff paying the background	82--84--82--80
LES BROWN ORK (R. Kellogg)	Let Me Grow Old With You	Brown tries a Gordon Jenkins approach in the use of voices to supplement his ork while Kellogg warbles an attractive new ballad distinctively.	79--80--78--78
	You're Diff'rent	Similar treatment is accorded another new but not quite so palatable tune. Kellogg does a nice job tho.	69--70--67--70
COUNT BASIE ORK RCA Victor (45)47-3032	She's a Wine-O	Jimmy Rushing shout-sings a bluesy novelty of a lightweight but amusing substance. Band hits hard from behind him. For blues and rhythm nabes mainly.	75--75--75--75
	Slider	Basie's best in ages. Clean and powerful band and good tenor sax solo paves the way for a hummable riff which is being posed as a successor to "Hucklebuck."	85--86--85--85
BILLY ECKSTINE MGM 10501	Body and Soul	Eckstine sings the great standard wonderfully, making use of modern vocal tricks. Buddy Baker backs superbly.	84--85--84--83
	If Love Is Trouble	Eckstine, in a more intimate mood, sings with much conviction on this pretty ballad. Hugo Winterhalter's orking sets an excellent mood.	83--84--84--82
THREE SUNS Varsity 158	Jealousy	The Suns impart more feeling and warmth on this reissue from Majestic masters than they show on current work. A buy at 39 cents.	77--76--76--80
	Barcarolle	Another fine job with the adaptation of the familiar classic.	70--70--70--70
PEARL BAILEY-THE CHARIOTEERS Harmony 1059	Don't Ever Leave Me	Easy going, albeit unimpressive etching of a pretty show tune.	66--69--65--63
	Who	Rather listless waxing of the well-worn standard.	53--55--55--50
THE THREE SUNS Varsity 159	Busy Holiday	The Suns make a palatable etching of a potpourri of classic themes spotlighting Bizet's L'Arlesienne Suite.	73--75--74--70
	Star Dust	Topnotch instrumental treatment of the great standard from the Sun's Majestic masters.	81--82--80--80
EDDY DUCHIN ORK Harmony 1060	Twenty-Four Hours of Sunshine	Ensemble vocals, Duchin's keyboard and clean orking make this a fine reading of the fast moving tune.	80--80--79--82
	Jealous Heart	Tommy Mercer sings well as Duchin and ork slice the mushrooming ballad. Good for dancing. The pairing makes a good 49-cent buy.	83--83--83--83
TINY HILL ORK Harmony 1064	Sugar	An old Hill hit from Okeh days is reissued. It's ricky-tick and dated but still retains considerable charm	68--66--70--68
	Don't Think Any More About Me	Another oldie which doesn't hold up terribly well	55--55--55--55
BENNY GOODMAN ORK Harmony 1061	Cherry	The Goodman crew of about 10 years ago wraps up the Don Redman oldie in Benny's inimitable swing style.	70--75--70--66
	Poor Butterfly	Benny's clary is set against a string section for a pretty solo on the beautiful evergreen.	76--80--75--73
EDDY DUCHIN ORK Harmony 1062	I'll Keep the Lovelight Burning	Tommy Mercer and vocal group chant the pretty Weiss-Benjamin ballad as Duchin lends sympathetic background at the piano and with the ork.	77--79--75--77
	Somehow	The pretty ballad which is riding via a Billy Eckstine disk is handled in clean and enticing fashion by Mercer, Duchin and group.	71--72--69--72

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. . . The Editors

Record Reviews

ARTIST	TUNES	COMMENT
GUY LOMBARDO ORK Decca 24714	POPULAR The Blue Skirt Waltz	The European-styled waltz which caught on via the Frank Yankovic disk gets a new lease from Guy's pop platter.
	Homecoming Waltz	A Kramer-Whitney work in the same quaint idiom as flip makes perfect grist for the Lombardo mill.
HERB LANCE Castle 521	Stardust	A pretty enough rendition of the standard by Lance, a promising Eckstine-Laine styled warbler. Not likely to smash, tho.
	Begin the Beguine	Same story here.
F. X. McDONALD MGM 10503	Whirlwind	McDonald does the Stan Jones tune in a light, folk ballad style. As a follow up to "Riders in the Sky" it isn't.
	Beautiful Dreamer	Same treatment—with guitar and celeste backing—of the Foster fave. Hard to see the market for this slow-paced job.
	That Lucky Old Sun	A truly tremendous rendition of the song, with Lance building to smash climax. Big sound from a quartet and small combo in back.
HERB LANCE Castle 524	If My Dream Would Come True	Conventional blues & rhythm treatment of a listenable ballad Overshadowed by strong flip performance.
	Hop-Scotch Polka	English horn, plus the usual Lombardo tone, fits this novelty perfectly. Tempo and rhythm are just right, and trio vocal ditto.
GUY LOMBARDO Decca 24704	Dangerous Dan McGrew	Kenny Gardner has been killing em in person with this one, a Kramer-Whitney special. Loses some of its impact despite a fine dishing.
	Un Poquito De Tu Amor (bolero-mambo)	Okay rumba rhythm and energetic chanting make for an acceptable waxing of the big Latin favorite. Has the advantage of landing on a pop series
DESI ARNAZ ORK Decca 24713	Similar	Pseudo-vooodoo effects are overworked in an otherwise rich rendition of the exotic opus. Arnaz chants fine and the orking is colorful.
	Fiddle Dee Dee	Cute bounce tune is from "It's a Great Feeling." The trio warbles, and the Lombardo lads actually jazz around a bit. Good dance disk.
GUY LOMBARDO ORK Decca 24697	Give Me a Song With a Beautiful Melody	Attractive tune from the same flick has been slow in getting started. Guy really sells it straight, with Gardner vocal, and much danceability
	Johnson Rag	Vocal-piano-guitar-rhythm trio offers the oldie in light innocuous style. Both sides were originally issued on Sharp label.
JACK TETER TRIO London 501	Back of the Yards	Same comment.
	I Want You To Want Me (To Want You)	Old fashioned waltz tune from the "Oh, You Beautiful Doll" flick gets the full nostalgic treatment as MacRae affects his "Comme Como" mood.
GORDON MAC RAE (P. Weston Ork) Capitol 57-723	Wonderful One	One of MacRae's warmest efforts to date. A strong standard side that should mean money in the bank.
	Lingering Down the Lane	If this adapted French waltz tune makes its mark here, this polished band-chorus rendition, in fine dance tempo, could rate near the top.
PAUL WESTON ORK (Jud Conlon Singers) Capitol 57-726	I Know, I Know, I Know	Bob Russell-Bronislaw Kaper tune is from the forthcoming "That Midnight Kiss" flick. It's a lovely thing, and Weston gives it the dreamy waltz treatment, with slick group singing.
	I Love You	The crooner's coverage of the "Miss Liberty" ballad gets a late start, but is a real buy at 37 cents.
ALAN DALE (Ray Arthur Quartet) Signature 162	Let's Take an Old-Fashioned Walk	Alan Dale (The Riddlers With Scott Fisher Quartet)
	Another mighty fine job, with a neat, light touch. Dale turns on some personality here.	
DEAN MARTIN (Paul Weston Ork) Capitol 57-726	Vieni Su	The Italian song gets bi-lingual treatment from Martin, who turns in one of his strongest sides to date. Could go if the tune goes.
	That Lucky Old Sun	Martin treats the promising tune in a light rhythmic fashion that lacks the impact of the several dramatic versions.
MARGARET WHITING (Frank DeVol Ork) Capitol 57-724	It's a Most Unusual Day	Rousing, lilting tune from "A Date With Judy" is a pleasant vehicle for Miss W.
	St. Louis Blues	A competent but not too distinctive interpretation of the ageless opus.

RATINGS	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
84--84--82--86				
82--82--81--83				
70--70--70--70				
70--70--70--70				
63--63--61--65				
53--56--54--50				
86--86--85--87				
72--72--70--74				
89--89--89--89				
79--80--80--78				
76--74--78--77				
77--80--77--75				
78--79--79--77				
88--89--87--88				
65--67--62--67				
63--65--60--65				
88--89--87--87				
82--82--80--84				
81--82--80--80				
81--83--80--80				
78--76--80--78				
80--80--80--80				
82--82--82--82				
76--76--75--76				
74--76--74--72				
71--72--70--72				



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Personals

R. W. Bowdidge became manager of the Automatic Dispensers Company, Salt Lake City, discontinuing the Utah-Idaho Distributors, in which he was a partner.

Fil Mandl was appointed advertising and sales promotion manager of the Trans-Vue Corporation, Chicago.

Joseph J. O'Shaughnessy, appointed sales manager of the beverage division of the Owens-Illinois Glass Company.

Leon "Hi-Ho" Silver resigned from his position with Leon "Hi-Ho" Silver, Inc.

Distributors

Aireon Manufacturing Corporation, Kansas City, Mo., appointed the Keystone Music Company, Pittsburgh, to cover Western Pennsylvania and a part of West Virginia.

Diamond Match Company has re-

aligned its domestic sales territory into two major divisions—Eastern, managed by Eugene Reed, and the Western division, managed by O. E. Lowe.

Rudd-Melikian awarded the exclusive operating franchise in the metropolitan area for the new Rudd-Melikian dual coffee-carbonated drink machine to the Kwik-Kafe Vending Service, 702 East 12th Street, New York.

New Equipment

Belvend 400—candy vender—Belvend Manufacturing Company, Chicago.

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Jr. Coin Changer—Sebring Corporation, Chicago.

Junior Model D—cup vender—C. C. Bradley & Son, Inc., Syracuse.

Operator's Chief—bell—O. D. Jennings & Company, Chicago.

New Firms

Belvend Manufacturing Company, Inc., 122 S. Michigan Avenue, Chicago, candy vender manufacturer.

LaRue International, Inc., San Francisco, formerly known as Leon "Hi-Ho" Silver, Inc., headed by E. LaRue.

Change Address

Automatic Music Operators' Association, Tarrytown, N. Y., moved to 174 Valley Street.

Videograph Corporation, New York, moved executive offices to 701 Seventh Avenue, and factory facilities to 238 Williams Street.

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Record Reviews

(Continued from page 109)



ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	DISK JOCKEY
		RETAILER
		OVER-ALL
	POPULAR	
LOUIS PRIMA ORK Varsity 161	Angelina Hit Prima wax from the Majestic days re-issued. Still has enough appeal to do some business, particularly in Italian nabes.	70--70--68--72
	Baciagalopp More of the same.	70--70--68--72
PAUL DOUGLAS Varsity 167	Down in the Lehigh Valley Douglas recites against a barbershop choral setting of "My Gal Sal." Good spinner material and could get juke play in taverns.	75--80--70--75
	The Face on the Barroom Floor More of the same set against "Sweet Adeline." Douglas cut these sides for Majestic before he turned actor.	75--80--70--75
TOOD MANNERS ORK Varsity 191	That Lucky Old Sun Low priced coverage of the fast growing hit should cost some sales. It's just adequate.	67--65--70--65
	(Where Are You) Now That I Need You (Sylvia Barry Ork) Fair rendition of the flick tune which has been growing slowly but steadily.	62--60--62--63
MARCEL LAURENCE Capitol 57-90025	Kiss in the Dark Organ rendition of the waltz is on the sleepy side. Okay for rinks, perhaps.	50--50--52--48
	Mexican Hat Dance More organ music—no more appeal.	50--50--52--48
DICK JURGENS ORK Columbia 38578	The Meadows of Heaven Pretty plug tune is over-gimmicked with a ghostly soprano obbligato in echo.	67--67--67--67
	Wedding Bells Delightful production job, with solo voice, ensemble chanting, and sprightly orking combining in a fine sound. Tune sounds a winner.	86--86--86--86
JACK OWENS Decca 24712	You're the Only One I Care For Pleasing warbling by Owens on an okay ballad he co-cleffed with Larry Fortine.	74--74--74--74
	I Wish I Had a Record Ditto on the simple, folk-flavored novelty ballad.	74--74--74--74
JACK OWENS Decca 24711	Dime a Dozen Adequate rendition of the "popcorn" ditty, with Owens warbling pretty and legato to a choppy, shuffle orking.	75--75--74--76
	Jealous Heart Forthright Owens warbling makes first-rate coverage on the sleeper hit.	78--78--76--80
CARMEN CAVALLARO Decca 24706	Miami Beach Rumba A large treatment of the rumba standard—but mechanical and with a clearly gringo beat. Maestro's flashy 88-ing a saving factor.	72--70--75--70
	Cancion Del Mar Cavallaro, rhythm and strings go lyrical in a pretty but uncommercial reading of an attractive bolero.	66--66--66--66
BING CROSBY (Ann Blyth) Decca 24710	Oh, 'Tis Sweet To Think Bing and the fem lead from "Top o' the Morning" do an art song—lyrics by Thomas Moore—charmingly Not for the masses.	65--65--70--60
	The Donovans More from the score—and as Irish as Barry Fitzgerald's phiz. Special stuff—may appeal in the Gaelic nabes.	70--70--70--70
BING CROSBY (Jeffrey Alexander Chorus) Decca 24709	You're in Love With Someone A Burke-Van Heusen pop from "Top o' the Morning" gets the tender treatment from Bing.	79--83--78--75
	Top o' the Morning Irish and quaint as all get-out is the title tune, a small lesson in Gaelic a la Berlitz.	71--74--71--68
ALAN DALE (Ray Arthur Quartet) Signature 164	Circus Modest production still manages to make much of the rich, rocketing tune. Fine job at any price.	81--80--83--80
	Through a Long and Sleepless Night Alan Dale (The Riddlers With Scott Fisher Quartet) Picture from "Come to the Stable" gets a more than adequate rendition here.	77--76--79--77
BUDDY COLE Capitol 57-90027	I Love You Truly Adequate catalog stuff is this organ rendition of the standard.	65--ns--65--ns
	Oh Promise Me A perfect pairing for wedding business. Cole turns it out on the pipe organ.	65--ns--65--ns
MARCEL LAURENCE Capitol 57-90029	At Dawning Suitable mood music is made of the evergreen in an organ solo.	60--60--60--60
	Trees More of the same with another standard.	60--60--60--60
ORRIN HOSTETTER Capitol 57-90031	Parade of the Wooden Soldiers Organ solo workout for the well worn standard.	55--55--55--ns
	Doll Dance Neat organ job on an attractive oldie.	61--60--60--62
GAYLORD CARTER Capitol 57-90026	Co Co Co Co Co Co Ro Carter turns in a neat Latin-flavored organ solo.	66--68--65--65
	Hora Staccato The virtuoso opus is handled in fly fashion by organist Carter.	67--69--65--67

Record Reviews

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
POPULAR		
ART LUND MGM 10508	Katrina Lund turns in an admirable job with the Disney pic tune in a relaxed setting by Johnny Thompson with vocal group aid.	80--80--80--80
	My Street With Leroy Holmes waxing the baton, Lund doesn't fare well with this new tune.	59--60--58--58
FRANKIE MASTERS ORK MGM 10502	Shally-Go-Shee Masters and Phyllis Myles team for the vocal on this hunk of fluff.	59--60--56--60
	Alt Wien Undistinguished dance orking of the familiar standard.	52--54--52--50
TED HERBERT ORK (Don Grady-Jean Flanders) Marvel 10501	Take Your Finger Out of Your Mouth (I Want a Kiss From You) This is a neat performance of a lightweight novelty.	63--62--60--68
	If I Give You My Love Jean Flanders turns in the vocal on a rather uninspired ballad.	41--42--40--42
SAL VASTA ORK-DON DENIS Gold Medal GM-954	The Rest Will Depend on You Don Dennis sings this agreeable ballad extremely well with a sympathetic Vasta assist.	77--78--76--77
	Beneath the Tropic Moon A batch of pseudo-exotic nothing.	37--40--35--40
RHYTHM AND BLUES		
JIMMY SMITH Bavoy 709	Ma-Ma Rocking screamer, featuring Smith's franticking vocal and preaching sax, sounds like ready money across the board.	85--85--85--85
	Talking Boogie Not quite as wig-flipping as reverse side—but a wig-flipper.	75--75--74--76
AL ALBERTS (& The 4 Aces) Music Master MM-20-97	Baby, Wha' Hoppen! Flimsy novelty effort by small combo.	46--46--44--48
	Try, Try Again Group registers better with this one—but still not impressively.	56--56--54--58
MARY LOUISE (Panama Frances All-Stars) Gotham G-193	Out of Nowhere Thrush with pleasing, modern sound does the standard attractively, backed by a small, poppish combo.	66--68--66--64
PANAMA FRANCES ALL STARS	Bailing Out Fast bopper moves, highlighted by fine tenor and alto goes.	66--70--66--62
JOHNNIE LEE (The Ebonyaires) Columbia 30172	You Can't Lose a Broken Heart An attractive ballad from the "Sugar Hill" flick gets a warm job from Johnnie Lee and vocal group. Lee recalls Jelly Roll Morton's singing.	78--78--78--78
Dolores Parker	My Sweet Hunk o' Trash Gal sounds so much like Lena Horne—an effect enhanced by Phil Moore orking. Tune is one of those hokey "vehicle" things.	75--75--75--75
MONETTE MOORE (The Ebonyaires) Columbia 30173	Peace, Sister, Peace Gay production number done by the cast from "Sugar Hill." Not likely to score on wax.	68--68--68--68
	Keep 'Em Guessing Miss Moore does a good job with another hunk of material that, like flip, probably advances the flick, but doesn't mean too much on disks.	68--68--68--68
LITTLE MISS CORNSHUCKS (Marl Young Ork) Swing Master 26	So Long Draggy job on the smart slow ballad. Bad balance to blame, as thrush gives it a noble try.	51--51--53--55
	For Old Times' Sake Another dull one.	51--51--53--55
SAX GIL ORK Gotham G-192	Drigo's Serenade Smooth-flowing baritone sax solo with rhythm backing on a pretty, medium tempo ballad.	65--65--64--66
	Bull Frog Bounce Same combo falls to put over a choppy riffer.	39--39--38--40
THE BEALE STREET BOYS MGM 10505	I've Kept Everything the Same for You Pretty, old-fashioned ditty nicely harmonized in pop fashion by the smooth-singing group.	70--70--70--70
	I Wish I Had a Dime Same approach—pop treatment of a sentimental ballad.	63--63--61--65
4 SHADES OF RHYTHM Swing Master 33	Don't Blame Me Up-tempo warbling by the group on opening and closing choruses sandwich a slow solo vocal. Competently done but no world-beater.	63--63--60--66
	Yesterday Slow ballad sung in the routine blues & rhythm quartet manner.	61--61--58--64
TUFF GREEN ORK Bullet 312	I Love My Baby Unbilled thrush does a strong-voiced blues, but orking doesn't set her off to advantage.	53--53--55--57
	Let's Go to the Liquor Store Jump novelty in a dated format doesn't register.	50--50--50--50
MILT BUCKNER ORK MGM 10504	M. B. Blues Bop-tinged blues, highlighted by Buckner's 88-ing and hard-hitting ensemble.	72--72--70--74
	Oo-Be-Deop Buck's vibes, a fine 'bone go and ensemble work shine, but a weak ensemble vocal on a bop theme detracts.	71--71--69--73

(Continued on page 113)

REBUILT PHONOGRAPHS

UNCONDITIONALLY GUARANTEED

Wurlitzer 1015 . \$319
Wurlitzer 1017 . 275
Rock-Ola 1422 . 219
Mills Constellation 299
Seeburg 148ML . 495
Seeburg 147M . 399
Seeburg 147S . 359

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800 119	President 69	Envoy, R.C. 119
500 79	Twin 12 39	Hightone, R. C. 119
600K 79	AMI	Hightone, E. S. 99
600R 74	AMI Singing Tower . \$39	Colonel—Major 99
Victory 49	AMI Model 309 39	Classic—Vogue 79
24 49	MILLS	
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Seeburg WB-1Z, 5/10/25, Wireless Baromatic 24.50	Wurlitzer 100 3.50
Seeburg DSB-1Z, 5/10/25, 3-Wire Baromatic 19.00	Wurlitzer 120 3.50
	Rock-Ola Dial-a-Tune 3.50

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2 Lady Robinhoods	70.00
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1 Gizmo	80.00
1 Humpty Dumpty	65.00

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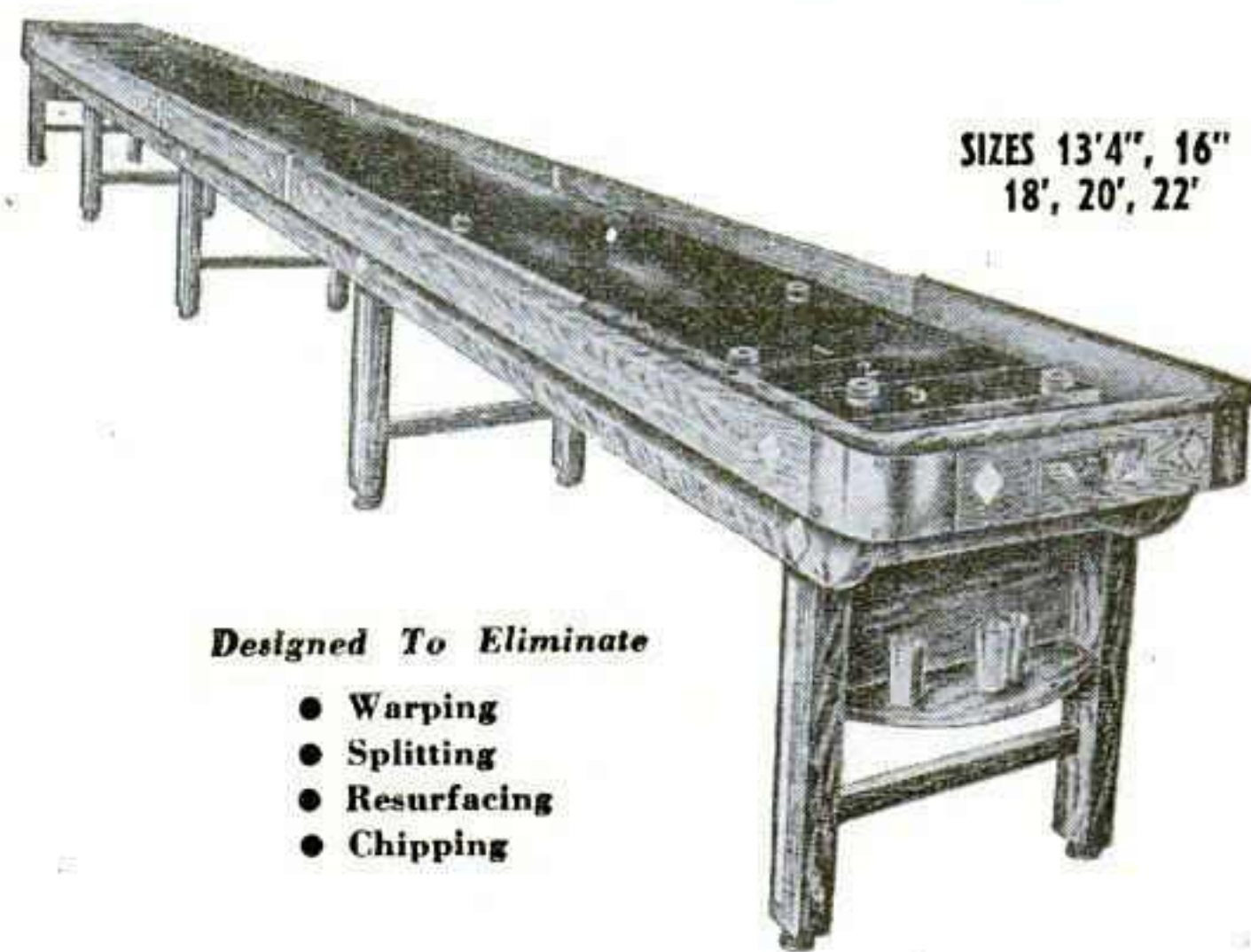
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Cabinet Makers Since 1888

Record Reviews

(Continued from page 111)

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
RHYTHM & BLUES		
LEROY DALLAS Jade 707	Your Sweet Man's Blues Dallas shouts a Southern blues, ably supported by guitars and piano.	64--62--64--66
	Baby, Please Don't Go Back to New Orleans Hard-hitting, authentic Southern blues with honest, affecting lyric.	80--80--80--80
TEDDY BRANNON TRIO Jade 705	Gambler's Blues Dickie Thompson warbles an average sort of blues with some okay backing from the Brannon threesome.	60--60--58--62
	Jailhouse Blues Thompson weeps a blues which could do business in the South mainly because of the fine trio work, which spots a wailing guitar solo.	77--78--74--78
BIG JOHN GREER & HIS QUARTET Castle 518	Hey Bruz Greer's tenor and a guitar share the honors on an inoffensive instrumental.	58--60--54--59
	Tonight's the Night The title sounds promising and may draw coin, but the grooves' contents do not live up to the promise. Greer sings the gutless lyric.	53--50--50--59
EDDIE DAVIS ORK Castle 520	Happy Birthday A novelty version of the everyday standard should come in handy on blues and rhythm spinner shows and should be able to attract some juke coin.	70--75--65--70
	Black Pepper Fair medium jump instrumental spotting the gummy Davis tenor sax.	65--66--65--64
STICK McGHEE & HIS SPO-DEE-O-DEE BUDDIES Atlantic 881	Lonesome Road Blues Should be a big winner in the Deep South blues-and-rhythm areas. McGhee really knows how to do it.	83--83--82--84
	I'll Always Remember Stick's performance, with bent notes all over the place, should win lots of action for this side all over the place, tho the song is far from distinctive.	84--84--84--84
RUDY RENDER London 17001	A Stranger London's first blues-rhythm artists has a style somewhere between Billy Eckstine and Billy Kenny. This doesn't look like the side that'll put him over.	72--72--72--72
	Don't Rub Your Blues on Me Material tries hard, but merits the same comment as flip.	71--72--70--70
RUDY RENDER London 17000	The Gal I Love Render reveals strong promise with this jump blues, but he's still too restrained. Side has a good beat and honk tenor.	71--72--70--70
	Sneakin' Around Same comment on the warbler, who shows more style here.	73--74--72--72
EARL SIMS ORK-JOHN PETERSON Specialty 335	Crying Stronger name renditions of the tune will afford this one a tough pull.	70--68--70--73
	My Baby's Gone Hoked-up crying blues fails to make sense.	63--65--62--62
BUDDY BANKS (Baby Davis) Specialty 336	Happy Home Blues Good beat and bluesy tenor at a medium jump tempo. Gal and group offer so-so vocal on the moralizing blues.	66--65--67--67
	The Nite Is Fading Too Soon The band goes Latin in a pretentious affair that's ineptly performed.	51--54--50--50
SMOKEY HOGG Specialty 334	Evil Mind Blues Hogg charts a Deep-South blues with strong flavor.	68--65--70--70
	I'm Through With You Hogg is less effective with formless blues song here.	60--58--60--62
SUGAR CHILE ROBINSON Capitol 57-70037	Numbers Boogie The piano prodigy raps out a mean fast boogie and pipes a few blues choruses in his precocious, child's voice.	72--72--72--72
	After School Blues Medium tempo blues 88'ing shows a fine grasp of blues tradition. The warbling doesn't enhance much.	70--70--70--70
CLIFF BUTLER King 4311	When You Love Note-bending bary warbles an okay ballad with good feeling.	72--72--70--74
	Crying Blues Unsensational blues effort.	66--66--64--68

(Continued on page 116)

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KIRK GUESSING SCALE100.00
KIRK HORSCOPE #80 (High) or #50 (Low) SCALE 95.00
SEGA LOW BOY SCALE 25.00
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Thanks for your co-operation. . . .

... The Editors



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**IT'S TIME TO GET DOWN
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DATED: October 8, 1949

DISTRIBUTED: October 4, 1949

ADVERTISING

DEADLINE: September 29

Coin Laundry Ops Form Association

JACKSONVILLE, Fla., Sept. 10.—Owners and operators of coin-operated self-service laundries here met at the Seminole Hotel last week...

Mission Dry Sets Up N. Y. Headquarters

LOS ANGELES, Sept. 10.—Mission Dry Corporation, at a recent board of directors' meeting, approved plans for establishing sales, advertising and merchandising headquarters in New York City...

NCMDA AGENDA

(Continued from page 88) members and approve a budget for 1950 as well as endorse a newly proposed public relations program.

Game Exports Sales Top '48 Venders Gain, Report Shows

(Continued from page 88) venders in but two of the six months, Philippine automatic merchandising operators spent \$35,830 for 275 venders, high for the first half of 1949.

June Summary

The report covering June alone showed that 420 units of all types were shipped to foreign coinmen. These products had a total value of \$127,052.

Venezuelan coinmen made the largest purchases in June, spending \$38,816 for 81 machines. Of this amount, \$36,516 was exchanged for 64 music machines while the remaining \$2,300 went for 17 games.

Unit Prices

Average prices for June indicate that overseas operators were concentrating on used juke equipment. The 203 juke sold for \$408 each, compared with \$488 per unit in May.

Altho the over-all totals for the first half of 1949 was considerably below last year, coin machine export specialists believe that the July thru

December comparisons will be more favorable. One of the main reasons for this contention is the sharp increase in music sales now taking place in the U. S.

Williams Back In Production On Star Series

CHICAGO, Sept. 10.—Because of an unusually heavy demand for Star Series, Williams has placed the five-ball game back in production in its new plant at 4242 W. Fillmore Street here, Sam Stern, vice-president, announced this week.

Highlighted by a baseball background, Star Series has a single coin chute complete with slug rejector which accepts nickels, dimes and quarters.

Some of the features of the game are the player has the feeling of pitching and batting; ball players actually run bases on the backglass when singles, doubles, triples and homers are made...

Electric Deodorizer Moves to New Offices

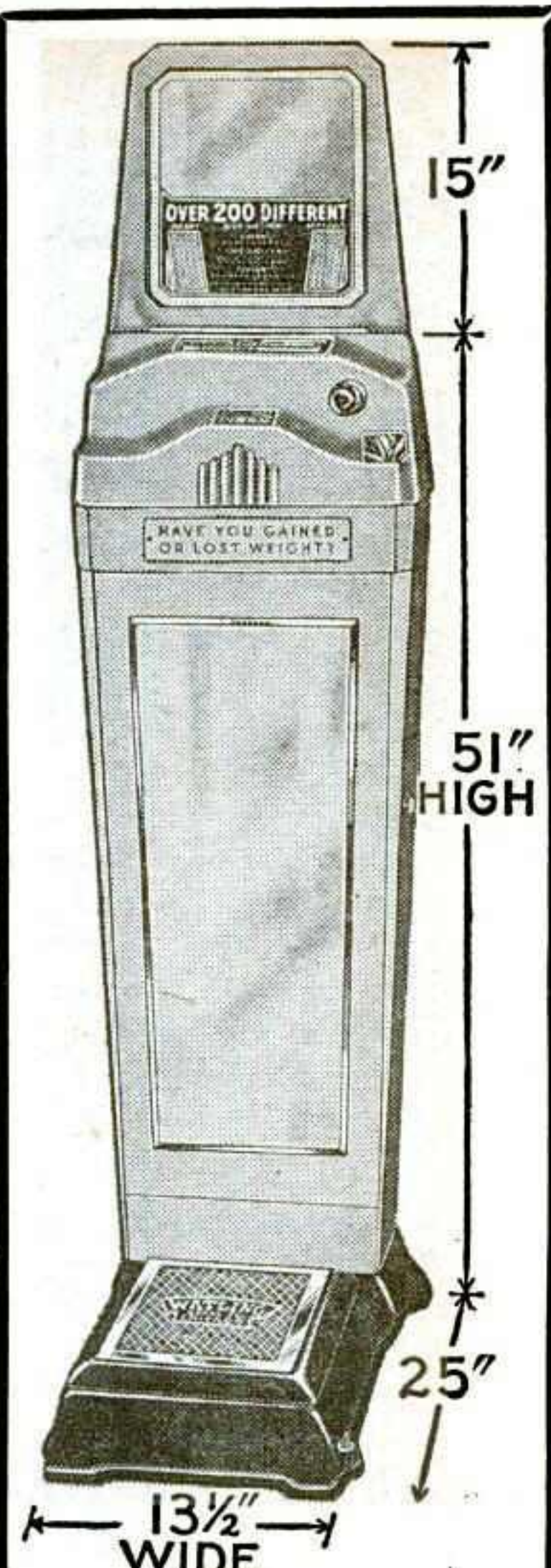
NEW YORK, Sept. 10.—The executive offices of the Electric Deodorizer Corporation were moved this week to 459 West 47th Street.

Harry Baron, secretary of the corporation, said Electric Deodorizer was now enlarging its distributor program. New outlets catering to coin machine operators are being sought...

Coin Machine Exports

June, 1949

Table with columns: Country, Total No., Total Value, Phonographs No., Phonographs Value, Av. Price, Venders No., Amusement Games No., Amusement Games Value, Av. Price. Includes rows for Venezuela, Japan, Cuba, Guatemala, etc., and a TOTALS row.



Advertisement for WATLING Penny Fortune Scale. Features: \$25 DOWN, Balance \$10 Monthly, NO SPRINGS, WRITE FOR PRICES, LARGE CASH BOX HOLDS \$85.00 IN PENNIES. WATLING Manufacturing Company, 4650 W. Fulton St. Chicago 44, Ill.

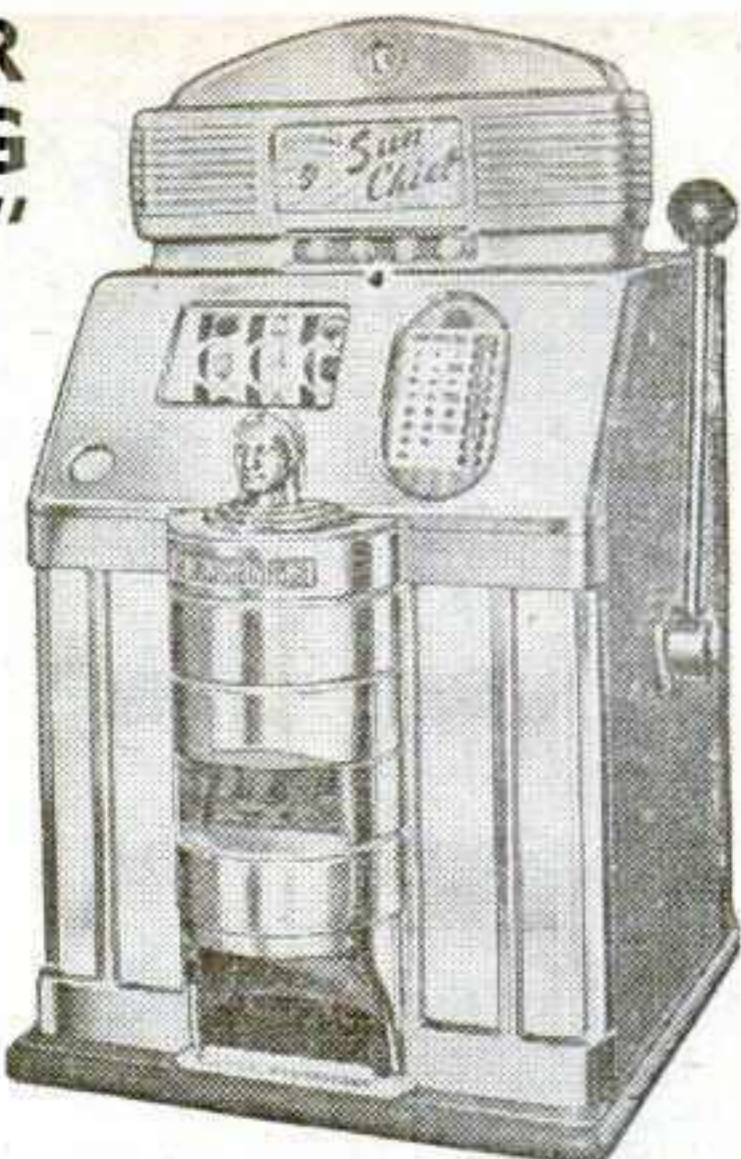
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Get your copy of the handy, pocket-size 16-page booklet showing all of Jennings' new models:

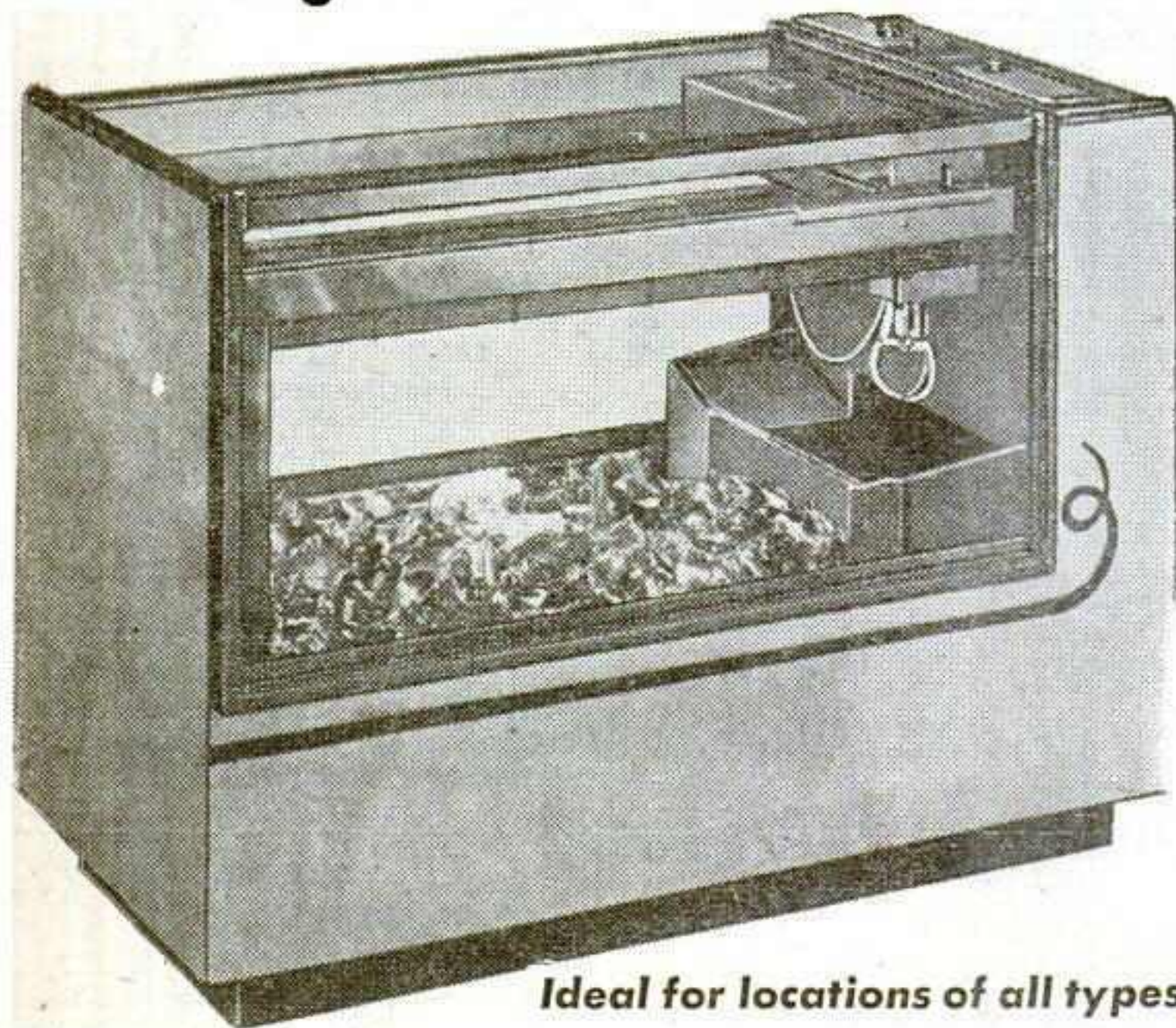
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Record Reviews

(Continued from page 113)

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST	TUNES	COMMENT	RATINGS
RHYTHM AND BLUES			
THE JOHNSON BROTHERS' COMBO DeLuxe 3227	Mello Mama Formula jump blues vocal and orking doesn't get off the ground.		55--52--55--58
	Our Boogie Instrumental screamer, highlighted by a good, boppish horn solo, doesn't quite come off. Uneven unison blowing is the reason.		62--62--60--64
CAB CALLOWAY ORK Bluebird 30-0004	Ol' Joe Louis Here's a natural—a panegyric to the champ, cleverly conceived in lyric, melody and arrangement. Cab does it with great gusto.		85--85--85--85
	Your Voice Cab expends a world of humor on the catchy novelty ditty.		75--75--74--76
THE RAVENS National 9089	Someday The cellar-diving bass lead of Jim Ricks makes a strong b. & r. entry out of the re-tooled country hit.		84--84--84--84
	If You Didn't Mean It Characteristic sentimental ballad done in the Ravens' best blue-lights style should get plenty play.		80--80--80--80
WASHBOARD SAM RCA Victor 22-0039	I'm Just Tired Slow blues served up Southern style works up a righteous mood.		71--71--70--73
	Maybe You'll Love Me Up-tempo boogie blues of middling appeal.		63--61--63--65
ARBEE STIDHAM ORK RCA Victor 22-0040	What the Blues Will Do Stidham shines on a rhythm blues, warbling with feeling and a rich-timbered voice. Clean small-combo backing enhances.		83--83--82--84
	Falling Blues Heartfelt slow blues job.		74--74--72--75
BILLY WRIGHT Savoy 710	Blues for My Baby Strictly mean and evil fare—as Wright chants his love-misery, with apt mood backing by small combo.		83--82--83--84
	You Satisfy Wright uses lyrics from Billie Holiday's memorable "Fine and Mellow" plus some other verses for a sock blues performance.		81--81--80--82
COUNTRY & WESTERN			
CLAUDIE HAM & HIS RADIO PLAY-BOYS Macy's 102	Moonlight Texas Waltz Side has an easy waltz beat, but little more.		55--55--52--60
	I'll Wait a Lifetime for You Good enough orking and warbling in true country style. Material is pretty ordinary.		57--57--55--60
PETE PYLE Bullet 689	Why Don't You Haul Off and Love Me Pyle's hill-style version of the big tune has enough flavor to make a mark for itself despite a late start.		80--80--80--81
	Think Twice Pyle's heart-felt warbling and the intense backing make for a full-flavored side.		76--77--75--76
BOB ATCHER Col 20611	The Warm Red Wine Atcher's rendition of a rich Cindy Walker opus lacks penetrating qualities.		67--68--66--68
	Why Don't You Haul Off and Love Me Atcher may pick up some stray coin with his version of the high-riding country tune.		71--70--70--74
JOHNNY HENDERSON-THE TEXAS HIRED HANDS High Time HT-117	The Girl That I Love Is an Okie Henderson projects this swingin' Southwestern handsomely, what there is of it.		62--62--62--62
	Down Beside the Rio Grande Lifeless recording doesn't help this one.		55--55--55--55
PEE WEE MILLER-THE HAYLOFT BOYS 20th Century FC20-96	Deep Freezer Dinah The boys are reticent in their backing of the solo-t, who does an adequate job with the novelty		64--65--62--65
	I Like Molasses Side is pretty pointless.		56--55--56--57
EDDIE MARTIN & HIS KING SERENADERS King 807	UA Like No Alike Bad solo voice mars an otherwise mediocre Hawaiian side		56--55--57--57
	New Song of the Islands Strong enough orking barely rescues this from the feeble vocal.		57--55--57--60
HOMER AND JETHRO King 809	Always No comic lines here, but the back-country duo kids the Berlin waltz musically, doing it in bright hill style.		76--80--74--74
	Poor Little Liza, Poor Girl The zany hill duo turns in a typical job here. As on the flip, sparkling banjo spells the zestful vocal.		73--75--72--72

Important!

This copy of *The Billboard* contains an important questionnaire ... important to YOU as a *Billboard* Reader.

Please turn to page 34 and fill in the questionnaire postcard for *The Billboard Annual Reader Survey*. It will only take a minute of your time.

Your reply and thousands of others enable *The Billboard* editors to provide more and better news coverage for the departments that are important to the majority of readers.

Thanks for your co-operation. . . .

. . . . The Editors

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Games with so-called "Close-Outs" or "As Is" Games. Every machine we sell is in BEAUTIFUL SHAPE, READY FOR LOCATION

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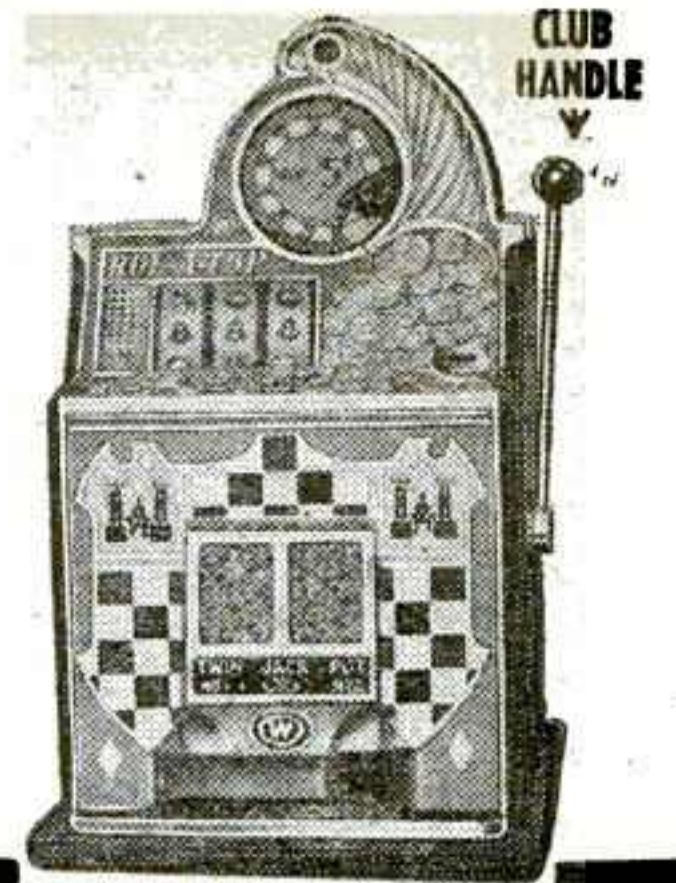
SPOT CASH. Or new '49 model phonographs for Keeney Twin Bonus Super Bells or Lexingtons, Citations and Universal's Photo-Finish. Silent Sales Company 200-208 11th Ave. So. Minneapolis, Minn.

ATTENTION, OPERATORS. Superliner, Flying Trapeze, Kilroys. Ranger, Chi. Coin, Baseball, Gold Ball, Rio. Smarty, Knockout, Slugger, Brazil, Oklahoma. ROLLDOWNS. GLOBE AMUSEMENT CO. 840 N. Clinton Ave. Rochester, N. Y.

GIVE TO THE RUNYON CANCER FUND

Record Reviews

Table with columns: ARTIST, LABEL AND NO., TUNES, COMMENT, and RATINGS (OVER-ALL, DISK JOCKEY, RETAILER, OPERATOR). Includes sections for COUNTRY & WESTERN and LATIN AMERICAN.



NEW LOW PRICE! \$139.50 BRAND NEW ROL-A-TOPS 5c-10c-25c PLAY FACTORY REBUILTS \$95 EACH. WATLING MFG. CO. 4650 W. Fulton St. CHICAGO 44, ILL.

PIN BALLS. Buttons & Bows, Gottlieb, Puddin' Head, Genco, Ballerina, Bally, Crazy Ball, Chicago Coin, etc. CENTRAL OHIO COIN MACHINE EXCHANGE 525 S. High St. Columbus 15, Ohio

WE NEED ROOM OUT THEY GO. SEEBURG 1947 AODEL M \$350.00. JENNINGS CHALLENGER, 5¢-10¢ Play, Good Condition \$250.00 Each. FRANK SWARTZ SALES CO. 515-A 4th Ave., S. Nashville, Tenn.

HOLD EVERYTHING for the NEW KOFFEE KING. New Futuramic Hot Coffee Vendor

Turning Back the Clock

15 Years Ago This Week

CHICAGO, Sept. 8, 1834.—Another chapter in the Callison patent suit ended with a ruling that the five Gottlieb games cited in the case did not infringe on the patent by William Edward Callison, Tulsa, Okla. Games mentioned in the bill of complaint were Miniature Playboy, Clover Leaf, Five Star Final, Master Playboy and Big Broadcast. Callison was granted his patent for amusement devices in 1927. . . . Counting units such as those manufactured by Veeder-Root and the A. B. T. Corporation were just coming into their own. Prior to their arrival operators had no way of telling just how many plays any type of machine had on location.

Just after Labor Day in 1934, Wurlitzer ads were advising operators that some of their Simplex machines were taking in as much as \$10 daily and that 1934 was the first full year of operation since the repeal of prohibition. Other ads in *The Billboard* 15 years ago announced such hit games as Gottlieb's Merry-Go-Round for \$39.50; Bally's Fleet Jr. for \$36.50; Eckhart's Wahoo (a one ball) for \$75; Genco's Subway, \$29.50; Ad-Lee's digger for \$89.50, and Chicago Vending's Super 8 for \$39.50.

The Burrows sisters, daughters of Sir Arthur Burrows, British distributor, thru the columns of *The Billboard* wrote a letter of thanks to the U. S. coin machine industry for the hospitality shown them during their visit in the summer of 1934. . . . Top tunes of the week ended September 8, 1934, were *Love in Bloom*; *I Only Have Eyes for You*; *For All We Know*; *The Very Thought of You*, and *I Saw Stars*. . . . The George Ponser Company held grand opening festivities in its new quarters at 11-15 East Runyon Street, Newark, N. J. Firm was headed by George Ponser, who at the time was one of the nation's largest operators. Later he became a distributor, manufacturer of roll down games and eventually returned to the operating field.

The Rudolph Wurlitzer Company held a sales convention at its North Tonawanda plant featured by the at-

tendance of a host of field representatives. Almost every one of the field men later became leaders in the coin machine business as the years passed on. They were H. I. Drollinger, Houston; O. F. Kramer, Oklahoma City; J. A. Darwin, East Orange, N. J.; H. G. Hyde, Fort Lauderdale, Fla.; M. J. Lockwood, Providence; Walter Gummertsheimer, St. Louis; A. M. Mendez, New Orleans, and M. H. Rosenberg, Chicago. . . . A survey of the Eastern segment of the automatic merchandising industry showed that cigarette venders were making the most headway while service machines had made the least progress.

10 Years Ago This Week

CHICAGO, Sept. 9, 1939.—During their first 108 days on location at the New York World's Fair coin machines grossed \$305,598. Bill Rabkin, head of International Mutoscope, was the biggest operator on the grounds with three large concessions. His Photomatics on location under the banner of the 20th Century Photomatic Corporation took in \$23,404, while his Penny Arcade and other amusement equipment was bringing in another \$20,832. From his arcade the fair sponsors received \$3,124 or 15 per cent commission plus \$645 for service charges. Meanwhile the skee-ball and chime alleys, operated by Maurice Piesen, grossed \$45,551 with the fair getting 25 per cent or \$11,385. The Canteen Company was the big operator in the vending field at the fair, taking in \$48,028 for its 393 machine route. Service units, which were big time by '39, also received heavy play at the fair with the American Locker leading the parade with \$30,528 of which 10 per cent went in the fair's coffers.

The war in Europe started September 1, 1939, and coinmen who had built up a large export business with the continental nations realized they would have to concentrate on Canadian, South and Central American operators if they were to remain in the export field. Among other things men's shirts were selling for \$1.39 and top grade ham was priced as 23 cent's a pound.

Despite the uncertainties caused by the war, game manufacturers were turning out better built and more interesting games. J. H. Keeney had just announced *Thriller* at \$99.50; H. C. Evans was going great guns with *Ten Strike*; Genco had a lot of success with *Mr. Chips*; *Chicago Coin* was in the midst of a big run on *Lucky*; *Stoner* was enthused over its *Davy Jones* game; Gottlieb was making a success of *Keen-a-Ball*, and *Bally's Vogue* was drawing repeat orders.

In music *The Billboard's* Record Buying Guide pointed out to operators the best records to buy were *The Man With the Mandolin*; *Moon Love*; *Well All Right* and the *Bear Barrel Polka*. . . . News from the Michigan State Fair, held in Detroit, indicated that coin machines received a lot of attention from fair visitors. As usual the top coin attractions were the two Penny Arcades at the event and a battery of 12 claw machines.

. . . I. L. Mitchell, who took over the pin game business of the D. Robins Company in Brooklyn, opened new showrooms at 1070 Broadway, an event highlighted by the attendance of game manufacturers from Chicago, Los Angeles and Detroit.

Genco Intros Game in East

NEW YORK, Sept. 10.—Genco's new shuffle-type game, *Glider*, was introduced to operators here this week when a sample unit was placed on display at Runyon Sales Company, which will distribute the unit in this area. With an 8½-foot playing field, the game combines the player-appeal of shuffleboard and novelty games. The player directs a standard shuffleboard weight at contact points at the rear of the field to achieve scores which may top 900,000.

The playing field is tilted at an angle rising toward the back glass. Weights aimed at the contact points return to players by sliding down the playing field. One puck is used, with the back glass indicating completion of the game after 15 throws are recorded. Coin play is set at a nickel.

To obtain high scores, contacts under six numbers on the back glass must be struck in turn. When all have been struck, bonus scores are achieved if the numbers are hit again. The game lists at \$295.

Cocoa Prices

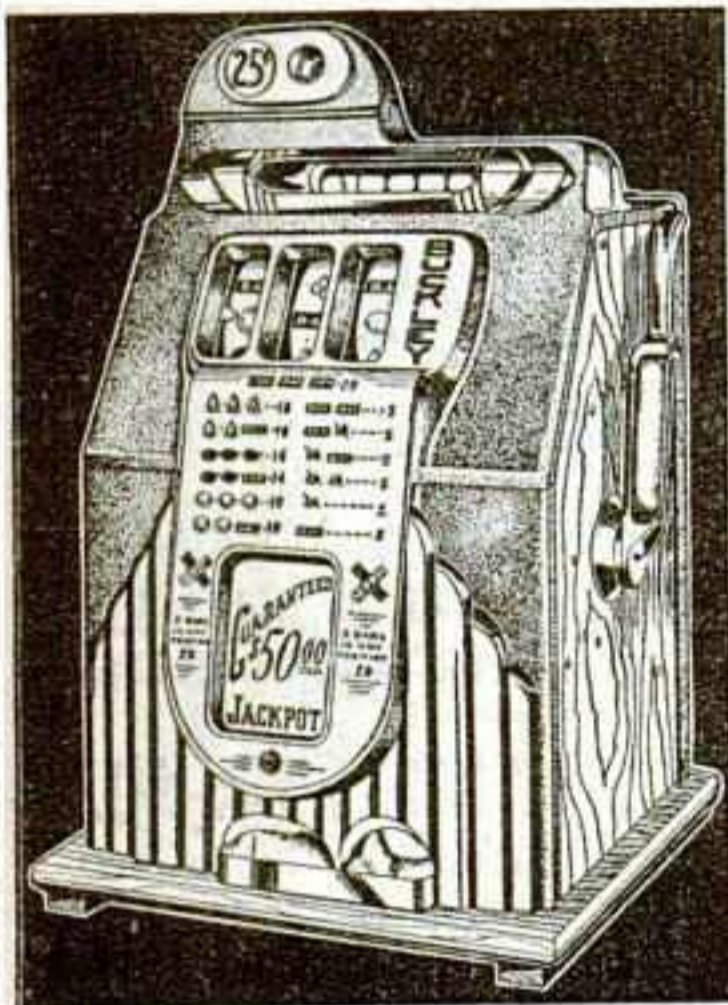
WASHINGTON, Sept. 10.—The average price of cocoa continued to drop in June, according to latest figures from Commerce Department. Prices on the New York Cocoa Exchange averaged 18.7 cents per pound as compared with 19 cents in May and 19.9 cents in April. The post-war low was reached in March, 1949, when the average price was 18.5 cents.

Soft Drink Sales Up

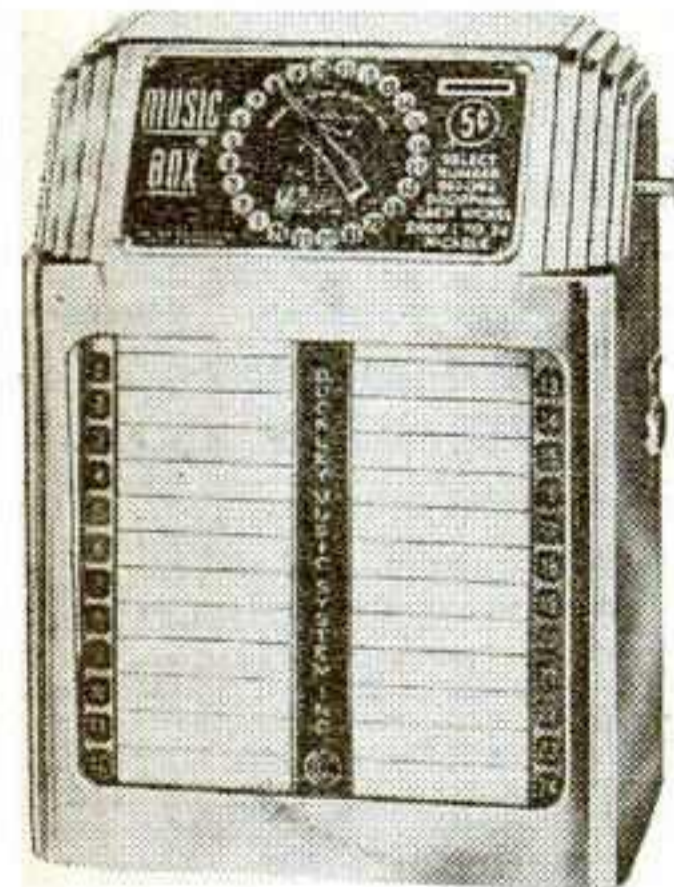
WASHINGTON, Sept. 10.—Increased sales of soft drinks this summer are indicated in a report by Commerce Department. Shipments of beverage bottles showed an increase in June of 10 per cent over June of last year and a seasonal increase of 26 per cent over May. June shipments of returnable bottles amounted to 1,018,779 gross. The increased shipments reduced stocks on hand from 729,312 gross May 31 to 658,278 gross June 30.

IMMEDIATE SHIPMENT BUCKLEY CRISS CROSS CROSS

JACKPOT BELLE
5¢ 10¢ OR 25¢



FOR MUSIC OPERATORS
BUCKLEY WALL and BAR BOXES
AVAILABLE IN
20-24-32
RECORD SELECTIONS



IMMEDIATE SHIPMENT
WRITE FOR PRICES

BUCKLEY MANUFACTURING CO.
4223 W. LAKE ST.
CHICAGO 24, ILL.

SALE!

USED PIN GAMES IN A-1 CONDITION

2 Oklahomas \$169.50	\$10.00 EACH
2 Three Feathers . . . 159.50	Please state
3 Grand Award . . . 119.50	second choice
3 Floating Powers . . . 119.50	6 Honeys
2 One-Two-Three . . . 119.50	6 Havanas
2 Black Golds 149.50	4 Broncho
2 Carolinas 119.50	4 State Fair
3 Major League of 1949 119.50	4 Fast Ball
6 Sallys 89.50	10 Kilroys
3 Mardi Gras 79.50	3 Playboys
6 Wisconsin 59.50	10 Super Scores
4 Monterreys 59.50	10 Spellbound
4 Trinidad 49.50	2 Bally Hoo
4 Bermudas 49.50	2 Smartys
4 Ramonas 99.50	2 Ambers
1 Jack & Jill 99.50	2 Show Girls
1 Sunny 40.00	4 Rios
2 Nevasdas 20.00	2 Mystics
1 Mexico 15.00	2 Rangers
1 Gold Ball 15.00	4 Dynamite
1 Advance Roll (brand new)	2 Mam'selle
\$100.00

SLOTS

Jennings Challenger, 5-25¢, chrome top, used one week \$299.50	
1 5¢, used one week 174.50	
Mills Black Cherry \$99.50	2 Vest Pockets. Each \$22.50
5¢ 99.50	2 Columbia. Each 44.50
10¢ 99.50	
25¢ 99.50	
50¢ 124.50	
3 Regulation Size Pool Tables, 10¢ slots, used six months \$379.50 Ea.	
1/3 cash with order, balance C. O. D. or sight draft.	

F. & W. AMUSEMENT CO.
COOKEVILLE, TENN. PHONE 125

!!!! KEENEY'S !!!!
New 3 Purpose Mystery
FAST! DIFFERENT!
INNOCENT!

5¢ counter size. Enormous earnings. Operator's dream for closed territory. Ideal for a DEAL. Nothing like it to compete with County exclusive on quantity. **FIRST ORDER LIMITED TO ONE SAMPLE, RETURNABLE WITHIN 15 DAYS FOR FULL REFUND.** Sold direct and only to bona fide operators. No literature furnished. Only a week's test will convince. No replies to curiosity seekers. **DON'T be SECOND in your territory.** **\$99.50**

1/3 dep., balance C. O. D.

W. E. KEENEY MFG. CO.
5818 WENTWORTH AVE.
CHICAGO (21), ILL.

SLOTS—SAFES

New and Used

5¢ Blue or Brown Fronts \$ 69.50	
10¢ Blue or Brown Fronts 74.50	
25¢ Blue or Brown Fronts 79.50	
5-10-25¢ Melon Bells 85.00	
5¢ Black Cherrys 94.50	
10¢ Black Cherrys 99.50	
25¢ Black Cherrys 104.50	
50¢ Black Cherrys 195.00	
50¢ Jewel Bells 245.00	
50¢ Pace—like new 175.00	
5¢ Standard Chiefs 149.50	
10¢ Standard Chiefs 159.50	
25¢ Standard Chiefs 169.50	
5¢ New Vest Pockets 69.50	
5¢ Mills Q.T. A-1 65.00	
10¢ Mills Q.T. A-1 69.50	
5¢ Columbias 79.50	
New Mills and Jennings Slots and Consoles; New Safes—Single, Double, Triple Revolvers.	
Write—Wire—Phone Adams 7254	
CENTRAL OHIO COIN MACHINE EXCHANGE 525 S. High St. Columbus 15, Ohio	

SEND ONE-THIRD DEPOSIT
FRANK GUERRINI
BEECH STREET BURNHAM, PA.

6—New Pop Corn Sez Machines, Write, 10¢ chute
8—Used Pop Corn Machines, Write, 10¢ chute
3—10¢ Jennings Standard Chief, Ea. . . . \$75.00
3—25¢ Jennings Silver Moon Chief, Ea. . . 40.00
2—1¢ Jennings Silver Moon Chief, Ea. . . 35.00
2—5¢ Jennings Silver Moon Chief, Ea. . . 35.00
2—10¢ Jennings Silver Moon Chief, Ea. . . 40.00
2—5¢ Q. T. Machines, Like New, \$55.00 & 75.00
1—5¢ Buckley, not a Criss Cross 65.00
1—10¢ Buckley, not a Criss Cross 70.00
5—10¢ Black Cherry Bells, originals, Ea. . . 75.00
1—5¢ Mills Cherry Bell 30.00
5—10¢ Mills Cherry Bells, Ea. 35.00
1—9 Ft. Rebound Shuffleboard, like new. 75.00

FOLK TALENT AND TUNES

(Continued from page 31)

tralian Cowboy, are now represented by Clyde Baldschun, of Mc-Conkey Music, Hollywood. . . **Spade Cooley** (Victor) has purchased a 42-foot boat. . . **Don Owens**, of WGAY, Silver Spring, Md., has organized the **Black Mountain Boys** for daily shows over the station. Personnel includes **Curly Smith**, fiddle; **Perry Westland**, guitar and vocals; **Walter Desson**, accordion, and **Owens' bass**.

In predicting future hits, wax spinners forecast the brightest future for **Hank Thompson's "Soft Lips"** (Capitol) and **Jimmy Wakely and Margaret Whiting's "Slippin' Around"** (Capitol), first; **Hank Snow's "Marriage Vows"** (Victor), third; **Hank Thompson's "The Grass Looks Greener Over Yonder"** (Capitol), fourth; **Merv Shiner's "Why Don't You Haul Off and Love Me"** (Decca) and **Bob Wills's "Warm Red Wine"** (MGM), fifth; **Hank Williams's "You're Gonna Change"** (MGM) and **Dolph Hewitt's "I Wish I Knew"** (Victor), seventh; and **Tennessee Ernie's "You'll Find Her Name Written There"** (Capitol) and **Jimmy Dickens's "I'll Be Back A-Sunday"** (Columbia), ninth.

Western Wax Spinners: **Frank Sim**, of WWOK, Flint, Mich., reports that **Bob Manning** and the **Riders of the Silver Sage** have just joined his station. Manning and his group are well-known in the Southwest. . . **Glen Davis**, of WTMV, East St. Louis, Ill., who added six half-hours weekly to his schedule last week, writes that **Pop Glenn**, veteran St. Louis h. b. performer, last with Davis's shows, died August 11. . . **Little Tex Worrell**, of KRNO, San Bernardino, Calif., reports that **Texas Jim Lewis**, **Larry Stewart**, **Rocky Stone** and the **Ranch Hand Rhythm Show** are now with that station. . . **Shorty Joe**, KEEN, San Jose, Calif., is promoting a Saturday night dance from the local Club Metro, which is being aired by KEEN. . . **Johnny Hicks**, of KRLD, Dallas, has **Tennessee Ernie** (Capitol) working the **Big D Jamboree** there as a permanent fixture. **Aubrey Gass**, of Dallas, has just inked and cut four sides for Capitol.

Jerry Leighton has organized a rustic group, the **Sons of the Hills**, who are doing a daily sponsored show from a furniture store over WKIC, Hazard, Ky. . . **Zeb Carver**, of WBNX, New York, reports that **Chuck Story**, now in the army in Panama, will get his discharge soon and will rejoin his sister, **Ellie**, as a harmony team. They once worked over WOV, New York, with Carver. . . **Randy Atcher**, who has added 45 minutes daily to an already heavy schedule over WKLO, Louisville, reports that **Al Rogers**, formerly from Ohio, is now at WAVE, Louisville. . . **Ed Klein**, of WWXL, Peoria, notifies that **Smokey Smith** and the **Gold Coast Boys** (Crystal) are now with WKID, Champaign, Ill. . . **Dude Martin** (Victor) who does a live and d. j. show over KYA, San Francisco, has just disked four more sides for Victor. . . **Guy Willis**, leader of the Mercury recording **Oklahoma Wranglers**, heard on a d. j. show over WMAK, Nashville, reports that his group, together with **Eddy Arnold**, the **Duke of Paducah** and **Annie Lou** and **Danny** started a 3,300-mile tour of Midwest and South September 1. . . **Bill Edwards**, of KWEM, West Memphis, Ark., reports that the live show he does with **Wayne** ("Why Don't You Haul Off and Love Me") **Raney** (King) is going big since **Raney's hit** started. They work with the **Ozark Mountaineers** on the live stanza. . . **Smilin' Max Henderson**, of WTAC, Flint, Mich., does a half-hour of singing per day in addition to his wax chores. He works Friday nights at a jamboree at the Palace Theater. . . **Cactus Pryor**, of KTBC, Austin, Tex., reports that he got a prerelease of **Floyd Tillman's "Cold War"**, which shows great possibilities after the first week's mail pull.

Artists' Activities: **Gary Lee**, 11-year-old son of **Lloyd** (Cowboy) **Copas** (King), will join his father's radio show cast soon to do some vocalizing. Copas has been scheduled for 10 weeks of touring in connection with the showing of his first flicker, "Square Dance Jubilee," in Warner Bros. theaters. Tour, set by his p.m. **Les Hutchins** thru **Stan Zucker**, opens October 9 in Utica, N. Y. . . "The Grand Ole Opry" may be moving from its headquarters of many years in Ryman Auditorium within the next two years. The Nashville City Council recently passed a \$5,000,000 bond issue for the construction of a new auditorium. . . **Chuck Brady** and **Betty Jean**, who recently left KFEQ, St. Joseph, Mo., have inked a three-year contract with **Bill Ellsworth**, the Chicago h. b. agent. . . **Art** (Two-Gun) **Jacobson** is leaving his d. j. post at KDEC, Decorah, Ia., for WPBC, new Minneapolis outlet. . . **Al Turner**, d. j. and folk music promoter now at KLIF, Dallas, reports that **Musica Corporation of America** is planning on touring the **Big D Jamboree** at KRLD, Dallas. Turner is now doing a half-hour d. j. show over the Liberty network of 102 stations. . . **Tommy Dilbeck** has left Dallas to do his songwriting on the Coast. . . **Jim White**, of WONE, Dayton, O., conducted a month's contest to select the listeners' favorite Western artist, with 300,000 votes piling in. **Eddy Arnold** took first with 91,000 votes, **Bill Monroe** was second, with **Hank Williams** third. . . **Murray Nash**, Mercury folk music mogul, and **Mel Foree**, of Acuff-Rose, are touring the West for the next month. . . **Lee Gillette**, Capitol's h. b. chief, is making the Midwest and South, touring with **Charley Adams** of Vanguard Music, who also manages some Capitol talent. . . **Ted Prillaman's Virginia Ramblers**, with **Dee Stone's** fiddle, started their own diskery, Liberty Records, at Henry, Va. . . **Rocky Rauch** and the **Rocky Mountain Playboys** plan to leave the C. O. D. Club, Butte, Mont., to tour the South this winter. . . **Johnny Tyler** (Victor) is planning an Alaskan tour.

Earl Haywood (Victor), the Canadian troubadour, is touring the South, according to **Art Gittus**, of Instant Radio Service, Toledo. . . **Ambrose Haley** (Mercury), formerly at WREN, Topeka, Kan., has moved to KHMO, Hannibal, Mo. He will be musical director and h. b. emcee at the station. . . **Cousin Wilbur** and the **Tennessee Mountaineers** are returning to KWKH, Shreveport, La., September 10, after a summer in Pennsylvania, along with **Patsy Montana** (Victor) and her two daughters. **Patsy** is set to appear in the next "Durango Kid" picture with **Smiley Burnette**. **Red Sovine** (MGM), of the station, has been signed for a transcribed commercial series over several Louisiana stations. **Paul Rice**, once of Hokey and Rice, has joined KWKH to do comedy.

Please address all communications to Johnny Sippel, The Billboard, 188 W. Randolph St. Chicago 1. Ill.

KICKER AND CATCHER
the most consistent
of counter game
money makers,
\$35.00 each—Write
for quantity prices.



MOTHER IN LAW
Seeburg Chicken Sam conversions—
Completely overhauled, ready to
operate, \$95.00

NEW COUNTER GAMES

3 STRIKES: 1¢ Counter Game with 3 dice—cigarette symbols—similar to old type Exhibit Counter Game, \$19.50.
GENCO PUNCHBALL: Non coin operated 1¢ or 5¢, similar to a punchboard that never needs refilling—originally \$18.50; our price \$15.00 each or 8 for \$100.00.
FIVE JACKS: 1¢—This is a brand new version of the original slot. Never needs servicing—completely automatic, \$69.50 each—5 for \$65.00 each—10 or more \$60.00 each.
A.B.T. MODEL F 1¢ GUNS\$44.50
A.B.T. ELECTRIC 1¢ SKILL GUNS 47.50
ACME ELECTRIC SHOCKERS, 1¢ 19.50
SILVER KING DUCK HUNTERS: 1¢, \$45.00 each; 5 or more \$39.50 each; 10 or more \$35.00.
SILVER KING SHOOT THE BULL: 1¢, \$45.00 each; 5 or more \$39.50 each; 10 or more \$35.00.

USED COUNTER GAMES

10 Best Hands, like new\$17.50
Champion Basketballs 30.00
3 Pop Ups 12.50
3 A.B.T. Challengers 20.00

SPECIALS

2 Exhibit Rotaries, pusher type\$275.00
Wurlitzer Skee Balls 150.00
3 5¢-10¢ Jennings Challengers 250.00

CIGARETTE MACHINES

2 10-Col Crusaders \$135.00
Uneda-Pak 500, 15 Col. 85.00
Uneda-Pak 500, 9 Col. 65.00
Uneda-Pak E, 12 Col. 55.00
Uneda-Pak Monarch, 8 Col. 100.00
National 9A's 95.00

GENCO'S AND KEENEY'S SHUFFLEBOARD SCORING UNITS—WRITE

2 New 9 Ft. Shuffleboards, each \$95.00
2 Rebound Shuffleboards, F.S. coin operated, 9 ft. each 95.00

USED VENDORS

250 5¢ Silver King Nut Vendors\$ 6.50
50 Northwestern 1¢ #39 Nut Vendors 6.50
125 1¢ Silver King Ball Gum Vendors ... 6.50
50 Advance 1¢ Gum Ball Vendors 6.50
25 National 5¢ 9 col. Candy Vendors... 95.00

WE HAVE IT — GENCO'S GLIDER: The most sensational game in years! Combination Pin Game and Shuffleboard. Uses only 1 puck. Takes less than 1 minute to play! Earns up to \$30.00 daily! \$295.00.

REVOLVE AROUND SLOT

SAFES—BRAND NEW
Single Safes\$129.50
Double Safes 189.50
Triple Safes 235.00
New Box Stands ... 18.50

PHONO ACCESSORIES

New Packard Wall Boxes\$32.50
Post-war late Model used Packard Boxes 18.50
New Packard Wall Brackets 3.50
30 Wire Cable, per hundred feet 20.00

VIDEOGRAPHS

Combination Emerson 15 inch Television set built into a beautiful mirrored cabinet in conjunction with a 20 Selection Seeburg Phonograph, 5¢, 10¢, 25¢ coin combination to operate music. 3 minutes of television for 5¢. Originally \$1,700.00; our price complete in excellent shape\$550.00

WRITE US FOR OUR COMPLETE LIST OF GAMES, SLOTS, ARCADE EQUIPMENT, PHONOGRAPHS, CONSOLES AND ANYTHING ELSE COIN OPERATED. WE HAVE A COMPLETE STOCK AVAILABLE FOR PROMPT SHIPMENT.

TERMS:
1/3 Deposit,
Balance C. O. D.



CLEVELAND COIN MACHINE EXCHANGE, INC.
2021-2025 PROSPECT AVE · CLEVELAND 15, OHIO
ALL PHONES: TOWER 1-6715

NEW GAMES

Utah
College Daze
Kentucky, 1-Ball P. O.
Shuffle Skill
Camel Caravan
Playf.me
Photo Finish
Champion
(1-Ball F. P.)

NEW CONSOLES

Arrow Bell (Twin Multiple)\$800.00
Mills Duplex 445.00
Evans Winter Book . 826.00
Evans Casino Bell .. 637.50
Evans Races 931.00
Evans Bang Tails ... 671.00
Evans Black Diamond 731.00
Bally Spot Bell Write
Bally Triple Bell ... 895.00
Jenn. Challenger ... 595.00

PHONOGRAPHS

Guaranteed To Operate and Look Like New!
Seeburg 146\$350.00
Seeburg 147 450.00
Seeburg Consolette, Model WC-12 69.50
Aireon DeLuxe 145.00
5c Wireless, Postwar Wall-O-Matic (W1-L56)... 35.00
Mills Constellation.... 345.00

MILLS SLOTS—100% PERFECT!

Reconditioned and Refinished—All With Club Handles
5¢ Brown Fronts\$ 85.00
10¢ Brown Fronts 90.00
25¢ Brown Fronts 95.00
25¢ Mills Golden Falls, HL 119.50
25¢ Black Cherry (Orig., Used 3 weeks) 125.00

BRAND NEW SLOTS

LATEST GROETCHEN COLUMBIAS, 5¢, 10¢ or 25¢\$145.00
JENNINGS SUN CHIEF
MILLS BLUE BELL—BLACK BEAUTY, H.L. "21" BELL
Immediate Shipment

NEW BRASS SLIDES for MODEL 500 A.B.T. COIN CHUTES—5c PLAY

50c EACH

JOCKEY CLUB \$149.50
1-Ball Payout Like New

CHICAGO COIN REBOUND

Playfield reconditioned like new \$149.50

Terms: 1/3 Deposit, Balance C. O. D.

SUMMER SIESTA OVER! NOW OPEN SATURDAYS UNTIL 2:00 P.M.

Atlas NOVELTY COMPANY
2200 N. WESTERN AVE. · PHONE ARmitage 6-5005 · CHICAGO 47
HOME OF PERSONAL SERVICE

Division of ATLAS MUSIC CO.
Assoc.) ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
Offices) ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

FOR SALE

25 AUTOMATIC SHOE-SHINE MACHINES
Brand: All-American and Lyceum at \$100.00 EACH
GEORGE MURRAY
1658 Broadway New York, N. Y.

FOR SALE

Barnes Ticket Folding and Binding Machine, with stapling attachment and power stitcher. Counts and staples 5 tickets automatically. Reasonable.
R. HENDRIX
1931 Nowland Ave. Indianapolis, Ind.
Phone No.: Imperial 4035

USED SPECIALS!

- EXHIBIT DALE GUNS \$139.50
- AUTOMATIC DEVICES
- TARGET MASTER 99.50
- DAILY RACES 29.50
- VICTORY SPECIAL 39.50
- MAJOR LEAGUE 39.50
- SPECIAL ENTRY 99.50

BRAND NEW WILCOX-GAY RECORDIO
with stand and envelope dispenser **\$129.50**

BRAND NEW ALKUNO 5c GUM
and CANDY VENDOR, MODEL 130 M-M **\$39.50**
BASE \$10.00

Always Earliest With the Latest!
"The House that Confidence Built"

TERMS: 1/3 Dep.,
Balance Sight Draft

SOUTHERN AUTOMATIC

MUSIC COMPANY, INC.

ESTABLISHED 1923

DISTRIBUTORS OF A.M.I. PHONOGRAPHS AND WALL BOXES
624 S. 3RD ST., LOUISVILLE 2, KY.

WORLD WIDE ★ STAR VALUES!

★ **GENCO GLIDER**
Ingenious! Unbelievable
collections! Combines ap-
peal of both Shuffleboard
and Pin Game. Uses 1
puck fifteen times. Fast!
Terrific!
\$295

WORLD WIDE
PUBLIC DEMANDS
WILLIAMS
★ **STAR SERIES**
Forced into production
again by popular com-
mand.
Your orders piling in have
returned Star Series to
the Williams production
line. Your demand is our
command.

WORLD WIDE
★ **NEW GAMES**
FIVE-BALLS
Exhibit PLAYTIME
Genco CAMEL CARAVAN
United UTAH
ONE-BALLS
Bally CHAMPION, F.P.
Bally KENTUCKY, P.O.

WORLD WIDE
Reconditioned Bally
★ **ONE BALLS**
GOLD CUP, F.P.,
Absolutely Perfect \$200
TROPHY, P.O. 225
ENTRY, P.O. 125
VICTORY DERBY,
P.O. 50

★ **SHUFFLEBOARD**
SCOREBOARDS
Genco "All Purpose"
Overhead Model—
Double Faced
T. & M. Overhead Model
T. & M. Single Front
Model
Keeney Standard Model
Keeney De Luxe Model
Write for Literature
and Operators' Prices!

WORLD WIDE
★ **PHONOGRAPHS**
WURLITZER 1080 . . . \$395
WURLITZER 1100 . . . 495
WURLITZER 780 . . . 195
WURLITZER 750 E . . . 195
Seeburg GEM 85
Mills THRONE 75

WORLD WIDE
★ **ARCADE, ROLL-**
DOWN, ETC.
TELEQUIZ, '48
Model, Like New . . . \$350
Seeburg SHOOT THE
CHUTES 50
Evans TEN STRIKE,
1948 175
Evans TEN STRIKE,
1941 50
TOTAL ROLL 25
Pool Table Conver-
sion for TOTAL
ROLL 35
9 Ft. Junior
SHUFFLEBOARD . . . 75
SKILL WHEEL
(Upright Arcade) . . . 45
PEE WEE (Counter) . . 25

Value and Quality Plus!
EXHIBIT
★ **DALE GUN**
Reconditioned — Guar-
anteed perfect throughout.
ONLY \$145

Now! Price Reduced!
★ **KEENEY**
TWIN BONUS
SUPER BELL
Now, for the first time, at
a special low price. Great-
est console of them all.
The 5-coin multiple
convertible Free Play and
Payout—in 2-coin chutes
of any combination. The
favorite of all operators.
Wire, Write, Phone
at Once for
Our Special Offer

WORLD WIDE
Reconditioned
CONSOLES
Perfect—Guaranteed
BALLY
Darw Bell \$195
De Luxe Draw Bell . . 235
KEENEY
Single Bonus Super
Bell \$235
Twin Bonus Super Bell 395
JENNINGS
Challenger, 5-5c . . . \$225
Challenger, 5-10c . . . 225
Challenger, 5-25c . . . 250
MILLS
Three Bells, 5-10-25c,
1948 Model \$235
Duplex, New, 5-25c . . 445
EVANS
Races, F.P. & P.O. . . \$350
Bangtails, 1941 J.P. . . 200
BUCKLEY
Track Odds, J.P.,
1941 Rebuilt \$175
PACE
Saratoga, 10c \$45
Saratoga, 25c 45

2330 N. WESTERN AVE CHICAGO 47 EVERGLADE 4-2300 CABLE ADDRESS "GAMES"

WE GOT IT FOR YOU AT LESS THAN WHOLESALE!

Special Reduced Prices on Reconditioned*
AIREON SUPER DE LUXE
PHONOGRAPHS

- 1 \$145
 - 5 \$135
 - 10 \$125
- Crating \$5 Additional

SPECIAL QUANTITY PRICES!

- We install complete new \$32.50 coin conversion on the door from top to bottom (new type slug rejector, goose neck, new micro switch, etc.).
- We install the latest type \$35.00 guardian accumulator.
- We repaint the color discs.
- We solder all connections on the electric selector.

They're all Top Values — with Super Reconditioning. Here's why they're in A-1 condition—practically as good as new!

- We refinish the cabinet wherever necessary.
- We install late silver base record changers (no black bases).
- We make all necessary adjustments—and the machine is completely checked by factory trained mechanics.

*All Alfred Sales Reconditioned Equipment is GUARANTEED as represented . . . in many cases—in better condition than when it came off the assembly line!

1/3 DEPOSIT . . . BALANCE C.O.D.

TRADES ACCEPTED . . . IMMEDIATE DELIVERY . . .

Special Deals on Fiesta, Blonde Bombshell, Coronet!

WRITE, WIRE OR PHONE

Prices Slashed on Guaranteed Reconditioned*

BALLY ONE BALLS! LIMITED QUANTITY!

- SPECIAL ENTRY Reduced to \$ 79.50
- JOCKEY SPECIAL Reduced to \$119.50
- GOLD CUP Reduced to \$189.50

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Alfred Sales is the Exclusive Distributor in this Territory for Wurlitzer, Bally, Gottlieb, Williams, Exhibit and other Leading Manufacturers.

Attention: New England Operators
TRIMOUNT HAS THE LARGEST
ASSORTMENT OF NEW AND USED

- 5 BALLS
- USED MUSIC
- CONSOLES

WANTED
ANY QUANTITY OF LATE FIVE BALLS
Quote prices.

→ 1 BALLS
All completely shipped and recondi-
tioned. Compare our prices.
Write for complete lists and prices.

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CITATIONS
GOLD CUPS
JOCKEY SPECIALS
Quote Prices

40 WALTHAM STREET
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Tel. Liberty 2-9480

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This copy of *The Billboard* contains an important questionnaire . . . important to YOU as a *Billboard* Reader.

Please turn to page 34 and fill in the questionnaire postcard for *The Billboard* Annual Reader Survey. It will only take a minute of your time.

Your reply and thousands of others enable *The Billboard* editors to provide more and better news coverage for the departments that are important to the majority of readers.

Thanks for your co-operation. . . .

. . . . The Editors

YOU ARE BUILDING A GREATER AMERICA
WHEN YOU HELP THE AMERICAN HEART
ASSOCIATION

Williams TERRIFIC STAR SERIES



The Baseball Thriller of All Time!
TESTED "4-TO-1" EARNING POWER!

Featuring **NEW** CREDIT UNIT—PITCHING UNIT—BATTER UNIT

PLUS ● 5c, 10c, 25c Slug-Proof Single Entry Coin Chute ● Credit Unit Records
Advance Payments ● Player Pitches and Bats ● Ball Players Actually Run
Bases on Backboard ● Lights on Playfield Diamond Indicate Men on Bases ● Novelty
or Replay

★ 100%
MECHANICALLY
PERFECT!

SEE IT—BUY IT AT YOUR
DISTRIBUTOR NOW!



CREATORS OF DEPENDABLE PLAY APPEAL!

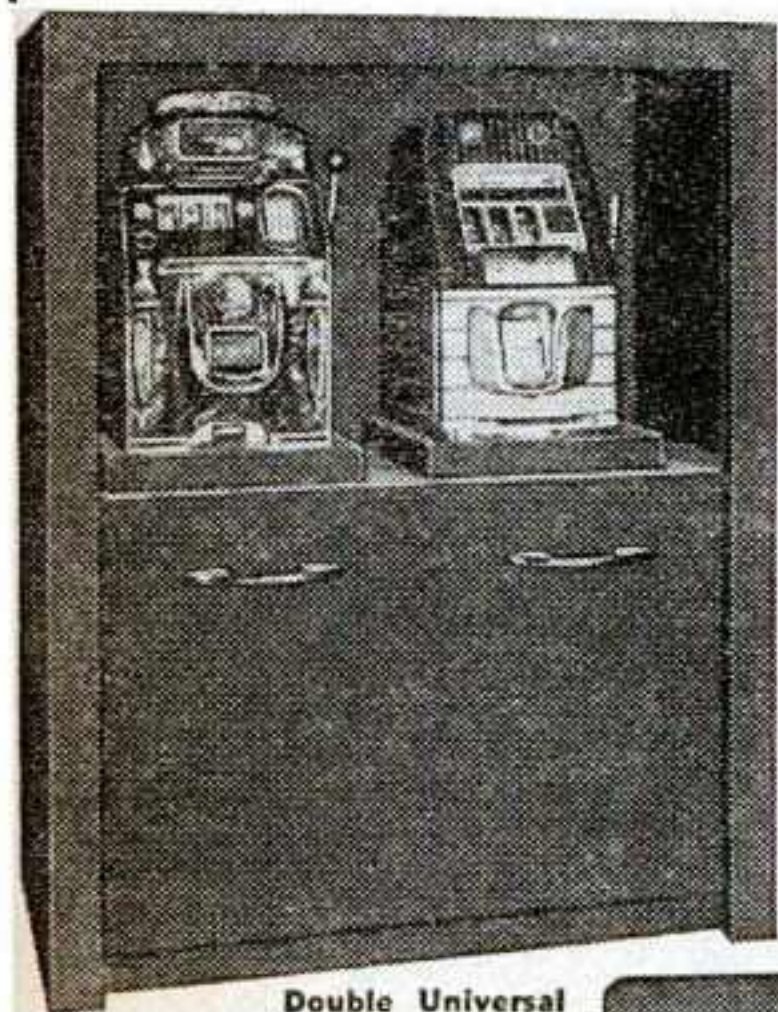
4242 W. FILLMORE ST. CHICAGO 24, ILLINOIS

New De Luxe & Universal

REVOLV-A-ROUND
Cabinets
and Stands

- Stronger
- More Attractive
- More Convenient

IMMEDIATE
DELIVERY



Double Universal Cabinet

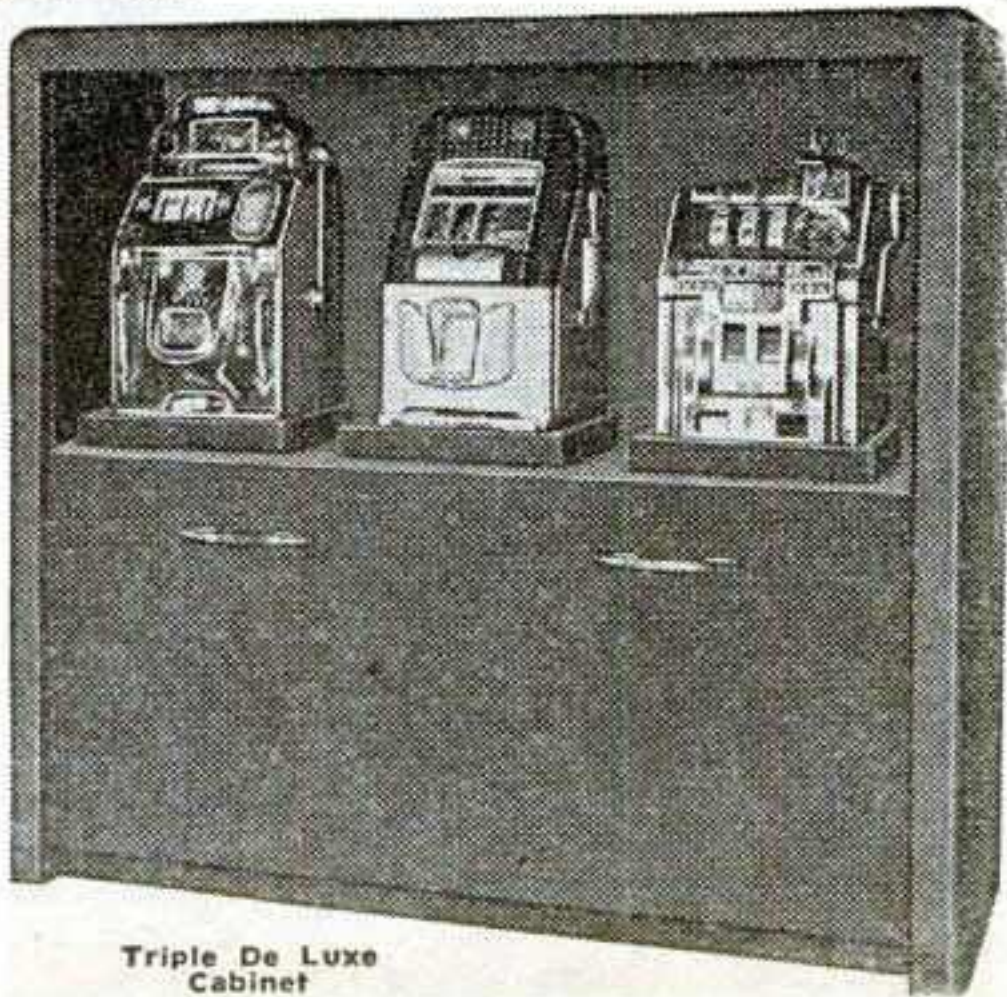
These new units contain all of the important safety and convenience features of previous models, plus the advanced styling and strength and added convenience that makes them indispensable to any operation.

Write for Name of Nearest Distributor.

ORDER YOURS TODAY!

CHICAGO METAL MFG. COMPANY

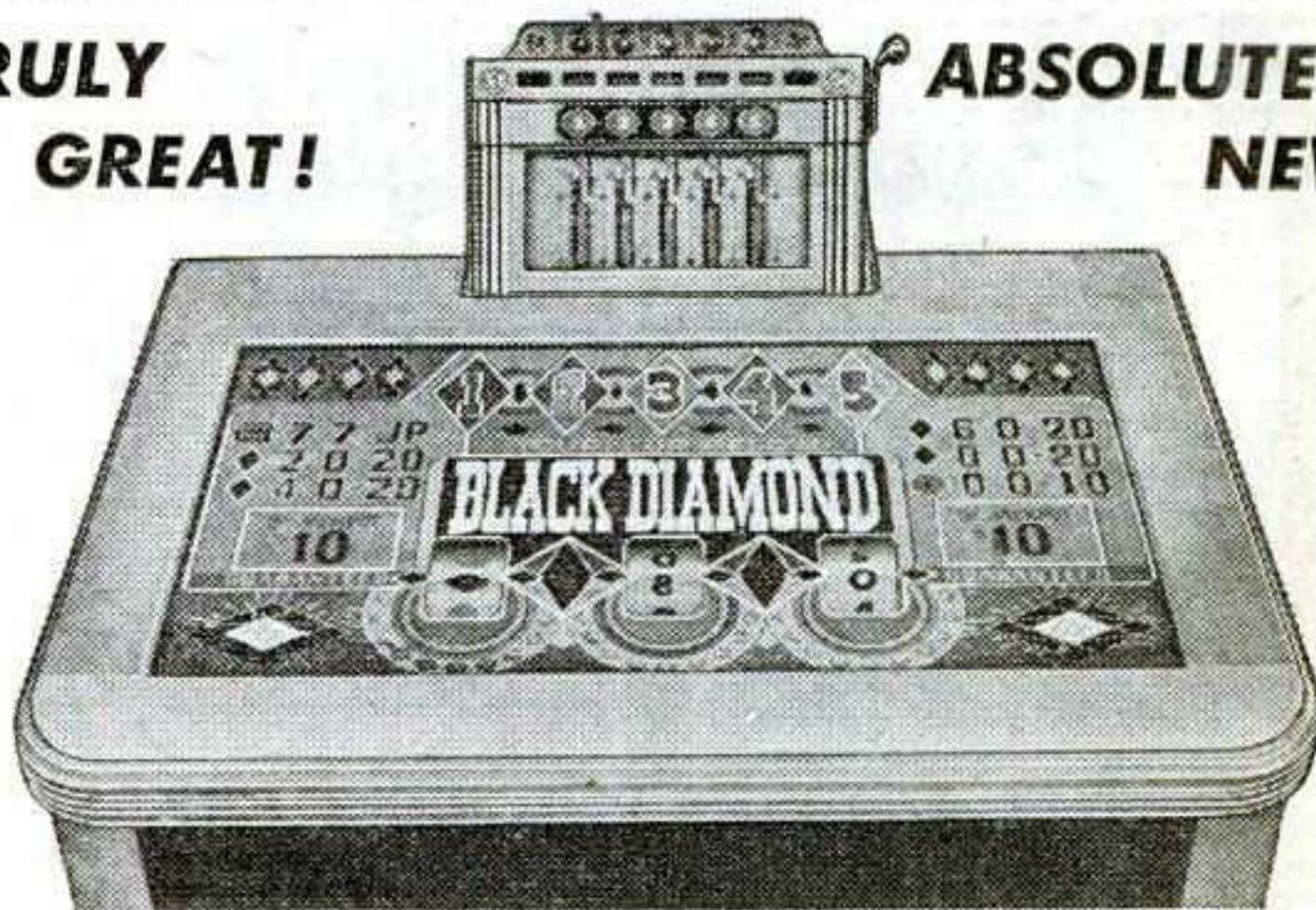
3724 SOUTH ROCKWELL
Chicago 32, Illinois
Tel.: LaFayette 3-5754



Triple De Luxe Cabinet

TRULY
GREAT!

ABSOLUTELY
NEW!



SENSATIONALLY DIFFERENT!

EVANS' BLACK ♦ DIAMOND

OUTPLAYS ORDINARY REEL CONSOLES 2 TO 1!

Here Are the Outstanding Features that Are Setting Amazing New Records for Appeal and Earnings! FASCINATING, NEW EYE-CATCHING SYMBOL, entirely different from conventional fruit symbol ● HIGH AWARDS ON SINGLE COIN PLAYED, FROM 10 FOR 1 to 20 FOR 1 ● GUARANTEED JACKPOT ON SINGLE COIN PLAY. \$10 ON 5c PLAY! Jackpot payable in Tokens ● NO EXTRA COIN BUILD-UP required to win High Award and Guaranteed Jackpot ● 5-COIN HEAD—5 INDIVIDUAL PAYOUT CUPS ● AVAILABLE IN STRAIGHT 5c PLAY—STRAIGHT 25c PLAY—COMBINATION 3/5c AND 2/25c PLAY ● Special Club Payouts Available.

Beautiful cabinet in American Black Walnut and Golden Maple, custom designed and made by Evans.

GET EVANS BLACK DIAMOND ON YOUR REEL MACHINE LOCATIONS NOW for the ABSOLUTE TOP IN PROFITABLE ACTION!

Other Evans Consoles:
Winter Book, Casino Bells, Bang Tails,
Galloping Dominoes

DELIVERY NOW!

SEE EVANS' CONSTELLATION AD
ON PAGE 102

Contact Your Distributor or Write
Direct for Information

H. C. EVANS & CO.

1528 W. Adams St.
Chicago 7, Ill.

EXHIBIT'S NEW GREATER GAME

PLAY TIME

WITH A NEW TAG! PRICE TAG!

ELEVEN WINNING WAYS

1st BALL OFFERS 2 WINS

4th BALL OFFERS 2 WINS and RE-COUP SCORING

'BOBBLE' BUMPERS DOUBLE FLIPPERS SEE YOUR DISTRIBUTOR

Lower prices for Copper, Lead, Steel, Glass, Wood, Paint and other materials that build table games,—has made it possible to make this favorable announcement to OPERATORS of EXHIBIT PRODUCTS.

ASK YOUR 'EXHIBIT' DISTRIBUTOR THE EXHIBIT SUPPLY CO. · 4218-4230 W. LAKE ST. · CHICAGO 24, ILL.

OPERATORS INFORMATION ON REQUEST

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All Baba	\$ 82.50	Floating Power	\$105.00	Round Up	\$119.50
Aquacade	132.50	Holiday	110.00	Robin Hood	49.50
Big Top	139.50	Humpty Dumpty	44.50	Shanghai	55.00
Buttons & Bows	12.50	Jamboree	69.50	Star Dust	67.50
Broncho	107.00	Majors of '49	129.50	Super Hockey	142.50
Carolina	12.50	Mardi Gras	60.00	Temptation	72.50
Cyclone	12.50	Oklahoma (Floor Sample)	149.50	Torchy	17.50
Chicoin Champion (Like New)	167.50	Pinch Hitter	132.50	Tropicana	29.50
Circus	72.50	Puddin' Head	87.50	Trade Winds	50.00
Crown Jewels (From Humpty Dumpty)	44.50	Ramona	107.50	Virginia	50.00
		Sally	72.50	Yanks	40.00
				Kilroy	12.50

NOW DELIVERING NEW EQUIPMENT
Utah, Camel Caravan, Boston, Three Musketeers, Bally Champion, Bally Clover Bell, Chicoin Football, KEENEY'S ELECTRIC CIGARETTE VENDOR, MILLS "21" BELL, MILLS DUPLEX, MILLS BONUS BELL, MILLS JEWEL BELL, MILLS BLUE BELL, MILLS BLACK BEAUTY.

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Latest and Best Money Maker
New Game of Skill. Small Investment, Excellent Returns. Takes Pennies, Nickels, Dimes and Foreign Coins. (No Federal Tax)

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Write Us for State Distributorship. Samples \$14.50. Cash With Order

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Five Balls With Flippers	Phonographs		
Bermuda	\$ 54.50	Rock-Ola Late 1948 Blonde	\$417.50
Bowling League	59.50	Rock-Ola 1946 #1422	199.50
Carnival	99.50	Rock-Ola Super	79.50
Carolina	129.50	Rock-Ola Master	79.50
Monterrey	69.50	Rock-Ola Standard	79.50
Miss America	29.50	Seeburg 1947 Master	407.50
Majors '49	129.50	Seeburg 8200, R.C.	49.50
Rondeevous	69.50	Seeburg Vogue	79.50
Sea Isle	39.50	Seeburg Regal	49.50
Sally	79.50	Seeburg 8800 Loboy	104.50
Wisconsin	49.50	Seeburg 1948 Wireless Wall Boxes, Ea.	24.50
Yanks	49.50		

EXTRA SPECIAL Bally One-Ball VICTORY SPECIALS.....\$39.50
Chicago Coin REBOUND SHUFFLEBOARDS 69.50

T & L DISTRIBUTING COMPANY
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KEEP YOUR PROFITS SAFE & SOUND!

Why worry about someone else taking home your profits when you can install ACE Locks on your equipment?

No other lock offers you all these safety features: ACE 7 pin-tumbler locking mechanism with over 80,000 key changes. ACE round keyway that prevents insertion of forcing tools into the lock. ACE round key that makes unauthorized duplication virtually impossible. ACE round key blank that is never sold uncut to anyone. Changes registered in your name so that only you can get duplicates from the factory.

So play it safe to keep your profits sound—specify ACE Locks for all your equipment. Write today for Bulletin B and price list.

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BETTER BUILT—INSIDE AND OUT

GIVE TO THE DAMON RUNYON CANCER FUND

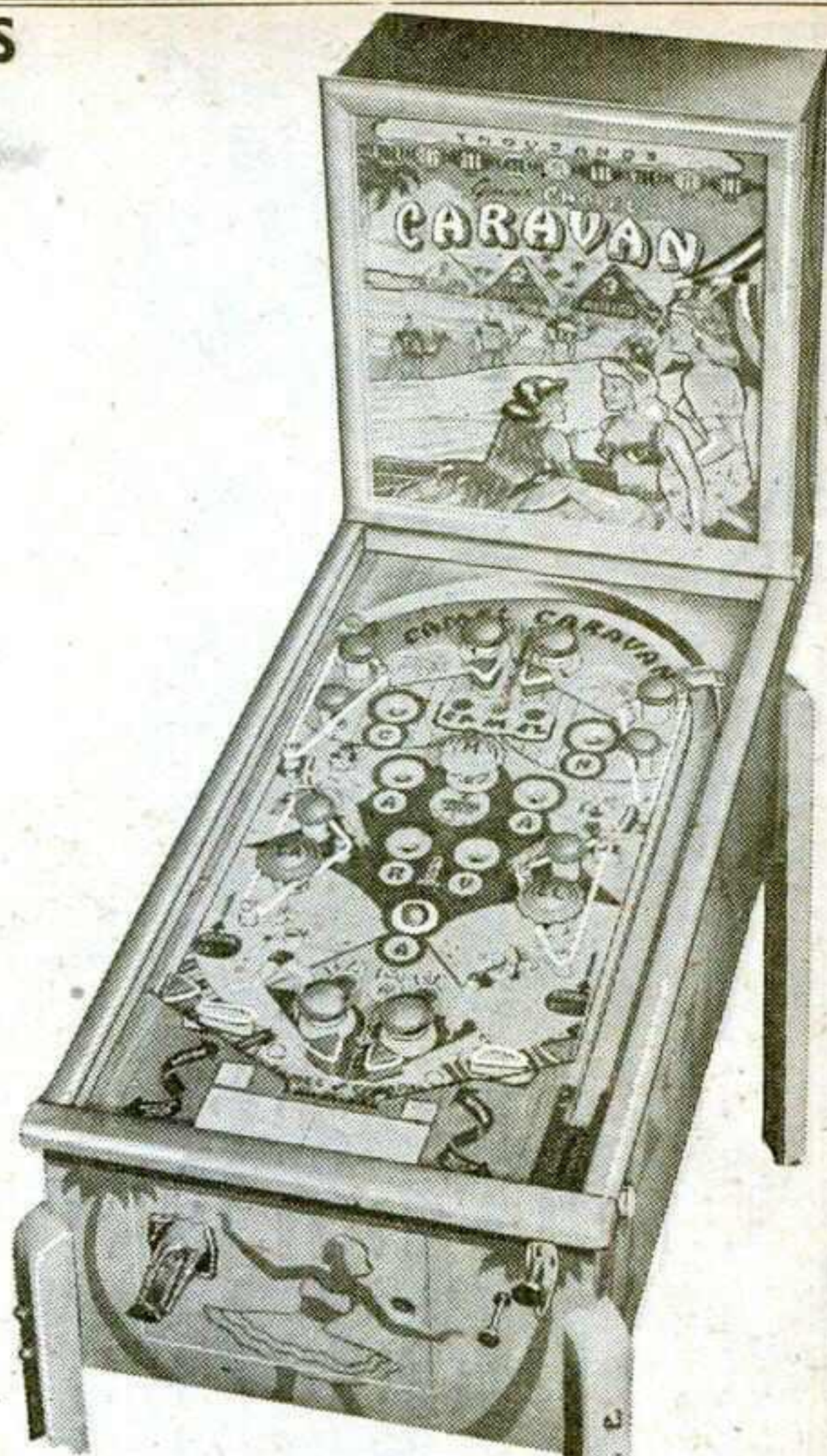
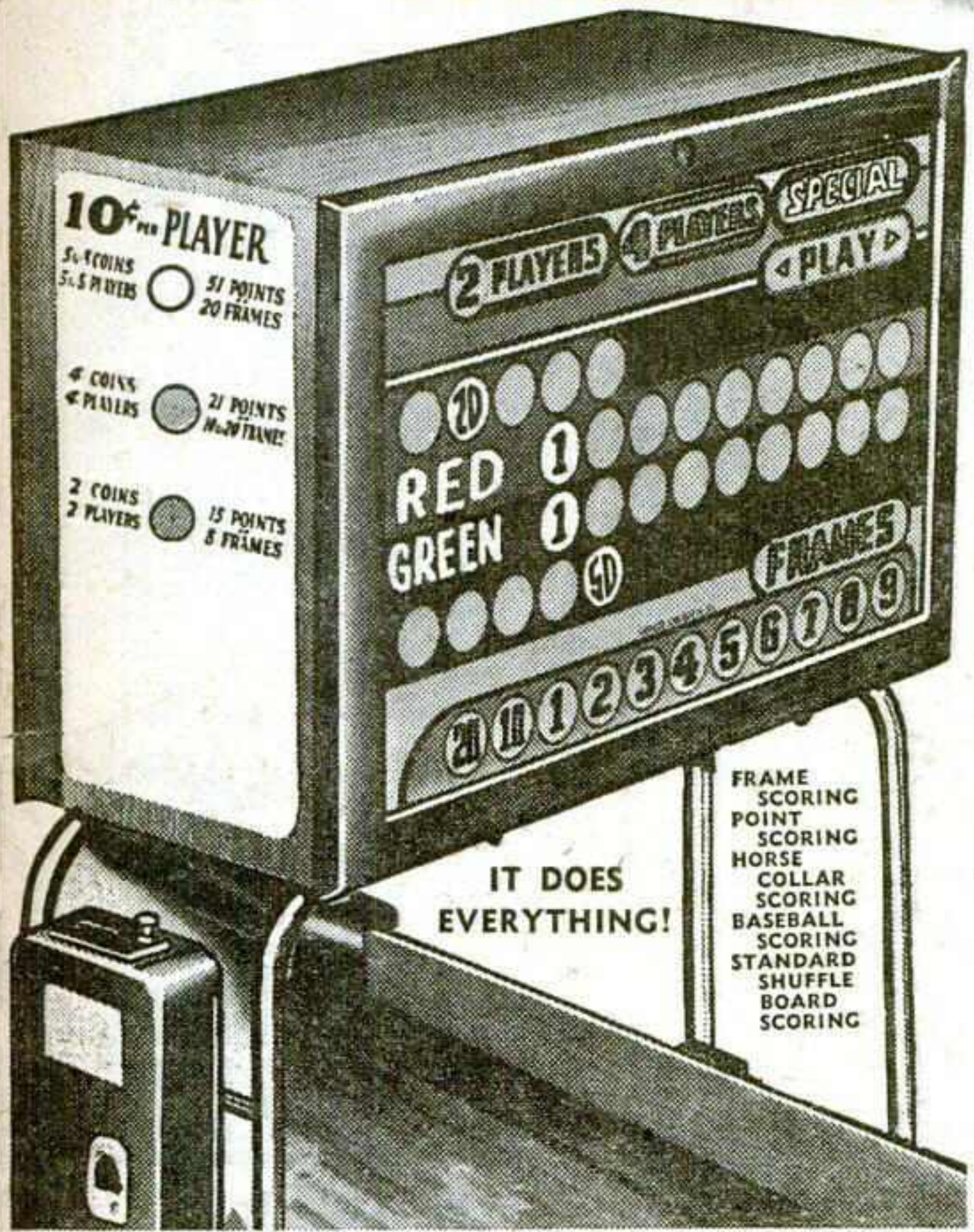
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GENCO'S CAMEL

CARAVAN

GREATER THAN SCREWBALL

GENCO
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UNITED'S

UTAH

**NEW DOUBLE
1 TO 5
(CONTINUOUS)
SPOT FEATURE**

**MULTIPLE
OBJECTIVES
FOR
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**7
WAYS
TO
SCORE**

**HIGH SCORE
OVER
8 MILLION**

NEW DROP CHUTE

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3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

Chicago Coin's

WE'RE SHIPPING AS FAST AS WE CAN!

FOOTBALL

OPERATORS MAKE MORE MONEY CONSISTENTLY WITH CHICAGO COIN GAMES!

EARN MORE TO START WITH ALWAYS MORE TRADE-IN VALUE

What's the Reason?

Chicago Coin Machine Co.

1725 Diversey Blvd.

Chicago 14, Ill.

MILLS' NEW LATEST BELLS

MILLS' NEW 1949 Q. T.

A Quality Bell

With Double Visible Jackpot Automatic Payout

A Pony-Size Bell

weighing only 35 pounds

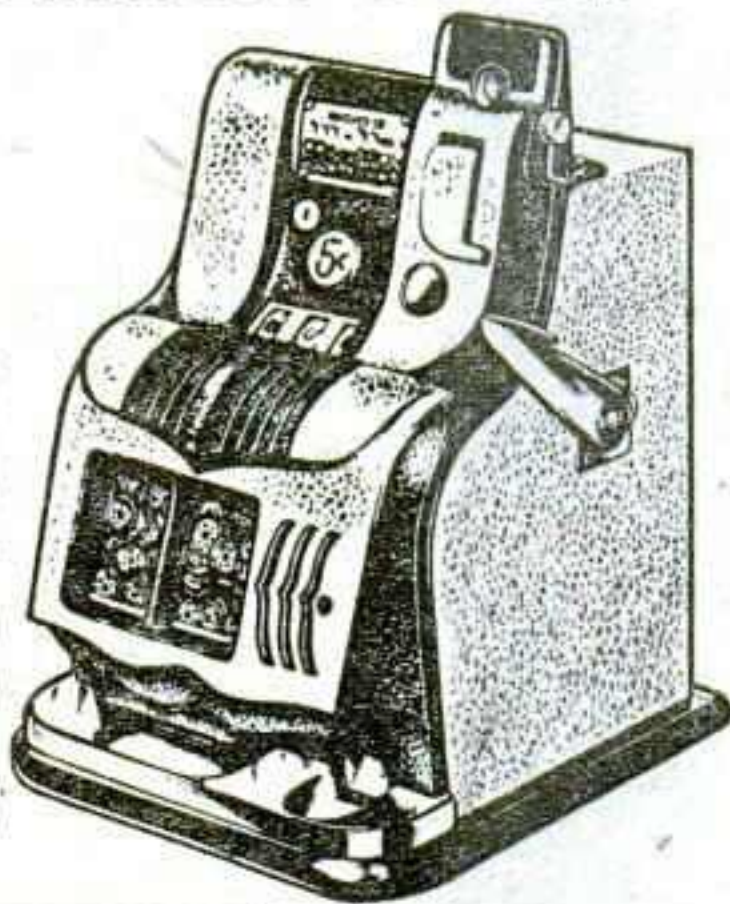
For years the Q. T. with Automatic Payout has been appreciated by operators everywhere. The new Q. T. shines out bright and cheerful in any type of location. The new Q. T. is an entirely new design, with rounded symmetrical front and streamlined execution that makes it the newest Bell of all. Painted Blue and Gold in chip-proof finish. It is made to give unlimited service.

5c Play \$114.50

25c Play 137.50

Metal Base Stands for Q. T. Bells 9.75

1/3 deposit with all orders



BLACK BEAUTY BLUE BELL TOKEN BELL BONUS BELL OVER AND UNDER
5c - 10c - 25c - 50c Play WRITE FOR PRICES
MILLS' NEW VEST POCKET BELL, 5c Play, Operates on 3-4 Mystery Payout System \$65.00

New Box Stands, Single, Double and Triple Safes for All Bells.

Jewel Bells, Black Cherry Bells, Bonus Bells, Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells. WRITE FOR PRICES.

We Have in Stock at All Times

EVERY NEW COIN MACHINE MANUFACTURED

Write for Circular and Price List. 1/3 Deposit With All Orders.

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ACTIVE COMPLETELY RECONDITIONED GAMES READY FOR LOCATION 'NUFF SAID

Cinderella \$64.50	Robin Hood \$59.50
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Sally 79.50	Trade Winds ... 64.50
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WURLITZER 616.....\$69.50

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KOFFEE KING

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ROUTE MEN WANTED

Experienced in getting game locations, servicing, and collecting. We will furnish equipment. Anywhere U.S.A.

Telequiz Corporation

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IN
COIN
MACHINES

EMPIRE'S SUPERMART

WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

GET ON
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MAILING
LIST

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EXH. PLAYTIME
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SOMETHING NEW!
SPECIAL WALT DISNEY
CHARACTERS—\$2.75 Per Lb.

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BALLO CHAMPION, F.P. 645
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New Phono Special

Wurl. 1080.....\$445.00
Wurl. 1100 Write

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ABT CHALLENGER.....45.00	SKILL THRILL.....24.50
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COLUMBIA, J.P.\$139.50 DE L. COLUMBIA\$169.50
VEST POCKETS 65.00 Q.T., 5c. \$115.00; 25c. 142.50

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CHICAGO METAL REVOLVAROUND SAFES — DE LUXE
Single—\$132.00 • Double—\$192.00 • Triple ... \$288.00
UNIVERSAL—Single Safe—\$87.50 • Double Safe ... 128.50
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EXH. ROLL TILT—\$2.75 • NEW THUMPER BUMPER 3.95
PARTS FOR PONSER'S PRO-SCORE—IN STOCK

NEW WILCOX-GAY RECORDIO-GRAM... \$249.50

17-PC. JUNGLE BACKGROUND KIT

FOR EXHIBIT DALE GUN
GETS MORE PLAY,
MAKES MORE MONEY \$8.95 Complete

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NORTHWESTERN

NEW MODEL '49 \$17.50
DUAL NUT 45.00
DE LUXE 27.00
MODEL 33 11.50
MODEL 39 12.75
MODEL 40 9.50
33 BALL GUM 10.50

THE GREATEST ONE-BALL EVER MADE!! PHOTO-FINISH



FREE PLAY
OR
PAYOUT
IMMEDIATE
SHIPMENT

Write for Prices on This
Terrific Money-Maker!

9 FT. MIDGET SHUFFLEBOARDS

Brand New — Formica Top. Complete with Accessories. \$75.00

CANDY VENDORS

Stoner Univendor.....\$125.00
U-Select-It (52 Bar) 35.00
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MILLS GOLDEN FALLS, 5-10-25c... 119.50
MILLS BLUE FRONT, 5-10-25c... 79.50
MILLS BROWN FRONT 5-10-25c... 89.50
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MILLS ORIG. CHROME, 5-10-25c... 99.50
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JENN. 4-STAR CHIEFS, 5-10-25c... 69.50
JENN. SILVER CHIEF, 5-10-25c... 79.50
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JENN. LITE-UP CHIEFS, 5-10-25c... 175.00
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TELEQUIZ, '48 Model, Like New ..\$395.00
STD SCALE METAL TYPYR 349.50
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FLIPPER TYPE 5 BALLS

Black Gold ..\$164.50	Star Dust ... \$ 99.50
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Dew Wa Ditty 109.50	Yanks 79.50
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Jack 'N Jill.. 104.50	Sunny 74.50
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HUNDREDS OF PRE-FLIPPER 5-BALLS, thoroughly reconditioned and with flippers installed. \$39.50 ea.

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ONE BALLS

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NOTICE TO MUSIC OPERATORS IN INDIANA, KENTUCKY and OHIO . . .

- In June, we resigned as distributors for a music manufacturer and retired from the music business.
- *We have decided to re-enter the music field.*
- Southern Automatic Music Company wish to announce that they will be exclusive Distributors for A.M.I. in the territory covered by Southern's six offices, beginning September 12th in Indiana and Kentucky; September 26th in Ohio.
- *We believe that you, the Operator, should know why.*

Following our announcement, we were contacted by several phonograph manufacturers who offered us their lines. As we no longer had any affiliations, they were able to reveal to us details of their products, prices and policy. Among these was A.M.I., pioneers in the manufacture of coin-operated phonographs, just as we are pioneers at the distributing level.

We are sincerely conscious of the problems facing the Operator in these changing times: *High Equipment Costs, High Labor Costs, High Record Costs and rapid depreciation.* We discussed these problems with many Operators, and also the merits and features of A.M.I. Equipment with Operators having postwar A.M.I. Phonographs. As a result of these discussions, we concluded that the A.M.I. is most nearly tailored to the Operators' needs. It was then we decided to re-enter the music field as A.M.I. Distributors.

AMI OFFERS THE FOLLOWING:

LOW PRICE *It has been years since we have been able to sell a new, high quality phonograph at so low a price.*

SERVICE *The phonograph is simple—it is, therefore, trouble free, yet its simplicity has been achieved without sacrifice of quality or player appeal. This means that service costs are lower because service calls are fewer, and highly trained technical men are not needed to keep the equipment in good working order. Thus, income potentiality is at the highest level because idle, unproductive hours, due to break-downs, are reduced to a minimum. Moreover, service costs are further reduced because parts for the A.M.I. seldom have to be replaced—there are fewer moving parts in the A.M.I. than in other phonographs.*

LOWER RECORD COSTS *In the matter of records, the A.M.I. achieves the maximum variety without increasing the actual number of records on the phonograph — only 20 records, yet 40 selections!*

LESS DEPRECIATION *To convince yourself that A.M.I. maintains its market value, you need only to check the various trade journals. For example, the 1946 A.M.I. Phonographs are bringing higher prices in the used market than any other make of 1946, and fewer are offered for sale. They are good productive phonographs and the Operator knows it.*

These are the reasons we have decided to return to the music field. We are sold on A.M.I.'s product and policy. We believe it is the Phonograph of the time, fitting the needs of the Operator today and for years to come.

Accordingly, we are proud to represent A.M.I. We pledge continued co-operation, good service and ethical business practices. These things, plus the excellence of A.M.I., which we now offer you, can only spell greater success for you in the future.

We are now ready to do business with this product and policy.

We express gratitude to our many Operator friends for past and future co-operation.

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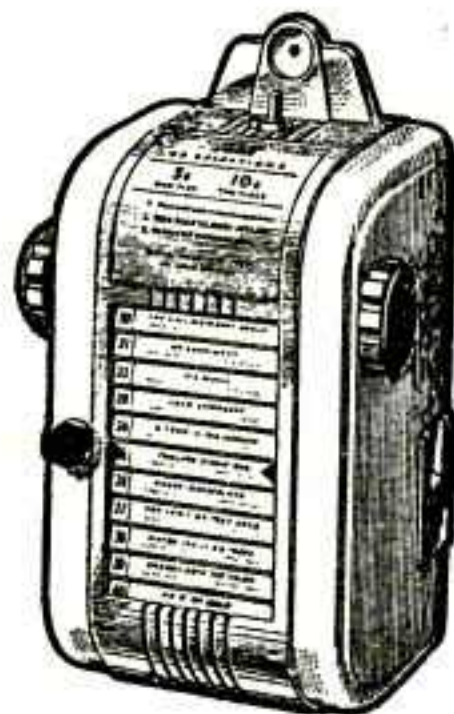
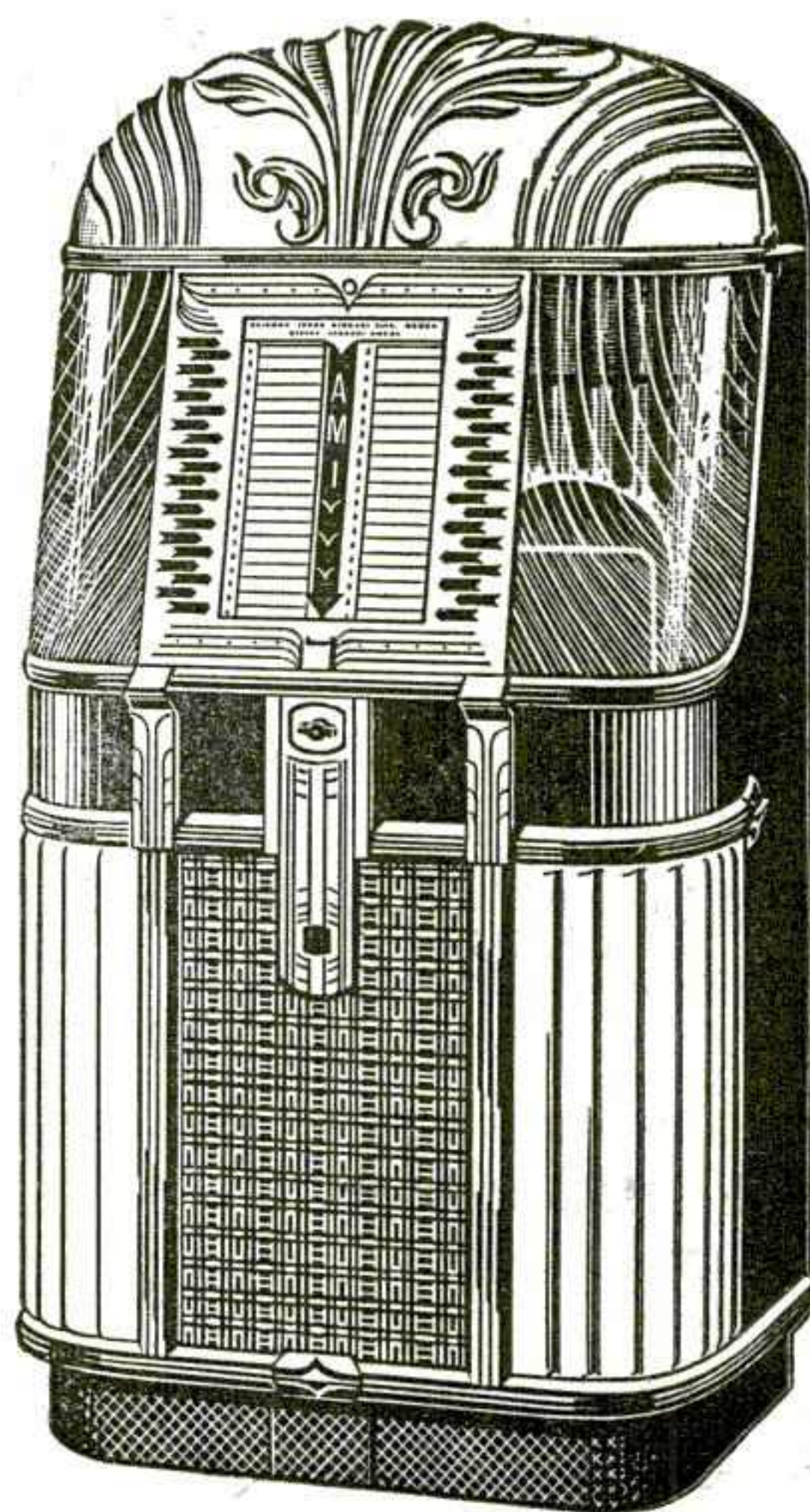
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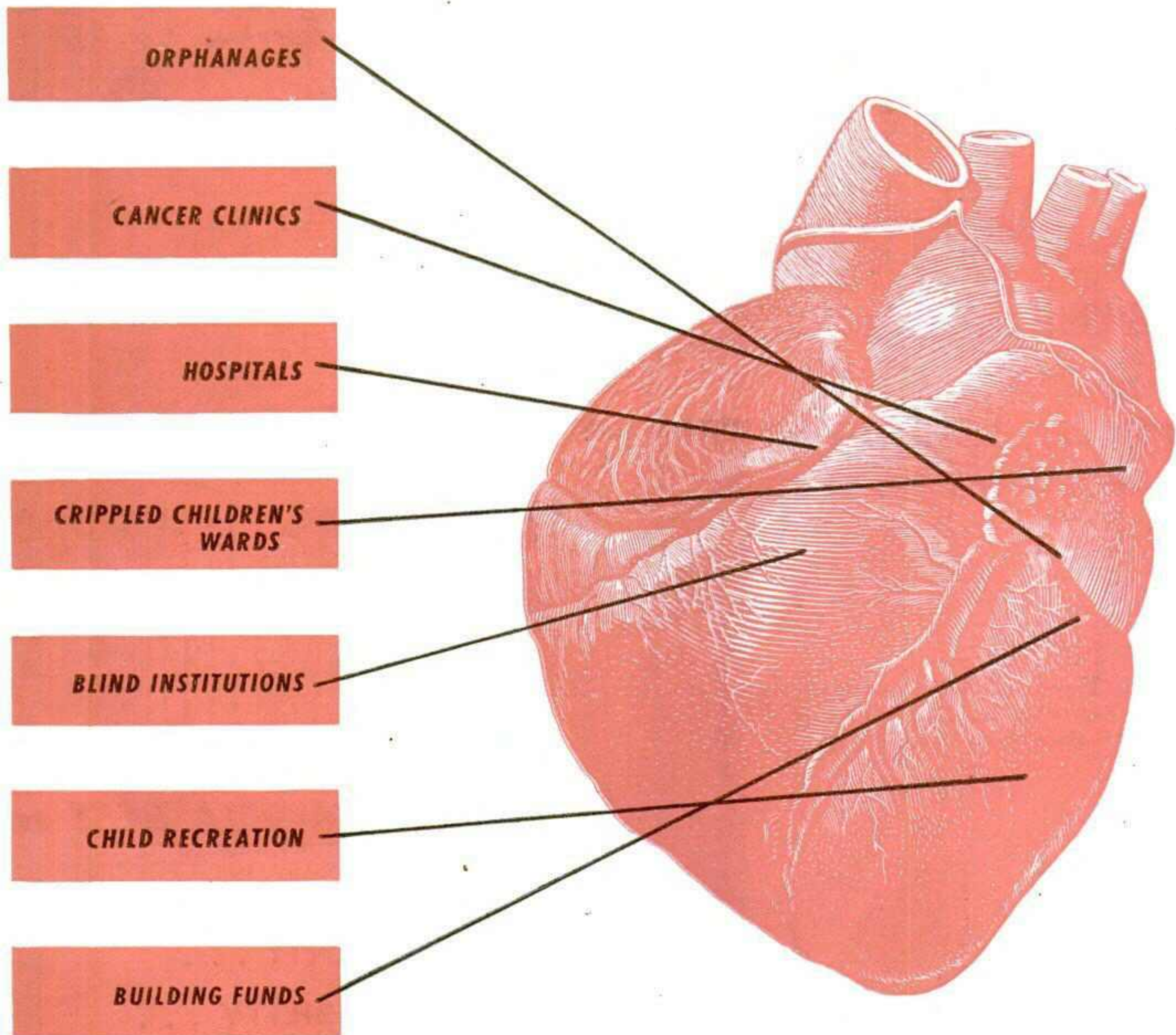
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