They satisfy certainly goes for both Perry Como and that cigarette somewhat unsubtly worked into this shot. Como returns to his spot as the cigarette company's top songsalesman September 27 for his fourth year on the Supper Club. Show airs via NBC net Monday, Wednesday and Friday, 7 to 7:15 p.m. "Rambling Rose" and "Melancholy Baby" are two of Como's latest clicks on RCA Victor rec. his upcoming MGM film, "Words and Music," promises to be one of the better cinemattractions of the new season. Como is handled exclusively by General Artists Corporation.
Standard... in the Western Field!

**PERSONAL APPEARANCES**

Appearing: FLYING L. RANCH RODEO
TEXAS STATE FAIR
DALLAS
OCTOBER 9-24 INCLUSIVE

Terrific on CAPITOL:

"ONE HAS MY NAME"
No. 15162

Just Released:

"I LOVE YOU SO MUCH IT HURTS"
No. 15243

Just Out on DECCA:

"A BROKEN HEART"
"GO YOUR WAY AND I'LL GO MINE"

**RECORDS**

8 a Year—Just Released:

"OUTLAW BRAND"

**MONOGRAM PICTURES**

"JIMMY WAKELY SHOW" Transcribed Coast to Coast

**RADIO**
**FCC Draws Giveaway Blasts**

*TV WELDS RIVAL UNIONS*

**Huge Pic Lot In NY Mapped For Television**

Would Lease to Outlets

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**NEW YORK, Sept. 25.—** A plan for a giant new film lot in New York, dedicated primarily to leasing or facilitating to broadcasters for the making of motion pictures for television, is being promoted by the Motion Picture Television City, Inc., which is headed by Norman Rainbow, a 23-year veteran of the industry. Rainbow was associated with the recently defunct Telecity, which failed last fall. He plans to revive the project, which is being promoted by a number of independent broadcasters and station owners.

**Queens Site Suspected**

Location of the proposed Video City plant is being kept very much under cover, but it is believed to be in the Long Island City vicinity. The corporation is known to possess an option on a large tract of land in the city. (See Video City on page 10.)

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**Hollywood Sends Vaude, Radio And Pic Stars to Vet Hospitals**

**NEW YORK, Sept. 25.**—All show business has united in launching a program to help Hollywood war veterans in hospitals. Thus the next six months, the flicker studio, radio, talent guilds and talent agents will join with the Hollywood Co-ordinating Committee in an effort to send top personalities to the 107 Veterans Administration institutions on the list of Veterans Hospital Camp Shows. Tours will be set up at Veterans Administration Hospital and at the hospital for the Handicapped in New York City, which now sends a professional troupe to each hospital once a week.

The star program will be in addition to and separate from the paid vaudeville unit and will include entertainers and dramatic stars who will make week- and week-end visits. 

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**Rank and File Musicians Back AGVA in Feud**

**NEW YORK, Sept. 25.**—The raiding charges made against the American Federation of Musicians (AGVA) by the American Guild of Variety Artists (AGVA) will in all likelihood result in the formation of a new union. The former group has succeeded in getting the wartime USO-Camp Shows and will now send a professional troupe to each hospital once a week.

The star program will be in addition to and separate from the paid vaudeville unit and will include entertainers and dramatic stars who will make week- and week-end visits.

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**Equity, AFRA To Join With Screen Actors**

All Over But the Shouting

By Leon Morse

**NEW YORK, Sept. 25.—** Merger in the Associated Actors and Artists of America (Four A's) is not the actual fact, but a plan devised here by the joint AFRA-AGVA committee to establish a new union of the former group, the American Federation of Radio Artists (AFRA) and the Screen Actors Guild (SAG), to appear before the National Labor Relations Board, and if the merger is successful, to call a convention of the entire industry to discuss the merger.

**Middle - Bracket Theesp Walloped With 30% Slash**

**NEW YORK, Sept. 25.—** Salaries of middle-bracket actors—those getting $200 to $700 a week—have been slashed about 30% this season, according to several top agents. Producers, saddled with increasing minimum guaranteed openings by big-time rental fees, have decided their only way to reduce costs is to cut salaries. These budgets lower is cutting the wages of the 30s. This doesn't mean that big names are getting less dough. When a manager decides to use a $700 man he has a better chance to cut expenses. The group is the most important groups, in the future of the trade. (See Video Wields on page 18.)

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**A Jules Verne - Type Ripley: Taverns 10 to 1 Over Theaters In TV Non-Home Audience Count**

By Don Gillette

**NEW YORK, Sept. 25.—** When television broadcasting becomes national in scope, the video audience potential of the theatre building, by comparison, is minuscule, government officials have said. The reason is that, with television being broadcast nationally, the video audience will be able to view programs in homes, by comparison, is minuscule. According to government officials, the video audience potential of the theatre building, by comparison, is minuscule. According to government officials, the video audience potential of the theatre building, by comparison, is minuscule. According to government officials, the video audience potential of the theatre building, by comparison, is minuscule. According to government officials, the video audience potential of the theatre building, by comparison, is minuscule.
Coast Farm Backs 3-Way Seg "Test" To Go AM, FM, TV; 50G Drive

Shades of Cain's
NEW YORK, Sept. 25.—Zany orch maestro Spike Jones gets out a newsletter every once in a while to a selected list of musical newsmen, business characters. Approach is same as that Jones takes toward his musi-

Broadway Opening
TOWN HOUSE (OCT. 24) NATIONAL THEATRE
A comedy by Gertrude Thompson, based on the play staged by George S. Kaufman, set by Donald Ogden Stewart, directed by John Drew, company man-
age, Clifford Franklin, stage manager, Wil-

Admish Taxes Up in August
WASHINGTON, Sept. 23.—While several amusement excise taxes showed increased receipts for August this compared with July, an almost equal number of other showed declines, according to the Treasury Department's latest report for these receipts. Admissions tax col-

ONE NUMBER ACROSS THE MUSIC-DISK BOARD
No. 1. On the Honor Roll all Hits
5.
YOU CALL EVERYBODY DARLIN' (5th) Sheet Music Sales
A TREE IN THE MEADOW (4th) Sheet Music Sales
THIRTEENTH STREET RAG (2nd) Sheet Music Sales

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October 2, 1948

RADIO (NBC Convention)
Communications to 1544 Broadway, New York 18, N. Y.

The Billboard

NBC GANDERS THE FUTURE

Hiatio Policy, TV Chain Breaks, Rate Boost, Top Issues Facing NBC's SPAC

SUN VALLEY, Idaho, Sept. 25—Demand by NBC-affiliated stations for revision of network policies concerning summer hiatus and television chain breaks, and a new sound broadcasting rate are the strong points of the network's management during its second annual convention here this week. In each instance, NBC and affiliates agreed to refer the problems to the incoming Stations Planning and Advisory Committee (SPAC), to be elected in November and take office in January. All three issues were discussed at length during the final session of the convention Friday (2).

The hiatus question stemmed from the position taken by some of NBC's strongest affiliates—that it should be allowed to share in hiatus income or that the network revise its discount policy so as to increase station revenue. NBC now charges sponsors 20 per cent of their weekly bills during a hiatus. The stations' positions, outlined by one manager, is that this represents compensation on affiliates' time, but that the stations do not get in the revenue.

One proposal was that NBC change its policy so as to follow the Columbia Broadcasting System (CBS) pattern, whereby advertisers lose out on discounts and thus pay a 37 per cent penalty when they vacate their time on the network. NBC President Trammell, NBC president, in discussing the problem, pointed out that NBC actually does not get 26 per cent but that discounts bring the rate down to around 4 per cent. Even if station shared, he said, the income would still be negligible. The payment to the NBC affiliate with the highest rate, he said, would be but $1 a day for a 15-week period.

Trammell also said, according to one report, that if a hiatus-sharing deal were worked out, it might allow NBC to add to stations to share in the extra revenue generated, as the recent political conventions which set NBC back $500,000, with $300,000 of its stations' bills.

There appears to be little doubt that some change in the hiatus operation may be made, so that NBC will follow the CBS practice. The problem was discussed at NBC's convention here this week, and it was brought before the convention—managers of half a dozen stations feel particularly grieved about the hiatus, and as one manager said, it is time that the network did something about it. The solutions vary from the simple to the complex, with various suggestions being made. In one case, NBC and its affiliates have divergent views on television's future. The stations' position is that they need the revenue from the hiatuses in order to compete with other media, and that NBC should not be allowed to use them for profit purposes. In addition, they argue, there are more than 500 stations in the country, and the money is needed to support the stations' operations. In addition, they argue, there are more than 500 stations in the country, and the money is needed to support the stations' operations. In addition, they argue, there are more than 500 stations in the country, and the money is needed to support the stations' operations.

Next Year

SUN VALLEY, Idaho, Sept. 25—The 1949 NBC convention will be held at the Greeley Springs, Idaho, in the same city that the 1948 convention was held. NBC's upcoming management meetings will be held on the second weekend of next year.

Attention Focused on Bees

By Jerry Franken
SUN VALLEY, Idaho, Sept. 25—The second annual convention of the National Broadcasting Company wound up its three-day session here with affiliates and executives forward against the serious problems confronting the industry in the next few years. The convention, a highly successful conference, was characterized by the theme of sound broadcasting cannot afford to let down its guard for one moment, that television daily poses new problems, and that the interrelated economic problems of AM and TV will require the best thinking and the most prudent operation broadcasters can summon.

The keynote was given by speakers from the first to the final day of the convention. It was started by Trammell, NBC president, and its relation to various phases of sight and sound broadcasting alike were sounded variously by Charles Denny, vice president; Harry Kopf, sales veep; Syd Ringer, vice veep, and James Nelson, director of advertising and promotion. In addition, speakers representing affiliated stations followed with their thoughts on their own broadcast operations, and particularly in the red-whipped headline that NBC is in.

Confused Value

The convention also showed, however, that the very concept of this sort of annual huddle by a web and its stations is one of the least far-sighted moves NBC or any other network has made in its history. Public relations and station relations operation cannot be overemphasized, and with the growing number of affiliates, the need for an escape valve for affiliates in both air and executive gripes and it also (See Uncertain Biz on page 11)

As Beautiful to See As to Hear...

HOUR OF CHARM
ALL-GIRL ORCHESTRA AND CHORUS
under the direction of PHIL SPALSTAN
The Perfect Television Program
PHONE C 5-1393
Retailer Ad Plunge in Tele Looms as NBC Preps for It

SUN VALLEY, Idaho, Sept. 25.—Department store advertising will be so scheduled in the television schedule picture that NBC is planning to set up in Chicago and other major television-store problems. Harry Kopf, vice-president in charge of sales for the network, was present on the NBC convention here Friday (24). Kopf’s disclosure came during a discussion of the general outlook for sales in sound and television broadcasting.

The new department will have the responsibilities of building salable retail store shows, prepare sales presentations for potential accounts, develop commercial techniques, work with manufacturers to determine whether they will contribute to store TV budgets as they now do for newspapers and to help affiliates in making store sales.

Kopp noted, has not had much success in the department store field, but television is a natural for such merchandising. This, he said, because, by showing the television sets, they bring new accounts into the fold without stealing from other media.

The sales picture in television, he pointed out, is one where network facilities have enormous bearing on buying practices of advertisers. In television, he pointed out, station facilities are virtually equal, so that the ultimate pay-off will be in programs. This is a point that NBC is stressing daily to its tele accounts, Kopf said.

Noting that there are now 12 hours weekly of commercial time in lots of NBC, Kopf predicted a 50 per cent gain in 49. The important fact, however, Kopf’s opinion, is that 60 per cent of this network time has been bought by stores directly. Now they are not using NBC AM facilities. Forty per cent stores from NBC radio programs, but no cuts being made in their sound broadcasting budgets. This is natural, Kopf said, that the pattern of new advertisers is being established, as is additionally highlighted by the fact that television expenditures, 30 per cent comes from advertisers who have not used radio to any extent, Kopf reported.

Mention was also made of new network progress, insofar as noninterconnected stations are concerned. This is being worked out, Kopf reported. This is the difficulty in kinescoping shows using union talent, especially when the contract is reported. To kinscape such shows which are used in other parts of the network, is a question of material, either original or adapted. To kinescope such shows and then sell the rights to a station, is another matter. If only one right is refused, the entire kinescope proposal is destroyed.

Notwithstanding these and the many sales problems confronting the network, Kopf expressed confidence that the network is growing steadily, said there is terrific色彩 for national and local business, and broadcasters should be able to handle the problems. But, he said, it would mean aggressive sales policies for all.

Because Kopf was in a fall during the convention, his report to the affiliates and those present at the NBC convention, it was decided to delay the best accounts, Ray Kersta, his assistant and director of NBC owned and operated stations.

Another Hiatus

SUN VALLEY, Idaho, Sept. 25—All those who to the entertainment value of the next KFI’s, which is (

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Another Hiatus

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4 Nets To Feed TV to WTMJ if DuMond's Merges

SUN VALLEY, Idaho, Sept. 23— Walter J. Dam, manager of WTMJ, Milwaukee, stated this week that he will shortly sign a television affiliation contract with NBC in Milwaukee.

The agreement will make WTMJ-TV the only station now operating in Milwaukee that has signed with all four video networks.

WTMJ is an AM affiliate of NBC, while NBC has affiliations with ABC and CBS. The DuMond deal will make NBC the first to be aligned with each of the big four.

Dam also declared that this policy of multi-affiliation will not affect his operation for a considerable period of time. Unlike the web situation in radio, said Dam, television finds the station, rather than the network, in the driver's seat. "They're going to have to come to me," he said.

He estimated that his AM affiliation would not be a factor in signing the best deal he could make in telecasting.

In addition, Dam was cautiously critical of the proposed new NBC contract for tele affiliation. Inasmuch as he has said he will sign for NBC, even if the entire proposal was unacceptable. The proposal, he said, both to station compensation and sustaining charges which as outlined by NBC, would make any contract for WTMJ-TV completely impossible.

Dam also pointed out that his station's position, especially with NBC, will determine the video connections between Milwaukee and Chicago.

TV Idea Exchange Set for Outlets At NBC Meeting

SUN VALLEY, Idaho, Sept. 26— Plans for establishing an exchange agreement ideas and techniques were set here this week during the NBC convention by several interested affiliated stations.

Altogether the proposal will be a program involving all NBC stations. Principal members of the panel are NBC, ABC, RCA, WRK, OKLAHOMA CITY, and Bob Dunville, of WTMJ, Milwaukee.

Basic for the exchange procedure is the fact that stations can gain highly valuable program ideas and save via the procedure. As an example, Blind plans to advise other stations how he arranged with University of Oklahoma for television rights to the school's athletic and cultural activities and how he plans to program them when his television station was signed.

Invites to participate will be sent to NBC video stations and those responding, according to the plan, will handle the problem of exchanging information so as to avoid duplication.

No Joke

SUN VALLEY, Idaho, Sept. 26—One of the biggest laughs at the convention was Graham Barker's entertaining comment about the "fair." Grabbed off by one editor, WJJ, Detroit, during a panel on television ownership and the "muckrakers" comments by Harry Bannister, WJJ, Detroit, about the "fair." Barker's remarks, "My fellow lambs and pigeons..., Think he was kidding?"

Affiliates Theme Song

SUN VALLEY, Idaho, Sept. 23— At the instigation of Stan Hubbard, KSTP, St. Paul, and Milt Greenblum, WSAM, Saginaw, Mich., Abe Burrows wrote a new theme song for the conventions of NBC's affiliate stations. The opus had its world premiere tonight when at dinner the affiliates serenaded Niles Trammell, NBC's multicolored arrangement, with a musical tribute to Burrows, who was the host of the convention on the entertainment side, wrote the number to the tune of Time on My Hands. It goes like this:

"Time on our hands, All on our faces. No view to see. Where that is to be a jail, All of our work we've been. Please don't go. Give us some attention; We're going ways.

From this blank start invention. Just mirth, Not TV. And it's all because of you."

(Editors note: The above version has been carefully edited from the Burrows original so as not to violate any network restrictions.)

Boff Reception Given NBC Short To Sell Radio and Web

SUN VALLEY, Idaho, Sept. 26— A new offering of NBC, presented as a film of a movie short, was shown for the first time by NBC during its annual convention. The NBC reception by NBC affiliates was terrifically well attended, with spectators crowded in to hear the special lecture of NBC's plans for television. Trammell told the convention he would be having himself cut out of the film, with Ben Grauer, as narrator, offering it for 25.00 for NBC's most commercial screening. One of the bespots in the pic, incidentally, is a shot of Trammell's house as a lens 1938, even to the high st ill camera, and doing a newcomer of an old-fangled carriage, and so on.

The picture was conceived by Charlie Hammond, now an NBC veepee and assistant to Trammell while he was the network's director of promotion. It is the brainchild of Jim Nelson, has been handled, with his aide, Roy Porteous, serving as NBC director. Script was written by Charley Watts, head of the NBC department staff.

Thurston, Hawaiian 'Magician,' Is Serial Hit of NBC Contab

SUN VALLEY, Idaho, Sept. 26— The second annual NBC convention, which wound up here today, not only served to deal out a mass of information to affiliates, but was also one of the most successful social events radio has seen for years. Topping the social side, according to J. F. Thurston, president of KGU, Honolulu; publisher of The Honolulu Star Bulletin, and head of the Hawaii Visitors' Bureau, for the NBC convention in 1925.

Thurston staged a high-pressure seine, culminating at the banquet, when he announced that the wives of all those attending with long orchid lei, flown in especially from Hawaii, and of which there were few in some 150 galangals, and immediately gained the support of all NBC drives for his 1930 pitch. But before and after his Thurston Night view, Thurston founted a number of infants with multicolored literature expressing the beauty of the islands, and for Thom, so far as we know, an important and happy souvenir, reading, "Hawaii, 1600," in the lobby of Sun Valley Lodge. Notwithstanding his campaign, NBC President Niles Trammell was exceedingly dubious of taking the huddle over the dinner.

Meanwhile, delegates had a full round of activities to keep them on the go. The highlights of the banquet, an excellent repast, was followed by a long and lively show with some very interesting features. One of these included Ralph Edwards as emcee. Abe Burrows, DuMont's budding Director of the NBC orchestra, Doctor Giovanni: Harry Mendoza, magician; Morna Kochet, the American Indian, and Countess, a Latin-American thrush. Edwards spoke of his work in "Ziegfeld Follies" and arranged for a typical roughhouse bit of Truth or Consequences but the real smash hit of the evening was "Harry, Burrows and General, each of whom did hula.

In addition to the banquet, there was an outdoor barbecue event, on the round of sports, which was especially noted and enjoyed by the delegates. They got a rough break on the weather, cold the first day, snow the second day, so the fact that it was handled as it was during this inclementy failed to dampen activities.

Entire operation, from the special

4 Casters Must Maintain AM Yet Prep TV

SUN VALLEY, Idaho, Sept. 25— The two-headed problem confronting broadcasters today, that of maintaining AM's listener and yet preparing for television, was highlighted by NBC's Trammell at the convention opening the network's second annual convention here Wednesday (20). Above all, Trammell warned, broad casters must be wary in taking every measure possible to keep AM as healthy as it is today.

Sound broadcasting today, Trammell said, is healthier than ever before, with sets at an all-time high of 72,000,000, a 62 per cent gain over 1929, the last year of the year. Editor and president of NBC, Trammell stated that this figure will reflect this increase as well, with 1948 looking as record high. A 40 per cent over 1943. Broadcast revenue is showing similar gains, he noted, with an estimated total of $500,000,000 for all forms of broadcasting of $500,000,000 for 1948. This is a gain of $300,000,000 over 1943.

In turn, NBC's No. 1 man said, the web is reflecting the industry's position and is moving forward with high fees revenue, Trammell said (the web's total income was around $675,000,000), and the program structure has been strengthened nearly every year.

NBC, said Trammell, is convinced that television will develop new sources of income and when it does, it will be into those of presently established ones. This is part of the development of radio. He foresaw that video operators could expect a "period of plenty" in about six years, a shorter period than was required by radio to get into the box. In five years a total of 11,500,000 video receivers is likely, he said, representing an enormous advertising circulation.

Nevertheless, Trammell warned, there is no room for complacency and it is not a luxury for the industry to remain.

NBC Dabbles in TV Mep Pic Production

SUN VALLEY, Idaho, Sept. 25— NBC has been experimenting with film production in Mexico as a possible future income source, it was revealed during the net's second annual convention at Sun Valley. The experiment was undertaken to establish whether suitable fare could be turned out there more economically.
Television Strides Forward
with the Premiere of the

PHILCO TELEVISION PLAYHOUSE

SUNDAY, OCT. 3RD * 9 TO 10 P.M.
NBC TELEVISION NETWORK

bringing to television receivers the all-time dramatic and
musical hits of Broadway, with the leading stars and featured
players of the Broadway stage

With the "Philco Television Playhouse", television comes of age
... fulfilling the promise of this new and vital medium of entertainment.

Every Sunday evening from 9 to 10 P.M., over the NBC Television Network, the PHILCO TELEVISION PLAYHOUSE will present a full hour

of theatrical entertainment on the highest professional plane. It will bring to the television screen the all-time smash hits of the Broadway stage, plays and musical productions which have entered the classic repertory of the legitimate theater. Each week the cast will include the foremost stars and featured players of Broadway ... whenever possible, those who were identified with the original success of the play.
PREMIERE PRESENTATION
Sunday, Oct. 3rd
The George S. Kaufman
and Edna Ferber Success
"DINNER AT EIGHT"
starring
Peggy * Dennis * Mary * Vicki
Wood * King * Boland * Cummings
Philip Loeb * Matt Briggs
featuring
Royal Beal * Jane Seymour * Judson Laire * Joyce Van Patten

Sunday, Oct. 10th
Daphne Du Maurier's
"REBECCA"
starring
Florence * Bramwell * Mary
Reed * Fletcher * Anderson
and a brilliant supporting cast

ON SUCCEEDING SUNDAYS arrangements are in
progress to present such plays as Street Scene, Cyrano
De Bergerac, Counselor at Law, Anna Karenina and others
of the all-time hits of Broadway. As these arrangements
are completed, announcements will be made of dates,
plays and players.

To achieve this milestone in the progress of
television entertainment, Philco has enlisted
the services of the Actors' Equity Association,
under whose auspices each play will be pro-
duced and directed. Bert Lytell, Honorary
Life President of Equity and Shepherd of the
Lambs Club, will be Philco's host each week,
narrating the action and giving intimate
anecdotes of the plays and players. From this
rich source of talent and material, the PHILCO
TELEVISION PLAYHOUSE will bring mature
theatrical entertainment to television.

In this Sunday Evening Hour of Television,
Philco takes a major step to widen the scope
of television entertainment and to bring
worthwhile programs to television screens
all over America. For it is Philco's purpose
to bring the PHILCO TELEVISION PLAYHOUSE
to every city where a television station has
been established. Thus, for the first time in
history, the foremost plays and players of
the legitimate theater will expand their audi-
ence from Broadway to the far-flung homes
of the nation, from coast to coast.

Finally, no small part of the sat-
sisfaction which Philco derives from
this enterprise is the knowledge that
a substantial part of the proceeds will
go to the Actors' Fund, the charitable
organization through which the thea-
trical profession takes care of its own.

So here's the promise of television enter-
tainment fulfilled! Tune in every Sunday to
PHILCO TELEVISION PLAYHOUSE
The Sunday Evening Hour of Television

PHILCO Famous for Quality the World Over
GIVEAWAY RATTLE ALL SET

Oct. 19 to Find Industry Lined Against FCC
Ban Wins Backing, Tho

(Continued from page 3)

hand at FCC by deadline last night. Two main lines of attack against the proposed FCC rules will be carried into the hearing by the commission. The rules will be argued that the commission lacks jurisdiction over lottery laws and that even if such jurisdiction did exist, the commission’s proposed restrictions go far beyond the intent of Congress in framing radio legislation.

22-Page NAB Brief

A 22-page brief by NAB using both the lines of attack was bolstered by briefs from a number of other biggies in the broadcast world, including the American Broadcasting Company (ABC), Columbia Broadcasting System (CBS), and NAB’s Radio Broadcasting Company (NBC). Sole major network which declined to file was the Mutual Broadcasting System (MBS) whose president, Edgar Kobak, earlier in the week had publicly declared the proposed rules were a giveaway and that MBS was not accepting.

NAB, in outlining its stand against the commission’s rule, explained that it was not amending the law but was placing the onus of giveaways but was challenging FCC’s authority to say what broadcasting violates criminal law. Radio programs called lottery by not unduly illegal.” The NAB declared thru its chief counsel, Donald Beam. Mr. Beam argued that the authority to interpret the criminal code was vested in the U.S. Supreme Court. He went on to declare that since programs proposed by the FCC to be prohibited were merely exceptions to the commission’s rule, it would constitute censorship and an interference with the exercise of freedom of speech, contrary to Section 336 of the Communications Act.

Columbia’s View

CBS declared that “by promulgating the proposed rules, the commission would be placing the power to prohibit in advance the broadcasting of a particular class of programs, the broadcasting of which is not otherwise unlawful, a power which the commission has not claimed to possess before.”

Radio Features, Inc., said that the rules went much further than the commission’s authority and suggested that the matter of giveaways was more properly handled before Congress.

Supporting the FCC’s position, With, Baltimore indie, made the strongest attack on giveaways, with former FCC director, said that against giveaways might lead to even more stringent administrative or legal regulations. On the FCC’s program rules, WTH declared, “as neither in the business nor in a participation as chance taker. It lies in the operation of the enterprise, is relevant to the public interest, and we expect the FCC to have complete authority to deal with the subject of giveaways.

A strong attack against the FCC proposals came from ABC, which

Crime Pays

DENVER, Sept. 25—Looks as if “Crime Does Pay” after all. All clear the K&K & Company here it does for the National Broadcasting Company (NBC) on the air. A 9-40 p.m. created a big one in the 8-39 p.m. slot on KOA, NBC outlet. Thru Hal Naiman Associates, the sponsor has stepped up the 25-week airing of film to Smiths of Hollywood, thereby grabbing a cream audience with “crime and justice” preceding it and People Are Funny following.

D-F-S Chi Shop Remains; Radio Staff to N. Y.

CHICAGO, Sept. 25—The shop and the box office at the “Crime Does Pay” will not be closed in Chicago. We still consider the Chicago area one of our major markets and will continue to make an important office here.” With these words, Mr. Floyd Legg, president of NBC, explained to the general manager of the agency, this week dispelled rumors that D-F-S Chi shop here will soon be moved, around 20 or 25 of its office-handling staff to New York after January 1.

About half the personnel going to New York are involved in radio work, Legg said. He explained that the shift is being made in the belief that the move should be beneficial to the agency in Manhattan. Substantiating his opinions, he pointed out that Procter & Gamble has five agencies in New York handling its advertising, while it uses only one agency, Kase, here. He also said General Mills has its regular office handling from New York, and the Mills is a Minneapolis concern.

Primary reason for the shift, he said, is the predominance of talent in New York. Further commenting about talent, he added that the greatest concentration of talent will be in New York, and that the agency should be best served on its accounts by having account executives near talent.

It was said there is no dissatisfac- tion with local network sales offices or talent representatives. Legg said some accounts would continue to be served by the local office and that others will handle new accounts.

The Bergen Show

Reshuffle Adds Don Ameche

NEW YORK, Sept. 25—Don Ameche has been given a weekly spot on the Edgar Bergen show, which is undergoing extensive remodeling. Ameche’s character, Brads, from the weekly 625,000 out while Bergen sees a new sponsor.

Ameche will revive the comic Bergen character and additional segments will be played by Francis Langford who did their own show for Old Golds last season on Sunday Columbia Broadcast System (CBS). Miss Langford was sought to remain Ameche for the Bergen spot, but was unavailable because of prior bookings commitments. With Ameche’s arrival dropped out of Lucien Bronson’s format, a new male quartet will be used. The new quartet remains virtually intact.

Addition of the Ameche skit, promised to be a hit with radio viewers. PhRapp, the program’s director, announced the mean ending of the show’s old guest policy, except for exchange appearances with other comedies. Also, Bruns and Brandt is anxious to get out of the 10:30 hour, and will inevitably check the show thrice this week, starting October 2, while Bergen hunts a new sponsor. While Bergen has no sponsors with Standard Brands has two ears run, but he would release them should another bankroll be available.

What Gives on KMPC Case? Well, It Seems That the FCC Ain’t Persecutin’ Richards

Six Months’ Lapse Laid to Sense of Their Play

WASHINGTON, Sept. 25—Break in the case of the three radio stations owned by G. A. Richards, the Federal Communications Commission’s announcement declared that its delay in a public announcement on the outcome of its inquiry into the stations was “has been caused by the nature of problems raised by him and that the commission has all the relevant facts and the person involved have an opportunity to present such facts.”

Klein’s announcement was made this recommendation today (25) in a letter replying to an inquiry of Rep. Arthur G. Klein of Nebraska, who has been asking for a decision on the stations—WJR, Detroit, and WSGR, Cleveland.

No Clue on Findings

The FCC’s reply to Klein gave no indication of the nature of turnings in the Richards case and it offered no clue as to whether further inquiries will be made or a public announcement. The conclusion letter was signed by Thomas E. Brodie, FCC secretary, to whom Klein had addressed his inquiry.

Don’t have your letter of September 17 in which you inquire as to the status of the investigations of stations KMPC, WJR and WSGR, instituted by the commission May 19, 1948. Since that time the commission has not made any public announcement of any decisions in the case, however, that this delay has been caused by the nature of the investigations in order to insure that the commission has all the relevant facts and that the persons involved have an opportunity to present such facts.

“I will be happy to mail you a copy of any public announcement that may be made in connection with this matter.

Time Lapse Cited

Klein’s letter to the FCC cited the passage of 6 months as a reason for inquiry was begun and recalled that Richards subsequently announced that the FCC would rescind “all demonstrably unfair” the appointment of Frank Mullen as general counsel for the Richards stations. “The American people,” then, would declare in his letter, “are likely to regard this long and unexplained delay with suspicion. They are well apprised that the commission is failing to carry out its duties to the public in order to avoid condonation from a special committee of Congress . . . “

“FCC is” referring to this reference was to the House committee investigating the FCC. The House committee was urged by Rep. Forest Harness (R. Ind.).

Frank T. Dow, chief counsel of the legal, told the FCC that the commission, has been handling the case, and Dow declined further comment on Klein’s letter.

Amer. Radio History

CINCINNATI, Sept. 25—First use of radio-equipped buses to plug motion pictures took place here when Columbia Pictures Corporation signed with WCTS, local licensee of Transhi Radio, Inc. for eight spot; daily on 400 busses in this city and in North-
Midwest Unit
Okays Switch
To Nat'l Body

20% Tax Fight on Agenda
By Johnny Sipple

CHICAGO, Sept. 25.—In an expansion move to get ballroom operators throughout the country to join the 19-
year-old nucleus of chiefly Midwest
terpy ops for a series of impor-
tant moves that may require national
co-operation, the Midwest Ballroom
Operators' Association (MBOA) this
week, during its annual convention
here, approved the switch to the Na-
tional Ballroom Operators Assn. (NBOA).

The motion was backed by attending independents
from all over the country and
Arnold E. Kahn, executive secretary
of the MBOA, said a large number of
Operators member groups were
expected to confirm the NBOA move
by the time the group adjourns.

"Move to go national was stimulated by the NBOA, he said, "to the
operators who suggested that we (BOANE) carry the ball on all these
problems with you." Kahn asked that the MBOA agenda be
switched to the NBOA agenda, that all
MBOA groups and others who
were attending the MBOA's
convention, told the meeting that, out of
those who had been appointed as
NBOA members, authorized them to
discuss at their next meeting
changes in the MBOA articles which
will make it possible to affiliate
certain other groups like BOANE into
the Association, the MBOA
president had informed him,

The move made a considerable
impact on the industry, and the
Thomson, General Artists
Corporation's New York rep,

NBOA Groups National

Previosu to the authorization that
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NBOA Discusses Promotions
To Hypo Slumping Receipts;
Dance Week Gets Spotlight

CHICAGO, Sept. 25. — Ballroom promotions designed to
stimulate public interest and
turn box-office grosses were given
the spotlight here this week. * the 10th
Ballroom Operators' convention
here, "regardless of the efforts of
to date, that the MBOA has
been responsible for about a year by
William S. Stratton, General Artists
Corporation's New York rep.,

Said Stratton was going to
the idea first to NBOA because he felt it
was the most logical choice of
promotions which have made
the ballroom business in
the last 10 years.

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association which will make it possible to affiliate
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Ban Lift Raises Biz, Law Posers

Justice Dept. Probes Legal Angle of Offer

Senate Groups Interested

WASHINGTON, Sept. 25. — The Justice Department is already examining the proposal of James C. Petrillo, American Federation of Musicians' (AFM) president, to lift the wage music ban, it was reliably learned this week. The Department was approached unofficially by Petrillo and its opinion, it is understood, would be a formal request for an opinion and would not necessarily constitute finality. It was also learned that a more direct action for Justice Department guidance would probably follow the feeling that has already been put out.

In addition to the awareness of the Justice Department, two congressional committees are determining whether to submit the Senate Labor and Public Welfare Committee, headed by Sen. Robert A. Taft, and the House Education and Labor Committee, headed by Rep. Fred E.olan, speculation is already going on in Washington and Columbus about the Taft-Hartley (T-H) Law, to cover not only the Petrillo-record situation but other industries as well.

With respect to revision of the T-H Law, an important consideration is the man who will succeed Hartley as chairman of the committee. Representative Landis of Indiana, is in line for the Task Force and Welfare Committee, and a deputy to the chairmanship is inevitable. It is believed, support legislation will be introduced in favor of Hartley. Senator Taft, too, who heads the Senate Committee and has already indicated his belief that sections of the T-H Law need revamping, but whether such revamping would apply to the music royalty situation is a moot point.

In any event, should the Petrillo proposal be considered illegal, such as an alternative ban would be considered costly and hard to take, inasmuch as revision would be a slow process. Congress opens in January and months would be consumed with discussion. Words would be drafted, heard in committee, and debated.

802 Wins Pay Hike For Sat. Club Dates

NEW YORK, Sept. 25.—A hike in Saturday-night dance rates for Local 802 musicians goes into effect beginning October 1, according to union officials.

The new rate will be $20 per hour and club owners will have to provide a minimum of three hours' work for each dance.

The union has also added an additional $5 in an hour for three-hour session. E. outlays feel they have taken a slugging through the years, their belief being that the A.F.M., in an attempt to increase employment for its members, has fixed the rates far below the going rate.

One demand of the union is that the payment of 2 cents per radio performance per station constitutes the minimum rate.

The plaintiff's affidavit, in addition to accusing BMI of the above-men- tioned practices, also claims that the payment of 2 cents per radio performance per station constitutes the minimum rate.

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New York:
Ed Burton, of Diamond Records, is now business manager for the Leo Belisan band which opened at the Plaza's Persian Room September 24.4
Our World magazine is doing a spread on the Four Tunes, vocal quartet. . .

We reported last week the pick-up deal for the convenience of judge box... Jim Bray, of London Records, is touring the South on a sales promotion junket....

Humble urks of Ennio Reyes and Freddy D’Alouno opened in Chicago last week at the Cameo Theater. Last week the Deschler-Wallick band in Los Angeles reportedly grossed $5,800, playing before 3,000 customers. . . Eddy Duchin, working a break-in engagement with his new orchestra at the Hotel Syracuse, Syracuse, N.Y., for at least two weeks. . .

Delbridge waxeries, Records’ division. . .

October 24, 1948
The Billboard
NEW YORK, Sept. 25—The Music Corporation of America (MCA) this week revealed that the agency was continuing its current expansion scheme. MCA shortly will open a new office in Minneapolis, which will report the MCA ork and set department much in the same fashion as the Chicagoland office for the agency’s operation. The new office will be headed by Charles Richler from MCA’s Chicago branch and will be supervised by Leighton Bailey, out of the Chalfin department.

Also included in the MCA expansion plan is the addition of new double platters to the agency’s Beverly Hills operation. This is mainly to bring the agency’s band department back under one roof with the sales office. The MCA office will be set up in the Beverly Hills Plaza. The salesmen will be moved into the Beverly Hills branch without his authority is on the verge of a settlement out of court.

Terms of the proposed settlement, Sterling will agree not to put any more copies of the platter on the market until a trial will award all claims for damages.

The Charts & Ads

The somewhat vacated appearance of the Billboard charts this week — no music popularity charts, very few ads — is due to the fact that the great majority of advertisers have moved into the fall advertising with the October 24th issue for the fall season. A special section published in conjunction with this chart issue (no music charts) will appear in the next issue (we hope all the ads will be right back here in the music section).

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The Billboard  

October 2, 1948

**MUSIC**

**Long-Run Renaissance In Offing**

**Name Bands May Find They Prosper Anew**

**Post-War Adjustment**

**New Year, Sept. 25—**Alto the band business has been moving along at little better than a walk, major record agencies are now taking possession of a number of promising developments indicating a big opportunity for orkesters. The most hysterial days of fabulous salaries and payrolls, it is conceded, are not likely to come back. But what can and will be done, it is felt, according to top-line execs, is a stable name band business, drawing its strength from commercial rather than everyday maestro, and based on run-run rather than day-day engagements.

The reasoning of the agency men is down to earth. Normal times, and without the impetus of the war years, the industry cannot economically go along on the basis of short-term engagements for top name orkesters. But believe this. Type of operation was extremely profitable in a war-year, but as grosses showed a tendency to decline they could be boosted to record-breaking proportions by bringing in a new crew.

Not Enough Names

Currently, there are some 80-odd bands on the air that there are simply not enough names in the business for this type of operation. Some bands are not being satisfied with reasonable profits accruing from long-term band dates. The agency men are beginning to hear by grosses by offering a new crew every week or two—or three—measured as policy leading to ultimate disaster. This would seem to be borne out in recent experiments of the bands along the East and West coasts, which, here-to-for, produced sizeable long-term policy. Hollywood's Palladium and the Philadelphia Civic are but two notable examples.

While thinking along the aforementioned lines, agencies are taking stock of their own personnel and giving facets of the business. Chief among these facets is the fact that a number of full-sized bands are now clicking steadily via recordings, and success of the other number maestro are reorganizing their crews and getting themselves on a brand new basis on a serious rather than sporadic basis.

**TD an Example**

Tommy Dorsey, for instance, goes into the Hotel Pennsylvania—the biggest hotel that he has had in a long time. Tex Beneke is slated to move into the Sherman Hotel, Chicago, at the end of the week and just last week Benny Goodman signed a pact with the royal Riverboat for a period which will probably be ready for bookings in early November. Others due for opening are Gus Arnheim, Claude Thornhill, The Horace Heidt troupe has been doing a solid business. The record agencies and other prominent agencies, commercial names, coupled with the fact that such personnel as Guy Lombardo at the Roosevelt and Freddy Martin at the Coconut Grove continue to put on solid business, have created a trend of optimism.

On the record end, it is interesting to note that Columbia's 25-Week, Dorsey's 15, Ray Anthony's wakening of Gloria, Blue Barron's cutting of You Were Only Fooling, Pee Wee Hunt's Twelfth Street Rag, Benny

**Lecuona Skeds L-A Fall Variety Tour**

**Brunswick Plan Discarded for New Decca Label**

**New York, Sept. 25—**Ernesto Lecuona, Cuban composer-pianist-conductor, will preview his proposed individual tour as L-A and coast-to-coast variety tour with three November appearances in eastern cities. Biller as "An Evening of Music and Entertainment" to avoid a strictly long-hair identification. Lecuona, present in the U.S. to introduce new singers, dancers, pianists and vaudevillians from Spain and Italy, is likely to be a wide popular appeal.

The six-week booking is scheduled for November 20 in Carnegie Hall, followed by 22 and (Phillips' Academy of Music) 23. Besides plenty of new and old Lecuona, programs will list works by the most representative and independent of each Latin-American country.

**Six Bashes Get Kenton Big 320**

**MCA Inks B. G.; Ends Guessing**

**New York, Sept. 25—**Stan Kenton, testing off on a series of 32 concerts, grossed a total of $32,000. Kenton's first show at the Hotel Roosevelt, which were divided into two concerts each in Philadelphia's Academy of Music (1) and New York's Carnegie Hall (17-18) and John F. Kennedy's Symphony Hall (20) gross of $2,944.10 was the low point.

It is understood Kenton is asking $1,500 to $1,750 per engagement in 60 to 66 per cent of the gross after taxes.

**Victor Baits Hook**

For Millinder as Advisor on Music**

**New York, Sept. 25—**A deal has been arranged in an advisory capacity to the RCA Victor artists and repertoire committee. RCA has for some time worked for King records in a somewhat similar capacity, if the RCA artist works out of some place a new and no longer handle the King job. The RCA Victor artist can offer a complete new product to RCA Millinder will also sign an RCA Victor recording pact as an all part of the same deal.

Situation is second of two which the RCA artist and rep committee has been involved in the field. First case was that of Bob Haggart, whom (1) signed the Walter Page (dub) as being in a territory (billy) area as RCA artist and rep advisor on folk stuff.

**Strength That Certain Party, Kay Krider's On a Slow Boat to China and Stanley Black's Take Two Birds in the Bush**, are getting a lot of attention. The former is a very good straight vocal effort with the line of dishes, of course, is that they have been—re, that matter, continuing to be—so popular.

**BMU Prepares Note to French To Honor Ban**

**LONDON, Sept. 25—**As an aftermath of the British broadcast strike, which were completed here when the CMA added that the British-Muskoneen, musical organizations, British Musician's Union (BMU), which was not interested in the record of American artists in England and Ireland, the BMU and that it will sanction recording sessions for and by American artists.

**Tragic circles here believe that lack of interest in the BMU and BMU ban by the French record companies may lead to an eventual adjustment of the current BMU ban policy. It is believed that French disinterest may lead to easing of the BMU ban.**

**Brunswick Plan Discarded for New Decca Label**

**New York, Sept. 25—**Decca Records is expected to launch its plan of a new line which will serve as a promotional and revival outlet for lesser-known and new talents as well as for a series of reissues to be taken from its famed Decca and Brunswick catalogs. The new label name is set, but was not revealed, since formal registration proceedings with the copyright office have not been completed. The new line will retail at 70 cents and will be forthcoming in about two months. Decca execs revealed.

**Original Decca Plan to Issue This Line on a revival of the Brunswick label after it was discovered, that the line was taken to Decca thru the world. Rather than risk the loss of world rights to the discies, firm exec decided to give the line a new name.**

**Royal Roost Gets Woody Herman, Who Cancels Chicago Date**

**New York, Sept. 25—**Continues its recently-announced plan to feature big bands, the Royal Roost is now planning to take over the summer of 1949, with the national Community Chest drive, in order of the idea of the Victory Fund, because of the proposed war tax. The Peacher, 1949, will be de-featured, and a set of 15 civic or charity organizations, who will co-operate with local civic leaders, to hold the campaign in their communities. The campaign is being advertised and the theme: "We should all promote the Community Chest because, you know, we're all in it for.

**Winner in each locality will receive an unannounced CCM recording of Because.**

**Victor promotion crew is giving the show the highest possible media support.**

**RC Ties In Disk-Red Feather Ballay**

**New York, Sept. 25—**Promotion-minded RCA Victor is tying in with the national Community Chest drive, in order of the idea of the Victory Fund, because of the proposed war tax. The Peacher, 1949, will be de-featured, and a set of 15 civic or charity organizations, who will co-operate with local civic leaders, to hold the campaign in their communities. The campaign is being advertised and the theme: "We should all promote the Community Chest because, you know, we're all in it for.

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PHILLY PHADDLE . . .

TUNES TOUTING . . .

CANADIAN CAPER . . .

EASTERN HEAT . . .

MIDWEST MELANGE . . .

CONNECTICUTTINGS . . .

GOTHAM GAB . . .

Gotham Gab . . . Signature Patrol Bob Thile guested on Jack Lacey's WINS Pluggers Parade last week. . . . Ted Lawrence leaving WINS for NBC's Mutual Broadcasting, Paul Broder has added the lithe bix to his WATG Requestly Yours show, with poetry readings a regular feature now. . . . Ted Steele and his 22-piece orch set to open at the McAlpin Thursday night. . . . The lithe bix of John Donough, Larry Clinton, Percy Faith and Nellie Lutcher for his transferred jockey show. . . . Fred Sales taking over for Hal Tunis at WATG, Newark, with his new 12 piece orch and vocalists. . . . Fred Blair, WJWL, Woodside, doing a Musical Memories contest series. . . . Floyd Gross, the new director at WJLB, is an expected caller at Beginning Friday (24) Jack Eigen's WINS show from the Copa becomes sponsored by Strauss Stores. . . . Brad Phillips of WINS won a $1,400 N. Y. State War Veteran scholarship with which he will aim for a Ph.D. in communications at Columbia University. . . . Six local spinners have accepted the invitation of the six-day bike race promoters to engage in a special opening day race at Kingbridge Armory October 17. Conceptists include Ted Lawrence, Jack Barry, Dave Miller, Ben Brenner, Jack Eigen, and Jack Lacey. . . . A new winner will get a de luxe model hospital cot—and a pair of tweezers . . . Eddie Jarl, Scandinavian music house publisher, is doing a half-platform platter show over WXQR Saturdays. A unique twist is that Eddie is his own host. . . . Rainbow Records is selling lemon drops along with vinyl pressings of Chubby Jackson's be-bopper, Lureen, at $1.50 each. . . . Earl Williams, WIBA, Columbus, is a regular reviewer of the Air, Saturdays at 15, beginning October 2. . . . Fran Farran, ex-WGH-FM jockey, is switching to WMPO-FM, Jersey City, N. J., to do a platter-cum-fashion show.

Fisherman's Luck!

HOLLYWOOD HIGHLIGHTS . . .

Fisherman's Luck!

Cap Songs Issue "Jaqueti"
N. Y. Music Pub Biz Takes Sprunt

NEW YORK, Sept. 25.—The last few weeks have seen a spurt of activity in the music publishing business, with the result that several announced song manuscripts have gone back to work. According to Bob Miller, chief exec of Music Publishers Contact Employers, the union's unemployment list within a brief time has shrunk from $3 to 24.

Some recent personnel moves in the song plugger ranks are as follows:

Bobby Kornlieiser, formerly with Verve & Co., has replaced Sylvan Spiry at E. B. Marks, at Warner Music, Dave Bernstein, formerly with General Music, has replaced Mac Clark. Another switch concerns Bill Savit, formerly with the Warners music interests, Savit this week arranged to represent Cavalier Music, a Broadcast Music, Inc. (BMI) house, on the Coast. The move is tied in with Cavalier's push on You Walk By.

In Hollywood Billy Walter has rejoined Leon Rene's American Society of Composers, Publishers and Authors (ASCAP) house is also putting on a contact man in connection with the drive on Gloria.

Here-We-Go-Again Note: Kid Toolters Okay for Parade?

PHILADELPHIA, Sept. 25.—School authorities in suburban Delaware County were involved this week in another dispute with officials of the American Federation of Musicians (AFM) over the use of a school band at a public function. Last fall the Ridley Township High School was placed on the union's unfair list. This week it's the Chester High School, which has offered its band to march in a fireworks display, as did the Ridley Township toolsters last year.

School officials met this week with Louis Rosenben, secretary-treasurer of the musicians' union, Local 484, but no decision was reached regarding Rosenben's request that the Chester band be withdrawn from a fireman's parade at Reading, Pa., October 7. The school band has been asked to march with the Moyamensing Hook and Ladder Company, and as the school board's president, Norman W. Markle, put it: "It's not because the Chester Elks Band, the only professional band in the city, has already been contracted by the Goodwill Fire Company."

Benjamin Berry, of the Moyamensing firemen, said he had approached Rosenben about a month ago regarding the hiring of professionals, but Mr. Markle, the Pittsburgh, Del., band with which the union official proposed would have cost $800, which the firemen did not have. Furthermore, he added, the Wilmington musicians had no uniforms.

Ban Lift Raises Biz, Law Posers

(Continued from page 29)

bargaining position to negotiate with and if the Petrollo proposal is considered legal, are nevertheless aware of one fly in the ointment. This, briefs in, the possibility that one of the major companies will accede to Petrollo's bargaining demands. The offer is a precedent for such an occurrence, and should it happen again, it is believed that the AFU should bring all the companies into the Petrollo camp. It is also pointed out that should one of the major record companies with an e.t. affiliation, accept such a move, would also bring all the transcription firms into the Petrollo fold permanently.

Longevity Deals

Another point of interest in the projected antitrust suit is longevity. Should a deal be possible, record companies, for the sake of a long-term deal to obviate trouble in the near future.

Point of Interest is whether the AFM, in the event a deal is possible, would be given any kind of an exclusive status. Theoretically, as a result of a contract, a deal, as inter-company, under the impression Petrollo could be forced to accept an exclusive contract. Be that as it may, it's interesting to note that the mountain ranges between European and American countries.

As compared with the midwest monthly of $41.5, British rates and prices vary between $3 and $4 per month. French rates are often paid off with a CARE package, obtainable for $500. Receiving company exists get together for another bull and brain meeting Tuesday (28).

CHICAGO, Sept. 25.—The building by an appointment day last week, Dick Bradley, Tower Records pres., announced a major distributor shake-up and expansion.

New U.S. deal for Tower include:

- Margold, Charlotte, N. C.; Staff, Dallas; Tower, Los Angeles; United, San Francisco; George Gray Co., N. Y.; G. R. Howell, Rochester; Robert Sales, St. Louis; Sunland Supply, El Paso; Pan-American, Penobscot, Fla.; Northwestern, Seattle; & G. Port, Portland, Ore.; New with this week, are Small, Pierre, S. D.; Major, Buffalo, and Massachusetts Music, Boston, Canada will be supplied by AVC, Chicago, and while Music, Ltd., Honolulu, will cover the Pacific region.

Tower Expanding Distrib Set-Up

Foul on European Hunt for Longhair

NEW YORK, Sept. 25.—Jack Philbin, who has been with the General Artists Corporation (GAC) over a period of time past, has left this week. It is believed that Philbin will return to the personal management, biz, from whence he went with GAC.

Philbin's last assignments with the agency were with the television field, the former handled erks and music biz personalities.

Foul on European Hunt for Longhair

HOLLYWOOD, Sept. 25.—Irving Foul, Tempo Records pres., left this week on a three-month European tour, with an eye on possible acquisitions. He will visit major European capitals, devoting part of his time to the acquisition of copyrights to extend his operations aboard. Several wax companies are under the impression Petrollo could be forced to accept an exclusive contract. Be that as it may, it's interesting to note that the mountain ranges between European and American countries.

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GALE SIGNS ORIOLES

NEW YORK, Sept. 25.—The Orioles record group whose discsing of I'm Too Soon to Know on the Natural label, brought both the tune and the group to the spotlight, this week, inked a management contract with the Gale Agency. The contract will not be personally managed by Gabbi. Lutz & Heller as originally reported. Instead it is understood that assistant district toppey Jerry Blaine and the new Gale, Deborah Chandler, will handle the group's affairs.

Got a Match?

CHICAGO, Sept. 25.—Sדברman versatility reached a new high this week when drummer Merle Mahone, who doubles as road manager with Barclay Allen's organ and also keeps accounts and audits the Capitol recording meters, added school teaching as a side line. He received permission from the Los Angeles school board to tutor three second-grade youngsters, whose dads work with the Allen ork. Mahone was formerly a junior high school teacher in Denver.

Delbridge To Play Odds

DETOIT, Sept. 25.—Del Delbridge and his ork have been booked on a cross-country tour in connection with the previews of the new Oldsmobile opening in November. The booking, placed thru the Delbridge & Gerrell Agency, will include a complete showfloor. Delbridge is now on a coast-to-coast tour with a similar unit for the previews of the new Nash, as reported in The Billboard three weeks ago.

Mr. R. E. Towle

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Bad Timing

MILWAUKEE, Sept. 25—When is an act immortal—at the beginning of a performer's contract? that was the question posed here Monday (780) by Civil Judge Ted E. Wedemeyer in the case of Gale Palace, which was charged with an indecent performance.

Miss Parker, booked as Vivian Talbot, was supposed to start Sept. 14 at the Club Milwaukee, where she had been working until the last few days, for three weeks.

Decker offered. John A. Decker said her act had been approved by local police, that she had been booked for performances on other occasions in the last 10 years, that her bookings were not objected. "In fact," said Decker, "there was no objection until the end of her engagement."

Judge Wedemeyer observed: "It is strange that the arrest was made near the close of her contract. Arguments have been made here for several years. But if the act is adjudged immoral, what is an entertainer to do—every time police officers enter a club? We have a movie censorship board and an idea if we had a similar board to approve night club acts."

The case continued to the case March 31, 1949, and advised Miss Parker, was one who would not show here during the adjournment.

Vaude Revival
At Hwd, P radar?

HOLLYWOOD, Sept. 25—An attempt to mount Downtown Theater here in the making sparked by theater operators. The projected theater would provide employment for the American Guild of Variety Artists (AGVA) and Local 47, American Federation of Musicians (AFM). House has been a film theater since December of 1941, when the last showings of live offerings as a result of a squabble with the AFM over standing orders.

Ciro’s Pacts Downey
To Buck B-W Outlay

HOLLYWOOD. Sept. 25—Ciro op, H. D. Hoover, is bringing up the heavy talent act to meet the invasion of the Beverly-Wilshire’s Florentine Room and Kay Thompson into Monty Downey they at that time. Hoover reported $86,000 per week tab. Downey float. The spot November 12 for a two-and-one-half week engagement, while Thompson and the four Wil Three events will be held.

Insiders say there’s more to the Downey engagement than meets the eye. It is reported that Downey will open the Beverly-Wilshire Riot, long held certain the act would return to the spot November 12, with Thompson and the brothers playing all of it money brackets.

The group was willing to return to Ciro’s, but when Hoover was told what the act wanted last week, Thompson thought it was a courtesy will pay its price in the at $1,000,000 for 30 weeks, 20 percent.

Boreo Revive for Times Hall

NEW YORK, Sept. 25—Emil will have a concert in New York Times Hall in mid-November, using a revised format formula for six additional acts. The hall will have over 20,000 ballots, but to press $500 rent. It has a capacity of 303.

Kelly Denies Plaint
By Nan Blakstone

NEW YORK, Sept. 25—Billy Kelly denies charges leveled at her by Nan and her husband, Donald Gertrud, that he was responsible for the poor bite the Blakstone Outlaw. Attribution lies to Gertrud’s refusal to pay him and his request to appeal to the American Guild of Variety Artists (AGVA) to collect his salary for him. Gertrud and sent to Kelly May 29, Gertrud wrote... you were outstandingly brilliant. It is a direct feature support during our recent tour... as Nan’s husband and manager I give you credit for turning in the performances nightly which kept the wheels turning and credited you in a state of great desire to return to act in the touring repeat business we have enjoyed..."

Toronto Prince
Edward Starts Show Play

NEW YORK, Sept. 25—Prince Edward, Toronto, will start shows October 29, with a budget opening show that will run about 10,000. Setting entrance into the room will be a departure for the spot, which has been sold, a show play building, it will give the Barclay Hotel, a small budget operation, its first real commitment and may result in a minor threat war between the two spots.

The idea of the show is that Dick Henry, of the William Morris office, is the booker for both spots. The idea is to make the Barclay after the show boat acts from every show playing in the Toronto, followed by the Hotel and the Barclay was always trying to get acts for little dough in and some of the spots to make deals because his was the only place in town.

Prince Edward, Harry and Ben Nazarro use Morris acts of various calibers.

Det. Fox Close
To Vaude Sked

DETROIT. Sept. 25.—The possibility of a final stage show for the Fox, the largest Detroit theater, is全力 clear, following an experiment with a stage show headed by Tony Martin this week, billed as the house’s year-end celebration. The stage show experiment is being continued next week with a one-day personal appearance by George Jessel, William Holden, Edmond Gwenn, and Nunnally Johnson of the Coconut Town on Thursday (30).

The late date in connection with the world premiere of A variety for Pep Boys, in which Holden and Gwenn appear, indicates the business thought at the big house. Negotiations for other stage attractions are known to be under consideration.

Wessons Pinch-Hitting

NEW YORK, Sept. 25.—The Wes- sons, instead of Maxie and Bert Wheeler, will come into the Capitol. Baer’s picture relates make the change necessary. This will be the Wessons’ first job together since they broke up on the Coast a year or so ago.

Badftep Into AGVA-AFM Feud

No New Shows
In N.Y., Oct. 1
Until March 1

Litigation Board’s Moratorium

NEW YORK, Sept. 25.—There will be no new night clubs opening in any capable to vote. The union mailed out between October 1 and March 1, 1949, according to an announcement made this week by the New York License Board.

The State liquor authority ruled a moratorium would go into effect on a Statewide basis October 1, and take place on any stage selling liquor, hadn’t, the state said, order before that date. It would have to wait until December 1, 1949, before the file again. All local boards throughout the State have been told to lay off.

The effect of the order is to give the authority a chance to make sure all clubs have their existence and to check up on whether the holders are living up to rules. The decision will hit hard on the entertainers now in the process of getting money to open new clubs. Usually runs, wait for the money and then apply for the permit. Clubs which have permits and new owners have made applications to the authority will also be affected by the ruling.

Cites Cash Bond Guarantee

(Continued from page 31) Also guarantees can of AGVA’s bậc of none of its members hold an AGVA card without joining AFM, which is a branch of the American Federation of Musicians. The union payed up with AGVA until 1949, action is contemplated by AGVA.

A similar case occurring in the past few days involved an entertaining business man, who held AGVA cards and were told to give them up in favor of AFM credentials.

AGVA’s Resisting

It is reported that a part of the reason for the AGVA’s stand is that AGVA would ask every performer to act with voice acting, in addition to music, to become an AGVA member. If AGVA’s drive should succeed, it would bring within its jurisdiction practically every cock tail unit which is connected to playing instruments. It is also known that many such units would be interested in joining the AGVA, which is the only one with a cash bond guarantee.

The Four A’s come into the picture this time with its Toronto Fair and trying to AGVA were to remain unchallenged the same rule might be applied to other show business.

Nazarro, WM
In Legal Tangle

NEW YORK, Sept. 25.—Another legal battle with Nat Nazarro in one corner is due to start in court in a couple of weeks over the status of Buck and Bubbles. Nazarro’s opponent this time will be the William Morris Agency, who Nazarro accuses of alleged “conspiracy to reach a settlement.”

The suit filed in the New York Supreme Court, has Nazarro asking the Morris office for an accounting of all money received for and from Buck and Bubbles, who Nazarro alleges, were booked by the Morris office without authorization from him. There is no indication sought by Nazarro against Buck and Bubbles with Morris, which has Nazarro accuse, were booked by the Morris office without authorization from him.

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The Savannah Club, New York

Capacity: 200. Price policy: $2.50 minimum Monday to Thursday; $3.00 Friday and Saturday.

Purpose: Vaudeville, music, variety and dancing.

Contact: Joyce, 553 East 22nd St., New York City.

Louisville's finest and best-known mystery show was presented for the past few weeks. Lynn E. Payne, the music director, and his orchestra, were a hit with the audience.

The show opened with a musical number by the orchestra, followed by a dance routine by the girls of the show. The audience was then introduced to the performers, who included a comedian, a singer, and a dancer. The performances were well-received, and the audience was left entertained.

The show closed with a final dance number, leaving the audience欣然离开.

The Savannah Club Reviews

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The show closed with a final dance number, leaving the audience欣然离开.

The Savannah Club Reviews

The Savannah Club, New York

Capacity: 200. Price policy: $2.50 minimum Monday to Thursday; $3.00 Friday and Saturday.

Purpose: Vaudeville, music, variety and dancing.

Contact: Joyce, 553 East 22nd St., New York City.

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Contact: Joyce, 553 East 22nd St., New York City.
Le Direcire, New York (Wednesday, September 21)

Floor preem of this chi-chi Rast Side room brought out all the nuances in town, many dressed in their best bib and tucker. A lot of the customers came in opening of the show, only heatedly discussing the musical merits and arguing whether it would go over.

The new show here brought together the diverse talents of Les Compagnons and the Zonys, each of whom contributed to make a big success of this job and one that should make money.

Pearl Bailey's work is a far cry from what we used to see when she was the Zanzibar. She has a polish and a slickness today which, superimposed on her large physical delivery, makes her an outstanding performer. Along with that, she has acquired a delicious sense of humor that gets healthy responses from the show biz-wise crowd.

Laz Bailey's material is a combo of her trade-marked specials, like Good Enough for Me, and oldies like Row, Row, Row your boat. This makes the material tend to lose its impact; it doesn't seem so sincere. Bailey has found her completely satisfactory.

Les Compagnons
Les Compagnons (10 lads), who made quite an impression on this floor as an elaganted act here which could sweep the floor as the next for the College crowd. The group works entirely in French, a fact which is calculated to attract the city's large coloured population. Their numbers are in a foreign language its meaning is universal. One of the lads usually ends his number with a bit of the song in English; there is no need to translate-

Sones
The Sones is a new group who zoomed into the scene from the frankly ridiculous to the somber balladizing of dirges. Best reception was given to an American jazz outfit as seen by a Frenchman.

The Sones, brother and sister dance act, had some minor troubles setting their routine. A smooth floor and comparatively limited work space. But they managed to do an excellent job as the girl with the medium height, well formed, dark haired and graceful, looking somewhat like a younger edition of John Saye (and) Noldi, made a fine foil for her partner. Together they spread the kids opened fast and kept the pace all the way. Their routines were a strange combination of adagio, echo and ballroom bits interspersed with lifts and a coda. A corder, twirled by the girl was also unusually effective bit. The boy has a pleasing speaking voice, without accent. For a ballroom act with a novel twist, the Sones are a refreshing departure from the conventional.

Ted Strayer played the song right on the button. His piano vocals were pleasant, Cepko and Gladys are a hit. The Sones did a nice job with the Latin tempo. Bill Smith.

Yeggs Aid Flack
MONTREAL, Sept. 25—The Sages came off the steamship, the city, was robbed of its weekend, $2,000 to $4,000 early Sunday (10), three yeggs tied up the watchman and cabby. A big flack and the flack department explored the scene, they were revising its ad in the Monday newspaper.

"They took our money, but we could never get the steamship's old show," "We Must Be Making Money Than Any Other Club," etc, etc.

Club Ekonyo, New York (Wednesday, September 21)

Except for the absence of comedy the new show offers a solid 45 minutes of entertainment. It is a brashly, fast and furious package that should be well received by the crowd.

Hampered by a hoarse throat, Billie Holiday was not her usual self but still had enough to sock across several of her sweet spots. Her routine, which is something in pictures and her You're Drivin' Me Crazy, replete with inimitable Holiday arm and body motions, gave fresh meaning to the old line. The girl's strongest asset is the emotional feeling she puts behind each interpretation. However, she might forget I Wonder Where Our Love Has Gone. Neither the lyrics nor the melody rings the bell.

Cook and Brown
Cook and Brown, a pair of eccentric dancers were sold out in the act of Strictly Brown, a small guy, wears a wide infectious grin and his solo knobby kneedness in dancing, which he shows on the wacky side, got appreciative applause. Cook, who does an old-fashioned cakewalk, and one-legged jumps, makes an excellent partner. Act is made to order for the spot.

Janet Sayer has a fine acro-tap routine. The girl, nicely costumed in a lace arm sleeve and pleasing, and her cakewalking isn't unusual is competent. Her Tabu register is characterized by fair, sometimes, ground headstand splits and one-arm stands.

The good looking five-girl chorus has a few simple routines which are apparently well rehearsed. One number, her especially, in which phony, recent costumes were used, was good for a big hand.

Ziggy Johnson, the show's producer, is an asset as an emcee, but he's not a singer. He proved it with a couple of numbers.

Buster Harding's oke out the show in competent fashion, keeping its tempo hot and fast. Leon Moore.

Cafe-Loung, New York (Wednesday, September 21)

Asking any one act to hold the stage successfully for 45 minutes is demanding a great deal, and if the singing duo of Cass Franklin and Monica Moore don't quite measure up, it is no reflection on them. The team has a fair share of potentialities and coupled with other attractions on a diverse presentation might go over nicely.

On the asset side, Franklin and Moore have improved on appearance, and under the guidance of Monty Franklin, the singer, and his dancers, the team has improved on the stage. Franklin socked over one number—two-fisted in top fashions—implied a certain degree of enthusiasm. As a team, their best number was Anything You Can Do which in their voices could probably battle each other for winning results.

But as a long act, they are required to sing too many numbers throwing too many songs in. But too the act. Their singing also needs a change of pace, perhaps some comedy to give diversity to their overlong act. They had the right idea in their Calypso Never Trust a Man, a lyrics which are saved and far from being a complete throw in their effort is wasted. The conception and more coordination along this line might help them.

Irving Conn and his orchestra did a fine job of backing the act.

Le Ruban Bleu, New York (Wednesday, September 21)

Looking like a reviewer's job easy. All he has to do is think of nice things to say, when four good acts are put together and packaged for the customers' delight. As evidenced by the full house, the good word has already gotten around.

The sock act of the show is Connie Sones. This fan on seems ready to go places; she has the delivery, the material and the kind of vivacity that spells click. Her It's Smart to Be Thrifty and twin burles of the Men of Distinction and Love For Sale had the audience crying for more.

Paul Villard is another who holds an audience. Singing his sea chanteys in what seems an authentic style, he registered throughout. His best was an original Besie From Boise.

Fletcher and Sheidy, comedy act at the room perfectly. Sparkled by Jack Fletcher's facial contortions which were good for plenty of yocks. Miss Sheidy's nightingale voice, Betty Davis, animals, etc, but at times, the routine was just a bit too much for the laugh.

Gigi Darston, a small voice pop singer, really sells. Simply grown and employing a sincere, unaffected style, she won her audience imme-

tly. Her best was When Tears Are to None, and I Wonder Where Our Love Has Gone. Nearly as strong was I Understood.

The Normann Paris Trio cut the show in fine style. In their solo stint, they sang a couple of numbers, at times, ho, they had a trend-
yming to overarrange, to the detriment of the group, as in Concert.

Leon Moore.

The Stolen Pierre presents
CHARLES R. Grazier
Impresario & Music Director

Lottillion Room
CAFE PIERRE

Seasons
1946-'47
1948-'49

(©Copyright 1948)

The Current Slate Brothers stunt is a showboating of their "new" act, which is new insofar as personnel is concerned but well-known otherwise. Syd, Jack and Sandra now compose the act, with Henry seeking other fields following the Slater's breakup after the Bill Miller Riviera stint.

The turn moves much better than it did before, tho the format is basically the same—crazy pieces of business with a Hellzapoppin' approach. Maybe it moves better because now there are only two guys punching instead of three, but whatever the reason, the streamlining has helped.

The boys garnered hefty yocks from the time they walked on. Sandra, a statuesque blonde, provided a beat foot with her warbling (not one of the major things in the act) and her straight. The Slates now have the makings of a good, commercial act. They've clicked solidly in Montreal and should do likewise in other spots around. But a lot of their standard stuff will have to be revised to get around completely before they'll be ready for New York. It's just a question of material now—they've got the delivery and showmanship down pat.

Judy Banzner, young warbler, signs a new act. Perhaps if the act could put more polish into the bill. Miss Manher showed a pleasant, slightly raspy voice and a fine selling ability. However, her comedy (thrown into a sound-singing routine) didn't get anywhere on the night the show was caught. Also, her costuming could stand improving. As it is, the act with the big feather doesn't go at all with her personality.

Nick Martin's small conjo cut the show effectively. Charles J. Lazura.
NIGHT CLUBS-VAUDEVILLE

VAUDEVILLE REVIEWS

Casino, London
(Monday, September 10)

Chatterly, 1.150. Price, 60 cents to $5.00.
Three books. Bernard Donof. Show played by the Casino orchestra.

For the first time in weeks the London Casino played a variety program with one of the best bills seen here in some time. The apparent reason for this was that the Casino was given up to the British Swimming Champs. Two dozen customers went on the stage when they called for volun-
tees. Five were picked to participate and his demonstration ran 30 minutes overtime and 15 minutes into the second show. When Slater finished he had the audience standing and waving their hands.

Vivianne and Tami, jugglers, opened the bill. Their act was smooth and their routine above average. Prakson, the magician, held over another two or three weeks. Fred Lee and the No. 2 spot with his sock act. Walter (Dare) Wahl scored again with his tumbling routine.

Leo Feld Sings
Leo Puhl, boy singer from Holland, hit a high spot when acts to appear here, Gene Desroy and Marquis the Chimpanzee, brought a howl from this theater. His act was a fast one in the acrobatic part of the act. After the Chimpanzee, Fred Lee, performed the performance on a bicycle as he rode about the stage was outstanding.

Kenneth R. Wigger

Oriental, Chicago

(Tuesday, September 11)


It's quality over quantity this week, with a few two-act parades that generate more response than the bulk of the longer variety bills that have been seen here of late. Every act responded, ranging from good ideas to bad ideas.

The Dolanoffs and the Raya Sisters have something unusual in the way of face lifting. A black-garbed male "invisibly" tosses the ten threemans down from one side to the other. The illusion is helped by a pair of huge, brilliantly designed marks that dull the vision. Act opens as a toy doll routine, with the aid of the puppet and numerous staff wrapped around the curvevous moments. A very well done double-jointed magic routine. His comedy is well done. The male's handling of the gag is flawless.

Masters and Rolins, local favorites, came up with plenty of laughs, especially in the patter comedy bits, such as his duet with Francis. Their routine, a "thriller," mixes nice with the straight musical diet. Earl Hines, piano; Jack Teasdale, trumpet; Sid Castril, drummer; Arvell Shaw, bass, and Barney Bigdell, clar, contributed fine solos and整车 on a varying tune from up-tempo modern to a pop like that.

Pic: Date With Judy. Johnny Sippel.

Chicago, Chicago

(Friday, September 14)


House has a competent four-act unit this week, but lacks the spark so often missing in vaudeville. A number of those special material to make her bronzes. Jack Fulton does nothing to get it off to a good start, trying a corny date with the audience. Tune put over a routine interpretation of "The Nightingale." Helen and Howard had to work hard to break the cold audience with the poor Fulton stuff. Helen's judo handling of the husky is a good one, and Howard's down the rabbit is a surprise with her brunt handling of Howard and several boys in the band, and get giggles all the way. Only hitch was some dull dialogue after their J-jump closer, and a few lines they left off in the last act.

Gil Masie has worked war-

terribly nicely into the opening of his animal act. Whitney excels plenty of consternation when the first time. Moe Howard is one of the most famous of the human wallers, and his wall in a theater like that in a theater for stage creations. He is a very good actor in his work, especially stuff like his machine-gun keyboarding of 12th Street and the and the best of the 10th. The Raya Sisters are also of the 10th. The Raya Sisters are also of the 10th. The Raya Sisters are also of the 10th. The Raya Sisters are also of the 10th. The Raya Sisters are also of the 10th. The Raya Sisters are also of the 10th. The Raya Sisters are also of the 10th. The Raya Sisters are also of the 10th. The Raya Sisters are also of the 10th. The Raya Sisters are also of the 10th. The Raya Sisters are also of the 10th. The Raya Sisters are also of the 10th. The Raya Sisters are also of the 10th. The Raya Sisters are also of the 10th. The Raya Sisters are also of the 10th. 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N. Y. Spots Mull Policy Of Bills Minus Dancing

NEW YORK, Sept. 25.—A trend toward an entertainment-without-dancing policy is being felt at some of the bigger night clubs, including Reuben Bleu, is growing in night spots. The latest recruit to the clubs following this trend is the West End, when it opens about the middle of October.

Reasons for this switch in policy are two: First, it is tough getting talent for night spots, and the absence of dancing means the elimination of an oak with no salaries to pay. This has resulted in a considerable reduction in costs, and second, it is cheaper to run.

However, the two forces following this trend are liable to find that appearances are deceptive and that getting customers is a harder job than ever before. For one thing, one good act doesn’t fill a room and, for another, it is a fact that is right for one club may not be right for another. That was proved when a certain act booked into the Tilt-Dee, Monmouth Park, after scoring heavily at One Fifth Avenue, New York, was glad to be out of the city after one night because it didn’t fit the room.

The two things that spell success to these East Side spots are talent and longevity. Talent selection is the ability to pick the right act for the room, and few acts have manifested the ability that Herbert Jacoby, Blue Angel, manager, has shown in that direction. Plenty of work and careful thinking goes into getting acts for their clubs.

Longevity means that an owner cannot try out the policy for a few weeks and then give up. He has to stick with it perhaps for several months until a following is developed and results are forthcoming. This also means an act has to have a booking roll and not be afraid to take the strides off until the policy starts paying.

Several clubs have tried to emulate Reuben Bleu and Blue Angel this year and most have failed. They opened with a spring of acts, but the talent was bad and the rooms weren’t around at that time of year.

Bradley’s also took a tiff at the East Side type of operation and failed. However, the Penthouse Club opened in a spot where a well-organized and, as was expected, with a bang. Maxine Sullivan was the attraction that started this spot rolling. After a tough summer, the Penthouse is still riding with its new policy.

Gordon Sees Conn. Booking Slump, Describes the Cause

HARTFORD, Conn., Sept. 25.—No booking for the Strand in Hartford, Connecticut territory night clubs doesn’t look too good, according to the report of an investigation made by the granting Board of the Hartford Government Bureau. Gordon Moore, club manager, made the statement in a report to the Federal Government Bureau in Connecticut territory of a variety of factors. The 10 per cent booking tax, “cheap” acts and lack of club management to stick to “artistic advertising in the trade bringing down the nightly grosses,” he says.

Gordon means the deliberate attempt by some night club operators to feature what he calls “Broadway theatre” acts which, he says, are, in reality, merely local acts picked up by unfruitful advertising. Gordon realizes that the home talent may be better than some of the Broadway stock, but he also points out that a niter or presenting “Broadway show” labeling home talent is not only misleading the public but also creating a general impression that the management “ain’t what it should be.”

The veteran Hartford booker also claims that newspapers ought to exercise an absolute censorship over advertising which pretends to offer “Broadway shows” in the place of “home town talent.”

MONTREAL, Sept. 25.—Vaudville may be dead as far as other cities are concerned, but in Montreal it’s very much alive, according to the report of the Gayety Theater, about the only house in New England still playing today without fascinators. Montreal has invested some $85,000 in remodeling and rebuilding.

New York:

Stem Tips 394G; Cap 59, Strand 36, Roxy 108

NEW YORK, Sept. 25.—Vaudville was busy last week, making the loop from the previous evening’s stage take the five-hour total for the first time in many years. A healthy $43,000 was boasted by the Fifth Avenue “Woolworth’s” the other night. The bill is Joe Howard, Illinois Jacquet and His Little Band, Al Dennie, Ed Sullivan and His Harvest Moon Dancers, the Ice Show and Luck of the Irish.

 Paramount (3,054 seats; average $12.90) continued its strong showing as indicated by a strong $80,000. In the third week, with Jack Leonard, the title is the top money earner and his dock and Sonny, Wrong Number. The second week was gross $11,900.

Capitol (4,397 seats; average $8.60) slumped to $80,000 last week. Its last showing was $36,000 ($9,110). The presentation included Elsie and Ruby, George Price, Betty Reilly, Gene Krupa and his orchestra and Luxury Liner.

 Strand (4,720 seats; average $10.00) came thru last week with a week first gross of $25,000. The new show is “50,000 Miles” and good along with $87,000. The new show is “50,000 Miles” and good along with $87,000. The Strand’s last week of the old bill was good for $80,000.

SCENEY

One Drop, Flat Sets, Cyclorama, Dolly Cart. Set designer: J. B. McLaughlin. Operating Equipment: SHERRY SCENIC STUDIO, Inc., Columbus, O.

Introducing for $1.00 Only

Middle-Bracket Thespians Famine

Subscriptions Dropped by 'X'

NEW YORK, Sept. 25—Indications are that the subscription series of the Experimental Theater (JT) will not function this season. Execs at the National Theatre and Actors Equity (ANTA) feel that functioning series require that receipts of a deficit of $60,000 last year is not sensible.

The fact, the invitational series will be substituted and scripts done on a budget of several hundred dollars each at neighborhood playhouses in New York. This means that from 10 to 20 plays can be presented and more actors, directors and Dram. Royce will get a chance to show their wares. Two of the plays being considered, are Abe Godlin's The Fifth Horseman and Roger Floyd's King of the East Wing.

Actors Equity at one of its recent council meetings made a determined and successful stand to retain the concessions that the subscription season is a result of the economic recession that hit the unions. However, now the Experimental has decided that the season is being cut but a little production and it is bowing out, at least until some sort of arrangement can be devised to produce the series cheaper.

New Stages Expands Board,Appeases Org

NEW YORK, Sept. 25.—The board of directors of New Stages has been brought up to seven members being added, and control of the org has shifted even more firmly to the hands of its membership. For the past year much discussion was occasioned in New Stages because the membership found that New Stages and David Well应付, the managing dir., is now running the org without its consent.

This new move will give the shareholders more to say about the plays. New board of directors elected for one-year terms consists of Robert Gurney, David Hebbad, Robert Kay, Rose, Florida Frekkis, Kenneth Murray, Michael Stevens and H. R. Leach. New Stages goes into production next week with Thornton Wilder's transmogrification of Jean Paul Sartre's The Vicar.

BROADWAY SHOWLOG Performances Sept. 25, 1918

Dramas

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New Stage Ice Show in London

NEW YORK, Sept. 25.—The Bushnell Memorial, legit leg, has installed a new stage floor. The stage floor is a 20-foot-deep maple strip in front of the footlights for tap dance, where the old strip was only seven feet deep. William Mortensen is managing director.

Bushnell will have their town's first ice show in six years starting November 9.

The famous blade spaces have played only New Haven and Springfield in the Connecticut territory.

The first show in the three-hour show with 20 acts and a girl line of 14, produced under supervision of George D. Tyson.

ELT STICH IS STATIC

NEW YORK, Sept. 25.—Actors on the Equity Library Theater (ELT) await the return of John Golden, who is now in England. Actors Equity has asked the old ELT committee to work with Golden and deChanca's pool and pay off the company for his return in two weeks. When he is back, the union will consult with him to devise a financial agreement. However, if there is no meeting of the minds, chances are there will be no producing money elsewhere.

Industry Plays Open New Field For Thespians

CINCINNATI, Sept. 25—A new outlet for the talents of legit actors was seen here in the presentation of a three-act play and a one-act fantasy at the Shawnee Asiatic St. Paul's Home. The producers, advertising and public relations meetings of the Seagram-Diallillers Corporation in the Netherlands Plaza Hotel.

Revolting to stimulate sales and public relations spirit of company personnel, is the presentation, A Sure Thing, and the results of the four-act drama are the sons of commercial films are to the pie business. The opening is an outgrowth of the success which greeted a short comedy presented at company meetings.

Produced by John Malone, of the Roy S. Durstine ad agency, New York, the cast included such Broadway thees as Billy M. Greene, who also functioned as stage manager, Lella Ernst, Frank Rollick, Karen Collier, Jan Kruger, Katie Tagg, Bob Duff and Bill Ford. Earlier this year the company was directed by Harold Young. Technical ends of the show, including stage settings, are handled by Garden Displays, Inc. The show is to be introduced by Shawnee sales managers, each before his own territorial representatives.

The audience, numbering almost 3,000 people from 23 States, represented Songram distributors and salesman, and the show is a firm and a large number of important business companies.

The drama is the result of a company feeling a lack of operations and modern competition require the highest degree of showmanship to keep up with scientifically applied merchandising skills. A play, because of its use of live actors, has a unique, personal and intimate appeal that is lacking in movies, television and printed material. It gets inside the man who has to handle the trade and compels the audience to identify themselves with their counterparts on the stage.

Early Curtains for London

NEW YORK, Sept. 25.—West End theatregoers are releasing 750 seats for the only theatres drawing last crowds are those which are not presenting either Live Legit shows, which began at 8 or 9:30 in pre-war times, and reverted to earlier openings, with b.m. taking an immediate interest. London theatre critics believe the Haymarket Theater, with The Glass Menagerie ringing up at 7:15 instead of 8:15.

For review of Towne House, which opened Thursday (23) at the National Theater, New York, see page 4 of this issue.
BROADWAY OPENINGS

STORY OF STRANGERS

(Opening Tuesday, September 25)

ROYALE THEATER


HARRY MILLER'S THEATER


MAGDALENA

(Opening Monday, September 29, 1948)

ZIEGFELD THEATER


Out-of-Town Opening

EDWARD, MY SON

(Opening Wednesday, September 30)

SHUBERT THEATER

Jury Hears 19G Suit Of Ice Show Vs. U.S.

CAMDEN, N.J., Sept. 28.—A five-year-old suit filed by an ice show against the federal government finally reached its climax this week when a jury of 11 men and a woman in U.S. District Court heard opening arguments of an action involving Ice Capades, Inc., Pittsburgh; the Arena Association Management Corp. of New York, and the government.

The promoters of the ice show seek undated damages for alleged loss of $9,000 resulting from war of vengeance of the Convention Hall, Atlantic City during the war. The show, in accordance with the lease, was to have operated July 16, 1942, and released it after it was no longer possible to train the show promoters had rented the hall six months before the government moved in.

The suit contends that government occupation of the hall of equipment which had been shipped to the show in 20 of that year. The show was shifted to Hershey, Pa., at a cost of $10,000. The government denies any damage was done.

"Menagerie" Slated For Campus Tour

NEW YORK, Sept. 25.—Leandre Field is sending Glass Menagerie to the schools and universities throughout the Midwest for the American College Theatre and Academy (ANTA). The Williams script has toured extensively but never before in college Menagerie will star Carroll McComas.

Quilty Opens 55th Year

BOSTON, Sept. 27.—The American Journal, holding the long distance record for operating a dancing school, Daniel Quilty, 55, of Boston, is still as strong as ever. He will be thirty-nine next year with his Quilty College at College. Several of the country's outstanding terriers, including Eleanor Powell, have been his pupils. Quilty is 72 years old.

Hears this story of Waller the Magician is similar to that of a remarkable story of the same age. From the time he first appeared on his own head to the age of 12, Waller was the talk of the town. He was a natural magician, and his fame spread far and wide.

JUNE, the Musical, presented by the University of Chicago, Chicago, June 5-7, 1937.

BOB ECKLUND, magical emeritus of Erie, Pa., tells of catching the per

SPEED DERBY

Opening BIRMINGHAM, ALABAMA

SEATING CAPACITY, 7,000

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Watch next issue of The Billboard for opening date. For details, write

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Eddie Kaplan

255 S. Beard St.

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165 West 46th Street

New York City

CHORUS GIRLS ALSO WANTED FOR MARYLAND THEATRE, BOSTON, MD. GOOD SALARY.
New Auto Park
For Lansboro
HARTFORD, Conn., Sept. 25—New Sunset Park Auto Theater has been opened in Lansboro, Mass., under direction of W. Wendell Budrow, Fred P. Charlot and Fred E. Jeffers. Budrow, who also is president of the 40-acre Sunset recreational park in Lansboro, said that the theater is the beginning of a large development, with plans including a swimming pool, tennis courts and a picnic area and playgrounds.

Ted Stennes, who came to bring in vaudeville and name bands. Earl Sweeney, Pittsfield, Mass., has filed plans to construct an outdoor picture theater there. Natick, Mass., will hold a special meeting October 6 on an application for a zoning change to permit the erection of an outdoor theater there.

McDonald's Solo
Unit Frames Tour
CINCINNATI, Sept. 25—W. J. McDonald, who successfully opened his solo show here September 1 and who has been continuing the tour since September 20, will make a coast-to-coast trip starting October 7. The unit will tour the country extensively, making stops in all the major cities, and will be played in Canada, in all Ontario.

Havely Okay in Tex.
Moves to Oklahoma
CINCINNATI, Sept. 25—Elmer Havely has completed his tour, giving magic by Havely and specialties by Mrs. Havely, who has been playing away from the city. The unit is now reporting to good results. Unit also is presenting 18mm, p. circuit.

Havely reports that he plans to move into Oklahoma soon where he has an established 16mm, pix circuit.

Raleigh Drive-In Owners' Association Gets Charter
RALEIGH, N. C., Sept. 25—Secretary C. W. Dunbar has received a charter to Drive-In Theater Owners' Association, Inc., with principal offices here.

317 Drive-In operators are corporators are Francis White, L. L. Thelmer and Robert Jeffress, all of Charlotte.

Gitt Adds Animals, Pix
CINCINNATI, Sept. 25—Gitt's show, which recently added a small animal act, has lined up a number of locations in Texas and will play that territory for the next few weeks. It was announced this week. Unit also has added a few secondary religious pic to play a number of church and school engagements.

CINCINNATI, Sept. 25—Pef. G. Harrison, head of the speech department at Kent State University, who directed the Majestic Showboat on a successful tour of the Ohio and Kanawha rivers this summer, will act as acting director of the Kent State Speech Department after the history of the show beat to be aired over Station WVLN here. Broadcast is to be heard sometime in October.

B. Elliford Company, Nugent Family Toplight Coast Shows

E. Lawson Says School Shows
Get Lift From Hillbilly Orks

CHATTANOOGA, Sept. 25—Radio's string and hillbilly bands have done much to increase the popularity of school shows. Everett Lawson, Knoxville, said here this week that radio stations and bands generally ignore this type of entertainment are now being forced to include the popularity of hillbilly performers and have booked their organs, guitars, banjos and other hillbillyounding for their shows. This, Lawson says, includes booking him and his group for the assembly show.

"This made it possible in recent years," continued Lawson, "for the established school show to take a larger chunk of the receipts than ever before. Where formerly the show regularly playing school assemblies had to give 40 and 60 per cent to the school now it hands over only 20 per cent and can look on the basis of the radio show regardless of the size of the cast."

"We have been criticized at times for not charging more to the schools, because of charging too many cents for assemblies, when we could easily get more. The reason is that we feel that we get just as much money—no, actually more, than we would if we charged more. It is for the same reason that we never charge a group who are teaching in the same school.

They have a right to feel that the show is for people at the same money as others who charge more and likewise play to less people for about the same money. Not many years in that sector... ."

Graham's Novelty Show and Museum, which has been playing Washington, has given to good business the past month, is working on a new type of program. At the business hasn't been too bad this year. All Barlow has been working to get his novel show out of Tahoko, Tex. He says he has been looking over the Spotlights and Players, and is planning to take them to Tahoko for the winter with a new show. Barlow says in his tent set up for the season. He has himself and wife for vaudeville and some people an old vaudeville and comedies a few prints which he will show later this winter. Barlow wants to know if Billy Johnson is still in business. Barlow has now a crew of four people.

Darrell Players are a new group that will play sponsors dates for the City this season. Will Beaman is managing the four-people set-up... .

DURING THE 1898 most popu-
lar amusement was a vaude show, all the towns, from San Diego to San Francisco, Billy was beloved and his company was eagerly looked for.

That was before the advent of the nickelodeon. Much of the vaudeville had to be done by horse and buggy overland. Baggage was hauled by wagon. A few with the jumps were pleasant and enjoyable, for those days California was as noted for good roads as it is now known for highways.

Also, the old opera houses Bill-
ford played remain standing, but have long since been turned into theater churches. The old familiar fragment of grease paint and powder must be at least as old as the hills and today's generation knows nothing and cares nothing about the old vaudeville and comedies the old vaudevillians loved in the yesterdays.

(See Toplight Shows on page 78)

Biro—Lejos, Hungarian dramatist, September 18 in London.

Branchwater—Dane Lilian, leading British actress for 31 years, September 17 in London. She made her debut as Jessrem in a Merchant of Venice at the Old Vic. William Har- bison and Gerald Lawrence company. Further appearances were in such plays as As You Like It, Julius Caesar, The Vortex, Symphony in Three Parts and, from 1942 to 1946, in Aladdin and Cinderella. She was the wife of Dane Grand Cross of the British Empire. 

Brinen—Hugh J., 69, president and general manager of station WJLB, September 20 in Philadelphia. He was formerly majority stockholder of station KSTER, Pittsburgh, and owner of station WJB, Green-berg, Pa.

In Loving Memory of Margie Celin, passed away October 5, 1947. Issy Celin

Clewos—Eugene C., 88, composer and noted bass of the American concert and light opera stage, September 30 in New York. He was a member of the famous Bostonian Opera Company in 1883, and made his debut in 1886 in The Bohemian Girl. After remaining with them 10 years, he appeared with the Alton Opera Company in London in 1901. His New York bow in 1905 in Will Scaw- ler in Robin Hood was followed by roles in the Fortune Teller and The Ringing Bell. His last appearance was in 1922 in the New York produc- tion of Chau Chau China. Aside from his singing he composed over 40 songs, among them Forgotten and Crossing the Bar. His widow, Louisa, 89, and daughter, Mrs. E. M. Cline, 54, survive.

Crevis—Israel S., 54, pianist and music manager, September 15 at his home in Los Angeles. During his active years he appeared with many USA units and at the Stage Door Canteen in Philadelphia. His parents were Joseph and Samuel C. Crevis. Survived by his widow, Ora, and five children.

Dohvan—Teres, 3, son of Ho- bert Dohvan, radio announcer, September 15 in the family's home in Northridge, Calif., September 22. He also leaves his mother, Mrs. Alice Dohvan.

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Eto—Lewis, 56, former British actress, September 20 in Edmonton, Alta., Canada. She was a member of a Princess of Ken- tington, she created the role of Na- din, in the Opera, South America won not the slope in the Opera's Merry Widow in 1968. Her husband and son survive.

Ferrari—Gustav, 76, Swiss composer, conductor and musicologist, recently in Geneva. He conducted at the Century Theater, New York, and was music director of the Peace Society. He is survived by his wife and two sons.

Gallagher—Jim, 78, former canvas man with Barnum & Bailey Circus, September 17 in Upper Darby, Pa. He is credited with being the first roving circus man in this country. Glambi was also a founder of the Maple Opera Company, producer of the Maple Opera Company, producer of many operas in Philadelphia. He is survived by his wife and two daughters.

Gish—Mrs. Mary Robinson, former actress and mother of Marian and Dorothy Gish, September 17 in New York. She formerly appeared in the movies, then joined the stock, and later gave up her career to manage her daughters.

Griggs—E. M., 59, composer, with the Pine Avenue Scenic Society in Philadelphia, September 9 in upper Darby, Pa. Survived by two brothers, a sister, five nieces and a nephew, and two stepchildren.

Herskovitz—Mrs. Elizabeth J., 75, who was a noted actress in the Danish amusement monthly, Echo, September 5 in Copenhagen.

Holtz—William, 76, former president of Lom 400, American Federation of Musicians, Hartford, Conn., September 15 in that city. Burial in Hartford, September 17.

Jones—William, 60, former Pickup and pic actor, September 16 in Cooperstown, N.Y. His widow and brother survive.

Karen—Leora, 83, actress, September 20 in Hollywood. She has appeared in many stock and dramatic companies, in Hollywood and New York. She is survived by her daughter, Mrs. George A. Garwood of Los Angeles.

Kirk-Huff—John, 59, former film cob, recently at Ketchikan, Alaska. Survived by his widow, four daughters, and two brothers.

Kirkman—Robert R., 84, orchestra leader and composer, September 16 in New York. He was a member of the American Legion of America as an agent; September 16 in Philadelphia of burns which he received in his home in Hollywood, Calif. Mrs. Ruby, daughter of Dave Rubloff, and former vocalist, his parents, one brother and two sisters survive.

LaBatta—Lilli, 61, from a call of a heart attack in Kansas City, Mo., September 13 in that city. She leaves her husband, her parents, and two sisters.


Morse—William E., 70, character actor, he left the legitimate stage in 1921 in East Islip, L.I., N.Y. Debating with the Castle Square Theater Company in Boston, he later worked with Barkeley in the original production of Partners. More recently, he appeared in Dobrowith and Ethan Frome. Here, he and his wife survive.

Parker—Caroline, 74, former actress, September 20 at her home in Detroit. She was with the Sam Sume Theater in Detroit and on the West Coast. She has been in the national tour with the Cincinnati Symphony of Frank G. Tandy, and recently appeared with Mrs. Schum- kausn, and Josephine Campana at festivals, the latter as a singer. Survived by a sister, Mrs. Ada Van- derbilt, and an aunt, Marie B. Martin, with whom she resided.

Payne—Tom, 50, former with Ring- Tuey, Barnum & Bailey Company, September 15 in Long Beach, Calif., September 15 in California.

Reynolds—Mrs. V. A., 74, former actress, September 19 in Hollywood. She was a member of the Philadelphia Orchestra. She is survived by her daughter, Mrs. George A. Garwood of Los Angeles.

Richert—Ignatz, 102, associated with the Leblang Ticket Agency on Broadway for 30 years, September 20 in New York. He was a well known member of the theatrical community even after his retirement 20 years ago. His daughter and six sons sur-

Rosini—Paul (Paul Vartic), 48, one of the country's leading concert maestro's, of the Magic Circle, suddenly September 19 at the Low- round in Chicago, and died in his sleep in his sleep. He was for many years featured in many of the national's leading theaters and was related to his widow and two sons in Gary, Ind. For 30 years he has been under contract to Warner Bros. as a stock player. Survived by his widow, a daughter and two sons.

Willow—Sidney, 72, Negro stage manager of the Dream Horn Crewe on the O. K. Corral, was found dead by a gang of idlers. He was a successful Negro in Hollywood. He was a former manager of the Pan-American, Los Angeles, and was a member of the Washington Post. He is survived by his widow, a daughter and a son.

Ryder—Harold E., 69, Quaker- town, Pa., band director and com- poser, September 21 in that city. Survived by a son, daughter and brother.

Sill—Eddie, for 33 years a member of the Siegfried-Silbeulet, Los Angeles. His widow, a sister, and a brother.

Smith—Lawrence, 70, for many years a member of the London and Commercial, and well known in cir- cuses, was recently among stock company circles in Dyersville, Iowa. Survived by his widow, Lillian, a brother and two sisters.

Poppendorf—Sam T., 42, assistant property man, September 20 in Lakeside, Calif., was recently on the train while on route to the West Coast. Survived by his wife and two sisters.

Thompson—Andrew, with the old Frank Cooley Dramatic Company, September 15 in Los Angeles. He is the son of the President of the Old-Time Vaudeville and Dramatic Arts' Club of Oak- land, Calif., September 12 in Los An-

defed September 30, 1947

In Fond Memory

D. W. "Whitey" Taft

May He Rest in Peace

Jo and John Quinn World of Pleasure Shows


Witherden—Mrs. Philip, 69, president of the Edison Club, Cincinnati, and former soprano, September 17 in Bethesda Hospital, Cincinnati. She had been a member of the Cincinnati Symphony Orchestra for 30 years and frequently appeared with Mrs. Schum- kausn, and Josephine Campana at festivals, the latter as a singer. Survived by a sister, Mrs. Ada Van- derbilt, and an aunt, Marie B. Martin, with whom she resided.

White—Lea, 68, vaudeville character actor at the Bohemian Memorial Hospital, Glendale, Calif., September 20 of a heart attack. While started his career in music halls and came to the West Coast in 1915, his career was under contract to Warner Bros. as a stock player. Survived by his widow, a daughter and two sons.

Wilk—Sidney, 72, Negro stage manager of the Dream Horn Crewe on the O. K. Corral, was found dead by a gang of idlers. He was a successful Negro in Hollywood. He was a former manager of the Pan-American, Los Angeles, and was a member of the Washington Post. He is survived by his widow, a daughter and a son.

Wolfe—Chief Black, roper and trick rider, September 20 in Marshall, Tex., of a heart attack. He is the son of the late Walter Wolfe, former agent and former vaude producer, September 7 in Hollywood. He was a member of the Blackstone and was associated in producing acts in Texas, New Mexico and California. He is survived by his wife, a son and two daughters.

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The members of

Cetlin and Wilson Shows

join in paying tribute to a beloved friend

Mrs. Margie Cetlin

who passed away October 5, 1947

Sadie Wilson
May Hawkins
Pearl Norman
Speedy & Hazel Merrill
Claude & Irene Sechrest
Tony Lewis
Walters Family
Tommy & Ruby Wilson
Harry & Jean Errigo
Mr. & Mrs. George H. Harms

Lem Gibson
Fred Utter
F. B. Martine
Russell C. Harms
Michael Dorso
Helen & Pete Thompson
Mr. & Mrs. John King
Mr. and Mrs. J. A. Soret
Mr. and Mrs. B. A. McDonell
Mr. and Mrs. J. A. Logan
C. Linebach
W. R. Harris
G. F. Carter

Geo. (Whitey) Jackson
Eddie Lane
Mr. & Mrs. H. Benjaman
A Friend
Singer's Midgets
Geo. and Raynell Golden
Annie Mae Miller
Mr. & Mrs. L. B. Campbell
Mr. & Mrs. Burt Miller
Mr. & Mrs. Pete Manos
Mr. & Mrs. Thomas Keating
Mr. & Mrs. Jimmie McNish

John W. Wilson
Ray Hawkins, Jr.
John Miller
Dorothy Miller
Thomas J. Fox
W. Hewett
Al Dorso
Geo. Goodman
Al Tomaini
Dave Adams
E. Chambers
Edward K. Johnson
Dottie Velez Johnson
R. C. McCarter
Mr. & Mrs. J. Trump
Mr. & Mrs. R. A. Lewis
Doris Smith
Henry S. Roeller
Mom Lee
Jack and Beth Arnott
Tractor Drivers
Mr. & Mrs. J. Monti

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**Outdoors**

Communications to 155 No. Clark St., Chicago 1, Ill.

Eastern States Gate Open

First 6 Days' Tab 298,353

Ideal weather prevails—crowd handling speeded—attractions draw big

Springfield, Mass., Sept. 25—Alfho excellent fair weather has prevailed, beginning with opening day Sunday (19), the Eastern States Exposition, largest of the New England annuals, went into today's final performances about 20,000 behind the gate mark of 385,012 set last year and with little chance of eclipsing the 400,000 goal set by officials. Daily attendance was off during the first three days, but picked up Wednesday (22), when the fair set a new mark for that day. The gate dropped to 57,000 in Monday, then clung to yesterday, Friday (24), to climb yesterday, Friday (24).

Comparative daily figures:

<table>
<thead>
<tr>
<th>Day</th>
<th>Paid Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>83,402</td>
</tr>
<tr>
<td>Monday</td>
<td>72,721</td>
</tr>
<tr>
<td>Tuesday</td>
<td>82,514</td>
</tr>
<tr>
<td>Wednesday</td>
<td>51,076</td>
</tr>
<tr>
<td>Thursday</td>
<td>46,974</td>
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<tr>
<td>Friday</td>
<td>35,096</td>
</tr>
<tr>
<td>Saturday</td>
<td>45,076</td>
</tr>
</tbody>
</table>

Though the fair got under way with a record number of exhibitors and concessions on hand, the attendance of New England governors, as well as several from adjoining States, accounted, as in the past, for the peak attendance opening day. Howard W. Selby, exposition president, read a statement of congratulations from President Truman. Missing this year was Gov. Thomas E. Dewey, of New York, whose presence last year earned the exposition reams of publicity.

**Traffic Alred**

The principal improvement this year was the flow of traffic in and out of the gates which was considerably speeded thru the addition of several gates. The bottlenecks which have stalled traffic in the past apparently have all been eliminated.

Columbus and grandstand attractions (See Eastern States Down on page 63)

**260,000 Paid at London, Ont., Fair Revival**

London, Ont., Sept. 25—Paid attendance of 260,000 was registered by the Western Fair, which closed its 64th season here Sunday (24), according to tabulation show. This represents a gain of 60,000 over the 195,000 total of 1939, when the last fair was held, prior to this town's occupancy by the Canadian army.

Perfect weather prevailed throughout the week, and grandstand attendance hit new highs, with capacity and overflow crowds the general rule. The stands were packed solid from the opening day, when 10,115 horse races were offered in the afternoon and a revue and circus acts, booked thru George A. Hamit, New York, were presented at night.

On the midway, the gross of the Conklin Shows was reported approximately double that of 1939.

**331,346 Attend Reading in 8 Days**

Reading, Pa., Sept. 25.—The Reading Fair drew 331,346 paid admissions during its eight-day run last weekend (18) to top last year's total by 197. It was announced by officials. Biggest single day was Friday (24) when 55,126 attended.

Williams Township received $15,102 in admission and $5,000 from the Cetelin & Wilson Shows, which held the midway contract.

**Jimmy Jamison, High Diver, Appearing at Danish Park**

Copenhagen, Sept. 25—Jimmy Jamison, America's high diving star is playing a return engagement at Copenhagen's Tivoli Park, his second appearance here this season. Jamison recently played five weeks at San Diego, Calif. His last appearance was last August at Ranser's Tivoli, Danish carnival.

Close-Ups:

Paul T. (Trader) Strieder, Pa to All, Father to Fairs

By Herb Dotten

(Paul T. Strieder long has been known as Pa Strieder. Three daughters and a long association with the fair business pinned that on him. The 72-year-old Tampa fair manager declines to say what his middle initials stand for, but there may be an outdoor business who insist it meant "Trader." Pa chuckles at that. He concedes, with obvious satisfaction, that he has been called a good trader.

After four years as speed superintendent he moved up to the post of manager, a job he held until 1916, when the fair's property was sold for a building site. In the intervening years, Pa, in addition to running the fair, arranged for all-day events and "almost any kind of a thing that would operate on a percentage," he recalls.

Wife Becomes Ill

His wife, the former Alice Bigelow, also of Fort Wayne, became ill at about the time the fairgrounds was sold and the Stridert moved to the warmer climate of Florida. Shortly after arriving Pa acted a fair was being advertised, and he hired himself there, talked himself into a job as entry clerk, and the following year, 1918, moved up as manager. (See Paul T. Strieder on page 58)

"Wheels A-Rollin'" Surpasses Million Paid Attendance as R.R. Fair Gate Hits 2,270,771

Repeat in '49 of Chi Lakefront Event Seen as Certain

Chicago, Sept. 25—"Wheels A-Rollin'," spe at the Chicago Railroad Fair, this week passed the million mark in attendance. The pagant had played to 1,005,523 customers thru Thursday night (23), execs announced.

As the spee neared the million attendance figure, the executive board of the fair met and empowered Maj. Lenox R. Lebr, president, to make a decision as to whether the fair will be repeated next year. That action virtually assured a repeat in '49, with the fair to follow the same format of this year, plus some innovations.

Attendance at the fair itself received 2,270,771 Thursday, the 66th day of its run. Original estimate of fair officials were that it would play to 2,000,000 people. Originally, the fair was to be a 9-day affair ending Sept. 17, but the run was extended and this week the official closing day was set for October 3.

Huge turnouts of school kids, thronging in groups to avail themselves of reduced prices put in effect after Labor Day, this week swelled attendance. The night attendance has fallen off due to the attendance of the day, but the heavy kid attendance throughout the fair has speeded this week to capacity or near-capacity afternoon grandstands.

The huge crowds have held high the play given to entertainment on the railroad, running the length of the lakefront fair site. Thuys Thursday, total of 64,758 had paid thru the gates since the fair's opening July 26.

1-Night Cele in Milwaukee Pulls 350,000

**20G Outlay for Attractions**

Milwaukee, Sept. 25—Lured by a huge and strong array of high and ground acts, an estimated 350,000 persons thronged the Upper Third Street for 10 blocks here Thursday night (23) to celebrate the completion of the Milwaukee street.

The celebration, which focused attention on the removal of trolley tracks, the paving of the street and the inauguration of bus service, was sponsored by the Upper Third Street Business Men's Association. That org. set up $10,000 for food and music and the response, crowd-wise, far surpassed expectations.

High Acts On Together

High acts were spotted down the 10-block stretch, with ground acts interspersed, clowns bands playing at intersections and clowns working both sides of the streets. All of the high acts were presented simultaneously.

The program was arranged by Cliff Burmeek, promoter-producer of this city, with all acts booked thru Charlie Zematter Sr., Chicago. High acts were the Great France, Silver Conders, (See Milwaukee Cele. on page 63)
Tulsa's Annual Sets New Marks All Way Around

TULSA, Okla., Sept. 23.—Records in several events were set during the annual World's Championship Rodeo, which opened at Madison Square Garden Wednesday (29), with a spectacular group of cowboys from New York as star attractions, and the audience resounding with applause and cheers greeting him in the arena.

The girls will compete for the first time in a professional world event in Monday (27) in the Garden before a jury including Jacqueline Cochran, president of the National Air Races and N. J.,功率 and renowned Jimmie Lynch's Death Dodgers.

Mondays, 10 to Thursday (20-23)
Wonder Bros.' Circus was the afternoon grandstand feature. This is a unit of the Boyle Woolsey agency, Chicago. Frank Shortridge was in charge.

Wonderscope shows furnished the midway and Curley Reynolds, co-owner of the shows, reported the stand the biggest of the season.

Mike Krekos Choice Of SFA Nominees

SAN FRANCISCO, Sept. 23.—Nomination committees, headed by William J. Knopp of San Francisco, named Mike Krekos as the choice for the 44th Academy Awards' Governor of the Academy.

No list of nominations, as practiced the same state, only differs slightly. Krekos, however, declined to run for the post.

List Directors


The Academy will announce the nomination, members will be nominated from the floor at the next meeting.


Syndicated Wire Services

NEW YORK, Sept. 23.—Gene Autry again will star in the 44th annual World's Championship Rodeo, which opens at Madison Square Garden Wednesday (29), will have a group of cowboys from New York as star attractions, and the audience resounding with applause and cheers greeting him in the arena.

The girls will compete for the first time in a professional world event in Monday (27) in the Garden before a jury including Jacqueline Cochran, president of the National Air Races and N. J.,功率 and renowned Jimmie Lynch's Death Dodgers.

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Paul T. (Trader?) Strieder
Pa to All, Father to Fairs

(Continued from page 38)

The dates at Jacksonville enabled
him to take on a job as entry clerk
at Tampa in 1913. By the time the
next fair rolled around at Tampa he
was installed as manager. He has
held the Tampa post ever since.
When he took over at Tampa, the
plant was in a sorry state. Build-
ings and grandstand were of
construction and badly in need of
repair. It wasn't long before changes
were made. Beginning in 1921 the
wooden buildings were razed. Now
all buildings—26 of them—are of
reinforced concrete. So, too, are two
stalls going up. The grandstand,
also of reinforced concrete, and
bleachers, seat 9,000.

No State Aid

All of this development was
done without State aid. "We could
probably get State aid," but being
where we did, chances are we'd be in
politics," Pa points out.

Much of the Tampa Fair's develop-
ment is credited to Pa. Showmen
took cognizance of his ability early.
In 1934 Carl Sedinary, now owner of
the Royal American Shows; Charlie
Duffield, of the Fireworks Duffield,
late Alec Sloan, auto race promoter,
and the late Ed Curcurthers, all of
whom are connected with a department
of the American Shows; in 1930,
conceived the idea of staging a
fair at Birmingham, which had been
without one for four years. They
induced Pa to go to Birmingham and
direct the exposition.

His report paved the way for a
revival which proved far more suc-
sessful than their slender expecta-
tions. Each of the showmen had
pro-
tected the plan chief as an
outlet for his attractions. Each, with Pa,
put up $2,000 at the beginning. When
the fair was over, each was paid.
The sun returned that sum, but also
executed the sum of $18,000, with
left in the kitty. What's more, build-
ings, which had been on the verge
of collapse when they took over, had
been put in usable condition.

The plant, especially good going
then, in the midst of the depression.
Each year for the next four, Birming-
ham and Tallahassee, each year a con-
tract with the fairgrounds, which
had been changed by $2,000, lapsed and
the combination was out.

The owner took the property back
and Pa and his associates 

PAK OPERATES ON THE PREMISE: "If
you're going back. You've got
to make these improvements," is his conclu-
son.

At Tampa he continues to make
improvements. Two years ago a new
show was introduced. Then it had
30,000 square feet devoted to it. Last
year it was expanded to 41,000 square
feet. And at the next fair it will
embracing 6,000 feet. Its growth refutes
his ability to space new developments.

Besides managing the Tampa Fair.
Pa also operates as a director and
manager of Plant Field, site of the
largest and newest 50-acre tract, the
maintenance of the city-owned
property at times other than the fair as

"This is a good deal all the way around
and typical of the kind of work that has
been done. This first-year Pa assumed
over control of the rounds of the city
since 1917, 15,000 for the client's rental
for auto races and such, and the plant
was kept in better repair than it has
been. Pa's chief interest, plenty of money.

Pa's three daughters, Mrs.
Genevieve Martin, Mr. Frank
Williams and Ann Strieder, the latter
as Pa's secretary, all reside
in Tampa, a fact which delights
him. Besides fair openings and
his family, is harness horse
racing, an enthusiasm which
led him to the job of chief
secretary and then up into the top
rank of fair managers.

CONCESSIONAIRES!

CANDY PULLING MACHINE
for 5 pound batch

For more sanitary, customer appealing candy, get a
Candies Making Machine and watch your profits soar! Stand it on a table or hang it on the wall and
your consumers can see the machine in the making. Machine is rapidly built with enclosed
case. Will make all day without breaking once. Machine is
compact 12x22x24 in. Suggestions will be gladly furnished. We have a number of these machines in stock.

Order NOW. Cash with order. Complete 150,00. 25% with order. Balance on delivery.

CONCESSION SUPPLY CO.
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The NEW-140
ELI Power Unit

The New-140 for trailer, car and track use, designed as a
replacement for the 1-140 and 5-140 Eli Units. Eli Power Units are
available for trailer service with month option. For car use, the
New-140 is a 50 horsepower engine, 100-125 mph. Eli Power Units
are available for trailer use. For details, contact your Eli Power Unit
Dealer or write to 829 Doolittle Ave, Jacksonville, Florida.

The News-140 is the choice of Style
Machines, manufacturer of the
most complete line of trailer,
car and track manufacturers.

Other Eli Units Available
1-140 140 hp, 30 for car use.
5-140 140 hp, 30 for car use.
2-144 195 hp, 50 for car use.

ELI TRAILER RANCH
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MIDWAY MARVEL
CANDY FLOSS MACHINE
$275.00

Reputedly the most popular of its kind, this machine
is the logical answer to your candy floss needs. Only
$275.00, it pays for itself fast. 

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King Theatre
72 ORCHARD ST. MONT. CLEMENS, MICH.

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100 CENTS TO A PITCH
No. 2000-25c each No. 2100-50c each
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PARK SPECIAL WHEELS
3-1/2" Diameter Solid Rubber Pneumatic Tyre Wheel $1.50 each
100-25 & 100-30, price each $2.75

RINGO GAMES
25-Cent Doubledale, 600.00-dozen
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112-122 W. HARRISON ST., CHICAGO, I11.

A BIG SELLING 9 ACTS
All Headings Complete for 9 Acts
Crystal Balls, Importation
Selling price $3.00 each $2.75 each
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NEW DREAM BOOK
1220 2-1/4 x 3-1/4 inch, $0.05 each
50 CENTS FOR 25 BOOKS REG. 25 each

MAYS SCARF BOOK, 16 10 DIME BOOKS,
$0.50 each

REMAINS IN THE STARS, 150 3-1/4 x 4-1/4 inch, $0.15 each
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PAK OF 10 ENGLISH J. F. BARBRO
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PAK OF 20 MENTAL TELEPATHY
Rooded by 8, 50c-

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The only Automatic Sno-Cone, Sno-Ball
and Ice-Shaving Machines on the market.
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World's largest manufacturers of amusement rides

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* Super-Safe * No Experienced Help Needed * Fun for All Ages * Indoor or Outdoor * Self Loading * Self Unloading
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Snow Cones * Popcorn * Candy Floss * Candy Apples

Our 1948 catalogue has been traded in to everything on our making list. If you have not received your copy, write for it today. The new 58-page catalogue lists all the equipment and supplies you need for the above Concessions, in addition to many other items. Be sure you line up with Gold Medal this year for the fastest service in the business.

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Fair Dates

A list of fairs, with dates are.

October 5-9

ALABAMA


BIRMINGHAM-Athens Fair, Oct. 5-9.

F. P. McCleskey

LEONARD, Rockford, Ill.

ARKANSAS

Little Rock—Arkansas Livestock Show, Oct. 4-9.

CALIFORNIA

Fresno—Fresno District Fair, Oct. 1-8. Tom


Dixon—Dixon District Fair, Oct. 4-9.

George

J. H.摩尔, P.H. McCleskey

KENTUCKY

Morgan—Morgan Fair, Oct. 5-9.

Carroll—Carroll Fair, Oct. 5-9. P. E. M. Smith

LOUISIANA

Ambit—Tremont Fair, Oct. 3-10.

St. John—St. John Fair, Oct. 3-10.

Andrew Bernard

Louisiana—Louisiana Fair, Oct. 4-9.

B. C. Cr.)

KENTUCKY

Bourbon—Bourbon Fair, Oct. 3-10.

C. V. Smith

Barren—Barren Fair, Oct. 3-10.

C. L. C. Camp

McHenry—McHenry Fair, Oct. 3-10.

Robert Smith

Marion—Marion Fair, Oct. 3-10.

Glenview

New Madrid—New Madrid Fair, Oct. 3-10.

J. H. Moore

Missouri

St. Louis—St. Louis Fair, Oct. 3-10.

C. B. H. Libby

Montgomery—Montgomery Fair, Oct. 3-10.

H. E. Zimmerman

NEBRASKA

Washington—Washington Fair, Oct. 5-10.

H. E. Zimmerman

TENNESSEE

Johnson—Johnson Fair, Oct. 5-9.

A. W. Wilson

MISSOURI

St. Louis—St. Louis Fair, Oct. 5-9.

C. B. H. Libby

TENNESSEE

Johnson—Johnson Fair, Oct. 5-9.

A. W. Wilson

TENNESSEE

Johnson—Johnson Fair, Oct. 5-9.

A. W. Wilson

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A. W. Wilson

TENNESSEE

Johnson—Johnson Fair, Oct. 5-9.

A. W. Wilson

TENNESSEE

Johnson—Johnson Fair, Oct. 5-9.

A. W. Wilson

TENNESSE}
Straws at Phoenix for R-B

Gate Tumbles At El Centro
Concello posts $500 bond in San Diego for alleged violation of safety code

PHOENIX, Ariz., Sept. 25—The two-day three-show stand here of Ringling Bros. and Barnum & Bailey proved a red one, with the other Arizona stop, Tucson, chalked up as just fair.

The org pulled in here about 2 p.m. and 3:30 p.m. It was too mild, however, and the crowd was free to use the facilities, which was an improvement over the previous day's performances. The crowd was about three times as large as the stand on the first day, and the improved weather brought out more people.

Mr. Truman Tough Competition in La., Kelly-Miller Finds

JEFFERSON, La., Sept. 25—Al G. Kelly-Miller Bros. founder President Truman, not to mention the National Planning Match, tough competition will be a welcome addition to the show's program.

The chief executive spoke at Dext, only 50 miles from here, and drew a good crowd, too.

James M. Cole

James M. Cole Ends Tour With Click Fair Date

MINKOLA, N. Y., Sept. 25—James M. Cole's Circus wound up its two-day stand here Saturday (18) night after a five-day run in a grandstand attraction at the Minkola Island (Long Island) Fair. Front seats were sold out for Penn Yan, N. Y., winter quarters.

Mill Continues To Score in Va.

LAWRENCEVILLE, Va., Sept. 25—Mills Bros. continues its successful show on its Virginia trek. Org registered full face at night, both here and at Portsmouth.

Cole Finds Rural Area Biz Good; Not So Hot in Cities

WACO, Tex., Sept. 25—Cole Bros. did okay business here at night getting a full house, but rural business was light. Show officials reported average business over the country in rural areas, but poor business in metropolitan sectors. They attributed this difference to the fact that "farmers have money but city dwellers don't, or haven't anything to do with it."

H-M Features Top Talent in Philly Preem

PHILADELPHIA, Sept. 25—The Hamid-Morton Circus began another indoor season in the Arena here today with a strong line-up of performers presented under Shrine auspices. The show was the national direction of Col. Robert H. Morton, who is business manager.

The talent included the Four Valentines, comedy aerial bars; Capt. Dick Clemons, trained horses; Leaf Grie, European importation; Roberto's Dog, an elephant; and Pony Circuit; Mason and Jones, aerial ballet; Capt. Walter Josang, stunt man; and a variety of cars, horses, and dogs.

Stevens Org Finds Biz in Four Colo.

Spots a Bit Light

FREDERICK, Colo., Sept. 25—Business in four Colorado locations proved light for Stevens Bros. Org. Only one show was held, at a full house, that at night after a light matinee.

Out of Hospital

ROCHESTER, Minn., Sept. 25—Ben Davenport, owner of Bailey Bros. Circus, was discharged from the General and the Mayo Clinic here Wednesday.

Davenport went from here to Sheboygan, Wis., where he will reside until he gets his strength back. He then will head for his home in Gonzales, Tex.

Beatty Scores In Texas Spot

Fort Arthur gives two overflows—pair of sellouts at Lake Charles, La.

PORT ARTHUR, Tex., Sept. 25—Clyde Beatty chalked up a red one here with two overflows. Weather was ideal.

Beatty, Tex., proved okay, org getting a strong matinee house and capacity at night. Late morning showers hurt the matinee draw, but it cleared in plenty of time for the night show.

Despite cloudy weather at Lake Charles, La., the Beatty show scored twice with a strong matinee and night performances.

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CIRCUSES

WON, HORSE & UPP COMBINED CIRCUS

An Equus and Canine Parody - The Show With a Load of Gold

By Starr De Bell

Tuscaloosa, Ala. Gives King Big One

TUSCALOOSA, Ala., Sept. 23 - Robert B. King, registered an overview at Big One, after a week's run here. Show hung out the s. o. s. sign 15 minutes before night starting time to save audience the trip. unions, in Tuscaloosa, proved it. Show was registered to three-quarter houses.

Circo Americano

(Editors' Note: The following letter, written to The Billboard by Mrs. Daniel Jerome O. Will-iamson, of New Orleans, gives some news about Circo Americano, which was to rejoin the circuit, Friday, September 24, in Carea, Vene-

zuela.)

"I just flew home from New Orleans to Port-au-Prince, Haiti, and will not be returning before 1948, or with Circo Americano in Caracas, Venezuela."

The stand in Port-au-Prince has proven satisfactory but not up to the house records established in this country. Our seven-week stand in that Republic was received enthusiastically by the Haitians whose support we had been told was difficult. The Haiti people being a colorful people in their way, there are many beautiful totoilets, hand-worked laces, and good natural scenery on display there.

Practically everybody in Haiti speaks French, and for us it is difficult for our Spanish-speaking clowns, for whom it never was an easy task to interpret worked everything out satisfactorily.

Circo Americano plans for us to proceed from Haiti to Jamaica, but a ruling was given to us to leave the country with only dogs or ponies, mixed that plan. So, now we are laying plans for a hop to Puerto Rico, where we are planning to bring the company via the Panama Canal and over the Panama Canal and over the Three Wells, joined in Haiti.

"The circus has purchased a new top and another new train car," Sincere,

John Wilson"

Con Collecano, Wire Walker, Set for London Appearance

LONDON, Sept. 23 - Con Collecano, the Noon-time performance, has signed up for Tom Arnold's Christmas Circus at the Harringay Arena, which will be the British Mills Circus, at Olympia, still competition. Con Collecano has been touring the world for the past 15 years and has worked with various British and Continental circuses. The big act Collecano shared honors at the Empire, in Glasgow, with his brother, who was brought from the World's Fair in Chicago.

Annual Detroit Shrine Show Set Jan. 31-Feb. 13

DETOIT, Sept. 25 - Annul Detroit Shrine Circus will be held Jan. 31-Feb. 13, in Detroit, according to Ted Stimson, general manager, announced. As a result of the success of the previous year the Detroit show will precede the one in Cleveland. Orrin Davenport again will assist Stimson with production.

TELEPHONE MEN

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GOOD CALLS

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Box 354, c/o Billboard.

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WANTED

2 GOOD PHONEMEN

Reliable, capable, only need apply, 3 Good Deals—Year Around Work. Write or Wire

B. J. LEWIS

1745 National Bank Building

Detroit, Michigan

WANTED

Girl or Man and Wife with truck to pull

Fairs and Indoor Dates, or will rent or lease horses to responsible party. Jack, write or write

RAY THOMPSON

Fair Grounds

Durham, Va.

SEAL BROS.' CIRCUS

WANTS


PHONE MEN

BIGGEST CIRCUS IN CHICAGO

BOOK

— U. P. C.

PHONE: WEBSTER 93810, CHICAGO

BARNIER MAN WANTED

BARNES Bros.' CIRCUS

— 3133 S. Wabash Ave.

(Handbill)

DOCTOR'S BROADWAY SHOW

WANTS

Any Man or Woman who can work a Tenor or Bass for a string of 20 Minutes. Worked 30 Days per week. Address O. N. x on X. We never close. Charlie North, when at the house. Pay on the 1st of each month.

VERN COBRIELL

DOGS SHOW, OCT. 1, ALVA, OKLA.

EVERYTHING FORGIVEN,

COME BACK, PLEASE

MOTHER AND DAD

Copyrighted material
Polack Bros.’ Western

Seattle’s 10-dayer, the off to a slow start, garnered heavy takes over the weekend. The empty house this early part of the engagement were attributed to the opening of schools, a major factor in the population. (All publicity was handled by the local firm of Judson Edwards, Polack flacker, going to Portland.)

The Flying Wallaces, not to be confused with the World’s Greatest show, having completed their preliminary rehearsing, have departed for Midwest. The new act organized by Bob Porter, catcher; Jack Horse, leader of the act; Bob Long Jr., and backed by Harold Ward and Gus Ball, has been practiced with considerable success. Recent booking include Ardmore, Okla., and stand in L.A.

For a week’s outside looking at the Puyallup, Wash., Fair was Dwight Moore and his dogs. The act returns to the fold in Denver.

Roland Tieber Jr. broke this season’s ice by working his dad’s seals at the Pella, Iowa, show this week. The bookings were on Roland Sr., who, assisting the act at the time, became engaged in his son’s efforts he forgot the routine and had to be prompted by junior doing the role, as quoted, saying, “If I had a better act, the act would be pretty good.”

Josephine Bonelli was kept the Berosini act out of action for two shows this week in Grayslake, Ill., formerly a member of the Greta highwire troupe, brushed up on his former training to keep the band, but Josephine recovered in time to return to the act and bring up the top, Charley (Squeece Box) Raimer, clown, also missed a few performances because of illness.

Everybody knew everybody when the following performers visited the Portland Fair: Carl Wallenda and Troupe, with Carl, Mr. and Mrs. Gunther, Philip, Madeina and Victoria Wallenda; Don Edwards, Rose Bebee, Beo Konyei and June Martin; the new George Stevens rifle unit with Mr. and Mrs. George Hennaford, George J. Antes, Henry Rude, Francis the Jim Wong Boys, with Sang, Lum, Geejay, and Joe; the Skating Rocks, with Jim Sanden, Don Carson and Mr. and Mrs. J. M. Carson.

The show was well received and found two members of his troupe working in our aerial ballet. They are Bessie Knievel and Don Ed- wards, web stilt.

If Bobo Barnett weighed more percentage in the fair people, he could climb in and out of his new miniature automobile in less time than it’s on his vehicle to his rescue twice with a can opener. It was a gay clown alley when several people had their faces painted clown doll make-ups. Dennis Stevens is now wearing a spangled stilt daily. George Paige has converted his concession room into a miniature motion picture theater, complete with chairs, for the spectators. Jack Klein has been following the Big Show, running to make each announcement on time.—HAROLD BARNES.

UNDER THE MARQUEE

Don Francisco, Isaac March and Don March of San Francisco, Calif., caught Mark Smith’s Harsecapades at the El Cerrito Fiesta September 14.

One of a monkey’s greatest problems is to find where to buy his food, and some trained immortal who could think of no better way to pass a Monday than to visit the animal department of the Zoo. And it was too bad! The family had lost for the George doll to pound twice for climb the Troupe, the show conducted by Mark Smith who has been working on a show that has not only added new and interesting features, but has added to the success of the show. And, in closing with Cole Bros. Circus Car No. 1.

Charles Robinson again is booked for a series of character parts at the Academy of Fine Arts, Philadelphia, opening October 11 for his eighth season there.

Somehow, nobody follows circus fashion as closely as does the homemaker who thinks he’d be a sensation if he only owned a clown suit.

L. E. (Rob) Collins, after spending two weeks at his home in Patterson, Mo., joined Bailey Bros. Circus at Seymour, Tex. He was with Mickey Chad, side show manager until August 26.

H. M. (Cockey) Killpatrick, veteran billy-geater, cards be is still a patient in the Western State Sanatorium, Black Mountain, N. C. He has been hospitalized for more than three months.

Another daily post at the marque, who after getting your name, gives you, “I used to know a fellow that traveled with a circus on the town. Could it have been your father?”

Walter Nesland and Mal Fleming, of the King Bros’, press staff, visited the San Francisco, Calif., show today, and tourney, at Jackson, Miss., while Con-

Roundabout With the Chipmans

(EDITOR’S NOTE: Harry and Marge Chipman, owners of Circus Inn, Yaquina, and well known by outdoor showfolk, write the following account of various visits to circuses for this column.)

YAKIMA, Wash., Sept. 25.—The Chipman’s 1949 circus season drew to a close as the 32'000-fairers, train wended its way thru here en route to Kennewick from Cle Elum.

The season’s box office brought only five hits. It wasn’t enough; we’d like to have seen more.

Joe Beach writes that Phil Marcus has returned to the Court Square Theater in Long Island for the first time closing with Cole Bros. Circus Car No. 1.

Mayor Lewis B. Wilson, Macon, Ga., favoring granting King Bros, permission to again use the city-owned Central Park for winter quarters. Final action will be taken at a meeting of the city’s public property committee in Oc-

The old-fashioned town is one where at this time of the year the natives are still bickering about the number of animals posted on a bison ranch.

Mike Doyle, calliope player with the Ringling show, entertained Earl and May Peak, of Tacoma, Wash., recently when the show played Seattle. The Prince of Peacocks also haunted Dolby Bros’ Circus, September 2, at Auburn, Wash.

Ringling Bros and Barnum & Bailey Circus, Nat Green and The Billboard received considerable me-

(See Under the Marquee on page 18)

MONKEYS

GOLDEN SPIDERS

Collar and chain broken. Nothing shipped direct from jungle. Every animal taken down and built up for at least sixty days.

Write for Complete List of Birds and Animals

80% with order, balance C. O. D.

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ACTS WANTED

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CIRCUS OR ANIMAL SHOWS

LAKELAND PARK STADIUM & STABLES

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WANT TO BUY

A Stunt Collier, trained or untrained, Am

Freak Equipment.

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OTTAMA, ILL.

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Bum Weather Cuts Crowds

Playland, Rye, chalk up best season — New York City units click

By Ted Wolfram

NEW YORK, Sept. 25. — While Commerce officials of both Coney Island and Rockaway Beach report a falling off in attendance and business at those resorts during the summer, practically all of the New York City Department of Parks, which operates beach and outdoor resorts in this area report higher attendance and better business this year than last.

New York City Park Department, which operates a large number of swimming pools and such popular beach spots as Jacob Riis Park at Rockaway Beach and Orchard Beach on Long Island Sound, reports a record setting attendance and income, and increased revenue from concessionaires and other facilities. From January 1 through the end of the season, from such sources hit a new high of $5,184,000, an increase of $1,928,292 over that of the same period in 1947.

The Long Island State Park Commission, which operates a string of beach resorts on Long Island, also reports a banner season at all its spots, with its top day coming at Jones Beach, registering a season (ending Labor Day) attendance record of 5,018,000, which topped last year's mark by 855,000.

Playland (amusement park), at Rye, N. Y., owned and operated by Westchester County, had its best season in years, according to Col. Allan

Special Events For Carroll's Spot

AGAWAM, Mass., Sept. 25. — Ed Carroll's Riverside Park is continuing its post-season schedule with the opening of the adoption night, Sunday, Sept. 26, and Sunday afternoon, plus dancing in Riverside Gardens Saturday nights.

The final midweek auto race of the season was run on Sunday at the new Riverside Stadium Thursday night (30), but the pro football season got under way in the stadium the past few weeks with the Carroll's Eagle's team "playing the underdog" in the Springfield "tank" in the New England professional "ball" conference.

E. MacNicol, park director. Season ended Sunday (19) night. While final figures are not yet available, MacNicol expects they will show both attendance and income records broken.

MacNicol, who has operated Playland for the past year, says the coming cold weather will spell the end of the season for the opening of the summer season next year.

Idylwild, Calif., Spot Hit by Fire

Idylwild, Calif., Sept. 25. — Fire of undetermined origin swept thru this mountain resort town destroying $600,000 worth of Sportland concessions. Bred by the fire were four bowing alleys, a snack bar, a 65-foot amusement arcades, the bicycle concession and the bath house.

Water had to be pumped from the swimming pool to fight the fire. Lack of wind was credited with saving the entire resort from destruction.

Start Work Soon on New Myrtle Beach, S. C., Bidg.

LE BEACH, S. C., Sept. 25. — Construction will begin next week on the new on-ocean-side recreational building and pavilion at Myrtle Beach amusement park here. Hope is the building will be completed in time for the opening of the amusement season next year.

The building will be of reinforced concrete with glazed tile panel walls, all-wood interior, operating ticket office, selling materials and labor, will effect the gain in revenue.

J. Mazza, Concessionaire, Leaves 13G Estate to Widow

BRIDGEPORT, Conn., Sept. 25. — The estate of late Joseph Mazza, who had a one-half interest in the Penny Arcade and Dodgem concessions at Pleasure Beach Park, was appraised by the State transfer tax department of New York at $15,514 this week.

The building will be of reinforced concrete with glazed tile panel walls, all-wood interior, operating ticket office, selling materials and labor, will effect the gain in revenue.

In any case, Conny's Secretary Erh

Mazza, who had a one-half interest in the Penny Arcade and Dodgem concessions at Pleasure Beach Park, was appraised by the State transfer tax department of New York at $15,514 this week.

Mazza, who died October 15, 1945, left the estate to his widow, Mrs. Estafiza Mazza, of New York.

Permit Issued To Build Fun Spot at Romaoke, Va.

ROANOKE, Va., Sept. 25. — A permit has been issued to the Starkey Speedway & Amusement Company for construction of an amusement park here. Cost is estimated at $50,000. An auto race track will be one of the spot's features.

List 70 Firms For Trade Show

All exhibit space sold. Paul Huedepohl reports — hours same as year ago

CHICAGO, Sept. 25. — All available space for the annual Trade Show, sponsored by the National Association of Amusement Parks and Beaches (NAAPPB) (which is held in conjunction with the outdoor amusement convention November 30-December 1) in Hotel Sherman, has been sold, Paul II. Huedepohl announced this week.

All told, 70 firms will exhibit their products. Space was sold, according to Huedepohl, had been available. "As it is," he said, "we have utilized every bit of room allotted to us.

Hours for the Trade Show, the same as last year:

Sunday, November 28-10 a.m. to 7 p.m.

Monday, November 29-9 a.m. to noon and 4 to 8 p.m.

Tuesday, November 30-9 a.m. to noon and 4 to 7 p.m.

Wednesday, December 1-9 a.m. to noon and 4 to 6 p.m.

The show is open to the public at any time during the week of Nov. 30-Dec. 1.

Attendance reports for the show will be on display during the show week.

Huedepohl calls attention to the fact the show will not be open between 10 a.m. Monday and 9:30 a.m. Tuesday.

New firms exhibiting this year are Anchor Supply Co., Inc., Evansville, Ind.; Atlanta Toy Co., Philadelphia; Bendor & Meyers, Inc., New York; Chicago Roller Skates Co., Chicago; Chunk-E-Nut Products Co., Philadelphia; Concession Supply Co., Chicago; Donlevy & Sons, Inc., Chicago; Electric Games, Inc., Greensboro, N. C.; Good Times, Inc., Miami; Krissy Kids Rink Machine Co., Chicago; Metro-Electro Co., Indianapolis; Ray S. Oakes & Sons, Cleveland; Pure Electreon Corp., Buffalo; Steamboat Ice Cream Co., Chicago; Sheldon, Rochester, N. Y.; Starlight Machine Co., Chicago; Studebaker, South Bend, Ind.; Tabacco-Cigarette Co., Chicago; Uncle Sam's, Ltd., Baltimore; Universal Supply Co., St. Louis; Electric Games, Inc., Greensboro, N. C.; Rodeo Supply Co., Chicago; York City Co., Youngstown, O.; Supercar Co. (Cove
dory), Ltd., Hamilton, Mass.; and many others.

Complete list of exhibitors follows:

TERPERIES GIRD FOR ACTION

Midwest Unit
Wars OKays Switch
To Nat'l Org

20% Tax Fight on Agenda

(Continued from page 19)

NBOA Discusses Promotions To Lift Slumping Receipts

(Continued from page 19)

New BOA Study Confabs With License Orgs

Archer To Meet BMI Reps

1949 Model

You need a steam train to make real money. These trains are grossing $3,500 to $12,000 a season; you can do this in any town over 10,000. Many park officials give one free concession just because of the crowd pull.

OTTAWAY AMUSEMENT COMPANY
Mills Steam Train and Kiddie Auto Rides
124 N. Douglas
Wichita, Kansas

WANT TO RENT
Or lease with option to buy—Baum-Ballroom
Dance Pavilion, Southern States.

OWEN McCROBHAN Jr.
DUBUQUE PAVILION
Dubuque, Ore., Canada

WIN

With A METRO
DERBY WINNER

PLACE
YOUR ORDER
EARLY FOR 1949

SHOW

MORE PROFIT
ON YOUR INVESTMENT

METRO-ELECTRONIC COMPANY
3025 E. 10TH ST.
INDIANAPOLIS, IND.

Another TINY POWER Steam Miniature Train
Now building. Cars—10-, 12-, 14- and 16-foot, and tender weight approximately 8 tons. Cars have seen 25% wide, 12" from floor, comfortably for two people, at 20 miles or more per hour. Complete capacity of 150 pounds or 25 kilos to the car. Engine will hold up to 10 tons. For parks or resort, will add to the finest steam miniature train in America. Will be worthily maintained to keep up in style, and will bring a large profit to the owner. The TINY POWER train now working in H. Worth, Texas, is grossing from $500.00 to $100.00 per week. TINY POWER is designed and manufactured by

CHAS. V. ARNOLD
Philomath, Ore.

World's Largest Designer, Builder and Manufacturer
of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie Ferris Wheels and the famous Century Flyer Miniature Trains — operating now in more than 100 leading amusement parks in the United States with gratifying revenue results.

Beau and equipment on hand.

Write for information to

NATIONAL AMUSEMENT DEVICE CO.
Dayton 7, Ohio
Hutchinson Neck ‘n Neck
With ‘47 Pace; Revue Clicks

HUTCHINSON, Kan., Sept. 25—Half-way thru its six-day run, the Kansas State Fair here Tuesday night (21) saw a winning neck-and-neck attendance with the 170,000 tral compared to the corresponding 174,000 in 1946.

Except for a rain which hit Monday afternoon (20) and sent folks to shelter for an hour and a quarter before it abated, the weather was perfect the first three days. Definitely on the warm side from the outset, the merrier the 990 Tuesday.

Grandstand business was excellent. Even the late rain Monday failed to dim more than slightly the night stand patronage. The stand that night was filled to 80 per cent of capaciety. On the following night, the 12,000-capacity stand was filled and an overflow of some 2,000 was seated in front of the stand. The night program was the full band performance of the Barnes-Carruthers’ No. 1 revolver, plus circus acts.

 contato: www.americanradiohistory.com

Crowds Drop
To 74,726
At Brockton

BROCKTON, Mass., Sept. 25—An attendance of 74,726 for the afternoon (18) marred otherwise perfect weather conditions at the site of the Brockton Fair’s catch-

The announced-day-by-attend-
ance figures follow:

1948 1947
Saturday (11) 14,266 16,623
Sunday (12) 22,452 24,657
Monday (13) 32,016 33,823
Tuesday (14) 13,703 17,146
Wednesday (15) 16,483 26,201
Thursday (16) 16,161 18,999
Friday (17) 16,226 17,252
Saturday (18) 27,567 31,312

Frank Kingman, secretary, said that the final auditting probably would boost the total, since the compilation was a hasty one. The fair parking lot was jammed prior to Saturday after-

President B. H. Scholl, with a sell-
out attendance of 10,000, and the horse racing program presented by Sam 
Nunn’s Speedways, was hopefully pred-

A thrill show (Winkley’s) was slated for Wednesday, with big bands to follow Thursday and Friday. Original-

PASO ROBLES, Calif., Sept. 25—

The announcement of a successful showing for the first time.

Al Wagner’s Carmicle of Amuse-
ments on the midway reported good 
business. The grandstand business was excellent, and admission occupations to capacity. A new 500-

The grandstand hill consists of seats and a large stage and circus act, plus fireworks, the latter presented by the Interstate Fireworks Company, Brockton, O. The afternoon program offered har-

The gas shortage threat will be a news item of the day, and in keeping with big car auto races to be pre-

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Gas Shortage
Talk Causes
Fuyallup Dip

PUYALLUP, Wash., Sept. 25—

Threat of a gasoline shortage is cut-
ting attendance at the nine-day West-
ern Washington State Fair. The gate was off 10 per cent from the same day last year, according to the announcement of the fair grounds, said to be 15 per cent under the corresponding days in 1947.

While there was plenty of activity on the midway, the rain said the car-

A new annex for the Pacific County Fair was opened Wednesday (20), and the day was described as Rain and cold followed the three days of separate and under the corresponding days in 1947.

Talk about a gasoline shortage has been a news item of the day, and in keeping with big car auto races to be pre-

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Monours Resigns His
Louisiana Fair Post

SHREVEPORT, La., Sept. 25—Joe 
Monours has resigned as secretary-manager of the Louisiana State Fair here, effective January 1, 1948. Fair directors have announced.

Monours will be succeeded by Nor-
burn Martin Jones Jr., of Nacogdoches, Texas A. & M., where he majored in electrical engineering. McLeven, who was employed by the fair, formerly was employed in the livestock department of the Louisiana State Fair.

Monours, who said he needed more time to devote to his plumbing equip-

Vaudie show booked by Joe Bren Entertainment Service included Pen-

Lawn Bowling

WASHINGTON, D.C., Sept. 25—

The Metropolitan area’s sport of lawn bowling, a popular sport in England, is being planned for this fall. The Metropolitan area’s sport of lawn bowling, a popular sport in England, is being planned for this fall.

The Washington National Park and Recreation Association and the Department of the Interior have announced plans for a lawn bowling tournament to be held in the National Mall in October.

Five-team teams, consisting of two men and one woman, will play in the tournament, with the winner receiving a trophy. The tournament is open to teams from the Washington area, and entries must be received by September 30.

The tournament will be held on a Saturday morning, with the winner being declared after the final match. The cost of the tournament is $10 per team, with all proceeds going to the Washington National Park and Recreation Association.

For more information, contact the Washington National Park and Recreation Association at 202-675-3000.
New Grounds
seen for 1950
At Louisville

Dan Thurber Exits
N. Mont. Fair Post

San Jose Shatters 1947
Attendance Mark by 26,395

Pomona Guns
To Top Million
In Attendance

Carthage Hits
New Crowd Peak

Record 85,000 See
Allegan, Mich., Run;
Grandstand Scores

Manchester, Ind., Shows
Net Profit of $5,396

FAIRFIELD COUNTY FAIR
LANCASTER, OHIO
Day and Night, October 12th-13th-14th-15th and 16th
Largest County Fair In Ohio
WANT CONCESSIONS

Writer T. B. COX, Concessionist

Placentia, Calif., Event
Attracts Record 10,000

New Arranging 1949 Indoor and Outdoor Dates
JIMMY VICTOR'S SHOW BAND
For Open Time and Terms Address
JIMMY VICTOR
316 West 75th Street
New York 23, N. Y.
Storm Hurts Mineola Gate

Announced 310,000 only 10,000 under mark set last year

MINEOLA, N. Y., Sept. 25. — A freak wind and thunderstorm, which hit this area at 7 p.m. Saturday (18), knocked the fairs of the Mineola (Long Island) Fair, and brought up an all-time attendance record.

Grounds were stunned and the tube at the gates was $900 in excess of last year's mark when the sudden gale, with thunder and heavy rain, sent the afternoon crowd scurrying for home or temporary shelter on the farm grounds. Storm was of brief duration but cut the evening attendance to some extent, although the turnout was good, with crowds still passing through the gates, in cars and on foot, until well after the fair closed.

Showmen Escape Damage

Personal of the James M. Cole Circus, which was scheduled to be unrolled in dropping the canvas and getting all props under cover before the fair got the wind. The grounds, which were equipped with control stations and also enclosed up tents and stand fronts before damage was done.

Storm was of short duration and exhibited, a circus midway resumed activities as the rain-dodgers emerged from under cover and the derelict crowd began arriving. Fireworks display was shifted to evening spot as a main hit of the day, and it was declared that the fair activities were continuing despite the rain.

According to Charles Boecher, active manager of the fair, attendance during the first four days of the fair was slightly below that of last year but big turn-out on closing day, Sat-

day (18), was missed bringing the grand total up to the record $200,000 chucked up by the fair last year. Daily attendances were approximately: Tuesday (14), 30,000 (60,000); in-

Wednesday (15), 25,000 (60,000); Th-

day (16), 50,000 (80,000); Fri-

day (17), 100,000 (80,000) — a grand total of $100,000 (200,000).

San Jose Shatters 1947 Attendance Mark by 26,395

(Continued from page 49)

main gate the fans naturally drifted to the left side of the entrance, and in past year connoisseurs on the opposite side suffered. However, the "Footers" helped sway the crowd to the left side of the entrance and thus get connoisseurs there a much-needed break.

More Parking Space

Parking tickets grossed $3,000 last year for the final figures. A main ingredient available, it was estimated the take would reach a probable maximum of $4,000. Single price of 25 cents was charged for all parking areas. Eight parking areas were made available for parking this year.

Another gate which helped promote page, however, the management were for the idea, putting out a 2-center that had enough of a sale to warrant increasing.

Schools were dismissed Friday (17) to permit all students in the county to participate in the Sunday activities, which consisted of peanut races, bur-

ning, etc., high point was the prize eating contest, which was the camel of a group of the prize eating contests and which was attended by a large number of people.

Petit kept a year-round crew of 10 men under the direction of W. L. Smith, at the grounds. Just before the fair opened they spread 60,000 pounds of feed, etc., for livestock.

Girls plugged concessions and ex-

hibiters over the p-a.-system, prejudice and interest to that extent that the fair seemed friendly, Hi Neighbor.

Closed down the Three Bee Puppet-

pers, Bill and Bette Gerred; Pinky Jackson, clown; Art La Rue, clown; and Horses and Bats, and Charlie, the thrill act, and Harry Richards, mon-

k kisser.

The vaude show, booked by the Bert Lovey Office, featured Vernon Bench, Hank Buster, Dolly Dick and Dinah, comedy ace team; Four Barons, and Chippewa, thrill act.

Fireworks display went on with 10:30 p.m. a strong and thrilling feature. As possible. As a result, Mike Kedros, of the West Coast Shows, said the carnival midway was forced to stay open until 1:30 A.M. Friday and Saturday.

Top 500,000 1st Time at Tokpika

Night grandstand, midway hit new highs—all his bet-

ter 15%

TOKEPAI, Kan. Aug. 18 — The 1948 Kansas Fair, which closed its biggest run here to date, attracted more than a half million visitors in the first time, according to Manager Maurice Jencks.

Jencks said a check of various re-

counts revealed the event had come in $50,000 higher than the estimated total. Jencks said business in all depart-

ments was more than 15 per cent above that registered at any of the previous 67 fairs. Arou-

ning the midway, the Royal American Shows held forth, and in the grandstand at night, the Barnum & Bailey Circus, Jencks, and acts were featured, was well

attended, according to Jencks, of 1947, a record year in both instances.

Another grandstand bill was short on pur with 1947. Big car acts were presented four matinees the first week, and Jencks said both Dodges were in for two. Motorcycle races, staged by Jerry Mar-

ker, and Private, were also well

attended. Bunny Byard, who closed on Sunday, was well attended. Jencks said, that the expansion of the fair was practical.

Weather Cuts Attendance

At Orland, Calif., Event

ORLAND, Calif., Sept. 25. — The five-day Glenn County Fair (16-20) held here with 2,500 visitors reported for the rodeo and approximately 1,750 attending the show Saturday night (18). While the fair officials would give no total attendance, the best guess it was down from last year.

Harrison Cutler, Napa, Calif., was the new show director, and Brown, Stockton, judge. L. H. Cum-

in, a fair director, was chosen.

Officials Term Men, Ark., Annual Best Since 1940

MENA, Ark., Sept. 25. — Poll Coun-

try Fair which closed Saturday (18), was termed by fair officials and judges as the best since 1940.

Cash prizes totaled $2,000, and there were 908 exhibits, exclusive of livestock and poultry. There were 38 pens of livestock and 35 poultry exhibits.

Otago Annual Draws Well; Kockman Pulls Big Crowd

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Otago Annual Draws Well; Kockman Pulls Big Crowd

MORRIS, N. Y., Sept. 25 — Otago County Fair ended its six-day run Saturday (18) with no attendance records broken but a near-record crowd opening day, Monday (13), witnesses Jack Kockman and His Hall.
Buck Chalks Fair
Bizz in Peeksill
PEEKSILL, N.Y., Sept. 25.—O. C. Buck Shows last week battled odds to score easy bid here.

British long jump from Dunkirk, N.Y., necessitating a Tuesday (21) opening, involved several mishaps. The lot was located alongside the local baseball stadium where played the Dodgers were in progress. Staged the week before was a three-day fireman's parade, a series of which had been held every week since the first week.

On Monday (18), closing day, the weather was expected good, with many folks on board. Org's earning power was supported by a good crowd of several thousand, who had the natives limp and broke.

Even so, Saturday (18), closing day, was expected good, with many folks on board. Org's earning power was supported by a good crowd of several thousand, who had the natives limp and broke.

Mrs. Strates of Take Squares Tax In Alexandria

$2,500 Fee Overcome
ALEXANDRIA, Va., Sept. 25.—Described exceedingly high prices—$300 per day, $2,500 for the five days—this date proved good for the James E. Strates Shows. The stand was booked to break the jump between both the Bath, N. Y., and Seattle, N. C., fairs and allow ample time for the shows' travel show the sunshineook and the usually rigid inspection undergone there.

The long jump from Bath over into three railroads was made in good time. The lot, within walking distance of the heart of the city, is on city property. Sponsoring group was the Bath Commercial Club. The Business for shows was exceptionally bad, with rides during the three days not as big as expected. On opening night, Tuesday (14), over 5,000 were brought in. The week ended through the week until Friday and Saturday, when both marines and night crowds together topped 10,000, indicating that the license would have been one of the top show of the season.

Shows Score Big
Nate Eagle's Hollywood Midget Movie Stars, Irving C. Miller's Bros. Sidewalk, Bita Cortes' Juewmeen Nights, Claude Bentley's Side Show, Nat Rould's Indian, George Murray's Lion Motor and Doclurt's Wild Life and Snake show returned the three days with capacity on the last two.

Georgia Southern, whose theatre and club dates have made her well known in this area, again demonstrated her ability to draw good and entertaining people to the lot. Local papers gave her plenty of publicity.

Buck Chalks Fair and Mrs. William Mann, of the Washington Zoo, have been here, Mr. and Mrs. E. Miller Lake, Jr., and Grant S. Bay, former auditor of the Hagen-Keller empire, have been here.

James E. Strates donated a lioness, Princess, to the Washington Zoo.

Royal American Shrine Club Only One of Its Kind on Road

FORT SMITH, Ark., Sept. 25.—The slightly more than one year old, the Royal American Shrine Club, the only organization of its kind in outdoor show business, has piled up a notable record. The organization was established officially June 9, 1947, in Davenport, Ia.

A check of the RAS roster early in 1941 revealed there were no less than 950 members present and several of the more enthusiastic members, notably Allerton, Fienan and John Meyers, decided it might be a good idea to form their own group, if permission was forthcoming from the Imperial Council.

Permission was granted and the organization was formed at a meeting June 9, 1947, in Davenport. The Royal American's first meeting was held in the auditoriums of the Shrine Club in the city.

Since then, the organization has given performances for crippled children's hospitals providing treatment for all ages, color and creed in Minneapolis, Muskogee, Okla.; Beaumont, Tex.; Shreveport, La.; St. Louis, and Tampa. A priced possession of the club is a letter, in effect, expressing thanks from Kate Fai Mrs. Edward Brown, a crippled child, and Dixie Davis with her Girl Scout plan to join units in North Carolina. Elmer Jackson has returned to Statesville, N. C. Corda Smith will continue with her free act in Georgia. Leonard Marshall will work his Smoke Show in North Carolina. Mr. and Mrs. Tom Shingledecker will visit with their son before heading for Florida. Mr. and Mrs. Paul Tol-
CARNIVALS
NOW DELIVERING! New 1948 Apex 4 Star Carnival Wheels
Apex 5 Star Bingo Bares
Complete Bingo Supply, Bingo Cards, Bingo Equipment, Send for Free Catalog and Morris Mandell.
Morris Mandell, Inc.
26 East 13th St. (Dept. B)
New York 3, N. Y.
Phone Ocohen 5-5912

MIDWAY CONFAB
Lee Carrillo, screen star, was a frequent visitor to the midway at Michigan State Fair, Detroit.

When a snowman dies and leaves nothing, the cry is, "It's his own fault for not carrying it.

Johnnie Riddle has his Midrill Show on the Central Amusement Company.

Hayden L. Mitchell, dart balloon op., writes that he is a patient in the U. S. Veterans' Hospital, Des Moines.

Smithy Swift, trainmaster of the Royal American Shows, reports he hasn't missed an opening this year.

Act of stealing another show's people by a group of promoters at Shadetown, who had been good for her mitt camp at the National Midwinter Exhibition in Toronto.

M. E. Frenzel, until recently with the Johnny J. Denton Shows, is now at the Famous Blandt Windows, at Huntington, West Virginia.

When the Matthew J. Riley Shows close, Mr. Hagelman will go to Jenson Shows instead of Brighton Beach, that State, as previously mentioned.

Copy press agents dialed: "Local residents gathered at the depot last night to see the Fly train unload."

Harry Julius, Penny Arcade op., was host to many friends when the Royal American Shows played the Kansas Free Fair in Topeka.

Don Greco did a big business with his newly framed Iron Lung at the Kansas State Fair in Hutchinson. He was assisted by Otto Tucker.

Mr. and Mrs. Bernice Stone visited the Topeka, Kan., and Tulsa, Okla. fairs. In Topeka, Stone assisted Mike Barnes in handling the grandstand events.

Mr. and Mrs. Chan Laube, of the B. & L. Concessions, were in Topeka for the Kansas Free Fair and report that business has been brisk all previous 1948 records.

Concessionaire advised a manager on privilege day that the relay spring and snow had put us what he had served for a relay fall day.

Doc Waddell reports Walter Byers closed the season with his carnival units at the State Fair, Detroit, is readying for Alabama State Fair, which he has played the last 10 years.

TOP POP Hybrid Popcorn is backed by a money-back guarantee that the kernels are not completely satisfied in your store. Send your order today.

Immediate delivery by Refrigerated Trucks, Marvel Candy Floss machines.

CHUNK-E-NUT PRODUCTS CO.
Serving You From Coast to Coast

CLOTHES PIN AGENT
For head of store—one who is sober and can work as told.

EARL TAUBER
Case Sunset Amusement Co., Clarinda, Iowa, Sept. 28-Oct. 5.
Exceller Springs, Mo., Oct. 5-8; then South.

SCOTTVILLE, Mich. STREET CELEBRATION
Annual Affair OCT. 7-8
CAN PLACES TO BUY ALL LEGAL MERCHANDISE, EATING AND OUTRIGHT SALES CONCESSIONS.
(No Percentages)
W. G. WADE JR.
Fair Grounds, Kalama, Ohio, Mich.

WANT FOR
Following Georgia Fairs
Carrollton, Carrollton, Ga., and Greenville, S.C., April 29-May 1, 1948. Will buy all Hippodrome horses and stands, Aces and Miniatures. Absolutely made. (Signed) Mrs. Margaret S. M.すべて.

I. J. HETH SHOWS
Carrollton, Ga., new, Covington, Ga., next week.

WANTED

MANAGER
United ExhibitionShows

Agents Wanted
Roll Game, Spindles, Spinning Pins, Pin Stores.

BILL PORTER Care Flery Shows
Plymouth, N. C., this week. All Tollywoods following. Florida all winter. We work every week.

WHITIE BURKE ANDY MARKHAM
Please contact me where I can phone you.

JIMMY ANNIN
e A Western Union, Atlanta, Ga.

J. O. (JACK) HOPPER or Anyone Knowing Whereabouts

FOR SALE
16 Seat Giant Chairplane; perfect condition; complete with seats, 100.00; single Loop-o-Plane late model, 100.00; Single Loop-o-Plane, 250.00. Complete. Sendaned for $50.00. Cash, 2,000.00. D. C. Scott, CAF, 455 South State Fair, Salt Lake City, Utah.

C. B. MOORE
Wants Agents for Mississippi, Bowling Green, Bowling Green, Ky., in all cities. Write, wire, phone or wired.

K. S. MURRAY
Bloomington, Ill.
Phone Central 5-4010

B. C. KNOWLTON
Bloomington, Ill.

Oxford, Miss., Fair this week.

MORRIS MANDELL'S CURIOUSITY SHOP
2506 East Van Buren, Phoenix, Ariz.
**CARBONS for 60" SEARCHLIGHTS**

Reduction for immediate clearance

These Carbons are for 60" searchlights and are manufactured by the National Carbon Co. They are type 1, which is a high intensity, white flame. Each set consists of one Positive 16mm. x 22" and one Negative 11mm. x 12". There are 25 sets to a metal container; factory packed 2 containers to a wood case. In excellent condition. $17.50 Value...

Now

$4 Per container when purchased in case lots.

$2.50 Per container when purchased in 10 case lots.

As long as stock lasts. Terms: Net cash F. O. R. Los Angeles.

R.M.B. CORPORATION

1505 E. FIRST STREET • Wholesale Distributors • LOS ANGELES 53

**ANCHOR TENTS**

Carnival Tents shipped within 5 days after order received! Slightly more time required for show tents Wide selection of materials and trim

**CARNIVALS**

Booking for 5 More Bona Fide Fairs

**WANT SHOWS**—Wild Life, Fat, Mechanical City, Life, Motor Drome, Fun or Glass House. Want some one with people to take over Side Show. Rose Lee and Eddie Woods, answer immediately. Frank Zada no longer here. Will also book Side Show with own equipment.

**CONCESSIONS**—Booking a limited amount of all Concessions. Good proposition to Penny Arcade.

**RIDES**—Will book Spit Five or any ride not conflicting. Need Octopus and Chairplane immediately. You get your pay here. Can also use Working People in all Departments. Stock Store, P.C., Country Store and Skilful Agents. Come on. We can place you.

All replies to:

Bill Page

Warrington, N. C.

**6 MORE BIG ONES—GOLDEN BELT FAIR, week Oct. 4-9, Henderson, N. C.**

**PRELL’S BROADWAY SHOWS**


**RIKE HELP**—Those drive Semis preferred. Highest salaries. This show out all winter. Write, wire or phone

Sam E. Prell

Rocky Mount, N. C., this week then per route.

**PEPPERS ALL STATES SHOWS**

**WANT FOREMAN FOR OCTOPUS AND CHAIRPLANE**

Also need Men on all Kinds. MUST have DRIVE’S LICENSE. Write, call Ticket or write Concessionaire.

**WANTED—CONCESSIONS**

**Rallison Barbe, Jewelry, Bucket, Swinger, Hi-Striker, Sling Game, Six Cat, Lead Caller, Cork Diller, Hop-La, Candy Apples. Will send "X" on photos. Concessionaire wanted.**

**WHAT HAVE YOU??**

**SHOWS**

**WANT any Crid Show with own transportation. Mechanical, Fat, Snake, Division.**

**WANT Girl Show Manager—who have own sound system and not less than three girls. Good proposition.**

**WANT BILLPOSTER**

To finish season. Percentage Dealers for Pan Camp and Beat the Dealer.

**OUT UNTIL NOV. 20, BUT WANT FOR WINTER SHOW**

**SUN Concession. Beat the Dealer, etc. ELECTRICIAN wanted.**

**ALL CONCESSIONS at $150.**

**WINNIEFIELD, LA, Fair near, BASTROP, LA, Fair near, then ALEXANDRIA, LA, Falls.**

**ROGERS GREATER SHOW WANTS**

Ferris Wheel Operator, Ride Help and Truck Driver. Need Girls for Girl Show immediately. Lewis Bright with Roy Gray, contact me per route. Huntington, Tenn., this week and Lexington following week.

**ROGERS GREATER SHOW WANTS**

**CARNIVAL PLASTER**

Highest Quality — Reasonable Prices

Quality plaster for fall fairs and winter shows. No order too small or too large.

Write for price and descriptive list.

Florentine Art Statuary Co.

906 E. 12th Street

Ha. 0996

Kansas City, Mo.
excellent business during his 22-week stand with the Riley shows.

George King, who has been in the Hines Hospital, Ward G 191, Hines Ill., will be there for at least another month.

Charley and Anna Gerard and their Gerard Greater Shows were the subject of an article published in the New York Herald Tribune, Sunday, September 19. The Gerard unit is a well-known annual tenantry, now remaining lots in Manhattan.

Beginners who aspire to become press agents should always remember to write long and often about themselves, nobody pays to see, instead of the shows.

David Fireman writes that while visiting with Dolly and Eddie Young on their Royal Crown Shows at Laurel, Tenn., the couple plans to attend in February to finish the season with the Idle Shows. The shows are expected to become a major event in the future.

Edward Sweeney, who handles matinee tickets and advertising for the Barnum and Bailey Shows, letters that business has been good and that their last stand in that state will be in Kentucky the week of October 10.

Tommy Ringgen, cookhouse operator, had several tenders in one hand swollen when a bottle of beer he was handing, was knocked over at Eastern States Exposition, Springfield, Mass., where he operated several units.

Mrs. Matthew J. Riley, wife of owner Riley of the Matthew J. Riley Shows, had been taken care of the shows' business in Philadelphia, as her husband has been ill. The family are leaving for their winter home in Florida as soon as they wind up their business in the city.

Mrs. Mary Reynolds, mother of the Lone Star Show's Women's Club, and Mrs. Eddie Hemenway, a prominent member of the Barnum and Bailey Shows Women's Club, were guests of honor at a party in the home of Mr. and Mrs. Bert Walthan, Dallas, recently. Mrs. Reynolds, who has attained her 90th birthday, is the oldest member of their club.

Robert K. (Bob) Parker and G. L. (Mike) Wright are installing alarm systems at the cottages at Delavan Lake, Wis., since Ray Oakes and Whitly Lehner crashed the Pechin Tom' town department. Ed Wall and Joe H. Dunn are doing the job under the supervision of Mrs. Winifred Miller, claiming they are not afraid in the dark.

Ned E. Tofft, who says tea sippers are a barrel of monkeys if attired for golf, recently won a prize at the 43rd annual golfing at Lake Lawn, Wis., Country Club, which prompted Ed Kormrump, the shoemaker, to order a new outfit for the 1940 season from the O. Henry Tent & Awning Company.

Ray Johnson, who has the bingo booth at the Georgia Amusement Co., has a show on his hands. The new show, which has been in operation for over a year, is a hit. The show is being played Livingston, Tex. The owners of the show, who also sell St. Joseph's.

When a local girl returned to her home town with a local boy and porter exclaimed: "Jee-es, I didn't know she was serving coffee in a restaurant."

Zora Blake, owner and operator of the Garden of Allah on the Silver Slipper Shows, was married to Fred Oakes, a prominent local tennis player. Bridesmaids for the wedding were Linda Lewis, Louise Logsdon, Sondra Lee and Viikki LaPage. Ushers were Jimmie Farmer, Bobby France, Bob Tuttle, Brian and Billy Sheats. Guests were

Mr. and Mrs. Paul White, Phyllis Darling, Iris Gaskill, Minnie Meyer, Cleo Renee, Jack Korie, Mr. and Mrs. Fred Cook and Mel Lin.

Don Eaton, legless rider in the Motorcorder on the J. B. Dwyer Press Shows, recently recorded The Washington Daily News picture page with an action shot. George Soule, featured on the Strates Girl Show, also made the same paper. Miss Soule, posed with a champion Hereford bull at the State Exposition, Birchland Farms, in New York State.

Ray Minton, manager of A. J. Bulak's in the Los Angeles County Fair, Pomona, Calif., states that the first bally was made Sunday (19) at 11:30 a.m. and that 6,475 tickets were sold. At 7:15 that night they only two on the day. Nearly 7,000 people saw the show that day, adds Minton.

Curly and Minnie McBain, former carnival owners and now concessionaires on Calliet Greater Shows, announced that they will be in the cotton belt of West Texas, then plan to do work in Arizona, then California, and the Rio Grande Valley. McBain recently called the Shetland mute and a Shetland pony.

Leola has taken over the management of the Circus Side Show on the Morris Hannum Shows. Bix has been good to management and talker; Frank Chittick, vendor and ticket box; Luckie Slagle, second opening; Prince fire and Bud; Joe Hicks, box collector; Luckie Slagle; Lucky Lipco, torture board and glass dancer; Baby, Iron tongue, and Leola, annex.

Lou Keller, Mel Harris, Harry Simonds, and Bob Stevens, who are the members of the group, have been attending local shows at Delkall, Ill. Starks told them the season had been satisfying and that he planned to close a few weeks later, putting the shows at a month at the train show. The first-mentioned tent may be used to the occasion to renew acquaintances with Mickey, Ray Balzer and Mrs. R. W. Roco.

Mr. and Mrs. Fred Lewis, the former Zora Blain, have returned to the Silver Slipper Shows, taking over the management of the Silver Slipper Shows. Miss Logsdon, last year on the June Shows, has returned to the June Shows. Bob Jones has been appointed manager of the Silver Slipper Shows.

James Farmer, Mr. and Mrs. Bob Vausine, Cleo Renee, Iris Gaskill, Phyllis Darling, John Gold, Bob Tuttle, Brian and Billy Sheats. Guests were
THE GREAT DURHAM FAIR, OCT. 4 TO 9
Want Legitimate Concessions of all kinds. No exclusion.
Want Rides—Ferris Wheel to work Dual, No. 12, also Spitfire.
Kiddie Rides or any Ride not conflicting.
Will book Shows with own equipment—Flea, Fat Show, Glass House, Wild Life or any Grind Show.

FOR SALE: Pony Ride, 4 Ponies With Trailer

ADDRESS:
LOU RILEY, Mgr.
Oxford, N. C. (Fair), Sept. 27 to Oct. 2

WINTER, NOWHERE TO GO!—THE LUCKY IRISHMAN DOES IT AGAIN!

CLOSING NEAR PHOENIX, DECEMBER 18 MIDDLETOWN, MIDDLE OF FEBRUARY, 1949
Need Now...Now...Hurry...Two Fast Concessions for Bingo, Pin Salary, Medlin Nolan, Mgr.
Men and Wife for office Side Shows, Man for Ticketands and Up and Downs, Wife for Illusions, Salary out of office.
Will book a few well finished Romy Punks, Want Photos, Photos, Duck Pond, Age or Weight.
Need one Girl for ONLY Bell Game, Fifty-fifty deal.
Want Second or any other Rides, will buy or trade for any assets.
Can not use any Shows, Rides or Compa, Have plenty of P. C. and Pilot Store Agents.

OUR THIRD YEAR AND NEVER MISSED A PAY DAY
WILL PHONE OR WRITE:
LARRY NOLAN, SOLE OWNER AND MGR.
Cottonwood Falls, Kans. (Fair), Sept. 27 Oct. 2, Fairview, Ohio, (Fisk), Oct. 4, 9.
Note: John Dowyna still has all the Concessions and will have in 1949. Good Agents contact him on his route.

ORANGE STATE SHOWS &
TED LEWIS SHOWS COMBINED
WANT FOR MIAMI, FLORIDA
FEATURING HUGH ZACCINI SHOT OVER 2 FERRIS WHEELS

Great 5th Annual West for the Southeast Circuit Ltd., Nov. 1st to Nov. 14th, and the rest of the winter spots already booked.
Can use October: England, Rides or any other Major Ride, Pony Ride, Kiddie Ferris Wheel and Kiddie Auto.
Shows with their own outfits, all winter's work, Side Show, Hilton, wire me. Girl Show, Snake Show, Wild Life and Fun House.

CONCESSIONS—Everything is open except Bingo and Cook House. Can use all kinds of Legitimate Concessions, Sikes, Diggers, Shooting Galleries.
This Show at the twenty weeks already booked in the best spots in Florida. Can use Ride Help and would like to hear from a Clown or somebody to promote school days and matinees.
Week of Sept. 27, Monroe, N. C. two weeks commencing Oct. 4, Savannah, Ga. week of Oct. 10, the Great Grinville, Fla. Fair, Write or wire.

LEO M. BISTANY, Gen. Mgr. TED LEWIS, Mgr.

HARRISON GREATEST SHOWS
PRESENTING "THE SHOWS OF SHOWS"

HARRISON GREATER SHOWS
Wants for Newport, S. C. D. V. F. Fair, Oct. 4-6, Glenside, S. C. Community Fair, Oct. 11-16;
Owensville, B. C., Colored Fair Oct. 1-2, S. Hays Colored Fair, Savannah, S. C., Oct. 28-30;
then Charleston, B. C. Colored Fair and all winter's work in Florida. Good coming for Cook House 27th in Tallahassee, Man show, Man show, and to be located in House. Must possession, Concessions, B. C. Colored and Niagara Falls. Need Buffalo or Chicago Clowns, Concessions.

CATERPILLAR, 8-CAR WHEEL, 7500.00
QUICK-CHANGE CHAMELEON, 7500.00
1000 MOON ROCKET, 7500.00
1000 OMINUS FOOT, 7500.00
2000 AXE, 7500.00
5000 VIA RIDE, 7500.00

FOR SALE
1948 CATERPILLAR RIDE
Two new 1948 Two-Ton Chevrolte Tractors Two 1948 Hobbs Semi Trailers. All in new condition with 147,000 miles. Will sell with outfit transportation.

ORVILLE VANLEET
e/o World of Today Shows, Muskogee, Okla., Oct. 1st to 10th.

TIVOLI EXPOSITION SHOWS
WANT CONCESSIONS AND SHOWS FOR COTTON AND RICE FESTIVAL—O

If you want to get your winter's back off his own, One place Shows that do not conflict and all kinds of legitimate Concessions. These are all proven spots, mature and size are the best in shows. Contact
H. V. PETERSEN, Earl, Arkansas, Sept. 27-Oct. 2

MILLER AMUSEMENT ENTERPRISES

FOR SALE
1 LITTLE BEAUTY BIRDY GO ROUND 7500.00
2 1200 FEET WHEEls 7500.00
1 1750 FEET WHEEL, 7500.00
1 1824 TIL-X WHEEL, 7500.00
1 4000 ORELUS, 7500.00
4000 PITCH, 7500.00
6000 CHAMELEON, 7500.00
5000 MOON ROCKET, 7500.00
1000 VIA RIDE, 7500.00
5000 VINTAGE, 7500.00

PALMETTO EXPOSITION SHOWS
WANTS RIDES—SHOwS — CONCESSIONS
For following dates: Ellenton, S. C., Sept. 27-Oct. 2; Ravenna, S. C., Oct. 8-12; Dur. S. C., Oct. 11-18; Deltona County Fair, Forest, Fla., Oct. 12-19; Palatka, Fla., Oct. 20-30; other Concessions to follow and all winter's work. Rides—Get place Ferris Wheel and Til, SHOWS—Be Ike or Ike, Roll-A-Trike, Wheel and Til or any other, 8-Car Wheel, No other, 3- or 4-Car Wheel, No other.

SOUTH FLORIDA RIDE MGR., BOX, Ellenton, Fla., For information. No one else knows how this business should be operated, ownership of all concessions, write for prices, no dates too small. Acts take time to correspond, just write more.

WOODY McCABE, Manager; EDDY BURTON, General Representative

NORTH EAST FLORIDA FAIR

JACKSONVILLE

NOV. 10 TO NOV. 20

11 BIG DAYS AND 11 BIG NIGHTS
CAN PLACE CONCESSIONS OF ALL KINDS
Want Eating and Drinking Stands, Novelities, Fish Ponds, Ball Games, Hoop-La. Short Range Gallery, Jewelry and Direct Sales.

CAN PLACE HIGH, SENSATIONAL FREE ACTS

WRITE OR WIRE
CURTIS L. BOCKUS, Sec.
Suite 423, Hotel Mayflower
Jacksonville, Fla.

FREDERICK, MARYLAND, FAIR ALL NEXT WEEK
WILSON COUNTY FAIR, WILSON, NORTH CAROLINA, WEEK OCTOBER 11

Dale Toll Games, Hantky Pankies, Place Concessions, Eats and Drinks.
Come on. All answer Bloomsburg, Penn., this week.

SHOWMAN, ATTENTION
FOR SALE—AT A BARGAIN—FOR CASH
Wild Life Exhibits, '57 Chev. Truck, '41 Dodge Truck; 40 Cages of Wild Animals, including 15 Monkeys and Beavers. You flatter, if you want a real exhibit, come look it over. Atlanta State Fair, October 1st to 10th, inclusive; at Tallahassee, Florida, Fair, October 21st to 28th, inclusive.

WALTER STOFFEL

DEADY BROS. SHOWS

11 LITTLE BEAUTY BIRDY GO ROUND 1500.00
1 1200 FEET WHEEL 1500.00
1 1750 FEET WHEEL 1500.00
1 1824 TIL-X WHEEL 1500.00
1 4000 ORELUS 1500.00
4000 PITCH 1500.00
6000 CHAMELEON 1500.00
5000 MOON ROCKET 1500.00
1000 VIA RIDE 1500.00
5000 VINTAGE 1500.00

MILLER AMUSEMENT ENTERPRISES

LA GRANGE, ILLINOIS

KING STOKES COUNTY, N. C. FAIR SEPT. 27: ROCKINGHAM COUNTY FAIR.

EAST KITTS COUNTY, N. C. OCT. 4TH; YADKIN COUNTY FAIR, EAST BEND, N. C. OCT. 11;
RANNELL, Y. A., OCT. 11; THEN GOING SOUTH

MCCABE'S BROTHERS' SHOWS
WANTS QUICK FOR SOUTHERN ROUTE

PALMETTO EXPOSITION SHOWS
WANTS RIDE—SHOwS — CONCESSIONS
For following dates: Ellenton, S. C., Sept. 27-Oct. 2; Ravenna, S. C., Oct. 8-12; Dur. S. C., Oct. 11-18; Deltona County Fair, Forest, Fla., Oct. 12-19; Palatka, Fla., Oct. 20-30; other Concessions to follow and all winter's work. Rides—Get place Ferris Wheel and Til, SHOWS—Be Ike or Ike, Roll-A-Trike, Wheel and Til or any other, 8-Car Wheel, No other, 3- or 4-Car Wheel, No other.

SOUTH FLORIDA RIDE MGR., BOX, Ellenton, Fla., For information. No one else knows how this business should be operated, ownership of all concessions, write for prices, no dates too small. Acts take time to correspond, just write more.

WOODY McCABE, Manager; EDDY BURTON, General Representative
**CARNIVALS**

**The Billboard**

October 2, 1948

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**FROM THE LOTS**

West Coast

SAN JOSE, Calif., Sept. 25—The show will wind up its season in the black, despite one of the worst spring seasons in 22 years of operation. Mike Krekos, general manager, said here. The org was hard hit by bad weather, which lasted from the July 4 weekend to September 15, after which the weather straightened out, in the show's books. Commenting on plans for '49, Kreko said a new Ferris Wheel, another new ride, and some additional sideshows will be added. The show will winter at the fairgrounds in Merced, Calif.

The new power plant has worked out splendidly, the manager said, and the org still retains the hot wagon so that it will be covered in any power shortage. The power plant was installed when a drought caused a power shortage in California.

Pete De Cencis, Girl Show and Poster Show operator, recently rejoined after an absence of several months, during which time his wife, Hannah, ran the unit.

Harry Meyers, the org's manager, is planning a European jaunt which will take him to Switzerland, Germany, and his homeland, Greece. It will be his first trip to Greece for over a year.

Visitors here included Charles Bagby, San Francisco attorney; Letter H. Bill, insurance rep; and Mr. & Mrs. Hart, John Strong, secretary of the Alamance Chamber of Commerce; and Mrs. Fred S. Carger, secretary-manager of the Monterey County Fair; Mr. & Mrs. Ted and Ming Tu, a newly married couple, formerly connected with the org; Carl L. Garrison, of the Grand National Livestock Company, San Francisco; Charles Walpert, formerly of the West Coast Shows, now with the Mc-Cluskey Circus; and Show Shows; Mrs. Eleanor Pettit and daughter, Patty; Joe Franks, vice-president and field man of the Show Folks of America; Eddie Burke, of the El Dorado Fair, Merced, Calif., was here.

The Takeoff Show has also been here.

Marry Teixeira left the show here to take over a school. The school is here.

Harry Lohdige

SHAKEY, Ga., Sept. 25—The show was very busy in Colquitt, Ga., on Powell's Field, three blocks from the courthouse, with free gate, shows, rides and concessions, knocked out in one of the biggest weeks of the season, despite the fact that Tuesday (14) was lost due to rain. Sponsored by the mayor's committee, in a drive to raise funds for a new swim pool for children, the midway was jammed each night, and the Saturday bubble gum millionize proved another winner.

Mayor Merritt, Sheriff Ted, Chief of Police Ted and other officials gave the show a fine welcome and co-operated in every way. At the show's departure, Mayor Merritt presented Harry Lohdige with a fine letter of recommendation. Lohrsigned to his return from a hurried business trip, reported he got the fair contract he wanted.

At Old Al D'Horache's booth ran out of food and drinks three consecutive nights, since he could not get enough stock on hand to feed the hungry public. For the second week in the Fairgrounds, the Park has grossed the Monkey Show. Bill Mc-Donough, manager, said here that the show had ever had with his photo shop. Leo Hirsch joined with razzle and had a fine week, as did all concessions.

**MIGHTY HOOISER STATE**

AKRON, Ind., Sept. 25.—Shows were late loading after a big week in Bremin, Ind., but org arrived in plenty of time for Tuesday's opening. Tuesday night was set aside for the annual horse pulling event, in which a great crowd and rides and shows drew capacity. Wednesday and Thursday held up reasonably well and on Friday the biggest school day crowd in event's history turned out. Midway enjoyed a red one until midnight. At Saturday night fair officials said that attendance doubled any previous year here.

Harry Lohdige, the Zucchin's manager for 1949—M. G. STOKES.

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**GIRLS**

Want Girls for Girl Show or Poster Show. Wire. don't write.

**JAHALA MILLER**

Care Western Union, Gainesville, Georgia.

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**FOR SALE**

Penry Arcade—60 machines: 24X40 top, 40 ft. front, and truck.

**GEORGE HURNEY**

156 Olympic Blvd., 2nd Floor, Pittsburgh, Pa.

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**ALL CARNIVAL AND CONCESSION FOLKS WELCOME**

PARADISE PARK

Travellers and Concessionaire; as LITTLE MAVE RIM

Rates: $2.50 and up

L. W. PERKINS, Owner

---

**FOR SALE**

Proven Missouri 32nd. Price: $1500.00, used less than a month, Poster drawing show $100 added. 12X20 top, good condition.

**RAY SETTLE**

Crb Orchard, Ky.

Phone 2421

**WANTED**

Authentic Peanut Wagon. Good condition. Winn's your price.

**THE BOX**

**THE BILLBOARD**

CINCINNATI 28, O.

**RUPES MIDWAY FOR FUN**

Will buy Poster Show, Cub Shows, Ferris Wheel, Dog Shows, Tent Shows, Hunt Stake, and Tent Horse, Need Shows for Southeast.

**MRS. W. R. RUPE**

Elms 66, Dora, Miss, 6.5 miles south to center, Tuscaloosa, Texas.

**SECOND-HAND SHOW PROPERTY FOR SALE**

Second-hand Show Property, complete. Options, Wagons, Masts, Fibre Drums, Platforms, Bell Stalls, etc. $10.00 cash down, balance on bills. $250.00 cash down on Moon, Ferris Wheel, Band, Shows, etc., 1500.00. Furnish references. Will work or locate. 1602 S. Bond St., St. Louis, Mo.

**WILL BOOK**


**BURKHART SHOWS & AMUSEMENTS**

**VOTT'S SOUTHERN AMUSEMENTS**

**SMALL CARNIVAL & CONCESSION MACHINES**

Smaller Carnival and Concession equipment—trucks, horse trailers, etc. Local delivery or delivery to any point in Georgia. All new. One year's guarantee. Call or write. G. E. LASH, 802-814 Peachtree St., Atlanta, Ga.

**AL VOGT, MGR.**

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**BINGO CALLERS AND COUNTERMEN**

WANTED FOR SOUTHEASTERN WORLD'S FAIR

ATLANTA, GEORGIA — OCTOBER 1 THROUGH 10

Report Immediately.

**LIPSKY & PADDOCK CONCESSIONS**

FAIRGROUNDS, ATLANTA, GEORGIA

---

**WANTED**

Girl Show to join at once. Hanley Parks or any kind of Show with worthwhile Attractions. John Pinckel, contact Charlie Simons. Can use all your Concessions. Join at Saint Pauls, N.C., Sept. 27 to Oct. 2.

**MULLEN-COHN SHOWS**

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**PAGE BROS.' SHOWS**

Want for Cheatham County Fair Ashclay City, Tenn., this week, and Robertson County Short Lived (next week). 60 Curtain Shows, 40 Poster Shows, 60 Drum Shows, 60 Scare Shows. Call or write.

---

**STAFFORD'S UNITED SHOW**

INDIANAPOLIS, IND., Sept. 28 to Oct. 10

in the heart of the city.

Can see Cook House, Cotton Candy, Candy Apples, Snow Cone, Balloon Dart, Coca Cola, Bell Game, Duck Pond, Pinet-Till-U-Min, Horse Show, Jewelry, Short Range, Novelties, Basketball, Circus & Gussie, Six Cat, Bucket, High Stim, Popcorn and Crackers, Matt Camp.

**FOR SALE**—14-24 Bingo complete with Stock, three complete Amplifier Sets, one complete Monkey Show, complete Shake Show and several Concession Stands; one Trachile House Trailer, all aluminum, 22 ft., used six months, cost $2,400.00—$1,800.00 each. sells it: '41 Otholmire, '37 Indiana, '35 Franklin. 5400 $2,000.00—$1,200.00 each. Call us.

**CALL**

339 S. LaClare St. Indianapolis, Ind.

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**SHAN & BROS SHOWS**

WORLD'S CLEANEST MIDWAY

ELBERTON, GA., FAIR, this week; CANTON, week Oct. 4; SANDERSVILLE, week Oct. 11; EASTMAN, week Oct. 18, and three more fairs to follow.

Want Thrill Show or Portable Dog Race Outfit to work on track for South Georgia Six-County Fair, week Nov. 8, Valdosta. We do not need anything on show, but will make room for real show people. Wire.
CARNIVAL WANTED for SOUTHWEST, GA. COLORFUL FAIR
Select Date on Tuesday and Arrive Early. Write Today. Bill
Kilgore, Route 1, Neptune Beach, FLA. Phone 210. Phone 610.
O. P. JOHNSON

FOR SALE
Workable Fair Equipment, Cages, Trunks, etc. Made by
Zimmer Bros. and Curry Bros. Supplies, and
Dow Cane. Very nice and
Ernst, McFarland, Pa. Phone: 57.66.

Route 1, Humburg, Pa. Phone: Bonnaire 1551

O. C. BUCK
FAIRFIELD, Conn., Sept. 25—

ATMOSPHERE at the opening here Monday night (20) was unusually good.
A ride biz was off, due to competition from the numerous parks and

in the area.
Big was just fair during the stand in<br>n commercial baseball games in the adjacent

stadium providing opposition. A

and wind kept the air fresh. A

early close there Saturday night (13).

Richard Williams, 41, Negro stage

for the Dream Hour Revue,
died in the org's bus en route from

Peekskill. The truck overturned

Friday (17) in Peekskill, with

held paid out of the show's be-

back fund.

Also on en route to Peekskill, the

trailer carrying the Tit-al-Walr turned.

the truck was demolished but the Tit has been repaired and is

in action here. The driver

injured.

Ed Warriner is recuperating in the

Baptist Hospital, Columbia, S. C.

a heart attack. Henry Mullen

suffered a broken arm when he

from a pony at Peekskill.

General Representative James

Quinones purchased a new truck;

Tom Brady, Herman Keness and the

Orch. are currently purchasing new

Mrs. Evelyn Buck is much improved

her recent accident and visited the show.

The org will join forces with the Ross Manning Shows for the Dunlap, Conn., Fair, starting

Saturday, October 2.

Pamella Bowers, of the Dream Hour

Revue, and Jack Martin, of the

Motordrome, were married in

in Dunlap.

The couple plans to live in

Bennington, Vt.—ROY F. PEUGH

Fidler's United

ALTON, Ill., Sept. 25—Fidler

United Shows made the run here from Elgin in good time with some

coming from Madison, Wis.

The lot was ready and rides, shows and concessions were set up two days in advance of the opening

Wednesday (18).

Business until Saturday night

considered good and a spurt

ight was augmented by a good

week. The fireworks display, scheduled

by the American Legion and

Manufacturers Association, at 11

was delayed at least three

when a tug boat fuming

barges loaded with gasoline

in the canal adjacent to the

show grounds. By this time the

boys with the torches were

Figure, rice and the what-have-you had done land-

business.

the cookhouse sold every bottle of pop, and

in capacity in the record crowd.

Vicent Hubback and Paul Miller

start to tear down their string of

concessions until 4 a.m. The org's

rides were loaded to capacity.

art of the rides were moved into

Kenny, P. O. for the opening of the

air there while part of the No. 2

unit was moved to winter quarters in

St. Louis, leaving 3 rides with the

for the trek south.

Pioneer

WILLIAMSPORT, Md., Sept. 25—
The Pioneer org had a banner week here.

Slim Pein left for the Reading,

Fair, and Chester Hep and his

brothers went to Philadelphia on

bus. Jerry Hughes has bought a

n station wagon.

Paul Merrick was on hand for his

th trip for his 4 rides.

lace crew follows: Curly Robins-

and Joe Thomas, Chairl: Pete

son and Lefty Farnum, Jack

Wheel; George Smith and Don

Jim New, Merry-Go-Round; Charles

Fenson, Jim Mounds and J.

Arteon. Whip: Joe Fairton and

Jim Weiton, Concessionaire; Jake

Meske, Concessionaire; West,

Rollercoaster; George Drake,

Manager Mickey Per-

club placed an order for two new

tractors and trailers, which will

in to haul fruit this winter.—M. A.

MARTIN

CARNIVAL WANTED for SOUTHWEST, GA. COLORFUL FAIR
Select Date on Tuesday and Arrive Early. Write Today. Bill
Kilgore, Route 1, Neptune Beach, FLA. Phone 210. Phone 610.
O. P. JOHNSON

FOR SALE
Workable Fair Equipment, Cages, Trunks, etc. Made by
Zimmer Bros. and Curry Bros. Supplies, and
Dow Cane. Very nice and
Ernst, McFarland, Pa. Phone: 57.66.

Route 1, Humburg, Pa. Phone: Bonnaire 1551

ATLANTIC RURAL EXPOSITION
FORMERLY VIRGINIA STATE FAIR
October 4th to 9th Inclusive, Richmond, Va.

PIEDMONT INTERSTATE FAIR
October 11th to 16th Inclusive, Spartanburg, S. C.

WILL PLACE Entertaining and Drinking Stands. No Apples.
WILL PLACE all legitimate Merchandise Games.
CAN PLACE experienced Carnival Workmen in all departments. Red
Jennings, contact Pete Thompson immediately. Can use Mule and
Car Drivers.

Winter Quarters at Petersburg, Va. Fairgrounds. Show closes middle of
November. We are booking attractions for 1949 season. What
have you? All addresses:

FERRIS RIDES AND SHOWS
Legitmate Concessions of all kinds, Grab and Cuck houses. Shows—Wild Life.
Five or Ten In-One, Penny Arcade. No Flats. No Girl Shows. No Milt Camp. Wife
come on in to Hughesville. Let men on grounds Wednesday, Sept. 19.
**Harry Lottridge Shows**

**FAIRS—GEORGIA CELEBRATIONS**

We will close November 27 and open January 15

Watch for very important announcement in the near future.

WANT FOR Aairobi, Ga., ANNUAL PEARL FESTIVAL NEXT WEEK, OCT. 4 TO 9

WANT Shows with own outfit, Ride Help and Semi Drivers. Concessions—Legitimate Concessions of all kinds. Use few Stock Store Agents. Address JOHN KEELER, Manager, or N. P. ROLAND, Pearson, Georgia, this week. Will publish Miami lots this winter.

**PELLEURAND SHOWS**

**WANT**

Long Range, Balloon, Darky, Jewelry, Ring Game, Ball Games, Bingo open. Grind Shows with own equipment, Long season south.

Ride Help that drive somes and can stay sober. TRENTO, TENN., THIS WEEK; BROWNSVILLE, TENN., OCT. 4

Hutchinson Execs Benni:

18 Brydon Shows, Plus Strong Ride Line-Up, Features Midway

HUTCHINSON, Kan., Sept. 25—

Bay Marsh, Brydon midway show impressed and pleased week deliverance. Will book or have late model and must be in good condition, with own transportation, CATERERS, ORGAN, INDEPENDENT. WILL BOOK—Brydon, Miami, Florida.

Bambi, Popcorn, SeaKiss, Candy Floss, Candy Apple, Navarines, Jewelry, Frozen Custard, Float Galley, High Driver, Funny Audience. High Points of all kinds. If you have 4 or more you can have 1 Percentage Table. Will book 2 twice if you will work according to instructions and have other Concessions. Paul Coulman, let me hear from you.

Free all sports and show specialties. Must be sensational. F. G. GREGG, CANADA, if available, contact immediately.

Complete organized MINSTREL, Motordrome. Must be high class with real performance. Your own equipment and transportation.

MOTOR DROME. If you have a good one and Riders that can and will ride, will give you the best deal. Want Men with first-class Sound Truck, prefer one with Concessions.

COMMITTEE: HARRY LottIDGE, Manager. Concession Mgr.

**WANT** FOR CHEROKEE INDIAN FAIR, OCT. 4 TO 9, CHEROKEE, N. C., WITH NEWBERRY, S. C. TO FOLLOW

RIDES—Can place set Kiddie Rides except Train. Place No. 5 Wheel, Till. Moon Rocket balance our fair season. SHOWS—Good opening for Motor Drome, Motor Show and place Girls in newly formed Girl Show, Minstrel Show People, Chorus Girls, Musicians, Comedians.

CONCESSION—Place Grab, Age, Scale, Palmistry, Ball Games, Hoppe, Pitch to Win and Legitimate Store also Swinger, Six Cat, Rockets, Nail Store. No Wheels or Coupons, HELP—Always place Mech. hands on Concession, People, Ride Men, Semi Drivers, Canvas Men, Ticket Sellers. All address RALPH DECKER, Gen. Mgr., Waynerville, N. C., this week; then per route.

WANT FOR FAIRS STARTING WITH TOMBISS COUNTY FAIR, VITALIA, GA., OCT. 4-9

JACKSON COUNTY FAIR, WRIGHTSVILLE, GA., OCT. 11-16

AND FAIRS UNTIL THE END OF NOVEMBER

CONCESSIONS OF ALL KINDS

Frozen Custard, Age and Scales, Lead Game, Ball Game, Jewelry, Coke Bottlers, Fish Pond, Short and Long Range Shooting Machine, Rocket Show and Six Cat Joint.

WANT NON-CONFLICTING SHOWS. Good opening for Motordrome, also Girl Show with own equipment. WILL BOOK CORSUS AND KOLUMPANE FOR BALANCE OF SEASON. Want sober, reliable Mechanic. All address.

RALPH W. WALLACE, Mgr.

COCHRAN, GA., this week; then VITALIA, GA., next week.

**MODERNISH SHOWS**

WANT FOR AROLIRO, GA., ANNUAL PEARL FESTIVAL NEXT WEEK, OCT. 4 TO 9

WANT Shows with own outfit, Ride Help and Semi Drivers. Concessions—Legitimate Concessions of all kinds. Use few Stock Store Agents. Address JOHN KEELER, Manager, or N. P. ROLAND, Pearson, Georgia, this week. Will publish Miami lots this winter.

**FIRE DAMAGES BUFFalo SHOWS' CONCESSION ROW**

BROXTON, N. Y., Sept. 29—Fire caused by a short circuit broke out in a group of concessions on the Buffalo Shows midway early yesterday (23) and threatened to destroy the whole row, including Ted's bingo game.

Prompt action on the part of show personnel and the Broxton Fire Department prevented the flames from spreading and the fire was confined to the building just belonging to Ed Harrison. Absence of wind aided firemen in keeping the blaze, a 2½-hour win game was destroyed.

**Buck Tractor-Trailer,**

**Tilt Damaged in Midway**

FOLLIERS, N. Y., Sept. 29—A tractor-trailer and Tilt-a-Whirl, owned by the O. C. Buck Shows, en route from St. Louis, Mo., to New York City, was damaged near here Tuesday (14) when the vehicle upset on Route 6 after colliding with a parked truck. Bernard F. Young, driver of the truck, was uninjured.

**Jack Graves, Concessionaire, Killed in Texas Shooting**

HALLSVILLE, Tex., Sept. 25—

Jack Graves, 35, San Antonio concessionaire, was shot and killed here Wednesday night (15). Police are holding Jack Stockton, Longview, Tex., for the shooting.

Harris County Sheriff Barry Roshard alleged that Stockton shot Graves eight times, then self-defense after Graves had entered the home of Stockton Dr. Ernest H. Chayenne, Wyo., was up from '47.

From here, Forsythe-Dowis moves to a three-week engagement of the season at Panhandle-South Plains Fair, September 27-October 2.
BALLYHOO BROS' CIRCULATING LATO
A Century of a Profit Show
By Starr DeBelle

Oil, Oklahoma, September 25, 1948.
Dear Editor:

We are lovers of the old trouping fraternity such as: "With It and for It. Not a dry-weather trooper. The show must go on," and "May they ever be right, but right or wrong." We love the dyed-in-the-wool trouper who can go along with a show without the show going along with him. Scarcely as they are, real showmen are always welcome on this show—the other kind, who want their money weekly, are a dime a dozen.

We have heard many have been induced to leave for other shows. They have been ruined men with nothing but the greed of money in their hearts and paydays on their minds. They have no respect, they favor the boss extended them, such as letting them sleep in wagons during the winter of 1921. We have good trouper who were born, reared and married on this show. They are traditionalists of a high caliber. They have gained the respect of the office with which they have a home here. However, if Pete Ballyhoo to be die we'd have to go with him. We are determined to live old traditions and should hang together because everything is against us. For example—they switched from standard to daylight with the help of the government which helped 8 p.m. pay hour to 9 p.m. on account of the delay in darkness.

We believe another old saw: "Didn't you see the free act and hear the band play?"

The truck-chimp who won't go for it as real trouper understood and we're going to do what old boss booked two high pole acts so that one free act could pay the other off; two bands so that one could hear the other play. Old traditions should be kept and gained by trouper. They keep us united and cost so little or mostly nothing.

What a grander custom than passing a hat to get the railroad move after everyone's property is loaded on. On this show it's as regular as one going to church on Sunday; it's a weekly event if only a sucker couldn't appreciate. It is a real showman's duty to see that the show is run and give a percentage if not, all of what he was paid off. Last Sunday the hat-passing netted $11.65 for the highest paid high pole kinkers and 14 musicians.

The bosses don't want it all, they are regard it with good reason. With a program of the size any of their people can get a two-week have of absence to work in harvest fields until they make enough to buy a pair of shoes. Only on rare occasions does one take advantage of the boss's liberality by staying away long enough to get a suit. Upon the return they are quickly run for setting a bad example. We had one fellow who remained away for two months and came back wearing a front from his shoes to his hat—we heard he was getting out of character and going native.

I can hear one of our band playing old Lassie Song. It is a night song. It is our old traditional theme song. To us it's like an army being on Pay Day. From instinct I know that the kinker is climbing up the height of a show. I'll better stop writing and get down there or I'll miss seeing and hearing my My Daily Stiperence.

Northern Expo Inks
Watertown Festival
WAFTERTOWN, S. D., Sept. 25.—
Northern Exposition will sup-
ply the midway for the Community
Fair and Street festival here, Sep-tember 29-October 2, according to
to Gill Tuve. Northern Exposition general
agent, who recently contracted for the event with the sponsoring Senior and Junior Chambers of Commerce. Aux-
iliary attractions will be stage shows and dancing each night in City Auditor-
ium.

Exhibits of livestock, grain, seeds, potatoes, small farm implements will
cover several blocks of downtown
street. Tuve said, and 4-H clubs of
teaching and adjoining counties will
have displays. Merchandise prizes
will be donated by local merchants.

Charlotte, N. C., Food Show
Resumes After 7-Year Lapse
CHARLOTTE, N. C., Sept. 25.—
The Charlotte Exposition which was
will be held in the Armory Audite-
rium here November 10-20 after a
7-year lapse.

Last show was held in 1941 and resumed after the war cause it was impossible until this year to secure the auditorium for a 16-
day period.

Midway of Mirth Shows
Want
RIndia and Irish Dame Novelities, Coke Bottle and Blowers
Address: Caraway, Ark. this week: Monette, Ark.

JACKIE COLEMAN
MIDWAY MIRTH SHOWS

WAY TO ME AT ONCE
Car place, Kingman, Kansas. This week: Central Texas Fair. Gates, Texas, October 31.

DON BRASHEAR
MIDWAY MIRTH SHOWS

GREAT CARNIVALS

The Billboard
CARNIVALS 59

Ballyhoo Bros.' Circulating Lat to
A Century of a Profit Show
By Starr DeBelle

Lawrence Greater Shows

Montross, Va., Annual Firemen's Homecoming all this week; Appomattox, Va., Oct. 4-9


J. V. VLIET, Manager

SPLINTER ROYAL WANTS
For following Fairs at Sparta, Eatontown, Millwoodville, Louisville, Statesboro, Pelham, all Georgia, and Traveara, Florida: Pin Store and Count Store Agents. Jay Williams wants Skillio Agents.

Answer to SPLINTER ROYAL, Royal Exposition Shows
Sparta, Georgia.

GREAT SUTTON SHOWS
CAN PLACE
Fish Fond, Hoopla, Dart Game, Cork Gallery, Penny Pitch, Custard, Candy Apples, Ice Cream Wonder Bar. Have opening for Side Show and Carnival with People. Billy Logdon, put in touch with me. This show has only the best spots. Boonewe, Miss., Fair and Stock Show, Sept. 27th-Oct. 1st Williams County Fair, Europe, Miss., then the big one, Monroe County Fair, Aberdeen, Miss.

MAGIC EMPIRE SHOWS
WANT FOR SEVEN FAIRS AND CASTLES

SAM GOLDSMITH
Pecos, N. M. Fair. This week: Pittsburg County Fair, Elko, R., on follows Glaster.

Copyrighted material
WANT CONCESSIONS
For LIVINGSTON PARISH FAIR in Louisiana, Oct. 8, 9, 10
Grab, Ball Game, Fish Pond and String Game. Any legitimate Concession. Want Fair Rides, Tilt-a-Whirl, Rolodrome and a couple of Kid Rides. Livingston is the best Parish Fair in Louisiana. Gulfport, Miss., for two weeks. Pass Christian, Miss., for one week. Be out practically all winter. Write the City of Livingston, Attn. Mrs. Y. Louis, Miss., for one week, and other good spots to follow. Rides and Shows, 25%. JAY WARNER

NOW BOOKING CONCESSIONS

TWIN CITY SHOWS

HARRY CRAIG'S SHOWS
WANT
First and Second Men on all Rides, General Ride Help, Grind Store Agents, Shows with own outfits and transportation. Also Hunty Parks.

SPRINGFIELD, Texas, Sept. 28-Oct. 2; then as per routes.

FLOYD O. KILE SHOWS
WANT FOR
Ft. Worth, La., Fair, Sept. 28-Oct. 1; Crawford Fair, Near Vicksburg, La., Oct. 6-9; Tangipahoa Fair, Franklinton, La.; and Hammond Fair, Hammond, La., Oct. 29-Nov. 8; Mobile, Ala., Oct. 29-Nov. 8; and various other fair in Mobile area. Will book all agents. Will handle Concession Agents and Show People, we can trust you. No last. Second Man for Merry-Go-Round shows. Space limited. Do not delay. Write for surf. of prices, etc., or come on.

FLOYD O. KILE, Mgr.

JAMES E. STRATES SHOWS
WANT
Oriental or Native Hawaiian Tenpans with Band. 8 more outstanding Fair dates.

ROY R. JONES, Bus. Mgr., James E. Strates Shows
DANVILLE, VIRGINIA, THIS WEEK

WANTED
C. A. STEPHENS SHOWS
[Ad text not legible]

NATIONAL SHOWMEN'S ASSOCIATION
154 Broadway, New York

NEW YORK, Sept. 23—The recent meeting of the eligibility committee, president, H. S. Farnham, approved the following applications for membership: Melvin Lape, Paul D. LaWie, Sol Gibeau, Harry Miller, Joseph Friedman, Joseph Kaufman and Lief Lund, all sponsored by David Brown.

Two of the names were sent in by Victor Weinberg, entitled him to one of the scrolls which are awarded to members listing in 25 names for the year book. Gerald Shulman adds another name from all parts of the country. Our desk is littered with contributions to the building drive.

Visited the Ward of Mirth at the Allentown (Pa.) Fair. Received by Harry Pakr, who was introduced to me by Bucky Allen, Bill Malonig, Max Hummel, Ralph Coatsman, Bill Powell, Louis Weinberg, Van Core, Ben Weiss, Herman Mastrovito, W. H. Ellis, Ken Moore, Max Graber, Harry Xaplin, Ike Brock, Joseph Batsman, James Webb, Bill Simmons, W. C. Anderson, Ira Covce, James Burgon and Louis Renf.

A drive for the various funds of the NSA will be made shortly, and it is anticipated the annual record amount will be raised.

Building fund awards will be made at conventions during the week of October 25—WALTER K. SIGLEY.

Ladies' Auxiliary
NEW YORK, Sept. 24-President Queeen Van Vliet presided over the new meeting, assisted by Vice-President Alice Frank, Secretary Lillian Ethel, Treasurer Mildred Peterson and Assistant Treasurer Louis Weinberg. Wives of Officers: Mrs. W. C. Anderson, Irene Kane and Ethel Ortelli were present.

Anna Halpin and her husband are leaving for Mexico City on a belated vacation, from Brooklyn, N. Y. This will be a trip to California, celebrating her wedding anniversary, June 12.

Queenie Crook will also be in California the first of October. She will be in the stadium in presentation of the show.

Copyrighted material.
MIAMI, Sept. 25—President Carl J. Sedlmayr advises the plagues have been selected, and the drive. Harry Schreiber, chairman of the 1948 Year Book committee, reports ads are coming in okay. Ed Glover said he is handling advertising contracts plus a membership application.

Second-timer, who left the Marks Shows because of illness, visited the club. Abe Fineberg is a patient in a local hospital. Pittsburgh, according to his brother.


Miami will entertain two national conventions in October. The National Association of Letter Carriers meets October 10-16 and the American Legion convention opens October 16. Show folks hope to come to Miami around that time so they can be among the hospitality. Danny and Rosetta Del left for the East.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Sept. 25.—Approximately $290 was raised for a dinner sponsored by Ethel Krug. Serving with her on the committee were Mabel Beno, Rose Fitzgerald, Nancy Meyer, Tillie Palemaster, Marie Bailey and Lucille Ranum. A number of people contributed many members unable to attend, and one of them, TooToo Elder, in October advertised to come to Los Angeles and pay $170. Miss Hughes and her five winners included Dan Slatatho, Mary McMillan, and an unknown pledge. Bingo was played.

The club's first board meeting is scheduled early next month, following which meetings will be held weekly. Dues for 1949 are payable now.

Madame Delma has been discharged from the hospital. Mrs. Oscar Gorman was on hand for the last meeting after being ill for some time. Jack, who used to be a hot dog popper. It was won by Helen Smith. Correspondence was received from Bill de Lorn, P. A. Johnson, Fred Long, and A. S. Levy.

Virginia Kline Writes

SALEM, Ore., Sept. 25.—The Oregon State Fair was a big one. In fact, it was the biggest fair ever, and that is something. Mr. and Mrs. Karl Douglas, of Portland, Oregon, Shows which were on the midway, left early for Puyallup, Wash., to compete in the fair there. The office was in the capable hands of Slim Tremaine and William Edgar Vielke, advertising manager. The shows for some time, left after the Puyallup Fair, with the Bob Duane and Mrs. John Duane. Her new midway left the heat of the day. The show is being run by the Williams.

Jenny and Bob Perry had their best week of the year. They worked for the week, never stopping till the last. Surprise gifts of silver cigarette lighters for Bob and Chick Trotter and some lovely and chaste chain stops. All those of the fair itself are opened up by the fair itself. Mrs. Walla Walla. The state of Oregon, now as assistant to Leo present secretary, was greeted by her many friends every day.

As a guest this week, Leo Whitcomb, an important star of the show. He spent his time in his special box at the horse show, rides and visited several of the fair. Those wearing new fall outfits. Miss Thoma Farmer wore a novel hunter green suit with white dress and hat match. Mrs. Tom Armstrong wore the new color brown with black gloves and hat. Miss Farmer was Leo's hostess for the evening and Mr. Armstrong, "I want him," said the network manager, "I want him as my lucky ride, the little stripper, on the midway. He will be the one who introduced the night grandstand, with his four charming children, Lauren and Tommy, with her mother and the children's nurse was kept busy taking them on the midway rides.

American Midway Shows WANT SIDE SHOW

For balance of season, closing at Valley Center Fair, Harlingen, Texas. Address, DON BRASHARE, Mgr. Hillborea, Texas. This week; then per route.

WANTED MITT CAMP

C. A. STEVENS SHOWS

Pilot Mountain, North Carolina

FOR SALE

$19 and $10 per week—Prize and Wrist Watches, coats, ties and the 14-14 Gilt Cloakroom, Big City Suits, and Big Full Suits for men. Address, DON BRASHARE, Mgr.

GIVE TO THE RUNNY CANCER FUND

Michigan Showmen's Association

1315 Cass Avenue, Detroit

DETROIT, Sept. 25.—Club is rumbling with activity. Many of the shows are or have been playing in or near Detroit. They include the Roscoe T. Wade Shows, Cameron Murray and W. W. Wade Jr.

The Joey Moses American Legion Post held its installation Friday (24), with installation were Arthur W. Bohn, commandant; Edward J. Domer, junior vice-commandant; Jacob A. Rothen, adjutant; Charles Kaito, secretary; Gordon Glade, chaplain; Erle Burge, historian; Robert Jones, sergeant-at-arms, and Jacob Rothen, service officer. The Legion Post recently participated in the military funeral for Herman Goldberg.

New members are Emler Kolar, Joe Bevans and William Kappes.

Secretary Berhard Robbins visited the World of Pleasure Shows in Auburn, Ind., where he was entertained by Mr. and Mrs. John Quinn. He also entertained by Mr. and Mrs. John Wild, Mr. and Mrs. John Morris and W. W. Moran and W. L. Cassady.

Snyder Named General Agent Of Royal Crown

DYERSBURG, Tenn., Sept. 25—E. L. Young, owner of the Royal Crown Shows, which furnished the midway for Dyer County Fair here this week, announced today the writing of E. L. Snyder as general agent. Snyder recently resigned as g. a. of the Gem City Shows.

R. C. his seven more weeks of fairs. The shows are closed November 13.

after opening January 28.

Weather here was perfect and midway business was good. The Dyer fair was revised this year after a lapse of seven years.

Joe Parker, fair secretary, and E. W. Moore, president, announced that final attendance figures may show this year's event to be the best in history.

AUSTIN, Tex., Sept. 25—Barbara Beatle, accredited with Cole Bros. Circus, was injured here Friday (24) when she fell some 40 feet while performing in the big top.

Preliminary examination showed Miss Beneli suffered a broken leg and shock.

JOHNNY'S UNITED SHOWS

NOW PLAYING DOWNTOWN LOT, WAYSEOBORO, TENN.

With three outstanding acts in Atlanta following, Guaranteed good time.

Come and see the World of Pleasure Shows. This week, Blue Ridge Band, various elephant acts, Tightrope Walker, Fair and Clown.

$5,000 of prize money. Enjoy.

SIX EXPOSITION SHOWS


STANLEY ROBERTS, Mgr.

Clanton, Ala., this week. Savannah, Ga., next week.

WANT FOR WAGONS, CIRCUS GOODS, ETC.

OUT ALL WINTER

STANLEY ROBERTS, Mgr.

Clanton, Ala., this week. Savannah, Ga., next week.

WANT FOR WAGONS, CIRCUS GOODS, ETC.

Pittsburgh, Pa., for the winter. Will sell anything without transportation.

WANT FOR WAGONS, CIRCUS GOODS, ETC.

Pittsburgh, Pa., for the winter. Will sell anything.
WANT

FOR
SALE

The Empress of the Ocean
THE WORLD'S FINEST MOTORIZED GRIND SHOW

For sale at a cost of $9,000.00, this beautiful show is complete in every detail. Can be operated by 2 people. A 32 foot specially built trailer with space for sleeping accommodations; contains a stainless steel tank in which Lila the Mermaid is presented in a lively bubbling tank filled with water. This attraction established record during the past season and a half on the KING REID MIDWAY. Complete with gun planks, ticket boxes, all accessories and a 1947 Ford army-over-gap tractor with 4,000 actual miles. Price with tractor, $3,500. Price, tractor only, $2,250.

WINTER QUARTERS

MANCHESTER CENTER, VERMONT

Allentown Red One for WOM
But Take Hits Under '47 Mark

(Continued from p. 51)

out regard to appearance in order to squeeze in all of the tenanted units. Shows and rides were literally wrapped around trees, concessions and assorted obstacles. Nearly all flashy features had to be sacrificed, including light towers, pylon and lighted arches.

Girl Shows Get It

It would be hard to find a better spot for a girl show. As a result Joe Sabin's units, Venus and Pandora, and Elaine Kirby's Club Ebony Revue had prime locations facing the grandstand on the main midway which was frequently jammed with persons to the point that entertainment was difficult.

After book for an absence of several years from the road and handling Pandora was Joe Casper, still remembered here for having lopped up the midway with a slappet-together unit called Stella.

The peddling of real estate by the fair folk on land boom proportions. Perhaps the best land sold at the fair consisted of 80 acres which had to be turned down because of the lack of space, according to E. H. Scholl, president, Barnett (Bucky) Allen's units were spread out, and the complete setup in the infield with Carl (Red) Barlow, Barlow, who just concluded a week's work at the York (Pa.) Fair, reported that every day was a par, principally the result of the two final days which made up for the decline experienced during the early part of the week.

Allen Plans New Office

Allen's office, while lacking a file cabinet and typewriter, sports a television set and money counter, both late models, as well as a telephone. In the planning stage is a new wagon containing all of the necessary office fixtures, as well as a few superfluous ones. The traffic at Allen's wagon, where much of the shows' entertaining is done, is prodigious, since Bucky shares the handicapping assignments with Bergen.

Dada King, concession secretary, was all alone under a doctor's care. Also on the sick list was Elaine Kirby, of the Club Ebony Revue.

Floyd Williams, Richmond, Va., auditor, was on hand for his usual late-season assisting of Ralph Smith, treasurer, L. T. (Pete) Christian left with Williams but failed to arrive when business caused his return to Richmond.

WALTER K. SIBLEY, executive secretary of the National Showmen's Association (NSA) was on hand to discuss plans for future business. Attending was Blanche Henderson, of the Ladies Auxiliary, NSA, who set aside three days for a businessman's holiday following the Mineola (N. Y.) Fair.

Dave Early Visits

Dave Early, operator of Early Bros. Shows, who is still dating this week in St. Louis, N. Y., after the doings at the York (Pa) Fair and before taking over next week the midway at the Bloomington (I. l) Fair, also was on hand to let it be known that he absented himself to break up his fair route by showing a city lot.

Bennie and Martha Wells were on hand with three long shows. They were happier, despite good business, after they were assured that the hurricane had caused no damage to their palatial motor home. They also have units at Huntsville, Ala., on the Imperial and Hennesy Bros. shows. Their season is over six weeks to go, but Art and Jackie will cut it short to return to Miami University next week. Bennie volunteered the information that he was no longer interested in horses.

MARGO PEARL

To your interest, contact me at any time. Write:

A. K. MGER

P. O. Box 1127

Milate, Pa.
George Brown Dies In Auto Accident

ROCHESTER, N. Y., Sept. 25 — William George Brown, former on the Buffalo Shows, was killed instantly when struck by a car while crossing U. S. Route 20 in front of his home. The driver of the car, which was wrecked, told State police he struck Brown in avoiding another pedestrian. The driver of the car was arrested.

Chautauqua County Coroner Theodore Morse said Brown suffered a broken neck, broken jaw, fractures of the shoulder and ribs. His body was taken to Philadelphia by relatives.

American carnivals Association, Inc.

By Max Cohen

CARNIVALS

ARKANSAS

Merryville-Partners Community Fair, Sept. 29-Oct. 2, W. B. McLin, 540 Green St., Merryville, La.

CALIFORNIA

Mayville-Farmers & Festival, Oct. 4-10, 2011; Hesperus-Jasper County Fair, Oct. 1-9, Hesperus, Colo.

COLORADO

Center-Potato Show Oct. 16-18, W. O. Hulbert, Dept. 50, Center, Colo.; Broomfield County Fair, Oct. 4, Broomfield, Colo.

COLOMBIA

Center-Potato Show Oct. 16-18, W. O. Hulbert, Dept. 50, Center, Colo.; Broomfield County Fair, Oct. 4, Broomfield, Colo.

GEORGIA


ILLINOIS

Tuscola—Big Bean Festival, Oct. 7-8, Ralph Trash.

INDIANA

Lodggy-Am Legion Barbecue, Sept. 29, 1970, Jan Thomas, A. M., 912 S. Main St., Lodggy, Ind.


MICHIGAN

Scottsbluff-Fair, Oct. 1-8, A. A. Bixby.

MINNESOTA

Dubuque—Street Fair Oct. 20, Wallace A. Ganser, 5th St., Dubuque, Iowa.

MISSOURI

Carrollton—Carroll County Fair, Oct. 10-11, W. D. Erz, Erz Bros., 1201 S. Main, Carrollton, Mo.

MISSISSIPPI


THE BILLBOARD

Carnival Routines

(Continued from page 30)

LAWRENCE GRETHER — (Pair) - Stateville, N. C.; $1,008; Marshville, N. C.; $3,000; Loxly, Arkansas; $4,000; Lonsdale, Arkansas; $6,000; Empire, Arkansas; $8,000; Lomax, Arkansas; $10,000.

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Why Don't Operators Have Voice in Conduct of RSIA Business? Asks Sefferno

Pitches for Practical Rollermen on Advisory Board

CINCINNATI, Sept. 25— "I recognize that a letter seeking a contribution toward support of the newly formed Roller Skating Rink Operators Association of America, writes Mr. (Cap) Sefferno, of Sefferno's Rollerdrome here. "So I am bringing the matter to my brother, Bill, nor do I propose to do so until I become better acquainted with who is who and what is what."

"The idea is a wonderful thought on which I have had a bit of information more than a year ago from its originator, Victor J. Brown, of New Dreamland Arena, Newark, N. J., but since the time I talked with him on the subject, a lot of water has passed under the bridge.

"The plan, as I understood it, called for uniﬁed co-operation involving three groups, the Roller Skating Rink Operators' Association of the United States, the United Rink Operators, and the manufacturers and distributors. Since the time the plan was unfolded to me, I have noted that while everyone seems to agree that the plan is wonderful, it also appears that everyone, with the exception of the fellow who thought of it, expects it will wants credit for the idea or wishes to assume the responsibility of putting it into effect."

Left Him Cold

"For instance, a recent article in The Billboard, a trade paper, states that the writer, whoever he was (Editor's note: The Bill is Washington correspondent, who apparently reported what the URO told him), "No doubt Rollerskating, Inc., succeeded in creating the impression that the idea was the brainchild of the URO and was to be supported by quite a contribution from one of our larger state manufacturers. After this impression was later corrected by a New York advertising concern, it was found that the majority of the operators are just as anxious to see the success of the plan as the fellow who thought of it, if not more so.

"Latter on a series of articles written by Mr. G. L. Fuller, of Roll-Away Skate Company, also left me cold with the manufacturers appointed or has assumed the directorship of the plan, assisted by Mr. Hyde, of Hoogerhyde Company, and Joseph Shevelson, of Chicago, Roller Skate Company."

Trimmmed Summer Schedule Hops Take for Kallio

MONROE, La., Sept. 25— A reduced operating schedule for this year has paid off for Gus Kallio, operator of the Kallio Arena Skating Rink. Here, the owner reporting that his Friday-Saturday-Sunday night schedule produced more business during the past summer than did full-time operation in previous years.

In previous years Kallio operated nightly except Tuesdays devoted to wrestling matches and found that summer business was always slow due to competing outdoor sports. This year's schedule resulted in a concentration of patrons on the three nights and, Kallio believes, brought in more business because many patrons do not care to skate unless they have a good crowd at the floor. Kallio, a native of Finland and former wrestler, left August 11 by trip to Helsinki to visit his 80-year-old mother.

He returned two weeks later to begin working work. When the Arena opens this fall Kallio will have an “All-Balcony” attraction. In the past spectators have been admitted to the rink free, but it is now planned to charge admission. This is expected to bring in some additional business because many patrons do not care to skate unless they have a good crowd on the floor. Kallio, a native of Finland and former wrestler, left August 11 by trip to Helsinki to visit his 80-year-old mother.

New York, Sept. 25—Harry Kallio, of Staten Island, N. Y., sent a message today through the roller skating arena he has had under construction in New Dorp, S. I., for the past year should be open for business early in November.

Designed by Matthew Libor, well-known architect, the rink (as yet no name has been given it) is on a modern design. Its features include 100 per cent fireproof construction of structural steel and brick, an 8 ft. foot skating surface, spacious clubrooms, showers for male and female skaters and a comfortable business lounge with chairs, and an $8,000 lounge carpet.

John T. Swanson, of New York, is building the floor. Construction to date is in excess of $300,000.

Skate Dance Book Prepped by RSROA

DETROIT, Sept. 25—A new dance book prepared by the Roller Skating Rink Operators' Association of the United States was sent to press this week.

It is expected to be distributed in late October. The book will be an annual in nature, containing the result of research done over the past five years in annual conferences of the association and the Society of Roller Skating Teachers of America, records show.

Information for tests and competition will be included.

CROWD OF 900 GREET VAN HORN REOPENING

MINEOLA, N. Y., Sept. 25— Minoa Skating Ring, last of the old-fashioned rinks in New York to stay closed, has been reopened in a fall reopening, began its 15th season Wednesday night (23) with some 900 guests present. Main line of attraction was a trio voodoo contest producing $445 in cash prizes had been advertised.

The skaters' original operators, Van Horn, Van Horn and Harry Bickmeyer, continue in charge. A guest at the debut was Wally Kiefer, former operator of now-closed White Plains (N. Y.) Rink.

AOW Predicts Record Gate For Speed Skating Season

ELIZABETH, N. J., Sept. 25—With the opening of the 1948 season that this year's events will draw crowds surpassing the 15,000 who attended 1947-48 competition, operated under the management of William Schmitz, general manager of the chain, fees the third year of events was held last night at Hackensack (N. J.) Arena.

This year's inter-city league will be a year’s longer and advance enrollment of contestants. Schmitz last year offered competition between the Twin City Club of Twin City and the Amboy (N. J.) club arena Twin City. The former had a membership of 1,000. The new league has enrolled 22 competitors in its speed division, with Mount Vernon and Hackensack trails included. New AOW rinks at Paterson, N. J., and Alexandria, Va., will have entries in the racing league.

AOW has also rehired its advertising staff for the coming season. Jack Edwards, formerly director of advertising, is being named chairman of the AOW technical committee. This group will meet periodically to plan competitive events in the advertising frame, administrative details.

Shoe "CHICAGO" Skates For the Coming Season

A large variety from Beginners’ Low Price Outfits to Custom Built Dance Skates.

Write for NEW BOOKLET—enclose 10c.

"Secrets of Rink Skating"

CHICAGO ROLLER SKATE CO.

4427 W. Lake St. Chicago 24, Ill.

Manufacturers of all kinds of Roller Skates

300G Kleinman S. I. Skature Nearing Debut

300G Kleinman, of Staten Island, N. Y., is scheduled to enter the world of skating at the New Dorp, S. I., skating rink early next season.
OPENING RECENTLY in West Palm Beach, Fla., was the new $100,000 Cayette Roller Rink, operated by Reba Charlotte and her sister and brother-in-law, Mr. and Mrs. W. D. Keeter, who recently opened and operated the Lake Worth (Fla.) Roller Rink. Said to be one of the largest rinks in Florida, the 100 x 175-foot building houses all modern conveniences, including a beginners’ room. The building is also expected to be used as a convention hall.

Why Don’t Operators Have Voice in Conduct of RSIA?

(Continued from opposite page)

complete harmony and a successful institution, I would certainly like to see someone to enlighten me as to what has become of the voice of the roller operator in an advisory capacity to the RSIA.

PORTABLE ROLLER RINK

Palmport Tent 42x52, Other Large Tented Sessions, Price Priced.

Chicago Rinks, Stumptown-Cargo Ampli- fier, Webster Sound Changes, Maps, Large University Home driver type Speakers, Skates.

Pendleton, Bond Rolls, Telechron Steel Center Point, Drink Stand, Party, Concerts, etc.

Stock rink new & old, please call, $5,000.

E. F. SMITH

GENERAL DELIVERY, CANTON, TEX.

SKATING RECORDS

with

STANDARD DANCE TEMPOS

Write for Complete List

SKATING RHYTHMS RECORDING CO.

P. 0. Box 1532

Santa Ana, Calif.

DISCOUNTS

ON RAWSON’S SKATING BOOXS

10 to 19 Shows: 10% 20 to 24 Shows: 15% 25% 30 Shows: 20% 40% 50 Shows: 25% 60% and over, 30%.

RAWSON ASSOCIATES

Box 319, Anytime, R. R. A. Illinois.

FOR RENT

HAMMOND ORGAN, Model B, D, X, 20 Speaker. Iowa, Dakotas, Minnesota, Wisconsin, Nebraska.

WILLIAMS AND LEE

664 Holly Ave.

St. Paul, Minn.

ORGANIST

Wanted for a large roller skating rink. Must be deontable. Male or female. Write all inquiries. State maximum salary.

BOX BB-96

The Billboard

Cincinnati 22, O.

ROLLER RINK MANAGER

Must be able to take complete charge of rink, including control at all times. Good skater, State prefered. Application.

BOX B-67

The Billboard

Cincinnati 22, O.

FOR SALE

Portable Roller Rink, pool rink (pool area) new Tru-Cool, complete P. A. System, Chicago Chryl Skates, 35 jr. men, 42 jr. men, A 1 Shape, three floors.

B. S. ORR

226 King Highway

Meriden, Conn.

WANT TO LEASE

Until April — Sixty 1601 pair Roller Skates. Assorted sizes. Good conditions. Write full particulars to

BOX B-68, The Billboard, Cincinnati 22, Ohio.

AMASPRO RINK GRIP

The MIRACLE

PLASTIC FLOOR RESURFACER

Eliminates dust. Leaves a lasting floor finish. Enthusiastic, and satisfied users throughout the United States. AMASPRO RINK GRIP is the most outstanding surfacer they have ever used. FREE SAMPLES. For complete information write to

The

AMERICAN ASBESTOS PRODUCTS CO.

8001 Franklin Avenue

Cleveland 2, Ohio

ICE ARENA

FOR SALE

IN NORTHWEST

Ice Surface. 7x181 ft.

Completely Equipped

Built in 1944

TOTAL PRICE: $46,000

KARL MEHNER

Ice Bowl, Bremerton, Wash.

MAPLE FLOORING

Ready for Immediate Delivery

GILASH SHOES

Wholesale Rink Supplies

WARNOCO AMUSEMENTS

140-47 Second

Gleason, Cleo.

SKATE CASES AT A NEW LOW

STEEL CASES (Made One Mould) —

Ample good construction. Furs or materials.

ALUMINUM CASES (The Fashen)

Stainless steel. Furs or material. 18-20 pair.

PRICES COME IN ALL SIZES.

For Write for Price List

JOHNNY JONES JR.

51 Chardon St.

PITTSBURG, Pa.

CURVCREST "RINK COTE"

THE "LASTIC RINK SURFACE"

CURVCREST, INC. LTD.

Cleveland, Ohio

FOR SALE

Complete Skate Equipment for Roller Rink

JOHN DYWYER

500 Hilliard Ave.

Phila., Pa.

The Most Famous

RINK SKATES

in the world

Advertized to millions in Bosie Games Skate Hockey competition. Manufactured to specifications of 1800 Students.

MODEL "D" ROLL-O-WAY

Precision Dance Skates with the Patented Cushioning.

ROLLER DERRY SKATE CO.

4553 Payne Ave.

Cleveland 3, Ohio

FOR SALE

One of South California’s finest and largest Outdoor Rinks. New plastic floor that stays up under the heaviest use in the world. Has been using a $1,000 Stud. A large number of the rink operators and operators of indoor rinks throughout the United States are using ROLLER DERRY Skates. A great rink can be built for $1,000 and we will sell all the $1,000.00, including a Model B Hammond Organ with Speakers. Return for waring, other rights remain in all of rink. Write to for inspection.

THE BILLBOARD

BOX B-60

CINCINNATI 22, O.
QUALITY—STYLE—PRICE
All Extra Heavy Mountings
Hunters and all phone ring warbers, buy
direct from the man who understands your needs.

$22.50
PER DOZEN
Soft white enamel
scopic stones, two sizes cal
of all white.

$20.00
PER DOZEN
White enamel
scopic stones, each side.

$18.00
PER DOZEN
White enamel
scopic stones, each side.

$16.00
PER DOZEN
Large white center
or white, red and gold
side Bauquet $4.00.

$12.50
PER DOZEN
White enamel
ptic stones, each side.

$10.00
PER DOZEN
Fine tailored mount
all white stones.

$7.50
PER DOZEN
Soft white enamel
oscopy stones.

$5.00
PER DOZEN
Soft white enamel
oscopy stones.

$3.50
PER DOZEN
Soft white enamel
oscopy stones.

$2.00
PER DOZEN
Soft white enamel
oscopy stones.

$1.00
PER DOZEN
Soft white enamel
oscopy stones.

$0.50
PER DOZEN
Soft white enamel
oscopy stones.

10 days money back guarantee if rings are not as described.

WEDDING RINGS
Gold White
$9.00
PER DOZEN
Gold White
$6.00
PER DOZEN
Gold White
$4.50
PER DOZEN
Gold White
$3.50
PER DOZEN
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PER DOZEN
Gold White
$0.25
PER DOZEN

CLASSIFIED ADVERTISEMENTS
A Market Place for Buyers and Sellers
RATE: 12c A WORD — MINIMUM $2.00
All Classified Advertisements Must Be Accompanied By Remittance in Full
FORMS CLOSE THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office 2160 Palisades Rd., Cincinnati 21, early in the week.

ACTS, SONGS & PARODIES
BACK SHEET MUSIC TO $5.00-RALLAN.
60c, 10c, 25c, 5c, 1c.
Chair, 25c.

$6.00, 1.50, 0.25, 0.05, 0.01.

6c, 5c, 2c, 1c.

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Sensational New Clock Line

Featuring...

The Sparks Western Parade Horses
And Western Riders

Here is a new line...mental clocks and radios that are truly masterpieces in quality merchandise...merchandise loaded with customer appeal and potential sales for you.

Check the Construction Features of this Outstanding Line:

1. Horses and riders are authentically sculptured and cast in sturdy metal.
2. Finished in beautiful Antique Bronze and SunRay plate.
3. Imported Pedrara Onyx used throughout.
4. All clocks guaranteed Sessions movements.

Here's the list of items now featured in the Sparks line of clocks and radios:

$100—Western Rider Mantel Clock
One piece solid cast base and horse. Truly unusual design. Height: 13 1/4".

$3X—Western Rider Mantel Clock
Cast horse and rider set on onyx base with clock in onyx case.

$2X—Rearing Horses Mantel Clock
2 rearing horses set on onyx base. Clock in onyx frame.

$4X—Pilot Wheel Mantel Clock
Clock set in pilot wheel frame which is set in onyx case on onyx base.

$5X—Pilot Wheel Mantel Clock
Clock in pilot wheel frame and case set on onyx base.

$056L—Western Boot Lighter
Authentic design western boot. Contains snap lighter. Ideal for desk use in office, home, etc.

$2058R—Western Parade Horse
Authentically sculptured. Saddle trimmed with SunRay and set with ruby stones. Other trim includes lariat and saddle trim much like the Spanish Dons used in the early days of the west. Comes with or without base. In two sizes.

$2058—Western Parade Horse
Similar as above except not extensively trimmed and decorated. Comes with or without base in two sizes.

$1X—Western Horse Mantel Clock
Famous western horse set on onyx base alongside clock in onyx frame.

$41R—Western Horse Radio
Horse set on desk or table radio, ideal for office, studio, den, etc. Radio available in walnut, mahogany or Swedish moderne. UL approved.

Jobbers and Operators Write or Wire Today for Full Information and Prices

(Main and obverse supplied for advertisements)
Punch Board Salesmen, Contact Bill Olesker.
Exclusive Territory Open. Write for Set-Up.

Sparks Clock & Radio Company
2009 West Iowa Street
Chicago 22, Illinois
Phone: Brunswick 8-6614
WE WANT YOUR BUSINESS!!

SPECIAL CLOSE-OUT
Pratts Custard Cups, 72 in carton, One Dozen..........$1.60

CLASSWARE

Wine Glasses, rounded stem, 10 oz. Each...........$2.50
Dor Glass Tumbler, 8.50
Bills Bailey, to Fancy Cups, Gr. 6............$1.50
Glen Glass Stemware, 8.50
Glen Glass Bite Stem, 6.50

BALL GAME GOODS

Aluminum with Net, 12 oz. Each..................$1.10
Wood with Net, inside, 12 oz. Each..........$1.30
Wood with Net, outside, 12 oz. Each........$1.50
Plastic Cricket, 15.50 to 16.50
Plastic Chess, 10 for $1, 20 for $2
Plastic Mouse, 10 for $1, 20 for $2
For大宗商品 without Bits.
Catapult "Kemp" Ball with shedder
Catapult Ball, 2 oz. Each......................$2.25
Hunting Rings or Fancy Stakes, Gr. 6.........$2.50
Reproduction Tower, No. 5, Fancy Stakes........$3.20
Case Lot of 50-125 Less 2% Market, 77.

SLUM

Enamel Tin Crayon Box, No, 3..................$1.00
Enamel Tin Crayon Box, No, 4..................$1.00
Enamel Tin Crayon Box, No, 5..................$1.00
Enamel Tin Crayon Box, No, 6..................$1.00

NOVELTY GOODS

Lame Lunch Bag, Gold......................$2.75
Lame Lunch Bag, Blue......................$2.75
Lame Lunch Bag, Red......................$2.75
Chinese Paper Bag, Dragon..................$2.00
Chinese Paper Bag, Phoenix..................$2.00
Chinese Paper Bag, Bamboo..................$2.00
Chinese Paper Bag, Embroidered..............$2.00
Chinese Paper Bag, Embroidered..............$2.00

BUSINESS OPPORTUNITIES

"COLLECT AND GROW BIG" IS A PLEASANT
THING TO TELL the boys. And it is
a business opportunity for a life long career of fulltime
offices. If you don't believe there is big money in
the work of thousands of letters, T. J. Byrlee, 262
Main St., Brockport, says, "I earned $225.00 in 3
months, and I am now earning more than ever before.
NO LIMIT ON EARNINGS."

FOR SALE--BUSINESS OPPORTUNITIES;

FREE LIST OF 1,000 BUSINESSES ready for mail.
WRITE FOR "A" SERIES.

FOR SALE--SHIPPING BUSINESS;

2,000 MARYLAND FANCY SHIPS;

FREE LIST OF 5,000 FANCY SHIPS;

FREE LIST OF 500 INDUSTRIAL
equipments.

FOR SALE--JEWELRY BUSINESS;

FREE LIST OF 500 JEWELRY
Businesses.

NEW! QUADRUPLE FOLDING GALLERY;

With. sunglasses, 12" wide, 1" thick. Replacable
sunglasses. Free cases, 12" wide, 1" thick, for 10c.

FULLY EQUIPPED PORTABLE ROLLER

PRESS;

FREE LIST OF 500 ROLLER PRESS

REPLACABLE LEATHERS.

NEW! LEATHER SALE;

FREE LIST OF 1,000 LEATHER

SALE.

FOR SALE--CAMERAS;

FREE LIST OF 1,000 CAMERAS.

FOR SALE--SADDLERY BUSINESS;

FREE LIST OF 500 SADDLERY

BUSINESSES.

FOR SALE--MINIATURE FAN;

FREE LIST OF 1,000 MINIATURE

FANS.

FOR SALE--MUSICIANS INSTRUMENTS;

FREE LIST OF 1,000 INSTRUMENTS.

FOR SALE--MACHINERY;

FREE LIST OF 1,000 MACHINERY

MACHINES.

FOR SALE--DRUG STORE;

FREE LIST OF 1,000 STORES.

FOR SALE--ELECTRIC LIGHT BULBS;

FREE LIST OF 1,000 LIGHT BULBS.

FOR SALE--CIGARETTE MACHINE;

FREE LIST OF 1,000 MACHINE.

WESTERN SADDLE HORSES

Will build

Highly Polished Bronzed Horses.

WE ARE IN BUSINESS TO Make Money

and MAKE MONEY.

FOR SALE--400 RATES CHICAGO RINK;

FREE LIST OF 1,000 RINK.

FOR SALE--MINNIE'S CAFE;

FREE LIST OF 1,000 CAFES.

FOR SALE--MARBLE FOUNTAIN;

FREE LIST OF 1,000 FOUNTAINS.

FOR SALE--MACHINERY;

FREE LIST OF 1,000 MACHINERY

INES.

FOR SALE--FURNITURE;

FREE LIST OF 1,000 FURNITURE

STORES.

FOR SALE--ELECTRIC LIGHT BULBS;

FREE LIST OF 1,000 LIGHT BULBS.

FOR SALE--CIGARETTE MACHINE;

FREE LIST OF 1,000 MACHINES.

FOR SALE--MACHINERY;

FREE LIST OF 1,000 MACHINERY

MACHINES.

FOR SALE--DRUG STORE;

FREE LIST OF 1,000 STORES.

FOR SALE--ELECTRIC LIGHT BULBS;

FREE LIST OF 1,000 LIGHT BULBS.

FOR SALE--CIGARETTE MACHINE;

FREE LIST OF 1,000 MACHINES.

FOR SALE--MACHINERY;

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STORES.

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FOR SALE--CIGARETTE MACHINE;

FREE LIST OF 1,000 MACHINES.

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MACHINES.

FOR SALE--DRUG STORE;

FREE LIST OF 1,000 STORES.

FOR SALE--ELECTRIC LIGHT BULBS;

FREE LIST OF 1,000 LIGHT BULBS.

FOR SALE--CIGARETTE MACHINE;

FREE LIST OF 1,000 MACHINES.

FOR SALE--MACHINERY;

FREE LIST OF 1,000 MACHINERY

INES.

FOR SALE--FURNITURE;

FREE LIST OF 1,000 FURNITURE

STORES.
NEW—LOW—PRICE
These Hats Are All Twill, New Hats

IMMEDIATE DELIVERY
On Two-Tone and Plain Crew Hats. One of the best hats on the market. Guaranteed satisfaction or no sale.

WE DELIVER AT ONCE
TWO-TONE HATS. GROSS $63.00
PLAIN CREW HATS. GROSS 60.00

CREW HAT WORKERS—We have a hat for the kiddies for ages from one year to 15 years old. Hat Workers at the fairs are cleaning up with them. Assorted Bright Colors. It’s a knockout. You can put names on them. Every Crew Hat worker needs these sized hats, as countless sales have been lost without them. Gross $24.00

Fall Crew Hats, assorted colors, are outstanding and one of the best on the market—and they are beautiful. Gross $36.00

Also Crew Hats. These are beauties. Gross $30.00

All these Crew Hats are in great demand all over the country from Coast to Coast, and we do business with most of the Crew Hat Workers. Ask them.

50% Deposit, Money Order or Cash, Balance C. O. D.

We also take orders for all schools, colleges and universities.

Any color that you may desire.

HARRIS NOVELTY COMPANY
1102 Arch Street Phone: MArket 7-5846 Philadelphia 7, Pa.

JOBBERS! AGENTS! DISTRIBUTORS!

LOG CABIN ASH TRAYS SELL ON SIGHT!
Really new and novelty! A natural for Christmas gifts. An easy demonstration sells them. Excellectly made of genuine Ash-Tree in the shape of a rustic log cabin. Canette smoke such attractively through chimney of the removable roof. There’s room for a full pack of cigarettes and matches. Hand finished in attractive antique effect. 18½-inch size. Individually boxed, packed 24 to a carton. Year round sale. 25% deposit on order, balance 2 weeks. Price 29¢ each, 100¢ per 100. 1½% advance on sales. Write for full details.

DISPLAY NOVELTY CO. 58 W. LAKE ST.

10½% Discount in Gross Lots
IDENTIFICATION BRACELETS!
FOR FAST PROFITS!

SUPERIOR JEWELRY CO.
740 Sansom St., Phila., 6, Pa.

1949 CATALOG OFF PRESS!
Please Write Your Orders.

FRIDAY EXPOSITION TUES., WEDNESDAY EXPOSITION THUR., THURSDAY EXPOSITION FRI., SAT., SUNDAY EXPOSITION SUNDAY, WEDNESDAY, 1-3 P.M.

STREET M.
W. MADISON
Doz.
Tosses or white PACKED
Golfers,
It's proud COMPANY, 1948 is!
For GOING
IS
OUTDOOR
also
1.95 to 3.95
plastic,
Cash
Pittsburgh
LIST
in
an
or
events,
SUPERIOR
Written
watch
please.'
check
AMAZ-

SALESMEN WANTED

RHOE-SPENCER CO.
223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS-

FIREWORKS
Chinese Firecrackers
1 Bundle or 1283 1/2” Crackers $3.50
1 Bundle or 1600 1/2” Crackers 4.35

BALLOONS

Latex Rubber
NO. X8—PER GROSS $1.00
NO. X10—PER GROSS 1.25
NO. X20—PER GROSS 2.50
Cash With Order

DAYTON 7, OHIO

SLUM BALLOONS
Bingo & Premium Merchandise
WRITE FOR OUR 1944 PRICE LIST
M. A. SINGER CO.
2135 COMMERCE STREET
DALLAS 1, TEXAS

PHOTO SUPPLIES DEVELOPING-PRINTING

ATTENTION—DIRECT POSITIVE OPERATORS
Acceptable Professional Photographs
We develop photo negatives printed on 105, 110, or larger film stock—Character, Studio, View, Church, Industrial, Fashion, Pre-printed Backs, Customized Film Stock—Same Day Service—Same Day Service—1/2 Price—Free Mark—Many Labels—Price: 25c. PPC. No. 246, 60c. PPC. No. 256

TEN PRINTERS AND BACKGROUND

The NEW 1949 STREET MANGER LIFETIME
LINDAL 60" x 100" Felt, W. Madison St., Phila., 6, Pa.

PRINTING

ATTRACTIVE, 100 8x10 LETTERHEADS
Golfers, Country Clubs, Business,etc.

SHOW EMBASSY LETTERHEADS—SPAR
PAINT, Coats, Backs, Offices, Magazines, Businesses, etc.

32 killer LETTERHEADS AND 6 EXCEL

32 killer LETTERHEADS AND 6 EXCEL

ORDER FORMS

WANTED BY TIEEDUS

SLUM BALLOONS

Bingo & Premium Merchandise
WRITE FOR OUR 1944 PRICE LIST
M. A. SINGER CO.
2135 COMMERCE STREET
DALLAS 1, TEXAS

SLUM BALLOONS
Bingo & Premium Merchandise
WRITE FOR OUR 1944 PRICE LIST
M. A. SINGER CO.
2135 COMMERCE STREET
DALLAS 1, TEXAS

SLUM BALLOONS
Bingo & Premium Merchandise
WRITE FOR OUR 1944 PRICE LIST
M. A. SINGER CO.
2135 COMMERCE STREET
DALLAS 1, TEXAS
LETTER LIST
Letters and packages addressed to persons in care of
The Billboard will be--this list two times only.
If you are having your mail sent to us, we name EACH WEEK.
MAIL is listed according to the office of THE Billboard where it is held.
Cincinnati, New York, Chicago and St. Louis. To be listed in following week's
mail only if sent to Cincinnati, Chicago or St. Louis by Wednesday morning,
Cincinnati office by Thursday morning.

MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parel Post
Hogan, M. R. 1th Bennett.
Hogan, Mrs. stub.
O'Neill, Mrs. Ruth.
O'Neill, Mrs. Ruth, 1st Ave.
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Pipes for Pitchmen

By Bill Baker

CHARLIE KASHER is reported to be sticking up plenty of long lines in Spencer, Ia., with his vitamin and mineral layouts.

This year marked his first off the road in 30 years and he’s had a difficult time keeping his feet from slipping. Jack still is operating his pitch store at the beach but business hasn’t been up to past seasons. He says that if things look favorable he plans to open an auditorium soon with his own astrology and healthology lecturers. He also plans to go out under a big top next season with a new venture.

Most pitchmen have sufficient imagination to entertain their tips—at a profit, of course.

CHARLIE HALLIGAN and Billy Newscomb are doing okay with gadgets in Spencer, Ia., according to EddieUFF, who also reports that Jim Hubberg is on the sick list.

The value of a well-spent summer and constant survey for the winter is measured by the report some pitchmen feel for not having worked hard and saved during the summer.

AL (POP) ADAMS, former partner with Stanley Naldrett in the operation of numerous gadget layouts, has returned to the pitch game after an absence of five years. He is currently operating his gadget stand on the Pacific Coast to reported big gizmo counts.

Antagonize a member of your tip and he’s heard that his heist has caught that Jim Hubberg is on the sick list.

ROBERT, of the Hale Comedy Company, currently playing Pennsylvania, includes Mr. and Mrs. Ammon, Don Houck, Clair the Magician, Mike Coman and Charles E. Tate Sr.

There are plenty of holidays listed for October. Get out and get under.

SIPPING....

A day of many months, Stanley Naldrett closed his gadget bar in Silver’s store, Birmingham, September 30, and headed for Chicago where he plans to visit briefly and cut up a few jokes. He will reopen a pitch layout in the Birmingham store January 3.

The successful pitchman has the patience to wait for greater prosperity and the wisdom to know when it arrives.

EDDIE PROROP, working Calltop Miracle Plants, scored a successful stand at the recent Huron, S. D., Fair.

SVENVALI DECKS proved a winning item at the recent Huron, S. D., Fair for those skilled workers, Bob Roach and T. Ward.

It’s unusual how experience seldom teaches some pitchmen anything.

SOLLY FIELDS worked pitchmen successfully at the recent fair in Huron, S. D.

JACKIE MASON, cards from Blackwell, Okla., that Burney Silver, veteran newspap- er, was killed in an auto accident near Bartlesville, Oklahoma, recently.

Most unsung story in the world to this is a visit in a visit standing alongside his layout with a smoldering cigarette dangling from his mouth.

DOE GEORGE M. REED, a real veteran of the pitch, is seriously ill at his home, 1001 East Main Street, Columbus, O. He would like to hear from his old pals and co-workers in Pitchington. The genial Doc’s hearing is practically gone and his eyesight extremely poor.

A pitchman never found happiness. or his more years, just as the man who owns a car a few months, found happiness. He’s found

THAT CONSTANT—

piper, Henry H. Varner, comes thru with the following from his Akron home: "Just returned from a visit to the Happy Attractions at Wooster, O.

ATTENTION—

ALL BUYERS

Please join a group of us to gather at the first of the pitchers. We have received the most highly desirable data at the number of requests. Jewelry that is handcrafted with the finest materials. These inexpensive prices are the result of our combined efforts. Send for new catalog with many back issues. Every catalog in our files at $1.00 each.

ENGRAVERS!

BUY DIRECT FROM ORIGINATOR AND MANUFACTURER.

Many All-Age Idents.$1.50 Doz. $4.00 Gross.

Other New Idents, with Gold-Covered Chain. Send for Catalog.

MILLER CREATIONS MFR.

Send $1 for handsome key ring, a unique piece.

NEW TRICK CAMPAIGN BUTTON

FOOL YOUR FRIENDS

Red, White, and Blue, interchangeable by hand. Perfect gift for your Friends. Send $1 for free sample and price list.

JONES SPECIALTY MFG. CO.

328 W. Polk St., Los Angeles, Calif.

SOMA PRODUCTS CO.

1120 BRIGHTON BEACH AVENUE

BROOKLYN 24, NEW YORK

The Sparks' Western Rider Electric Mantle Clock

Beautifully finished in antique bronze with the rider highlighted to Sunday. The top, the bow and the clock high-lighted in a golden finish matching the clock radii-um. Stands 13 ½" high by 15" in length on a 4" wide base. The clock is electric with cold start- ing SECONDS move-ment and operates on 110V 60 cycle A.C. cur-rent.

This item is a terrific combination for sales and customer appeal. It will sweep the country in a wholesale way. Order your sample today.

$5.100

½ Deposit With Order. Balance C. O. D.

Shipment made F. O. B. Factory.

The Billboard

October 2, 1948

SENSEATIONAL!!!! NEW:.. THE SPARKS’ WESTERN RIDER ELECTRIC MANTEL CLOCK

SOMA PRODUCTS CO.

1120 BRIGHTON BEACH AVENUE

BROOKLYN 24, NEW YORK

ATTENTION—

ALL BUYERS

Please join a group of us to gather at the first of the pitchers. We have received the most highly desirable data at the number of requests. Jewelry that is handcrafted with the finest materials. These inexpensive prices are the result of our combined efforts. Send for new catalog with many back issues. Every catalog in our files at $1.00 each.

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Many All-Age Idents.$1.50 Doz. $4.00 Gross.

Other New Idents, with Gold-Covered Chain. Send for Catalog.

MILLER CREATIONS MFR.

Send $1 for handsome key ring, a unique piece.

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JONES SPECIALTY MFG. CO.

328 W. Polk St., Los Angeles, Calif.

SOMA PRODUCTS CO.

1120 BRIGHTON BEACH AVENUE

BROOKLYN 24, NEW YORK
Sterling’s Always First in Styles and Values!

NO. L-100 LION HEAD RING
3 sets, 14 kt. gold finish
$2.75 per doz. $30.00 gr.

NO. 0-100 OWLS RING
Two sets, 14 kt. gold finish
$2.50 per doz. $27.00 gr.

NO. WS-100 WESTERN STYLE SADDLE RING
14 kt. gold finish
$5.25 per doz. $244.00 gr.

NO. P-74 GORGEOUS PEACOCK RING
With multicolored stones
14 kt. gold finish
$13.00 per doz. $33.00 gr.

Send for Catalog—Over 300 Styles
$18.00 per doz. $47.50 gr.
Sample assortment for $20.00

NEW—NOVEL—COLORFUL
SWISS CHATEL
ELECTRIC CLOCK
WITH WHIRLING DISC
SET ON TABLE HANG ON WALL

HOTTEST ITEM OF THE YEAR!
FOR SALESBOY, PREMIUM, Etc.
Get your orders in fast for this fast-clicking, direct sale item. Popular with all. Over the figure "2" on the face there is a unique movement. Doz. $1.50, 400 lb.

STERNING JEWELERS
85 E. Gay Street Columbus 13, Ohio

Unit is a swell looking affair. Business continues good. Ditto telling the readers of this column the following. There’s a younger selling flowers in Akron night spots until the early hours of morning. The kid’s apparently unaware of the fact he is cornered and has long months of killing his business and probably will bring a clappin down on other phonies or pitchmen.

The pitchman is continually seeking everlasting favor with the public. Much of his success can be attributed to that fact.

G RACE WINE
well known in pitch circles, is reported doing well in Milwaukee.

BEA LOUIS...
has closed her foot layout at the F. W. Grand store, Milwaukee, moving to Chicago to work there with her husband, Sil Louis.

It’s okay to wish with your lip, but begin arguing with it and watch the mood go out the window.

JACK SMART...
St. Louis p’tcherbo, birth a welcome back to the pitch game to Helaine Siebacke, Martha from the Western City headquarters. "Helaine left the same four years ago because of a broken back and injured lungs, says Smart. "She has proven what a good patient she can be and do. I blame it on expert care demonstrator."

Now that the new school terms are under way, it would seem that imbeciles and pen and paper sets should be winning items at schools and colleges throughout the nation.

PURVEYING COMES...
and mice to seek returns at the recent Harvard D. D. Fair were Tip Hallstrom and Jack Curran.

Why not make the Halloweens your largest in years? A little added effort on your part will do it.

TOPLIGHT SHOWS
(Continued from page 33)
... great change. There have been a few changes in every part of this great Golden State where Billy was believed by thousands. It is truly that I find an old-timer who remembers it. He says that how true the "Van Winkle line: "Ach, Gott! How soon we are forgotten ven we are gone!"

The last knew of Ellifoot, he had retired from the business and was making his home in Phoenix, Arizona.

Another company that was popular in California was the Nugent Family. Mr. C. G. Nugent and their boy, Elliott, have often been asked about them, and it is always with a result that I can refer to the success they have achieved and the world fame that little boy has now—a fine man and actor—has earned.

Claytons Big

Many years ago the Clayton company made a fine record for a few seasons on the Pacific Coast, headed by Tom Clayton Kennedy and his wife, Mattie Rooney (daughter of the noted Pat). Afterward, for a number of years, the team of Kennedy and Rooney was a popular favorite in vaudeville all over the world. Every time there were real, thoroughly professional trouper. Tom and Mattie, on the other hand, tried in every sense of the word, a good-natured, clever dancer and wonderful little woman. Tom was a brilliant pianist, dancer, writer and all-around actor. These close friends, Tom, himself and two others organized the Troupers Club at San Diego.

In fact, the novice dance was made president of the club which had over 300 members. It was a great loss to us when Tom’s health failed and the Great Director called him for the last curtain call.

Mattie is still in harness, dancing with the Elder Lovelies act at Ken Murray’s Blackouts for the seventh year at the El Capitan Theatre, Los Angeles.

Two of Our Outstanding Sellers of Figurines
Beautifully Colored WORKS OF ART in Every Detail
5 inches high, boxed individually, felt bottomed, made of terra cotta composition.

$7.20 PER DOZ. PIECES
Based individually $7.20 doz. per number in center.

#6158K—COLONIAL CAVALIER
#6159K—COLONIAL DAMSEL

Completely illustrated set of 8 figurines sent to any re-seller on request.

SALESMEN WANTED TO SELL TO STORES
Liberal terms in your orders and all novelties shipped on receipt of $2.00. To be refunded as soon as orders are received.

Our line is sure sellers. Our sideline salesmen often make $200 to $300 per month.

LEO KAUL
IMPORTING FIRM
333 & 315 E. MARKET ST.
CHICAGO 6, ILL.

DEALERS ATTENTION!! REAL MONEY-MAKERS!!
FAMOUS BRAND NAMES
Wrist Watches

FAST SELLING RINGS
By JOSEPH BROS.

Send your 2 Boxes of 60 assorted colored cast Hard Paste 2.00 per doz. 1,251 gold filled mounts and settings. Doz. $24.00

Jewelry and Novelty Co.

CASH IN
With fast selling Art, Music, Novelty and Toy illustrated catalogue now available.

BAN CANDY NOVELTY CO.
462 BROAD ST.
NEWARK, N. J.

SURTAGE PACKAGE
10 Rich-Looking JEWELRY and quality COSMETIC Items
$4.50 and up get:
• Bracelet
• Toilet Water
• Necklace
• Cologne
• Pin
• Fancier
• Fastender
• Lipstick

Compact
Per Set
Wristwatch

$1.75

SLIM (Gives Away)
3000 pieces ass't. $2.00

Novelties, Toys, Birthday Favors, Pins, Necklaces, Jewelry, Cosmetics, many other Novelties for your stores.

World’s Largest Distributing Co.
121 S. Michigan Ave., Chicago, Ill.

PRIZE BOXES
Assorted Novelties of All Kinds
$4.50 Gr. Boxes

JEWELRY
(Mostly Boxed)
PIES & NECKLACES & BRACELETS
EAR, NECK, & FINGERING RINGS
Retail Value up to $50.00 Ea.
1,000 Pcs. At...$15.00
300 Pcs. At...$25.00
100 Pcs. At...$35.00

Send New Items Under the Firm Title

EMPLOYED NUTS
10 Gr. Lots. 50 Gr. Price

Woodeso’s Novelty Co., 715 7th Ave., New York City.

25% Deposit, Balance C. O. D.

Mdsco. Distributing Co.
19 E. 16th St.
New York, N. Y.

"Cerlyc from Bizerly"
Star of the Strippers

LATEST
Fastest Selling Novelty to Date for Christmas

STONE NOVELTY COMPANY
601 S. Vermont Ave., Los Angeles 5, Calif.

STONE NOVELTY COMPANY
182 N. 8th Ave., N. J. T. 18

MAGIC LIGHT BULB
Long-life lamp for all light fixtures. Although there are two... you can still light your home with one battery.

Wholesale. 75c per dozen.

LINCOLN & CO.
182 N. 8th Ave., N. J. T. 18
As this Tuesday (19th) during Jack Baileys’s first visit to WMAQ, Chicago. The yarn spun by Hurdub dealt with the history of the Hurds. He closed with a Jackson’s Park Fair in November with a prayer service.

To the great comfort of the present-day circus monarchs, it has been proven that one can be successful without being picture with sideburns or a handlebar mustache.

Huey the Clown and Company will play the Los Angeles County Fair, Pomona, Calif., for 17 years, and have been doing spot dates in and around Los Angeles. Huey moved into the Broadway-Store November 26, making his 17th year there. Another member of the trio, Earl Wakes, will do Santa Claus. The boys visited the Ringling show in L.A.

Walter D. Nealand, publicity chief of the circus, told Mal Fleming, his assistant; Charles Primrose, contracting press agent for Clyde Beatty, and Charles Underwood, contracting agent for Cole Bros., recently were seen cutting up in the lobby of a hotel in Greensboro, N.C. Nealand and Fleming visited the show in Jacksonville, Fla., and other areas.

Before the season, Mrs. Lois Ruth, former member of the circus, visited the hotel and was employed by Beatty and Bill Moore, the org’s legal agent.

The reason a trapeze queen was leaving a survival to return to the circus was when “I heard a Marie Evans record being played on the midway I pictured myself eating in the same before thousands of people.”

Vernon Reaver, whose last circus connection this season was a six-week hitch with the James M. Cole Circus, is recuperating from an illness at his home in Des Moines. Previously he had been with the Clyde Beatty Show as general agent and traffic manager and Bailey and Bro. Circus as contracting agent. This season he has visited the Ringling, Ring, Hunt, Cole Bros., Bailey, and Mills shows.

While spending a two-week vacation in Sunnyside, Fla., Naomi Anderson, former performer, and her friend, Marjorie Fyedgden, spent many hours with Fred and Ella Brada, which were climax of one of Bradas’s famed French auvergeau dinner. Driving from on tour to Cleveland, the vacationers caught the Col. Glenn Sloan and visited with Ray and Shirley Stations, of the Aerial Charltons, who were on the same date.

George Hubler has been playing fairs for Midwestern Attractions, William & Lee, and Ernst Young since closing for Dales Bros. July 4 with their Glenn Martin bar and trap-trails, agent. Hubler reports Bill Spade and Elmer Dekoven are working for E. R. Braly on Southern fairs and that Hulcher joined Harry Valente for an aerial bar act with the Hamid-Morin show opening September 25 in Philadelphia. Hulcher recently visited in Bloomington, Ill., with George Hains, Valentine, and Bill Barlow. Hulcher is a former Big Brothers, 25 cartoons. Hulcher is the last of the old boys in a show business era.

Fred Conley and Claire Bailey, members of the Ringling Conleys on Bailey Bros., were seriously injured September 20 at the matinee performance in Seymour, Tex. The former sustained a broken left shoulder and the latter a fractured skull and face injuries. Bailey is in Baylor County Hospital, Seymour, and is back with the org. Neither will work for some time.

Happy Kellemen, featured clown with the Barnes-Carruthers No. 1 fair, continues to click with the state fair crowd.

MUSICAL FAWN

Routinely made of plush or velvet, these adorable animals are a must for any collection. Prices range from $8.00 for a 6" to $32.00 for a 18".

To play, wind up the toy and pull the string. 17" High. $51.00 doz.

Sample: $5.00 ea.

25% Deposit With Order. Rebate C. O. D. PLACE YOUR ORDER NOW!

Sensational at $7.50

Wholesale only in minimum quantities of at least 12.

LANCEY CO.

560 Fifth Ave., New York, N. Y.

MEN’S HEAVY RINGS

For men with a fistulation

14-K. R.O.P. $13.50

View catalog.

Sterling Silver Watched BRIDAL SETS

In lovely platinum setting.

DZ. SETS

DOZ. SETS

Sample: $25.00

25% With Order. Rebate C. O. D. GAINES & GAINES

311 Wabash Ave., Chicago 2, I. L.
80G Profit Seen For Allentown

(Continued from page 45)

for the automobile trade, but also the fair has long owned a 212-acre site which is also within the limits, the stockholders show no fear of moving the plant. The fair is located mainly in the center of the city, and the surrounding streets, sidewalks and lawns are jammed daily by noon. Luckily, fair officials estimate that two-thirds of this city's resident car will visit the fairgrounds.

Overlook at Night Show

The night show, George A. Hamid's Grandstand Polka, played to capacity crowds the week ending.

On both kiddies days, Tuesday and Friday, when the track feature was Jack Koehnman's Hell Drivers, the fair admitted all children accompanied by adults who paid the regular price ranging from $1.25 to $2.25) to adjourn seats in the grandstand. The move was extremely popular with the public.

Big Matinee Crowds

Happiness was featured Monday thru Friday. Near capacity crowds attended. Talent appearing in the afternoon and night matinee will be: the revue included Reg Entwistle and his Marion Masters; War- dard, hand balancing; Florence His, contortionist; Benny and Betty Fox, ventriloquists; Silver Johnson and His Funny Ford; Woolford's clowns, Bob Parry and the Zebra, and as doubles collector, and Bob Parry, tramplone.

Sylvana Zuccotti, who with her brother, Roberto, acts as a projectile in the cannon act, fractured her leg Tuesday night when she hit the outer edge of the safety net.

The World of Mirth Shows played to good business on the midway (see Carnival Section).

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ALL ELECTRIC
BASEBALL SCORE MACHINE

Using Tapes and Giving Score in Actual Numbers

Play baseball both summer and winter with the new improved Model "E" all-electric Baseball Score Machine.

Write for Details—Immediate Delivery

WERTS NOVELTY COMPANY, INC.
920 S. PERSHING DR.
MUNCIE, INDIANA

SALESCARDS

SALESCARDS Sidelights

Charles Leedy, sales manager for Gardner & Company, Chicago, arrived back at the home office from a midnight plane Monday (20), took off for a one-day trip to Kentucky Tuesday, and is preparing an itinerary for a new jaunt. Charles says he'll have to take off some week and see Chicago. Production, board sales and business outlook continues tops at Gardner's Michigan Avenue plant.

Heuben Berkowitz, Bee-Jay Products, Inc. (Chicago) general manager, was out of town last week on board business, is expected back Monday (27).

Dave Rice, vice-president of Empire Press, Chicago, is another boardman to hit the sales trail this week. Firm's office qty. Evelyn Zimmerman, returned this week from a New York vacation; her aim to reach Cuba didn't quite jell. Millie Kohn, new Art Pauli, manager of the A-P Distributing Company, St. Louis, reports that Jim's Ball Machine Silkline and this new electric machine. While this mode especially for the dice, are meeting production facilities; he says reception of the new dice game, along with another new novelty from Zelle-Moon-Go is running high. A-P still claims title to being the world's largest distributor of punchboards and bingo tickets.

Gay Games, Inc., Muncie, Ind., via president Guy E. Noel, continues to extend a "stop and visit" invitational to all dealers and operators passing through the city. . . . M. R. Hitter, of M. R. Hitter Company, Elmira, N. Y., gives the word this week that his Bee-Jay line of salesboards and Universal Manufacturing Company's Jan-Login tickets are "hitting on all eight," sales-wise. Hitter handles the two lines for New York and New England. Adding to the fall outlook optimists in the industry, is Thomas A. Walsh Jr., of the Thomas A. Walsh Manufacturing Company, Omaha. Slipper and better, he predicts. . . . H. M. Shovel, manager of the Hasman Company, Muncie, Ind., contends that the firm's recently enlarged distributor line-up, especially on the West Coast, has resulted in some sure-fire sales buy for the organization.

Ray Zelle, J. Goldstein
Re-Buy Triangle Mfg.

MINNEAPOLIS, Sept. 25.—Tri-
angle Manufacturing Company here was repossessed this week by its original owners, Ray Zelle and Jay Goldstein, after four years of operation under the direction of Joseph Berkowitz, as firm president.

Plans are now being formulated by Zelle and Goldstein to streamline operations and facilities to give faster service on the same high quality merchandise. A new catalog is being issued and is available to operation, jobbers and distributors writing for same to the company at 609 South 10th Street, this city.

We are manufacturers of

YES—It is Gay Games, Inc. In Muncie, Indiana, who manufactures the

CLUB NEVADA

TIP BOOKS—

Buy Direct From Manufacturers at Wholesaler's Prices—

Columbia Sales Co.,
802 Main St., Wheeling, W. Va.

SPECIAL OFFER

To introduce our FAIR PLAY line of ticket games, we offer the following introductory assortment of boards and ticket games:

5 Different Punchboards—25c J.P. Chantey, 6/25c Big Bargin, 8/50.00 Tempting.


$29.50 PROFIT for only $13.75.

Order as Billboard Special—Immediate shipment.

Write for complete price list on over 200 different ticket games and 200 different punchboards.

WE MAKE DEALS TO MAKE YOU MORE MONEY!

MUNCIE NOVELTY COMPANY

P. O. Box 523
Muncie, Ind.
N. Y. License Dept. Okays Two Skee Ball Games; More Now Up for Consideration

Size and Skill Factors Probed Deeply

NEW YORK, Sept. 25—The New York City Department of Licenses has ruled that two currently available skee ball games are licensable at $5 a year. Complementing this action, taken a week ago, a department spokesman revealed that several other games of the skee ball type are being considered to determine their suitability for licensing purposes.

The games, which have already been approved and on which licences can now be obtained, are the old-fashioned mechanical skee ball with five-flip-flop ranking, and the flipper-type, "Skee-Bowl," recently introduced by Scientific Machine Corporation headquartered in New York.

The names of the other games submitted to the department were not revealed. It was reliably reported that most of them would be ruled licensable. They are now being examined by the legal and engineering divisions of the department.

Factors to Consider

Some of the factors which the city authorities are considering in their examination of the games submitted are whether or not they are primarily games of skill and whether they can be so arranged and played as to prevent the games for high scores.

The skill factor is made mandatory as a condition for licensing by the municipal bill passed by the city council last week (The Billboard, June 26). According to the terms of a ruling by Supreme Court Justice Francis D. Barkley December 13-15, National Association of Coin Machine Operators, shortly after the council action (The Billboard, July 27), certain coin-operated devices to give free games are grounds for outlawing.

Another point known to be included in the deliberations of the license and police departments is the size of the game permitted. While the rules have been announced, it was revealed that the authorities brown on any games small enough so that they would be suitable for neighborhood candy store locations. "We see that the games are not easily accessible to children," Coinmen who testified told the council, and city officials said they would welcome regulation to preclude juvenile play.

The $50 annual fees now authorized come under the provisions of common show license regulations, under which amusement arcades operate.

Jennings Holds Eastern Show; Finale of Tour

ASBURY PARK, N. J., Sept. 25—The Jennings Machine & Company 1949 line of Monte Carlo bells, completing a tour which ended at the Metro-color in Chicago and Missisippi, was held here at the Battenburg Hotel Wednesday and Thursday (25-26).

Well attended by Eastern distributors and operators, the showing was highlighted by a banquet Wednesday night. J. Raymond Batten, Jennings vice-president and general sales manager, was the featured speaker. He told of the business outlook for the fall. Among the other firm executives who spoke at the dinner was Charles Schlacht, director of sales research. Following the banquet, the new Jennings line was unveiled.

Thursday's sessions were taken up with the service clinics. With factory technical representatives present, demo- odations were held on recommended service techniques. A breakdown of the new equipment was illustrated by slides.

Present at the showing were representatives of General Vending, with Harry Hoffman and S. A. Wasman, Nash Novelty, with Max Roth and I. K. Linderman; Automatic Coin, with R. C. Baker, and E. W. Eberl, Beet Ack Automatic Novelty, with Dave Swyter and Fredgen, Miller's Comic Novelty Company, and P. D. Miller, Music Company. Others attending included Art and Walter Pfeifer, Hugh Brunet, E. R. Eberl, Tom Reed, Raymond C. Lucas and Lewis E. Goodhirt.

Timely Games

CHICAGO, Sept. 25—Picture of Chicago's largest Skee Ball game, "The Time of Your Life," was included in this week's issue of Timely Events, the store's window service which provides news of the world in pictures for window display to thousands of stores. Giant game is currently being used by Coin Machine Industries (CMI) in a drive to aid the Runyon cancer fund. Jack Cooney, CMI and United Artists' "The Time of Your Life."

Radical Bumper Highlights New Exhibit 5-Ball

CHICAGO, Sept. 25—Exhibit Supply Company has started production on a new five-ball game featuring a patented bumper which can register points. Designers comment on any point on the bumper, Joseph A. Barten, firm vice-president and general service manager, advances this (See Radical Bumper, page 86).

Chi Okays Telequiz Games; Ops Get Busy on Locations

CHICAGO, Sept. 25—Operators have begun placing Telequiz games on location here following receipt of a favorable opinion from the Chicago Corporation Council which concluded that "the keeping and use of Telequiz is not prohibited within the city, but the device is subject to the automatic machine license tax." The tax amounts to $5 per machine per year.

The opinion, written by Martin Fox, assistant corporation counsel, indicates that William T. Prendergast, city solicitor, came in response to a request from Joe Beck, vice-president of the Telequiz Corporation.

"Obviously," the corporation counsel's opinion stated, "the device does not come within the definition of bagatelle or pinochle so as to bring it within the prohibition of Section 198-28 of the municipal code of Chi-

The question of whether or not the quizzer violates the Illinois State code prohibiting gaming or lottery, the corporation counsel said, "Our opinion is that it does not."

The opinion pointed out that a lottery, in Illinois, consists of three elements: price, chance, and prize. "In the Telequiz machine," the opinion states, "a price is paid in the form of a coin deposited in the coin slot." But, "the opinion adds, "no reward is made."

As all three elements are required to constitute a lottery, and "price is a true test of whether a game is a lottery," the opinion continued, "it is unnecessary for us to inquire into the device if it is proven that 'chance' is present. However, should at any time in a price in the form of a coin be involved, the question of value be given in connection with the game, then it will be necessary that a determination be made as to whether 'chance' is involved."

Meantime, officials of Telequiz announced that production facilities at the company's North Pulaski Road plant are being enlarged in order to step up the number of units manu-

Calendar for Coinmen

October 12-13—Packaging Machinery Manufacturers' Institute (PMMI), annual meeting, Hotel Roosevelt, New York.

October 21-23—Retail Ice Cream Manufacturers' (RIMC) convention, Commodore Hotel, New York.

October 23-25—DIE conference and exhibits (ice cream, Traymore Hotel), (milk, Shepherd-Haddon Hall), Atlantic City.

November 18—American Bottlers of Carbonated Beverages (ABC), annual convention and exhibit, Atlantic City Auditorium, Atlantic City.

November 19-20—Refrigeration Service Engineers, convention, Hotel Sherman, Chicago.

December 12-13—National Automatic Merchandising Association (NAMA), annual convention and exhibition, Palmer House, Chicago.

December 13-14—Association of Popcorn Manufacturers (NAPM), meeting and exposition, Hotel Sherman, Chicago.


Railroads Set To Ask New 8% Freight Boost

CHICAGO, Sept. 25—Possibility of an 8 per cent freight rate hike was seen here when high rate experts decided to prepare a new application to the Interstate Commerce Commission for a "defensive" boost. Although such an increase would affect prices, few would consider the coin machine industry as a whole would not be as widely hit by such a hike, it was declared on the facts two or three years ago.

Sensibly increasing use of cross-country and interstate trucking facilities, especially in the shipping of pin games, shells, etc., would lessen the impact of a rail rate hike. Vending machines, which are shipped via rail to a greater extent, would bear the brunt of a rate boost, but the National Automatic Merchandising Association's (NAMA) legislative staff has presented briefs against the increase. Aiming not at the rate boost in general, but at such classification increases, the association's lobbyists, NAMA is presenting a strong case for the automatic merchandise industry to the ICC, as the phase of the coin machine industry does depend upon rail transport to a larger degree.

Pin Game Shipments

Ratio of pin games shipped via rail, according to industry spokesmen, varies from Chicago east, with 85 per cent going by truck, to the West Coast, where as high as 95 per cent and as far beyond as coastal haul, the ratio changes to 25 per cent via rail, 75 per cent by truck. Games, too, are largely shipped by truck; 80 per cent going via railroad, the other 20 per cent by rail.

If the requested freight rate increase is effected, it will bring the average hike to 44 per cent from the present level of 25 per cent. It is currently been recently won increases raised rate by 25 per cent, but railroads are demanding more revenue to "meet rising costs, make necessary capital outlays, and have an adequate return on investment." Any new increase, however, will not remove the existing rate differential which, if the pending third round of wage demands results in higher employees wages, it was declared by railroaders.

To date, the move to ask ICC for higher rates has not been given the green light by top railroad executives, it is likely that they will not do so shortly.

See Big Biz Rise for Tenn. Machine Ops

KNOXVILLE, Sept. 25—All phases of the coin machine industry in this state should prosper during the next few years if the prediction by Don C. Stewart, executive director of the East Tennessee Development Association, that more than $400,000,000 worth of business will be done by the state the next two years, becomes a reality. Last year approximately $150,000,000 was transacted in deals.

Speaking before a joint meeting of civic leaders at the Civic Center, Stewart said that one of the major links in formulating a program designed to bring more tourists to Tennessee was the development of a tourist research program. (See Tenn. Mach. Ops, page 90)
Summer Candy Sales Level Off

Kwik-Kafe Operators Meet For Three-Day Convention; Theme: Increased Profits

First Annual Meeting at Philadelphia October 6

PHILADELPHIA, Sept. 25—Franchise operators of the Kwik-Kafe coffee vendor will meet at the Belleville Stratford October 6 in a three-day convention under auspices of the machine's manufacturer, J. B. & M. Melikian, Inc., to examine critically all phases of the automatic merchandising of coffee. Under the general theme of increasing the profitable operation of the automatic vending business, 250 proven operators will participate in a variety of business sessions to discuss and evaluate matters of service techniques. Most of the opening day will be devoted to addresses by operators who will disclose details of their individual route operations which have been successful to date. campground, National Automatic Beverage Company, will initiate the automotive vending of coffee as experienced by an operator who has been operating the merchandising business for 12 years. His firm recently added coffee vendors to its route. Donald M. Kwik of Kwik-Kafe of Rochester, will talk on A New Operator's Approach. When Mack entered the business, Mack could not draw on a fund of personal vending machine knowledge.

LeBarre on Supplementary

Preferable use of supplementary vending for coffee, alone or with gross sales, will be discussed by John LeBarre, of Chicopee Falls, Mass. LeBarre is the president of the Coffee Automatic Vending Service, Inc., will take up the profit angles of placing cake, cookies and doughnut vendors alongside coffee dispensers.

The opening day is a speech by E. R. Williams, NAMA Members Must Make Own Chi Reservations

CHICAGO, Sept. 25—Members of the National Automatic Merchandising Association (NAMA) will make hotel reservations at the 1948 NAMA convention and exhibition directly with the Palmer House this year rather than with the association headquarters. This announcement came from the convention's home, the Palmer House, late August 15-18 meeting had been mailed to members this week. Attendees at this year's convention will be able to purchase hotels as soon as they register. Member coffee vendors, members are being asked to contact the hotel rather than the association's headquarters.

Seedman said that while a number of room have been set aside at the Palmer House to accommodate convention-goers, reservations should be made at once to insure accommodations.

Reporting on sales of exhibit candy, Seedman said, "At the curb this space is going, we may have to take over that front. The Palmer House to accommodate additional exhibitors. The hotel has thus far set aside the fourth floor exhibit hall as well as the entire seventh floor.

Spacabr of New England, who will examine pros and cons of 10-cent operation to public locations. Representatives of Rudd-Melikian will round out the first day's program. Arthur Silverman, who manages the manufacturer's operating firm, Kwik-Kafe of Philadelphia, will discuss service problems and techniques. Sid Lubin, Rudd's sales manager, will handle opening on proven methods of locating locations, elaborating on the advantages to location management achieved by installing coffee vendors. Cy Melikian says an executive of the firm's advertising agency may detail for operators plans to promote use of the machines thru advertising in general circulation media. It is reported that Rudd-Melikian may explain some of the promotional activity starting in October.

Charts, photos and movies will help illustrate the program speed of placing vendors are coffee, cream, and candy. (See Kwik-Kafe Ops on page 82)

Craig Company To Handle Sales Of Cream Mch

DANVERS, Mass., Sept. 25—Line production of the 144-capacity ice cream bar machine introduced this past summer (Base of Trade, Aug. 10) has started at the Craig Machine Company's ice cream vending machine division, according to Ralph S. Towne, assistant to the president.

The company's initial production shipments of the new machine, Towne said that the vendor will be sold exclusively to Craig, England, Inc., New York, to be marketed by Craig. England, Inc., New York, to be marketed by Craig Company, owner of the original ice cream machine to the attention of Craig Machine, which, in turn, will withdraw their organization from actual participation in sales in order that the principals might devote full time to personal business activities.

The Craig Company vendor, which features an agitating motion designed to keep the cream frozen, together, sells for approximately $700.

To Air Show From First Lauderette

NEW YORK, Sept. 25.—A radio show staged in the first coin-operated Lauderette machine has been scheduled by the Mutual network for October 4 at 11:45 a.m. It was learned here this week. Red Benson, who will conduct the program, will interview the manager of the store for installation of Lauderette for the premises of Parkchester's Lauderette. The Parkchester store opens on November 15th. Miss Broderick will be queried on her experiences as a Lauderette girl, and will describe the services they offer to the public. She began her career in the industry as an attendant at the Parkchester installation.

Kwik Shoe Shiners Make Boston Debut

BOSTON, Sept. 25.—First 10-cent coin-operated shoe shiners are made available for service here. The installation was at the Hotel Sheraton in the Black Bay, where a Kwik Shoe Shiner was installed by assistant manager James T. Dwyer, of Salem. Dwyer explains that the hotel installations in the near future.

Most of the larger hotels have shoe machines, but there are many apartment hotels and class hotels which do not have such service and are open for the shoe shiners.

Rice Resigns Auto-Vend Presidency

Cresswell Operating Head

DALLAS, Sept. 25—Paul Rice, president of Auto-Vend, Inc., has resigned from the company and returned to California with announced plans, a spokesman for the firm said this week. Rice, vice-president in charge of production, is operating head of the company, but he has indicated that he will resign his directors' meeting can officially assist in operating the company. Auto-Vend, formerly the T. & C. Company, is a direct and wholly owned subsidiary of the Coffee Blending Co., Inc., New York. Auto-Vend, in turn, has the following wholly owned subsidiaries: The Sun Pub Popcorn Company of Florida: Popcorn See, Inc., of Pennsylvania, and Multiple Products Corporation, Dallas.

Both Rice and Cresswell are veterans of the vending industry serving as officers with that branch during World War II. Prior to the war, Cresswell was associated with Armour & Company, while Rice was sales manager for a major appliance firm. In other changes in personnel are contemplated at Auto-Vend, the company spokesman said.

Un. Beverage Spots Over 50 2,000 • Cup Machs. in Chi Houses

CHICAGO, Sept. 25.—Over 50,000 cup two-flavor Square soft drink machines are already in the market. Beverage's larger theater locations here, John Rosenbaum reported this week. With the firm's 1,000-cup single flavor machines, introduced earlier this year, the high capacity limits are almost gone. Pricing and servicing and maintenance costs thru the reduction of route men calls has continued.

Max Rosenberg, who heads United Automatic Merchandising Company, the vendor manufacturing firm, with his old associate, Ray L. Buell, 1,000-cup single flavor unit is being used in place of the 200-cup vendor, in medium and small theaters.

Both large capacity vendors are being used by United's subsidiary companies in other cities.
The Billboard  
October 2, 1948

Kwik-Kafe Operators Meet
For Three-Day Convention

(Continued from page 81)

A spokesman for the National Association of Manufacturers will evaluate coffee operation from the standpoint of industrial relations, said Melkian, and will also speak on general management-labor problems.

Eisenmenger, president of the late Mr. Roof of Jewel Products Inc., includes an attorney for the National Association of Manufacturers’ Association and an executive of a bank, who will take up, in turn, legislative and tax problems as they affect the vending machine industry, and the financial aspects of route management, including amortization of vending machine purchases.

Rex To Handle Keeney Vender
In Eastern N. Y.

CHICAGO, Sept. 24—Rex Coin Machine Distributing Corporation has been appointed distributor of the new Keeney vendedr electric cigarette vendor for the Eastern New York territory, W. J. Ryan, Keeney president, announced this week.

Headed by A. M. Delaport, president, Rex Coin has offices and showrooms at 261-29 South Salina Street, Syracuse. Other firm officials include C. F. Bailey, vice-president, and R. F. Daiget, sales manager. Its Keeney territory will embrace the area east of the western boundaries of Wayne, Ontario and Stuben counties.

A formal showing of the Keeney vendor is now being planned by Rex Coin at a date to be announced soon. Following this event, salesmen for the distributing concern will transport the cigarette machine thru the territory via auto trailer, to be demonstrated to operators and servicemen.

SoftDrink Tax
Cuts Bottlers’ Biz in Penna.

HARRISBURG, Pa., Sept. 25—The Pennsylvania legislature, in its last session, enacted a soft drink tax on octane bottles for the Commonwealth of Pennsylvania, both because of the low cost of such beverages and the large number of Pennsylvania residents who consume them.

The bottlers have bitterly opposed the levy and will fight against enforcement of the tax when the 1950 General Assembly convenes in January. The impost is levied at the rate of 1 cent on every 12 ounces of bottled drinks and one-half cent on every ounce in soft drink cups sold in the fountain manufacture of drinks.

Originally estimated to bring in $35,500,000 in a two-year period, the return has now been regulated at $27,000,000—a drop of $8,500,000.

Lawrence A. Lowenstein, president of the group, said a survey showed new sources of production in soft drinks are not met by a rise in demand for soft drinks, but are met by a rise in demand for coffee and other beverages.

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$100 Guaranteed 1 Year

VEEDECO SPECIALS! BRAND NEW HOT NUT MACHINES

Veetecco has a complete line of machines to meet all your needs. Our machines are designed to be reliable and durable, providing you with the best possible results. Whether you're looking for a large or small machine, we have the perfect option for you. 

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NCA
President
Hits High Costs
In Candy Biz

NEW YORK, Sept. 25.—Candy manufacturers' ingredient and mer-
chandising costs and the effect a sys-
tem of C. O. B. pricing would have
on the industry were the targets of a
recent address by Philip P. Stoddard,
president of the National Confection-
ery Association (NCA) before 600
affiliated drug store owners, here.

Citing the fact that domestic pro-
curement of farm crops, such as diary,
cereal, fruits, peanuts and world prices
of cocoa beans determine the selling price of candy,
Stoddard pointed out, for example, that the
confectionery industry's annual purchase of over $1,000,000 in
peanuts could affect retail prices. He
reminded his audience that the rise in cost alone has absorbed
since 1941, when peanuts were 6 cents per
pound, to the present price of 17 cents.
Other ingredient costs have increased
all along the line, he said.

Fourth Food Processor
Emphasizing the size of the candy
industry, Gott declared that candy
manufacturers now represent the fourth
largest food producing industry
in our country, consuming over $300,000,000 at manufacturers'
level last year. It is the eighth largest
cost factor in terms of employment.

Discussing the recent interpre-
tations by the Supreme Court in the
Conover Institute case, to the effect
that the court has held that the
confectionery industry was
alarming over possible applica-
tion of this decision to its business,
Gott stated: "... it is my per-
onal opinion that the legal compul-
sion of marketing and merchandising of 5-cent items, for instance, under
the system of C. O. B. pricing would
cause a reaction in the candy industry
and would force erection of plants
throughout the country (to effect short
distance delivery)." This would
mean a higher unit cost of production than
attained when national distribution
is made from one plant. National
merchandising of 5-cent items would be
more costly, and sales programs and
distribution policies thru retail (and
vending machine) outlets would be
revoluted.

Over Million Outlets
Concluding, Gott said that candy
is now being sold thru the over 1,600,000 retail
dispensers (not counting vendors),
more than any other single food item. Independent
retailers still constitute the
biggest outlet, taking almost 33
percent of the total production
sold by manufacturers thru
wholesale; in addition, 18.7 percent of
the total production is sold directly
to independent retailers, while only 28.9
percent is sold by manufacturers direct
to chains stores.

Boston Cig Buyers
Resent Extra 2c Bite

BOSTON, Sept. 25.—Altho most
major machine vending distributors
here have remedied their machines for
a 2-3c cent and return 2 cents
change in the package, a few
operators are maintaining a straight
25-cent price. Machines holding the
23-cent price are located mostly
in class hotels.

However, complaints are being re-
ported and desk clerks are getting
understandably fed up with it. Indi-
viduals and even patrons of the top locations
resent that extra 2-penny bite.

Rudd, Melikian Get First Phila. Awards

PHILADELPHIA, Sept. 25.—Lloyd
K. Rudd and K. C. Melikian, heads of
Rudd-Melikian, Inc., were presented
the first annual award of the Phila-
delphia Chamber of Commerce Monday
(20) for deserving and successful small
business men. The award, made as a special meeting
of the board of directors, was
presented by Arthur Kaufman, president.

Awards are certificates of commen-
tation, and are the first to be
made by the Chamber of Commerce.
Plans call for such awards to be
made annually to outstanding local
business men.

St. Louis Cig Ops
See 2d Conversion
In "Y"s Price Juggle

ST. LOUIS, Sept. 25.—Cigarette
vender operators here, after largely
converting their equipment to handle
a 23-cent per-pack price after the
3-cent levy went into effect, may
have to revert to straight 25-cent
operation should a proposed 1-cent
price increase introduced last week, be
acted upon.

Movement to reduce the city cig-
arette tax to 2 cents, to convert sales
to metropolitan retailers, was made
September 17 by Counselman H. V.
Novack, who introduced the bill
during a meeting of the board of alder-
men according to "down town" vender
customers, now buy their cig-
aretes in the country instead of near
their businesses.

Al Price, Al Tobacco Company
president, told The Billboard this
week that while any reduction in
local cigarette taxes would be wel-
come, the 23-cent vender price did not appear to affect sales. In the
few instances where operators and for-
merly charged 10 cents thru machines
prices went to 20 cents. Those for-
merly selling packages for 20 cents had,
or were in the process of, converting
equipment to handle quarters and
penny packages.
Read How VENDER REVENUE HELPS THE WORLD'S LARGEST AIRPORT

Faced with rising costs and a need to supplement fixed revenue, La Guardia Airport management are finding Vender a tremendous aid in their search for added income. Over 100 automatic merchandising machines (exclusive of lockers and toilet lockers) serve over 15,000 people daily...and management feel that they have only scratched the surface. How they place a machine and determine its value make profitable reading for every operator regardless of where his machines are located.

Don't miss VENDING AT LA GUARDIA in October Vend.

WHAT'S IN A CANDY BAR?

Product-conscious operators will welcome this Vend service feature. Over 100 candy bars are listed giving weight, size, coating, packaging (count) and ingredients. Here's vital information no candy operator can afford to be without. Be sure to get your copy of October Vend and keep this feature for ready reference.

OUT THIS WEEK

With valuable trade service features and articles that no alert operator can afford to miss.

TRAIL-BLAZING COFFEE ROUTE

Despite its comparative youthfulness, coffee vending has already found a pattern for a successful profitable operation. If you are operating or plan to operate coffee venders you will benefit from the experience and methods devised from this pilot coffee route operation. Read TRAIL BLAZING COFFEE ROUTE in October Vend.

PHILADELPHIA BRAND PREFERENCE

As another service to operators Vend publishes the results of a survey determining consumer's preference for Candy, Cigarettes and Soft Drinks. Altho conducted in the nation's third largest city, the figures presented can be used as a yardstick to draw comparisons with your own operation.

Don't miss this feature in October Vend.

HE SELLS SERVICE NOT SYMPATHY

A heart-warming story of a man and his family who are realizing a better-than-average income from Automatic merchandising despite the fact the operator has been blind since he was 15. Read how this sightless operator shrugged off his handicap and built a successful candy and cigarette operation overcoming competition, not with sympathy, but with service and efficiency.
Supplies in Brief

Sugar Distrib Lags
WASHINGTON, Sept. 25—Sugar distribution continued to lag behind last year during the week ended Sept. 11, Agriculture Department said this week. Domestic distribution was 121,421 tons as compared with 147,894 tons for the corresponding week in 1947.

Peanut Process Record
WASHINGTON, Sept. 25—Peanut processers for the past season (September, 1947-August, 1948) was the highest on record, Agriculture Department reported this week. Miller activity amounted to 1,789,600,000 pounds as compared with 1,681,900,000 pounds in the 1946-47 season. Production of shelled edible peanuts was 947,000,000 pounds, an increase of about 3 per cent over the previous season.

During August, some 14 per cent of shelled peanuts went into candy, an increase of 6 per cent over the average monthly candy use. Peanut butter makers took 60 per cent of the supply, with 10 per cent of the peanut butter being used in candy.

Sugar Beat Harvest
WASHINGTON, Sept. 25—Excellent harvesting conditions in Europe indicate that the sugar beet harvest will be the best since before the war, Agriculture Department said this week. “Very good” harvests are reported well under way in France, Belgium, Netherlands and Western Germany.

Highest beet mean production is a corresponding drop in the amount of U.S. sugar exported to these countries for use in civilian relief feeding, Agriculture stated.

Cigaret-Cigs Slump
WASHINGTON, Sept. 25—Cigarette consumption hit a 15-month low in July, while sales of cigarettes also registered a slump, Commerce Department reported this week. Cigarette sales, reported at 6,370-475,000,000, were above the average of 72,251,000,000 in July, according to Commerce statistics.

Cocoa Price Up
WASHINGTON, Sept. 25—After several months of declines, the average price of cocoa on the New York Cocoa Exchange climbed to 44.6 cents in July, an increase of three cents over June, Commerce Department said this week.

The average July price was the highest reached since last May, when imports pushed the price up to 21 cents a pound. Last December, the last 12 months was reached in July 1947, when the average price was 25.7 cents per pound.

Philip Morris Dividends
NEW YORK, Sept. 25—Philip Morris & Company, Ltd., Inc., declared a quarterly dividend of 27½ cents a share on common stock, 81 per share on 4 per cent preferred stock, and 90 cents a share on 5 per cent preferred stock stated this week. First is payable October 15 to stockholders of record September 20, and both preferred dividends payable November 1 to stockholders of record October 14.

Alfred L. Lyon, president, stated that firm’s earnings have been increased “substantially” by a sharp rise in sales. However, directors deferred action on a higher common dividend until after the fiscal year, March 31, 1949.

2 Equipment Firms Set for NAPM Meet
CHICAGO, Sept. 25—Two manufacturers of pop corn equipment will exhibit at the National Association of Popcorn Manufacturers (N.A.P.M.) meeting and exhibition at the Hotel Sherman here December 13-15.

Firms, which may be augmented by other popcorn vendor companies before the time, are Auto-Vend, Inc., Dallas, and ABC Popcorn Company, Chicago, which has a counter type manual dispenser.

Gum Products, Inc., By-Passes Dividend
BOSTON, Sept. 25—Gum Products, Inc., has voted to by-pass a dividend payment on its class A common stock, 81 cents a share, last November, when 13 cents was paid; in May 7½ cents was paid on the common stock.

$25 BRINGS THIS SCALE TO YOU
BALANCE MONTHLY
200 FORTUNE TELLING NO SPRINGS SCALE
Height, 51 In. Width, 13 In. without arm Depth, 25 In. Signal, 15 In.
Net Weight, .185 Lbs. Shipping Weight, .245 Lbs.
LARGE CASH BOX HOLDS $85.00 IN PENNIES
Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
600-1899—Telephones: California 2772
Address: WATLINGITE, Chicago

CHARMS
... that are different
Stone Set Ring, Per Doz. $1.10
Gold Charm Bracelet (in Capules), Per Hundred 7.50
Blade Knife, Per Dozen 1.00
Skull, Gem, Dice, etc., Per Dozen 1.10
All Items will fit any Vending Machine, Send for Samples and Prices.
1/3 Deposit Required With Order.

RING BROTHERS
We Specialize in Small Novelties

FOR LOWEST PRICES ON NEW AND USED NUT AND BALL GUM VENDORS AND SUPPLIES
PISTACHIOS
OUR SPECIALTY
WRITE TO
SUNFLOWER DIST. CO., INC
2125 AMSTERDAM AVE.
NEW YORK 32, N. Y.
PHONE: WADSWORTH 8-6287

Cherry Limeade 9 Ctl. 164 Ctl. $5.00
Cashews 9 Ctl. 164 Ctl. $5.00

IN CALIFORNIA
For Sales and Service
On
ALKUNO VENDORS
Write To
A. H. SIMPSON SALES COMPANY
90 Fulton Street
San Francisco 5, California.
(The House of Friendly Service)
Summer Candy Sales Level Off; Cookie Vending Is Aid

(Continued from page 11)

average of 40 per cent per machine, added: "This is a normal drop for these months, and compares to the 20 per cent drop on low-scale levels during the two hottest summer months. Bearing out the back-to-normal trend is the report issued last week by Glenn Johnson, Chicago branch of American Merchandising Company, revealing that July-August sales had dipped an average of 40 per cent when compared to the previous year. Paul Crisman, King & Company, who declared that a 40 per cent drop occurred there as well, added that the July-August sales at Ros, Robot Sales, Maywood, Ill., were 45 per cent below in candy sales for the same period.

A number of operators stressed the fact that, along with candy, had softened the drop-off in candy sales this summer. Many felt that the nickel cookie package would be more common next year in the average candy store, especially in industrial locations. Injection of the "baked sweet" idea as a regular part of its vending was welcomed by most of the operators contacted.

Cookies Sales Help

During recent weeks, many of the newer members in the candy operators and "newer" man who entered the business during the war or immediately after began crying "wolf"; they said that for the first time in their experience, that summer candy sales were down. Unlike the veteran, they did not realize that the normal hot-weather sales level had again been experienced itself, and that previous summers had just "so much velvet" as far as grosses were concerned.

With the final elimination of shortages and hard-to-get brands this year, the trend seemed to be a gradual, rather than a sudden, vanishing. Now people again buy candy from a vendor for on-the-spot consumption, and not to have to take home to their families in those recent years, this fact coupled with the drop in demand in some locations during the hotter months, combined to make the current summer a normal one sales-volume-wise, operators claim.

A number of candy operators forecast that the sales of the "newer" man, which have been slower this summer, will grow more popular as a high-sale item in candy vendors during the next few weeks.

A few operators blamed the return of nickel sales, gatherings including chocolate bar, as a contributing factor in the return to pre-war summer sales levels. "The public does not purchase any of these unless had in many hot-weather bars. They pointed out that this was the first summer such returns went, or average and that the public does not like them, however, most operators scoffed at the idea that such returns were an indication of a drop in candy sales. "Today's chocolate crowd is not the same, anyone, that substitute would not afford anyone the chance of tasting the difference, even if there were one."

Sample Views

A sample selection of operators, covering the back-to-normal summer sales trend, from among those operators contacted, follow:

Crisman, manager of the Chicago branch of the nine-city Mille Automatic Merchanizing Company, in stating the drop in candy sales, this year, dropped an
Pease Vender
Shown in Chi

CHICAGO, Sept. 25—The Pease Universal Vending Machine, a state-of-the-art device, was showcased during a 12-day special exhibit at the Merchandise Mart, with inventory provided by its inventor, C. M. Pease, at the Astor Hotel here Sept. 14 thru 25. The purpose of the exhibit was to interest coin machine manufacturers in taking over production of the vendor on a royalty, or outright patent purchase basis. Pease stated:

The Universal Vender (The Billboard, June 12) is a manual type machine, dispensing merchandise via gravity feed racks (gum, candy drops or similar small packaged items) and revolving drum-type units (for candy bars, bottles, or larger merchandise). Each is interchangeable with the other and all are actuated by a single coin mechanism. Machine operates upon insertion of a nickel or quarter. The latter enabling patron to select up to five pieces of merchandise from many compartments, or select one to four and have correct change in nickels returned upon operation of a coin changer unit. Latter may only be operated after one or more purchases have been made, the changer not being set to operate as a service unit. Pease stated that the present pull-push delivery mechanism may be supplanted by push buttons in production models.

Two cabinet sizes are available. Smaller, 14 inches wide, 14 inches deep and 65 inches high. Large size, designed to vend cold luncheon items, etc., is 48 inches wide, 20 deep and 68 high. Both models are made on casters which are retractable. Pease, inventor of the Automatic Billing and Dispensing Machine, by the machine tool and building industries, developed the machine in a period of eight years and controls seven patents on its design and manufacture. Experience in the vending machine business was gained by operation of a diversified route of retail, candy and cigarette machines in Los Angeles from 1930 to 1933.

Louisiana in All-Our
Cig Running Drive

NEW ORLEANS, Sept. 25—Traffic in untaxed cigarettes in Louisiana is running roughshod over running prohibition today, revenue agents here reported this week. In an attempt to eliminate such bootlegging, the State Revenue Department has declared its intent to spend up to $3,000,000 annually, fighting the illegal traffic with all-out persistence, which will include establishing road blocks.

The flow of unstamped cigarettes into the State began on the heels of the tax increase from 5 to 8 cents a pack, stipulated by the 1948 Louisiana Legislature. Mike meant that pack prices were boosted into the 20-cent and 30-cent level, with latter being the peg on numerous vendors. Experience by small-scale offenders is subject to civil penalties from $2,200 to $16,000, and adds up to 50 cents for each 50 cents of tax due, in jail. Small-time violators may be fined up to $30 to $50, and also sentenced to six months in jail.

HOUSTON, Sept. 25—Automatic Amusement Company here has been appointed by South Texas Distributors for the French Octagon coin-operated pool table. C. M. Robertson, a veteran music manufacturer, heads Automatic Amusement.

Phila.SurveyShows
Bar Sale Decrease;
Brand List Grows

PHILADELPHIA, Sept. 25—Candy bar purchases here have decreased slightly during the last year, the result of heaviest buying in the lowest income group, and the number of top-of-the-line brands has advanced from 1941 to 1942 in that period, according to a recent consumer analysis of the local market, conducted by The Philadelphia Bulletin.

Brand preference of coated bars follows (percentages are those of population improvement in Philadelphia): Mounds, 3.2 percent; Milky Way, 2.9; Clark, 2.7; Oh Henry, 2.5; Baby Ruth, 1.5; and Fifty Avenue, 1.5. Solid chocolate bars continued to be led by Hershey (3.9 per cent), while second place was filled by Nestle's (3.7 per cent) and third by Suchard (3.3 per cent).

Complete analysis of the Philadelphia brand preference survey will appear in the October issue of Vend, out next week.

Amer. Coin Changer
To Move to Boston

PORTLAND, Me., Sept. 25—The American Coin Changer Corporation of this city will shortly move its facilities to Boston, where offices have been established at 93 Massachusetts Avenue. Move to Boston, American officials stated, will give the company a more central location for shopping.

American Coin Changer Corporation, merged recently with Douglas Manufacturing Company (The Billboard, September 11), is presently in production with an electric changer for 5 or 16-cent machines. Robert Gorrie, sales manager, reported that this week the firm is now in the process of testing for production on manual changers.
MAPOA Picks Damon Record As the October Hit Selection

DETROIT, Sept. 28—Special selection will be the Hill-O-Wee Hit of the Month for October was made by the hit committee of the Michigan Auto- phonograph Merchants Association (MAPOA), which named the record "Damon," by Judy Garland and Sonoda Steen, on Damon Record 11360. Selection was made by the hit committee, which members in the monthly hit party be held in the early during the month of that event, as reported — The Billboard.

Avery, Buffalo, chairman, took responsibility for the selection, included Roy W. Clason, business manager; Garth (Gay) Wobberlin, of Gay Coin Sales, and Vincent Mele, Melodian Music.

Week-Hit-Plan
Because of the success of the original Hit-of-the-Month plan, the MAPOA decided to adopt a new feature, the Hit-of-the-Week, which will be similarly promoted, with special title strips, tie-ins with promotion by local disk jockeys and other activities. This will be selected in the same manner as the monthly hit, but weekly will remain unchanged for the month and will be honored as a regular monthly selection. First selection for October was Dream House, the hit tune of the 12-inch single record on Brunswick, 10352.

A special format for the monthly Hit-Tune Party, to which the public is invited, is being announced in advance of the "Hit of the Week" for the month of October, which will be played in the winter in the exclusive Detroit Music Hall, home of the Detroit Symphony Orchestra. First will be October 17, 8-6 p.m.

This will be in the form of a jazz concert by prominent jazz artists, the program being laid out for the October event is C.C. Johnson, Johnny Burt, and the$20 band records for the Fortune label.

The preparation of your presentation on the events to be used, with the hits to be made, from the promotions out of the selection from these selections. Jockey bills for this appearance are Beverly Nor- man, the Los Angeles affiliate; W.WAZ, and Bob Seymour, of WFMH.

Joe Steele Buys H. ston Branch Commercial Co.

HOUSTON, Sept. 25—Joe Steele, Houston column, recently purchased the entire holding of the Houston branch of Commercial Music Company (Wurlitzer distributor). The company included three machines, equipment, inventory and sales rights.

Included in executive and sales personnel of the new concern are W. Co., of Dallas, and Tex., of Houston. Lynch was in charge of the Houston branch of Commercial Music until a year ago, when he was moved back to the Dallas office, Nor- man, and Clay, former Houston coinmen in South Texas. In the early 1930’s, J.E. Sheffield, former owner of the Dell, and, Heineman, distributor of the firm of Steele & Horton, pioneer distributing firm of this city. Since then, he has been connected with the distributors of numerous standard makes of coin-operated machines.

CPMA Selects Oct. Hit Tune

CLEVELAND, Sept. 25—Cleveland Phonograph Merchants’ Association (CPMA) has selected as the Hit Tune of the Month for October, "Are You Are One," by Sanford Levine, association member. It was announced that the advertising committee, announced this week.

Let it be known that the old German folk tune, by Johnny Eager, is in keeping with the decision of the association to promote Schlitz beer, the German beverage, which could become popular due to their individuality and rendition. Promotion of the October hit tune selection will consist of special title strips in the No. 2 spot on the selection panels. Over 3,000 machines will feature the tune throughout the city.

Minn. Ops Adjust Location Rates To Meet Rising Costs

ST. PAUL, Sept. 25—Lower commission rates are being paid locations in Minnesota because of the increased costs of operating music equipment. Operators in the Twin Cities and in Northern Minnesota are reportedly adjusting their commissions downward in order to meet the increased operating expenses.

Varying commission rates from 65-30 and 46-40 are reportedly being paid by Minnesota operators, but the trend is generally away from the 50-30 commission arrangement that most of the operators here paid before the war and in the immediate post-war period before mounting costs became a nationwide concern.

Most of the operators have been revising their commission pay on the basis of the following terms to their locations, putting out different rates of commission and increased overhead expenses.

One Twin City’s operator, commenting on the apparent trend toward lower commissions to locations, said, "It’s now or never. Unless we get more money, most of us will be forced out of business. Once the plight of the music operator has been explained to the location owners, we expect full cooperation.”

Music Dept. for This Info

Among the stories of interest to the cola machine industry to be found in the Music Department of this issue of The Billboard are: LEGAL BILLS HEAVYED ON AMOF OPER (October 2, 1948). This is the Department of Justice and the dinkers study all angles of Petrollo’s ban-lift proposal.

IOWA ONS BACKING State Org Set-Up

CEDAR RAPIDS, Ia., Sept. 25—Leo C. Miller, president of the newly formed Iowa Automatic Music Operators’ Association, reported strong enthusiasm among Iowa operators on the basis of the organization. Miller called on operators in the Tri-City area of Davenport, Rock Island and Moline, and at Clinton and Moline, where the organization was formed at Des Moines earlier this month.

Miller reported that several new chart releases are available and that every operator has to have installed a new machine in each of the Tri-City area. He was also present at the meetings to see results.

Moved!

For this week only, the Music Department of this issue of The Billboard appears on the Music Department each week move over to The Billboard Home Edition. This is the Jockey Supplement that is part of The Billboard Home Edition.

For the charts, record reviews, possibilities and Honor Roll of Hits and pop charts.

Iowa Ons Backing State Org Set-Up

Sanford Levine, Vice-Pres.

Cleveland, Sept. 25—Jack Cohen, for many years one of the foremost phonograph operators, was re-elected president of the Cleveland Phonograph Merchants’ Association (CPMA) during a special election this week. The membership also voted in Sanford Levine as secretary and Harry Lief as treasurer.

During the same meeting, Robert Fisch and Joseph Selmon, James Yoke, Hyman Silverstein, Harry Lief and Nate Pearlman were newly elected to CPMA’s board of directors.

Cohen, who is also president of the Ohio State Automatic Phonograph Merchants’ Association, has served the Cleveland group as vice-president for the past decade. He has also served on committees in virtually every drive since 1938. The leadership and local chapter during this same period. His fellow CPMA officers are also veterans of association work. Lief is a former secretary-treasurer of the National Automatic Phonograph Operators Association, and Levine was elected assistant secretary-treasurer when CPMA held its annual meeting last May.

Cohen stated that he was honored to again serve the Cleveland chapter in the position he has held. His new term will bring CPMA to the World’s Fair in New York where no new policies would be put into effect until he had the opportunity to help the music machine situation with both Levine and Lief and other board members. Cohen emphasized the fact that the hit tune parties which the Cleveland column has made in the past would be continued for the local populace would remain on CPMA’s full and winter schedule as a regular monthly event.

Issue Service Manuals on AMI Wall Box, A & B

CHICAGO, Sept. 25—Quantity mailings to distributors of two newly published service manuals was announced by John C. Caldon, administrator of the AMI Wall Box, A & B, Model B and also covers Model A. Wall-box manual includes two pictures of different angles of the various subassemblies that make up the wall box system. Further along in this page publication is a tour-detailed description of the wall box system and nine schematics showing the complete cycle of operation of the wall-box system. Remainder of the unit’s service manual is dedicated to installation instructions, maintenance and adjustments of the wall box, including the basic training, push button switch, select switch, rotating hand, and interrupter contacts, stepping relay magnet assembly, stepping relay spring gear, horn, connecting wire and the location of the selector knob chain.

Models A and B

Manual covering models A and B is different due to the several issues brought out by AMI but because its text is written in simple terms, it is easy to understand. Caldon points out that the service manual on AMI-WA, which is a product of the previous information released on the Model A-WA, is very similar to Models A and B have the same mechanism and the cabinet parts of both models are very similar. This manual also includes a reference chart showing (See Service Manuals, page 96).

Extend Seeburg Area of Shaffer

CHICAGO, Sept. 25—Shaffer Music Company’s coverage for the J. P. Shaffer Music Company products now includes the area of Idaho and Montana, R. G. Dunlap, Shaffer sales manager, announced this week. Shaffer firm also handles Seeburg distribution in Virginia and West Virginia.

Shaffer Music now has its home office in Columbus, O., and four branch offices in Cleveland, Ohio, and, Charlestown, W. Va., and also its new offices in Portland, Ore., and Seattle.

The Pacific Northwest territory areas are now served by the new office. The Pacific Northwest territory areas are now served by the new office.

Other informative news stories as well as the Honor Roll of Hits and pop charts.
MEMPHIS, Sept. 25.—Atlas Amusement Company, Aireon distributor in this territory, will exhibit both the Baronet and the Coronet model music machines at the Mid-South Fair here scheduled September 28 thru October 3. Robert L. Goad, Atlas president, announced this week.

The Baronet is an exact counterpart of the Coronet, except that it includes a radio and is non-coin-operated. It is specifically designed for private clubs, churches, teenage clubs and recreation rooms. Until recently, Aireon referred to it as the club model of the Coronet. Both products were first shown during Coin Machine Industries (CMI) convention in January.

Goad stated that this year's fair attendance is expected to exceed the 241,000 reported for last year's event, the first post-war Mid-South Fair.

Bernard D. Craig, Aireon general sales manager, will participate in the Atlas program at the fair.

**No Beer Shortage in Tavern Spots**

WASHINGTON, Sept. 25.—Juke operators, who used to worry about their tavern locations running out of beer, need have no fears of beer drought in the foreseeable future, Commerce Department forecasters said this week.

It was pointed out that during the past year production exceeded consumption in every month. The last time more beer was brewed than needed was in August, 1947, when production fell short by 9,000 barrels.

Latest available statistics are for July, 1949, when 8,917,000 barrels were produced, while consumption amounted to 8,827,000 barrels. Stock stood at 9,611,000 barrels, about the average for the past 10 months.

**Juke Box Holding Own Despite Tele in Boston Spots**

BOSTON, Sept. 25.—A study of the influence of television in this area now shows that the phonograph and home entertainment has died down, reveals that juke box ops were right all the time, and that it has not wrecked the havoc that some of the columnists feared.

Outside of the baseball telecasts, bars and cafes with the screens aren't doing any more business than those with just plain juke boxes, except on special event nights.

A distributor of coin-operated combination tele and juke box machines found that ops have not got the money to buy them, and so he is putting them out on locations himself.

Juke Holding Own

All in all, it is found that the juke boxes are standing up remarkably well despite television. Many patrons with money to spend prefer places that do not have television. This is becoming more and more noticeable in the area.

Location ops who went all out on television in some instances are finding it a Frankenstein. Reported conversions relayed from location owners from patrons on their way in: "Let's not go in there—they've got televisions." Consensus is that tele is swell for bars catering almost exclusively to males. Couples seem to prefer not having television. Location ops say that those who have the money to run up big bar checks look for quiet places where they get soft music and dim lights.

**Dallas Disk Sales Up: Jukes Benefit**

DALLAS, Sept. 25.—Juke box operators here are in a good market area for records, with wax sales and interest holding its own or even showing an uptrend, which added up means that juke play itself should be hyped due to wax enthusiasts' coin cut-ups.

Unlike the downward sales trend in the disk business during the spring and summer, over the country as a whole, local record buying has held up remarkably well, distributors report. In direct contrast to the East, where disk sales hit the skids earlier this year and juke ops have discovered a parallel drop-off in play, local operators have found play at a good level following with the retail wax demand.

Indication is that where public's buying of popular wax has held to a higher than average level, juke play will invariably be on a comparable plane.

**THE MUSIC BOX**

322 MADISON
MEMPHIS, TENN.
Tel. 87-7701

PACKARD
FREE TO ALL MUSIC OPERATORS

This book reveals how to keep your instruments in top operating condition, increase play, save serviceman's time. Send for your free copy.
Chicago:
Ex-Cell Products Manufacturing Corporation reported a production increase of 10 per cent on its cup vendor. Joe Goldberg, president, said while such a jump in sales occurs only one or two times a year, the increased volume is being maintained on a more or less steady basis.

Indianapolis:
Harold Smith, of the Colonial Music Company, Indianapolis, received minor injuries when he fell into the stream of a moving covered rock while fishing in Wilson Creek near Logansport. He was treated at the cabin for several days, but is now up and around.

Great Lakes:
Joe B. Ahlborn, of the Record Music Company, has opened a Western Union office, business as a side line, with Carl Spies, of the Carl Spies Company. Frank Ahlborn plans to use the Western Union office as a selling point in extending the firm's line of record sales.

Detroit:
Harry and Iz Levin are continuing to operate the Radio Directory Company in '225 Michigan Avenue with a number of independent record lines, but they are not admitting to that. Levin is working with the W. H. Harvey Company, which has appointed a new sales manager for Cleveland, to handle the new Detroit office.

Bellingham, Wash.: Paul Lethbridge, manager of the Bellingham branch of the Great Lakes Music Company, notified his salesmen about the new service.

Jimmy Johnson, Globe Distributing Company, is very much on the go these weeks, pointing his Mercury touring units toward sales targets in surrounding States. All types of operations are being conducted with the same old saga, Jimmy says.

Cleveland:
Lazar, Jimmy and Feldman, are pleased with the reception of their new 2,000,000,000 record (the biggest of the lot) in the lobby of the Mervin in the Detroit. The record is made on such a high-capacity machine that it generates a lot of sales.

Tours:
Mr. and Mrs. A. D. Johnson, of Kansas City, are spending their vacation in San Francisco, visiting the Golden Gate and other wonders.

Seaymore Gale, head man at Drink-Matic Company, says continued riding of all types of streetcar operations (cups, labor, trucks, etc.) have made the days pass.

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See Your "BLUE RIBBON" DISTRIBUTOR
For THE Best MACHINES
THE Best SERVICE
THE Best FACTORY PARTS
THE Best TRADES

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|余个地方，例如：California, Maryland, New York, Ohio, Pennsylvania, Pennsylvania, Missouri, Minnesota, Illinois, Indiana, Michigan, Texas, Washington, and Wisconsin. Each entry lists the name of the distributor, the city, and the state where they are located.
**COINMEN YOU KNOW**

**Los Angeles:**

(Continued from page 90)

the jule box biz is great in the North- west, wholly because of no video competition.

A San Diego trip is being planned by Los Angeles chapter of the W.A. Crummel Company next week. When he winds up his biz there he'll swing into Imperial Valley and then up to Palm Springs. Merle Solla, of the same company, is looking for somebody to help her put that bright red limousine over her record counter. So far, no takers, but she's hoping.

Martin Freedland, of the Martin Crummel Co., reports he hasn't had time to take a vacation yet this year. Business must be good over the entire coast. Bernie Kolda has been hospitalized, but he's up and around again. ... Marvin Farr left his San Pedro headquarters for a look see at Pico St. ... Mr. and Mrs. Fred Allen, of Bakerfield, were recent visitors.

Art Coner, visiting Victor (Golly) Solomon, says his Gance Screwball is better than the Chicago heart. ... Don Gould, of Don Gould Enterprises, is buying a lot of Siskin Distributors. He'll be in town for a few more weeks. Cela Podreda, secretary to Jack Simon of Siskin Distributors, looks like her Yosemites are still wide open and ready for work. ... F. J. Roy, Western Distributors, Seattle, sent word over coin machine row this week. This is his first trip south in two years.

Coast Recorders Bill Abel is taking a two weeks' vacation. While he's gone, Ralph Bass, who covers race spots for the company, is taking over Bass responsibilities. A hit is picking up the race spots. ... Niles Smith, Oldale column, making the rounds last week. ... Also L. D. Smith and Johnny McGee of Downey.

Jules Bihair, of Modern Records, is planning a N.Y. trip in the near future. ... E. T. Maps Company had Nat Smith, of Barstow, as a visitor last week. Perry Irwin, Ventura column, was seen on Pico Street recently. Ray Powers, of the Ray Bowers Company, is enthusiastic about sales of his Cotillion shuffleboard machine. ... Al Beamer, of the Ohio Company, jumped from the Jennings' show at Cal-Neva Lodge, Lake Tahoe, saying they probably have to come up with a quirkier shuffleboard next year. It cut down attendance 50 per cent, he said. ... Paul Slovak, of Saints Reef, and Lee Frichlet, Stockton, dropped in at General Music Company, as well. Irving Joyner, of Joyner Amusement Company, San Bernardino toured the city last week. ... M. V. Connor, Downey column, was a recent visitor. Bernard Lie, formerly with M. B. Wolf, is now associated with System Amusement Exchange, Inc. He's been spending his sparse time pointing weights for the shuffleboards.

**Twin Cities:**

(Continued from page 90)

Mal Goldstein, Twin Ports Sales, and Ray, of LaBella Novelty Company, Grove, treated the assembly to quite a delicacy when he prepared the special dinner at the newly opened Broadway clubrooms. Tony Tramco, of Dand- wood, S.D., got the prize for traveling the longest distance to attend the meeting. Mike Inky, of Yankton, S. D., I. P. M. and Illinois Falls, secretary.

Oscar Schaffer, of Midwest Coin Machine, Filibien Street, Minn., was on the hot seat but good this past week. With Mrs. Schaffer ex- cepting a baby, her wish to attend the hospital the other night only to have to return home this a.m. be- cause of a false alarm. Thursday afternoon (23) he made another hur- ried trip to the hospital because of the infant. ... This morning (24) he was on the road west where there still was no word as to re- sults.

Harold Liebenstein, head of Lieber- man Music Company, was taking it easy all week in Northern Minnesota, but was on to look at his job by Mon- day. ... Touch luck comes in bunches for Tommy Groves, serviceman of Hy-G Music. His young son was just released from the hospital following a polio attack and this week he traveled to his wife in the hospital for treat- ment of a heart ailment. ... Distribu- tors and servicemen were reporting shortages of independent recordings due to the truck strike in New York. ... It's a boy progeny at the home of Ed Lohas, believed to be one of the most successful full-blooded I- dian coin machines servicemen.

Beatrice Serber Effron, whose mar- riage to Jerry Effron took place a few weeks ago, is back at her job as secretary to Hy Greenstein, following a two-week honeymoon. ... Sonny Freedland, of Effron Distributors report a sudden spurt in demand for penney scales. ... Paul Feling, of Saul Center, Minn., and Ed Berkovitch of Litchfield, Minn., were shopping in the Twin Cities last week.

Columbus report business, especially in the outlaying areas, has jumped up- ward with collections very good. This has resulted in withdrawal of the selling block of a number of routes which had been up for sale. ... Hy Greenstein, of Hy-G Music Company, who attended the NCMDA meeting in Chicago last week, is enthusiastic about the possibilities of the organization. ... As his trip was grounded by his wife since the recent airline disaster in this area and now must travel either by automobile or train. He reports excellent results from an advertisement in a recent issue of The Billboard, in which he offered used music equipment.

**FOR SALE**

FOR SALE

5 RUDD-MELIANSIAN KWICK KAFE COFFEE MACHINES.

3 USED 90 DAYS, 2 NEW, WILL DELIVER.

WILL TRADE NEW MILLS CONSTITUTION PHONOGRAPHS IN CRATES FOR DELUXE DRAW BELLS, DOUBLE OR WILD LEHONS.

-44 MILLS, USED .................. $175.00
-48 MILLS, USED .................. $215.00

BONUS SUPER BELL .................. $75.00

RUMBOS .................. 37.50

**ROCK CITY AMUSEMENT CO.**

151 SECOND AVE. NORTH

NASHVILLE, TENN.

**TERRITORIES AVAILABLE**

For Wide Awake Distributor To Handle National Advertised.

Self-Service Stand Type Coin Changer.

Write BELL PRODUCTS CO.

2000 No. Oakley Ave.

Chicago 47, Illinois

**FOR SALE**

Pin Ball and Console Route in Richmond, Va., doing $55,000 gross per year. Over one hundred pieces of equipment and parts. Price $25,000.

CAPITAL AMUSEMENT CO.

784 W. BROAD STREET

RICHMOND, VA.

**ALABAMA**

- MILLS ORIGINAL CHERRY'S, 9-10 .................. $75.00
- MILLS BOWLINGS, 11-12 .................. $90.00
- MILLS GOLD CHERRY'S, 10-11 .................. $80.00
- MILLS PLENTY 25'S, 11-12 .................. $100.00
- MILLS CHERRY'S, 9-10 .................. $75.00

WANT TO BUY BBERDING RAY BUNS.

A. L. KROPP JR. 

808-10TH AVE.

TEL. 7977

TUSCALOOSA, ALA.
Detroit:

(Continued from page 90)

the men. . . . Stanley Beck, veteran julex box operator, is in Henry Ford Hospital following serious injuries suffered in a truck-truck collision. Louis Ambrose, of the LA Music Company, will handle his route during his convalescence.

Jack Baynes, secretary-treasurer of the Michigan Automatic Phonograph Operators Association, and Fred Christ- pan, business manager of the Michigan Table Top Association, made a trip to Lansing to confer with the liquor commission on television regulations for liquor. . . . Fred Richardson, in the coin machine business here operating amusement and music machines for about 20 years, died September 20. . . . Martin Sokolowitz, who is studying at a Detroit university, has bought the Peerless Sales Company and Peerless Vending Company from David Goldberg. Sokolowitz will operate this mixed route of peanut, gum and candy venders, all of the penny type, under the name of the Martin Vending Company.

Arnold Michlin, who operated the Dispensal Company and the Michlin Chemical Company, with a route of beverage dispensers, is selling out to a group headed by Bert Cowdrow of the Hires Root Beer Company here, and is planning on the surplus material business. . . . J. E. Fouser, of the Warrick Company, manufacturing and selling soft drink venders, is editing a new catalog to be ready in about 60 days.

METAL TYPERS DISCS
FOR GROTCHEF TYPES

$9.50 PER 1,000

Manufactured from Precision Dies from Finest Quality Aluminum. Standard Thickness.

TOP QUALITY ONLY—ONLY LOW PRICE

SAMPLE ON REQUEST

MONEY BACK GUARANTEED

15, With Order; Balance C. O. D.

COLUMBIA TWIN JACKPOT BELL

NEW YORK:

(Continued from page 90)

Service, claims plenty of advance interest in the 25-foot Cossio shuffleboard he is debuting.

Two music ops who are expecting early additions to their families are Bert Anderson and David (Doc) Shapiro. Shapiro’s route is on Long Island . . . Jacob Breidt, U-Need-A-Vendors’ prey, was in town September 22 conferring with Murray and Bill Wiener, distributors of his firm’s electric cigarette vender, at the offices of Vendors, Inc.

Sol Yah, co-owner with Hy Jaffee, of the World Music Company, was elected as a director of the Automatic Music Operators’ Association (AMOA) to devote full time to the discrimination of Flisch Bowler, the new ski ball manufactured by 1. Edelmann, Detroit. George has named his new outfit the Hyacinth Distributing Corporation, and will conduct its business from his present headquarters at 897 Clarkson Avenue, Brooklyn.

Al Denver, president, and Sid Le- vone, legal counsel, will be featured speakers at a general membership meeting of the Automatic Music Operators’ Association Tuesday (28) at Park Central Hotel. At the meet, the first called since April, the group will discuss trends in music operation. There also will be a report on the association’s 11th annual dinner dance scheduled for the Waldorf-Astoria October 23.

Cy Malnikas, co-owner of Rod-Malnikas, Inc., won in town Wednesday (22) on his. He reported that execu- tives of the pioneer coin machine company have gone all out to insure success of their first operator’s con- vention. Speakers at the three-day meet, opening October 6 at Philadelphia’s Bellevue Stratford Hotel, will include representative coin ops, coffee and cup manufacturers’ spokes- men, as officials of national Automatic Merchandisers’ Association and the National Association of Manufacturers.

Schork and Schaffer’s Sports Palace, the giant arcades on Broadway at 52nd Street, is sporting a new chrome and glass front. Just completed, the modernistic glass paneling gives passers-by a full view of the ar- cade’s interior. . . . Most arcades around town have moved their Imperial pic machines up from inferior positions recently to capitalize on public interest in this week’s championship fights. Naturally, fight movies are featured.

Harry J. Lehmann, manager of the Coin-Monster Washing Machine Opera- tors’ Association (CMWMA), has an- nounced that the group’s next mem- bership meeting will be held October 13 at Riverdale Plaza. CMWMA recently moved its offices from Min- nesota to 304 East 149th Street, the Bronx. Lehmann and Mrs. Helen Fied- ler are on hand there to serve washing ops.

Lou Rosenberg, president of the recently disbanded Associated Amuse- ment Machine Operators of New York, presided at a meeting of lead- ing local column Thursday (25) at the New Yorker Hotel. Dave Simons, president of the association, called the meeting to consider means of approaching city authorities on a plan for keeping certain games, the contest was attended by operators, distributors and manufacturers. Among those present were Max Levine, Scientific Machine Corporation; Harry Rosen, Atlantic New York Corporation; Joe Simon Sales; Harry Berger, West Side Distributors; Hynlie Rosenberg, Rosenberg & Company; Al Blundow, Blundow & Meyers; Dave Lowy, Atlantic New York; Al Simon, High, and Sol Wohman, Jack Rubin and Jack Samen.

PHILADELPHIA

TOBOGGAN CO.

America’s Favorite

Skill Game

SKEEL BALL

REG. U.S. PAT. OFF.

The Original and Only Skeel Ball Alley

For Parks—

Arcades—

Resorts—

Carnivals

EARNINGS—

100% Mechanical

in Operation

Per Alley

Per Hour

Operators Enthusiastically Acclaim Skeel Ball—Top Money

Earner of All Skill Games for 1948 Season!

MANY IMPROVEMENTS FOR 1949

• A smooth, fast, accurately scoring game.

• Now practically noiseless in operation.

• Now made in 12 ft. and 14 ft. lengths.

THESE IMPROVEMENTS MAKE THE 1949 ALLEY MORE DEPENDABLE IN OPERATION, REQUIRING LESS ATTENTION AND SERVICING

Sample Alleys Now on Display at Our Factory

WRITE NOW FOR FULL PARTICULARS


HOW TO MAKE YOUR COIN MACHINES PAY OFF MORE QUICKLY

specify

AMERICAN AIRLINES

Airfreight

Every day saved in the shipment of coin machine means many dollars earned. When you ship by time-sav- ing, dependable American Air- freight, you get overnight delivery. Your machine arrives in top condition, ready to get to work for you. Your returns begin immediately.

American Airfreight is available at
and from 49 airports serving
thousands of communities—and American’s cargo-carrying capacity is the world’s largest. You’ll get quick action with American, and indi- vidualized handling for your ship- ment. For details call the nearest American Airlines office or write to American Airlines, Inc., Cargo Divi- sion, 330 East 42nd Street, New York 17, N. Y.

ASK ABOUT AMERICAN’S AIRCRAFT PLAN

Ship by air—Get your product to the user quickly, in top condition. Ounces capital become dollars.

Travel by air—Save valuable man-hours. Multiples per person—more on each order.

Mail by air—Arrive order in delivery—save precious time. Standardize your accounting.

AMERICAN AIRLINES

American Airlines, Inc., a member of the American Airlines Group.
COINMEN YOU KNOW

Chicago:
(Continued from page 99)

sary part of the cut-price type. Diane operation, begun earlier this year, had
turned out to be acceptable in the more transient, high price-
turnover type locations, Seymour finds. In addition to the usual battery of phones and the office desks, Semy-
mour has a nickel plated German cradle phone, a memento of the last
war, on his desk. The odd appearing instrument is complete with dial, much as our American dial phones.

The sextet of boys over at Atlas Novelty Company are all backing one another in the hit when it comes to reporting good fall business activity. Morris and Eddie Ginsburg voice the cheerful sales news, echoed by Nate Feldman, Harold Roberts and reed-
man Irv Klaiman and Joe Klina. In-
flux of business, especially noticeable after spring and early summer resort buying, forecasts a high level fall and winter endeavor.... Gene Chute, Mercury Confections, is keep-
ing his combination condiments route in tip-top shape, ready to take on the influx of full business everyone is predicting.

Harold Fajgerson, in charge of milk-
operations at Borden Milk Company, and Theodore Grinermacher, head of Borden Novelty Company, are con-
uning their established region division, predict a steady uptrend in industrial machine-vending
customers. Borden's top salesmen are planning broader coverage of the "milkie" route, with a goal as far as factory sales are concerned... . . . Jack Nelson Jr., Jack Nelson of the company, states that they have a Lu-
ben Maestro Juke box which they dis-
tribute in keeping with the music needs of the customers coming back for more.

John Naisel, G. D. Jennings sales
manager, arrived back from the firm's Southern premiere at Edgewater Park, N.J., with the news that the 1968
Monte Carlo made a big hit with customers in the Southern States as well as Southern States of D. France, head of France Distributing, Montgomery, Ala., was the only Jennings distributor in the area who did not participate in the session held at the Edgewater Park Hotel. He was called to California on personal business.

C. F. Bailey, vice-president of Rex Novelty Company, White Consolidated
Corporation, who just returned from a visit to the Kenney (Local) distributors' meeting, was on the road, manufacturers visiting in on the series of meetings held by the National Coin
Vending Distributors' Association (NCMDA) here last week are still commenting on the goodwill and
titious attempts of the two groups to see each other's point of view. Paul Federman, Williams Manufac-
turing special road representative, is back from a trip thru several Eastern cities with reports of increased activity in the free-ball field. Tullon Mene, Williams sales manager, says the revenue field in the firm's new free-ball, Speed Way, has made a hit with players and ops around the country. . . . Canadian columnists believe that there will be a Canadian coin machine convention and show if the present ban on commercial equipment is lifted later in the year. Present Canadian coin machine being turned over in the used market are bringing high prices... . . . Paul Levin, of Tamco, Grand Rapids, Mich., was in for a look at some new cigarette and candy venderks. He was a B-17 pilot during the war.

Bally Manufacturing received a good publicity break in the October issue of Holiday magazine which is dedicated to the history of Texas, its cities, recreation and its people. Among the color photos illustrating typical Texas entertainment was one taken in the Cow-Town Grill, Dallas, showing
having entered the operator showings. Exh. Hiland, Submarine. with high made
and the news that music play is on the upgrade in that area.

New Zeildman coin, R. S. Jea-
nines, says that his home city Ausk-
and showing an unusual amount of interest in venders. He won
in towns to contact local manufacturers of ice cream, cola and soda
and vendors, and also looking for food vendors adaptable to handling cold
with their sister. . . . Charley Fletch, exhibit's
travelling game representative, is con-
ceptual on a survey tour which
should benefit not only his firm but the
game manufacturers as a whole.

Listas problem for the area
operators to contemplate is the tele-
markets. A part of the post
here via tele network if Cleveland's
Indians make the grade in the Amer-
season and during the 1944-45
between the Yanks and Dodgers, but
and both places in towns sold at a
gain.

John Haddock, AMI president,
was in to talk with policy with
John Calandro, firm's main sales agent, at the
music firm's Loop sales office. AMI
visitors included Joe Pittman, of Pitt-
and Liggett. Dow Jones, Inc.
Force arrived back from Den-
ner (34). While away Force
conquered with column in the Moun-
tain States who had expressed inter-
rest in becoming AMI distributors.

Gil Kett, Empire Coin, expects
to have machines to make additional hundreds of
that accurate coin operated scoreboards are reaching loc-
ations.

Lindly Force, AMI manager of
gen-eral sales, at the Mountain
conference with firm distributors in the
areas of Michigan, 
Hart Davidson's for Coin Industries. Firm's
new digger machine was debuted last
week at Wal Hop Sales, Dallas.

See Sweetest Day Record Candy Sales
NEW YORK, Sept. 25.—Record
candy sales are anticipated by the
candy industry on Sweetest
Day this year, October 18. Due
to the intensive promotion campaign
being conducted by the American
Sweetheart Day committee, the special day is also
being utilized as a medium for
candy vending machines.

Promotion activity of the
committee is being concentrated here
and Detroit, Cleveland, Dayton, O; Chi-
ago, Buffalo, Pittsburgh, Kansas
City, Baltimore and Cincinnati.
Chairman of the promotion
committee, back by an initial
budget appropriation of $40,000,
have a series of ads of the
inserted in daily newspapers for
weeks prior to October 18.

COLUMBUS, S. C., Sept. 25—Coin
Machine Distributors of Columbus
was granted a charter to do business
in South Carolina by the Secretary of
State last week. Capitalized at $25,000,
the new concern listed in its charter
application that it proposes to handle all
types of coin-operated equipment. The firm's president is
Lawrence E. Holder Jr.
Radical Bumper Highlights New Exhibit 5 - Ball

(Continued from page 30)

week.

 Called Contact, new game includes two new type bumpers which are the appearance of which have been
by spring. When hit by a ball the bumpers apparently collapse in a return to shape. The collapsing ac-

tion registers points, while the re-
sponse action hooks the ball sharply, either up or down on the playfield, in which stage the ball contacts the new type bumper.

Free Play Changes

Game has four conventional num-
bers, two side roll-over switches, one special roll-over button which gives players five replays if

energized when score is at
va., 40,000, 60,000, 80,000 points or at either condition of the 25,000 point. Original free plays may be gained

by a ball going thru a roll-off switch after the player has made the 1 thru 4 bumper series.

Game's six new type bumpers are a combination of two type bumpers of the playfield and single ones

appear at the very top and also at the very field. In the beginning of the game the top bumper regist-
sers first and if hit before other bumpers are contacted. Thus players nipping this bumper three or

four times in the outer area can run up 15,000 or 200,000 points easily. New game's two pair of contact

bumpers in mid-playfield keep changing in value as they are energized, and when it is

10,000 points at a time! When concated at

1,000 points are added to the price.

Extra Block Points

Top player appeal feature of the new exhibit product is that as ball rolls thru play field it crosses off

conventional bumpers on to contact bumpers and is buried in various directions by the quick action of

the collapsing and recolliding bumpers. It actually approaches the vicinity of the outside, it usually hits

the bottom contact bumper once or more times. If it hits near the top of this bumper the ball frequently

hits one of the pins or the playfield and contact bumpers, which in turn have a tendency to stick the ball up to

keep it playing the playfield. It gives the players the opportunity of gaining several thousand

points.

Also Exhibit's five-ball embodies an unusual amount of action. Batten up the point average time

required to play one full game is but one and a half minutes.

Olsine Remodeling Albany Offices, Shop

ALBANY, N. Y., Sept. 25—Olsine

Distributing Company, of this city, is in

progress of completing remodeling its
class office and shop at 1100 Broadway. The company handles a wide line of coin-operated equipment and currently is importing machines in quantity.

Jules Olsine, president, announced that the company has purchased a building which adjoins the distribu-
ting company's present headquarters and is preparing to move into the property. Olsine said, "With the thought of expanding our business." It is the intention of the new office and shop to be

dedicated to the production of new or improved products for the amusement industry.

Remodeling and expansion of shop facilities, Olsine said, will enable the company to increase its repair ser-

dices to operators.

Once the remodeling program is completed, Olsie and General Manager Walter Boardman will hold open house for operators in the area.
ADDITIONAL RECORD REVIEWS
(Other Record Reviews appear on page 41 in this Dist. Suppliment in this issue.)

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

ARTIST TUNES
LABEL AND NO. COMMENT

ARTIST TUNES
LABEL AND NO. COMMENT

RACE
"EMOEY" ROGG
(Moderne 28-409)
Golden Diamond Blows
61 60 60 63
Lightly churiling but not especially effective.
Dick Warner, Old Woman
Maiden lilt here, fervently churiling, with the tremendous effete pitching up of every line in all the air.
RICHARD RUEY
(Decca 46808)
I Can't See Lisa No Mo'
50 50 50 50 NS
Drivery, tasteless recital about a man buying a coffin for his wife on credit terms.
Harry Sunden
Good gospel mood in spiritual churning here, with choir and Savannah drum back of Harry's nod.

"LITTLE" WILLY JACKSON
(Moderne 28-412)
Pamela Vanguard
54 54 55 55
Brawling Jazz flavored version of the number standard doesn't come off well.
Lea's Jump
Good swirling jazz instrumental without particular merit other than enthusiasm.

RELIGIOUS
THE HARMONERS
(King 4309)
Weave Salon Children
65 65 65 NS
Spiritual quartet does good job with skilled rhythm material.

THE JOHNSON FAMILY SINGERS
(Columbia 3537)
A Hymn in Hawaii
43 43 43 43
Interspersed parrot spiritual strips on cymbals.
Just Say a Little Prayer
Letterlike tempo adds interest, but performance is still far from brillant.

LATIN-AMERICAN
DON PAULO ORK
(Latino American 41)
Gracionario Polka
52 50 52 54
A pleasant waltz, with melody flowing along fluidly. Begin voce after a solo verse of two.

ISABEL DIAZ ORK
(Columbia 3538)
Chinita, Chinita
63 61 63 66
Nostalgic Spanish vocal, with orchestra laying down a smooth line in the background.

EDDIE GOMEZ
(Victory 3539)
Yo No Te Quiero
57 58 55 55
Song of sorrow, accompanied by a garish pseudo-Mexican flavor.

SPECIAL: VICTORY SPECIAL, CHROME BAIL. $125.00
NOW DELIVERING: Thrill, Summer, Circo and Screw Bail
201 Maryland Ave., Baltimore 18, Md. Phone: Belasco 1800
THIS WEEK'S
SHAFER SPECIALS
in Rebuilt Phonographs

READY FOR LOCATION

Aires '46...........................$149.50
Mills Empress....................$49.50
Mills Thru-A-Matic,..............69.50

COLUMBUS, OHIO
CHARLESTON, W. VA.
WHEELING, W. VA.
606 South High Street
1619 W. Washington St.
2129 Main Street

SEATTLE, WASH.
PORTLAND, OREGON
2208 Fourth Avenue
1228 S. E. Union Avenue

SHAFER MUSIC CO.

COLUMBIA DOUBLET JACKPOT BELL

Factors or conditions this new
Columbia Double Jackpot Bell

$149.50

COIN-DEPLETED 1c or
AMERICAN EAGLES JR MARVELS

Factors or conditions this new
American Eagle Jr Marvels

$27.50

COIN-DEPLETED 1c or
AMERICAN EAGLES JR MARVELS

Factors or conditions this new
American Eagle Jr Marvels

$27.50

IMPS

Factors or conditions this new
Imps

$27.50

A RETURN TO US or to your Coin Distributor

$22.50 Each

REBUILT CHALLENGERS

A NATURAL BECAUSE IT CHALLENGES

$49.50

SKILL

$49.50

TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D.

All items subject to prior sale.

EXCLUSIVE SEEBURG DISTRIBUTORS

NEW DISTRIBUTOR. Offer Subject to Prior Sale.

Also Distributors for All Other Leading Coin Machine Manufacturers

SEEBURG 9800—R. C. Lottes..................$229.50
Seeburg 8900—R. C. Lottes..................229.50
Seeburg 8200—R. C. Hitone..................229.50
Seeburg 8800—E. S. Hitone..................204.50
Seeburg Envy—R. C..........................169.50
Seeburg Vogue—M. S........................154.50
Seeburg Comic—M. S........................154.50
Seeburg Maestro—E. S......................154.50
Seeburg Commander—E. S...................154.50
Seeburg Gem.............................119.50
Seeburg Midway...........................109.50
Seeburg Royal..................................89.50

COLUMBIA DOUBLE JACKPOT BELL

$75.00

Factors or conditions this new
Columbia Double Jackpot Bell

$75.00

G. E. Magnetic
High Fidelity

Lightweight Pickup

With Permanent Needle

Seeburg—Light Weight, Plastic or Metal, $19.95
Wurlitzer—$14.95

We repair all types of coin machines

NEW 1949 IMPROVED MODEL

CHAIN DRIVE CHUTE

FOR ALL MODELS OF MILLS MACHINES

Write for price and full information

VALLEY SPECIALTY CO., INC.
850 N. CLINTON
ROCHESTER 5, N. Y.

Now! This week's Shaffer specials in rebuilt phonographs.

COLUMBIA DOUBLE JACKPOT BELL

$75.00

Factors or conditions this new
Columbia Double Jackpot Bell

$75.00

G. E. MAGNETIC
HIGH FIDELITY

LIGHTWEIGHT PICKUP

WITH PERMANENT NEEDLE

We have all Mills latest Bells in stock.

CENTRAL SERVICE SALES COMPANY
219 West Jackson, Keokuk, Iowa
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

SOUTHERN VENDING MACHINE CO.
526 Copeland St., Danville, Virginia
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

BLACK MARBLE CO.
1435 S. 45th St.
Phone: SOUTHERN 8-3020

WE BUILD IT FROM SCREWS—THEY HAVE IT IN STOCK

FOR FREE NEW CATALOGUE REQUESTED

WRITE FOR FREE NEW CATALOGUE
WE MAKE 8' RODS AND COUNTER MACHINES—WRITE US!

WE SHIP FREE NEW CATALOGUE
WE MAKE 8' RODS AND COUNTER MACHINES—WRITE US!
London Coin Veteran Laments Dire Need for New Equipment

By Lionel G. Godhill
Belmae Sports, Ltd., London, England

LONDON, Sept. 25.—It is indeed good to know that American columnists evidence an interest in our difficulties and the manner in which we try to overcome them. The story of what is happening to the British coin-machine industry is, I fear, a dismal one. However, the industry is undeniably sick, and the prognosis, unfortunately, appears to be poor.

This firm—Belmae Sports, Ltd.—has been active in the amusement business for nearly 30 years and has handled automatic amusement machines since their birth or, at least, appeared in this country. It operates pin tables and similar automatic amusement devices.

About 60 per cent of the machines we operate were imported from the United States and were immediately several years before the war. These machines have been repaired and patched up so many times that many of them have long lost any resemblance to the machines as they originally were. Most distributors over here supply spare parts manufactured in this country, but, even so, many machines have had to be discarded because parts are unobtainable or because they are prohibitive in price.

Play Inducement Fading

Before the war, since most of our patrons required a chance to win money, these pin tables was about five years. Machines were exchanged among our accumulator patrons who exhausted the machines’ capabilities and lost interest in them. The position today is that each machine has had a life of at least nine years; the patrons have long lost interest in the machines and have, almost completely rejected the amusement arcade as a source of amusement. The indiscipline today, as I describe below, is to all intents and purposes, non-existent.

Some operators, albeit feeling the draught, are comparatively unaffected by these difficulties because the patrons of their particular arcades are constantly changing. This is particularly true of arcades in the West End of London and near the coastal resorts.

The greatest and overwhelming difficulty which operators have to face and which they are finding increasingly difficult to overcome is the obvious reason: the patron who plays and is some kind of money. Before the war, when machines were novel and attractive, a man patronized a pin table for its scarcity value; he did not care about amusement. The prize was a modest one but unimportant. Pin tables were good money takings; the prize for a win was five cigarettes of a good brand worth, then, three pence (about 5 U. S. cents). As the war progressed cigarettes became increasingly scarce, so that a patron

sent his penny on a pin table primarily to win the prize of cigarettes. Today cigarettes are scarce even in America; they were (the columnists have a guaranteed supply through the War Cabinet, the Amusement Caterers Tobacco Supply Company, Ltd.), but it is virtually impossible to buy even one cigarette as a prize. A packet of 20 cigarettes in this country costs three shillings and sixpence (21 cents) which makes the cost of one cigarette ever twopence. When account is taken of the ever-increasing overhead expenses, high salaries, cost of maintenance, the difficulties may be seen in true perspective. Many operators have tried to overcome the cigarette difficulty by offering a box of matches (one and a half pence) as a prize for a win.

Gaming Act Affects

Cane and bell machines were the best money takers before the war. They were patronized primarily for the value of the prize, which was often substantial. The bell machines were completely withdrawn from most districts just before the war because of police action. The value of the prizes given on the cane machines was drastically reduced in the early days of the war because many operators (including ourselves) were fined heavily under the Gambling Act. The fact that play had, by law, to be instantaneous, as indeed it became, was a shattering blow to operators. To sum up, a set of circumstances have combined to pave the way for the gradual extinction of the coin-operated automatic amusement machine in this country.

Appoint Neyens Baker Sales Mgr.

CHICAGO, Sept. 25.—Baker Novelty Company has appointed R. H. Neyens as general sales manager, Harold L. Baker, firm president, announced Tuesday (21).

A veteran in the sales field, Neyens spent more than 15 years in the sales department of the Cadillac Motor Car Company. During the war he has been divisional sales representative for O. D. Jennings & Company.

Baker commenting on the appointment stated: “I am sure Mr. Neyens will prove to be an able and successful leader of our sales department and will add further esteem to firm reputation of the Baker Novelty Company.”
Trade Directory

Summary of trade activity for the next two weeks is condensed here in condensed form as a trade service feature of The Billboard:

New Equipment
Biscuit Venture, Statler Manufacturing Corporation, 2115 Broadway, New York.

George postal card vendor, Shimanon Manufacturing Company, 1326 South Lorenza Street, Los Angeles 3.

Ray Navias, the Miers Company, 430 South State Street, Chicago 5.

Shoe Shiners, Kinco Manufacturers, Inc., Los Angeles.

Speck'sy (five-ball), Williams Manufacturing Company, 101 West Huron Street, Chicago 10.

Thrill (five-ball), Chicago Coin Machine Company, 1725 Diversey Boulevard, Chicago 14.

New Firms
Hanna & Simon Distributing Company, Syracuse.

Hanna & Simon Distributing Company, New York.

The Iowa Automatic Music Operators' Association, Des Moines.

Mason Distributing Company, 607 10th Avenue, New York.

Stewart-Chase Centenn Corporation, Dover, Del.

New Addresses
West Side Distributing Company, 612 10th Avenue, New York.

Personal Notices
Paul Federman has been appointed traveling representative for the Williams Manufacturing Company.

Sun Hall has been elected secretary-treasurer of the newly formed Iowa Automatic Music Operators' Association.

E. G. (Mike) Hammargren has resigned his position as vice-president and director of sales of the Rudolph Wurlitzer Company.

Verne Howard has been elected vice-president of the Iowa Automatic Music Operators' Association.

Léo Miller has been elected president of the Iowa Automatic Music Operators' Association.

George M. Seedman has been elected a director and vice-president of the National Automatic Merchandisers' Association.

Louis Wolcher has been elected president of the National Coin Machine Distributors' Association (NCMDA).

Complete stock of new and used equipment at lowest prices.

Phone or write.

Exhibit Contact

Tray Bell 569.00

Draw Bell, R.R. 225.00

Big Inlaid New 215.00

Droptop 135.00

Points 59.50

Rock-Ola 39 Deluxe 95.50

Super Nilestar 115.00

Heavy Hitmer, New 75.00

EXCLUSIVE DISTRIBUTOR OF BALFY'S Carnival

Reserve Bell 25.00

Gold Cap 11 Ball 38.00

Double Up 21.00

Wild Lemon 15.00

Triples 15.00

NEW EQUIPMENT

Un. Summertime Coin-B сентябрь Bilchin Thrill 29.00

Chic In Screwball 10.00

We will buy Rolly Draw Beeks, Deluxe Beeks, Triple Beeks, "C" Beeks. Accept any type of Beek. Popper Pin Games.

COVEN Distributing Co.

3181 Elston Ave., Chicago, Ill.

INDEPENDENCE 3-3230

CONSOLES

5 KEENEY TWINS .......................... $250.00 ea.
5 KEENEY SINGLES .......................... $275.00 ea.
5 KEENEY 4-25 Payout .......................... 119.50 ea.
5 KEENEY 4-25 Payout .......................... 194.50 ea.
12 JUMBO PARADE, P.O. .......................... 49.50 ea.
1 JUMBO PARADE, F.P., 25¢ .......................... 49.50 ea.
3 BALLY DELUXE DRAW BELLS .......................... 275.00 ea.
10 PACE KEELS .......................... 39.50 ea.
10 PACE SABATOGAS .......................... 39.50 ea.
4 JENNIE BOSTAILS, F.P. .......................... 39.50 ea.
2 JENNIE SILVER MOONS, F.P. .......................... 39.50 ea.
1 BAKERS RACES, DD 30 to 40 .......................... 195.00

CHICAGO TAVERN

COCKTAIL LOUNGE

1st Week $119.00............ $474.00

2nd Week $120.00

3rd Week $108.00

4th Week $115.00

2nd Week $119.00

3rd Week $108.00

4th Week $115.00

MILWAUKEE RESTAURANT

1st Week $124.00

2nd Week $78.00

3rd Week $125.00

4th Week $95.00

$423.00

PIN GAMES

Battle Card

Big Pic

Big Pic

Silver Reel

Edison Reel

Tiny Reel

Kiley

Santa Fe

Oklahoma

Dynamite

Big League

Miss America

Smokey

Havana

Tomada

Cicloha

Balls

Cicloha

Smoky (Flippers)

Mobile

Mob

$49.50 ea.

$25.00 ea.

$75.00

$49.50 ea.

$140.00

CLOSEOUT

10 Se Candyette Machines (New)

Entire Lot—$95.00.

OHI0 SPECIALTY COMPANY, INC.

539 S. 2ND

WA 2465

LOUISVILLE 2, KY.

The Game Millions of Quiz Fans Will Play... Play... Play...

LEGAL IN ANY TERRITORY

OPENs NEW LOCATIONS

HOLDS PLAYER INTEREST

WEEK AFTER WEEK

Hundreds of locations report large profits

... WHY NOT YOU?

Be the first to cover the top locations in your territory. CONTACT YOUR DISTRIBUTOR OR...

www.americanradiohistory.com
The Owl

The Owl is the official trademark of all Mills coin operated machines. For 59 years the Owl Trademark has graced Mills coin equipment. Way back in 1889, one of the first machines Mills manufactured was called the Owl Lifter, a weight-lifting test machine used most often in arcades. Today many of these Mills Owl Lifters are still operating, a fine testimonial to the workmanship of a Mills machine.

The Owl Trademark made its beginning with Owl Lifter and today stands for the absolute best in coin operated equipment. Look for the Owl on all genuine Mills coin machines!

BELL-O-MATIC CORPORATION
Exclusive National Distributor: Mills Bell Products
4100 Fullerton Avenue, Chicago 39, Illinois

For Your
EXHIBIT SUPPLY
Needs In

- WASHINGTON, D. C.
- VIRGINIA
- MARYLAND and
- DELAWARE

CONTACT
MARLIN AMUSEMENT CO.
412 9th St., N. W.
WASHINGTON, D. C.

QUANTITY SUPPLIES of EXHIBIT GAMES
CARRIED IN STOCK AT ALL TIMES
SEE JENNINGS’ NEW 1949 SENSATION!

"Live Jackpot"

Monte Carlo CHALLENGER

5¢-5¢ 5¢-10¢ 5¢-25¢ PLAY

Free! A Penny Postcard will Bring You Our New 4-Color "Monte Carlo" and "Live Jackpot" Circulars and Write Today!

O. D. JENNINGS AND COMPANY

4307 WEST LAKE STREET • CHICAGO 24, ILLINOIS • TELEPHONE MANSFIELD 2612

NEW GAMES

CONTACT
TONY MILLER
SUMMER
NEW GAMES
GAMES

NEW GAMES

MILL SLOTS-Rebuilt and Refinished (All With Club Handles)

5¢ BLUE FRONTS .............. $ 5.00
10¢ BLUE FRONTS .............. 90.00
25¢ BLUE FRONTS .............. 125.00
5¢ BROWN FRONTS .............. 95.00
10¢ BROWN FRONTS .............. 140.00
25¢ BROWN FRONTS .............. 185.00
5¢ GOLD CHROMES .............. 105.00
10¢ GOLD CHROMES .............. 145.00
25¢ GOLD CHROMES .............. 185.00

These SLOTS GUARANTEED TO BE 100% PERFECT!

CONSOLE BARGAINS

5¢ Pass Reels Jr. .............. $ 4.50
Rang Tails / Floor Sample .... 425.00
Mills 3 Bells / Fast / Rebuilt .. 25¢ Mills Club Consol ..... 145.00
Victory Derby .............. 495.00
5¢ Super Bell .............. 99.50
Snoopy Ring .............. 55.00
5¢-25¢ Irma, Challenge Flow Sample .............. 305.00

PHONOGRAPHS

Including $2.50

COMPANY

GAMES

All used equipment completely reconditioned and refinished

GUARANTEED TO BE PERFECT!

Copyrighted material
EVANS' RACES

FAST PLAY—GREATER EARNINGS!
Evans' new electro-pneumatic control speeds up play faster than ever before!

MYSTERY ODDS!
One each play odds change with flashing lights and mechanical action!

7 COIN DROPS with Individual Coin Detectors

NEW REFINEMENTS! NEW DESIGN!
Rich new cabinet . . brilliant, colorful backboard . . brightly lighted, full vision race track!

3 GREAT MODELS—5¢ or 25¢ PLAY
CASH OR CHECK PAYMENT

FREE PLAY
ODDS CHANGE WITH EVERY SELECTION
CONVERTIBLE

MAYFLOWER SPECIALS

MUSIC

Wurl. Mod. 1015 $495.00
Wurl. Mod. 1300 $450.00
Wurl. Mod. 950 $395.00
Wurl. Mod. 900 $350.00
Wurl. Mod. 91 $300.00
Seeburg Mod. 147 EM 485.00
Seeburg Mod. 939 $450.00
Seeburg Concert Master 165.00
Seeburg Concert Master E.S. 165.00
Mutoscope Racer 172.00
Mutoscope Model E 125.00
Empire 125.00
All H. Div. 65.00 75.00

ARCADE

New Party Rhythm $ 75.00
Bally Beauty $ 75.00
Bally Beauty 25c $ 65.00
Bally Beat $ 60.00
Bally Baby $ 55.00
Bally Queen $ 50.00

CONSOLES

Double Ball $ 35.00
Double Racer $ 35.00
Daylight Queen $ 35.00
Light Queen $ 35.00
Kaiser $ 35.00
Kaiser Jr. $ 25.00
Burl Queen $ 25.00

PINS

Burl Queen $ 35.00

COUNTER GAMES

New Bally Diamond $ 16.00
New Bally Goose $ 16.00
New Bally Goose Queen $ 12.00
New Bally Barnard $ 12.00

SPECIALS

SAVE with LONDON QUALITY!

—PIN GAMES—CLEANED—CHECKED—READY!

SPECIAL! $24.50 EACH—ANY 5 FOR $100.00

REGALS CROWN 8000 $99.50
9000 $210.00
8000 $210.00

WURL. WURL. 8200 $235.00
COMMANDER $179.50

ALL PHONOGRAPHICS COMPLETELY RECONDITIONED

NEED PHONES?

RACK-OLA

ERICA

BIG HITS $99.50

STEALER $49.50

ALL STARS $199.50

Bella Queen $49.50

DELUXE $89.50

TERMS: ONE-THIRD DEPOSIT WITH ORDER. BALANCE C.O.D.

Mayflower Distributing Co.
2218 University Avenue
Phone: Nestor 7901
St. Paul 4, Minn.

J. L. London Music Co., Inc.
3130 West Lisbon Avenue
Milwaukee 8, Wisconsin

J. L. London Music Co., Inc.
3130 West Lisbon Avenue
Milwaukee 8, Wisconsin
THE WINNER

BY A MILE!

Williams

SPEED
WAY

AT YOUR DISTRIBUTOR

Williams

MANUFACTURING

COMPANY

161 W. Huron Street Chicago 10, III.

ACTIVE

COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
'NUFF SAID

YOUR CHOICE

$17.50 Ea. 3 FOR $47.50

BIG HIT
MISS AMERICA
SEA BREEZE
SPELLBOUND

STAGE DOOR CANTEEN
STEP UP
SUPERLINER
SURE QUEEN

BAFFLE CARD $19.50 MANHATTAN $74.50
CROSSFIRE 34.50 NEVADA 49.50
HAVANA 27.50 RIO 24.50
HAWAII 44.50 SINGAPORE 64.50
TROPICANA $64.50

WILL PAY $20.00 EACH FOR 10 #219
WURLITZER STEPPERS

1/3 With Order - Balance C.O.D.

ACTIVE AMUSEMENT MACHINES CO.

466 N. Broad St.

610 Clinton Ave.
Newark, N. J.

1120 Wyoming Ave.
Scranton, Pa.

"YOU CAN ALWAYS DEPEND ON ACTIVE - ALL WAYS"

BIG PRICE CUT!!

For Limited Time ONLY

NEW LATE MODEL
DELUXE CHROME BELLS
5c - 10c - 25c - 50c

ALL REEL COMBINATIONS
MYS. 3-5 ONE CHERRY 2-5
or CRISS CROSS

ALSO REDUCED PRICES ON
TRIPLAY BELL CONSOLES

WIRE REQUIREMENTS COLLECT
WILL WIRE QUOTATIONS AT ONCE

PACE MFG. CO., INC.

2909 INDIANA AVE., CHICAGO 16, ILL.
To All Pin Ball Operators

A NEW SENSATIONAL ACHIEVEMENT

'has really happened'

The Exhibit Supply Co. takes pleasure in announcing to you the introduction of its new game—the

NEW

'CONTACT'

PAT. PENDING

It would be hard for you to believe the printed words if you were told in this announcement about this 'really something new in years'. You've got to actually see it—to believe its wonders. It's today's miracle in new game performance.

NOW ON DISPLAY AT YOUR NEAREST 'EXHIBIT' DISTRIBUTOR
Take a run over and see for yourself.

EXHIBIT SUPPLY CO., 4222-38 W. LAKE ST., CHICAGO 24, ILL.
Chicago Coin's THRILL

Featuring

THE NEW CHANGING VALUE

LITE-UP SCORING TARGET

- NEW LITE-UP POST BUMPERS
- ALL LIGHTS OUT—500,000 SCORED
- EASY FLIPPER ACTION

ORDER FROM YOUR DISTRIBUTOR TODAY!

CHICAGO COIN MACHINE COMPANY
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

COLUMBIA EAGLE

Plays any foreign coin, size U. S. quarter to half dollar.
Convertible "instantly" from 25c to 50c on location. Jackpot hand loaded...20 stop reels.

GROETCHEN TOOL & MFG. COMPANY
126 N. Union Ave. Chicago 6, Ill.
Telephone: Randolph 6-2807

ELECTRIC SCOREBOARD FOR SHUFFLEBOARD

FOR SALE

23 ROLLDOWNSM—CHICAGO, ILL. ROUTE

DIXIE COIN MACHINE CO.
928 Poydras St., New Orleans 13, La.
AUTHORIZED BELLEOMATIC DISTRIBUTOR

MILLSBELLS!

WANTED — WANTED

NEW AND USED FIVE BALL AND ONE BALL GAMES.
WE HAVE IN STOCK ALL MODELS WURLITZER, SEEBURG, ROCK-OLA.
TRADE YOUR GAMES FOR MONEY-MAKING PHONOGRAPH.

RECORDS—NEW ENGLAND OPERATORS BUY THEIR RECORDS FROM REDD—ALL POPULAR RECORDS—SPECIAL DEAL THAT MAKES OPERATORS MAKE MONEY.

STEVENDOWN 616

Fully reconditioned. Part reinstallation. Ready for location.
$79.50 (Craded)
1/3 With Doyle, Salmon B. O. B. Credit for complete list.

DAVID ROSEN, INC.
Exclusive AMF Distributor
508 Evergreen Ave. Baltimore 23, Md.

100%

Return privilege within 10 days if not satisfied with equipment.

WURLITZER

616

Exclusively American

REDD DISTRIBUTING CO., INC.
130 LINCOLN • ALLSTON • BOSTON 34, MASS.

MID-STATE CO.

2369 Milwaukee Ave. Chicago 47, Ill.
Phone: Dickens 2-3444

FOR SALE

23 ROLLDOWNSM—CHICAGO, ILL. ROUTE

STRICTLY LEGAL. APPROX. 1500 WEEKLY NET TO OPERATOR.
CASH—NO BALANCE
BOX 228 S, 3/4 BILLBOARD.

CHICAGO 1, ILL.
SCREWBALL
by Genco

FASTER!
MORE ACTION!
LIVELIER!

NO BUMPERS!

ORDER FROM YOUR NEAREST DISTRIBUTOR

2621 NORTH ASHLAND AVE.
CHICAGO 14, ILL.
25th Anniversary SALE!

October ends our fiscal year. In order to reduce inventory, we have priced all machines LOW!

All Equipment Ready for Location!

**$14.95 EACH—3 FOR $40.00**
- **Crossline**
- **Dynamite**
- **Four Bitches**
- **Hollywood**
- **Leader**
- **Montez**
- **Spillbound**
- **State Fair**
- **Super Soldier**
- **Surf Queen**
- **Texas Mustang**
- **Ten Spot**

**FREE PLAY GAMES**
- **$24.95 EACH—3 FOR $70.00**
- **Cardinal**
- **Easy Ball**
- **Fiesta**
- **Gazette**
- **Gnome America**
- **Gnome Racer**
- **Hollywood**
- **Midget Racer**
- **Smitty**
- **Pamper**
- **Tornado**
- **Playside**

**$34.95 EACH—3 FOR $100.00**
- **Havana**
- **Majestic**
- **Ranger**
- **Honey**

**$44.95 EACH—3 FOR $130.00**
- **Bronchos**
- **Club**
- **Tally Ho**
- **Cold Ball**

**OTHER LATE FREE PLAY GAMES**
- **Drew-Wu-Ditty**$175.50
- **Flying Tigers**$175.50
- **King Cole**$175.50
- **Lucky Star**$175.50
- **Manhattan**$175.50
- **Montevideo**$175.50

**USED ARCADE EQUIPMENT**
- **A.R.T. Challenger**$19.75
- **Chicago Coin Goalie**$49.50
- **Seeburg Goalie**$12.75
- **Gottlieb Chip Scale**$59.50
- **Rally Rapid Fire**$59.50
- **Chicago Coin Hockey**$79.50
- **Cenco Total Roll**$69.50

**MUSIC ACCESSORIES**
- **Seeburg 5¢ 3-Wire Selectomatic, Metal Cover**$10.00
- **Seeburg 5¢ 10-15¢ 3-Wire Selectomatic, Plastic Cover**$19.50
- **Seeburg 5¢ 10-15¢ 3-Wire Deluxe, Automatic**$14.50
- **Seeburg 5¢ Wireless, 3-Wire Selectomatic**$14.50
- **Seeburg 5¢ 10-15¢ Wireless, 3-Wire Selectomatic**$14.50
- **Wurlitzer Model 301 Wall Box**$22.00
- **Wurlitzer Model 120 Wall Box**$5.00
- **Wurlitzer Model 321 Wall Box**$5.00
- **Wurlitzer Model 100 Wall Box**$5.00
- **Rock-Ola Dial-A-Tone Wall Box**$1.00
- **Rock-Ola 15¢ Bar Box**$1.50
- **Rock-Ola Spectravox**$19.50
- **Solotone Boxes**$3.00
- **Buckley 12 Selection Wall Box**$5.00
- **Buckley 30 Selection Wall Box**$2.50
- **Buckley 24 Selection Wall Box**$2.50
- **Packard Wall Boxes**$1.50

**SAVING MONEYSNOW!**
These outstanding bargains are good for many seasons of profitable operating! They’ll go fast at the sensational low prices asked, so HURRY—HURRY—HURRY! Get set for extra earnings this fall and winter!

**RUSH YOUR ORDER TODAY!**
GET IN THE SWIM WITH

BARNACLE BILL

AMAZINGLY New
THROUGH AND THROUGH!

2 SCORING SEQUENCES TO INCREASE BUMPER VALUES!

NEW TYPE BONUS WITH RAPID FIRE BUILD-UP AND HIGH SPEED TAKE OFF!

100,000 BUMPERS!

Originators of FLIPPER BUMPERS

ORDER FROM YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.

1140-50 N. Kostner Ave.
Chicago 51, Illinois
Bally Reserve Bell

NEW HOLD AND DRAW BELL-CONSOLE

WITH

NEW BUILD-UP BONUS

BALLY BALLY BALLY
3-BAR WINNER RECEIVES BONUS
BONUS "CROWS" FROM 100 TO
2000 TOP

PLUS PLENTY OF
BELL-FRUIT
WINNERS

CAN BE OPERATED AUTOMATIC OR REPLAY
NICKEL OR QUARTER PLAY

DOUBLE YOUR EARNINGS
IN EVERY 5-BALL LOCATION IN YOUR TERRITORY

WITH Bally
CARNIVAL
FAMOUS BUILD-UP BONUS,
AND ALL-12 SKILL FEATURE
PLUS HIGH-Score
COMPETITIVE PLAY APPEAL

A BALLY GAME
FOR EVERY SPOT

BIG INNING
TRIPLE BELL
WILD LEMON
DOUBLE UP
HI-BOY
HY-ROLL
DELUXE BOWLER

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
UNITED’S

SUMMERTIME

3 GREAT WAYS TO SCORE REPLAYS

★ HIGH SCORE

★ NEW “LIGHTS ON” SEQUENCE

★ SUPER SPECIAL (“When Lit” Pocket)

KICKER CONTROL BUTTON EACH SIDE

FIVE-BALL NOVELTY REPLAY

REPLAY BUTTON

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY

CHICAGO 40, ILLINOIS
THE ABC's OF MUSIC MERCHANDISING ARE DEMONSTRATED IN THIS PICTURE

When the music is properly played—when the music is easy to buy—that's modern music merchandising. You can derive maximum revenue from your locations by practicing the ABC's of music merchandising.

The Seeburg Symphonola. Here is the heart of the music system... a skillfully engineered instrument that permits "tailoring" the music to the requirements of the particular location—without adapters or converters.

Seeburg Scientific Sound Distribution. Remote speakers—skillfully installed—reproduce music at just the right level for all to hear. No blare near the phonograph—no fade-away in far corners.

Seeburg Remote Control. Wireless and 3-wire Wallomatics—silent salesmen—bring the music of the public's choice within easy reach.

In addition to the Symphonola, Speakers and Wallomatics, Seeburg provides everything necessary for the complete music system including the Dual Remote Volume Control, public address equipment and auxiliary amplifiers.

Your Seeburg distributor will demonstrate how modern music merchandising can benefit you.