Perched on a fence at his ranch in California, Jimmy Wakely introduces Margaret Whiting to the West. When it comes to record sales, however, Wakely is not on the fence, nor for that matter is Miss Whiting. Jimmy and Margaret are featured on a smash new Capitol record, "Slipping Around," backed by a sparkling version of "Wedding Bells." Sales on the record have so impressed Capitol execs that they are planning a repeat performance by their newly created duo. Jimmy is known to millions as one of the most popular of Western picture stars. These same millions are familiar with his hit recordings of "I Love You So Much It Hurts," "One Has My Name" and his new album of yuletide hymns called "Christmas on the Range." Jimmy soon embarks on a p.a. tour which will include a two-week stop-off at the Thunderbird, Las Vegas, Nev., starting November 24.
COMPUTER RULES

ALL STATIONS AND NETWORKS IN THE UNITED STATES AND CANADA ARE ELIGIBLE TO ENTER.

Awards will be made in the following categories:

- SALES PROMOTION: Promotion directed toward improving or maintaining a station's standing with respect to its audience size, competitively and potentially.
- PUBLIC SERVICE PROMOTION: Promotion of public service program. The Competition is not concerned with the program's frequency; even the may be regarded as promotion on their own.
- AUDIENCE PROMOTION: Promotion directed toward improving or maintaining a station's standing with respect to its audience size, competitively and potentially.
- AUDIENCE-SALES PROMOTION: Promotion directed toward improving or maintaining a station's standing with respect to its audience size, competitively and potentially.
- TELEVISION PROMOTION: Promotion directed toward improving or maintaining a station's standing with respect to its audience size, competitively and potentially.

PUBLIC SERVICE PROMOTION.

The Competition is not concerned with the program's frequency; even the may be regarded as promotion on their own.

1. M. Allen, Britsh-Myers
2. John Gilman, Cylgale-Palmolive-Peet
3. Robert Bell's, Whistling Whistle
4. C. J. Durban, United States Rubber Co.
5. George E. Poller, Prudential Insurance Co. of America
7. Howard N. Chapin, General Foods Corp.

12th Annual Radio and Television Promotion Competition Judges:

ADVERTISERS

- 1. Lee Cooley, McCann-Erickson
- 2. Frank Kamp, Campleon
- 3. Stanley Palmer, Dancer, Fitzgerald & Sample
- 4. Lillie Nelson, J. Walter Thompson
- 5. George Foley Jr., Newell Connell
- 7. William A. Chalmers, Kenyon & Eckhardt
- 8. Tom Harrington, Ted Bales & Co.

AGENCIES

- 1. Lee Cooley, McCann-Erickson
- 2. Frank Kamp, Campleon
- 3. Stanley Palmer, Dancer, Fitzgerald & Sample
- 4. Lillie Nelson, J. Walter Thompson
- 5. George Foley Jr., Newell Connell
- 7. William A. Chalmers, Kenyon & Eckhardt
- 8. Tom Harrington, Ted Bales & Co.

AND MORE TO COME

As in previous years, there will be two Exhibits of the Competition entries. In New York the exhibit will be held coincidental with the meeting of the judges to select the winners. In Chicago the exhibit will be held in conjunction with the annual National Association of Broadcasters' convention at the Hotel Stevens, Chicago.

YOU CAN HELP US PREPARE MORE INTELLIGENTLY FOR EXHIBIT SPACE AND OTHER PHASES OF THE COMPETITION BY FILLING IN THIS ENTRY PLEDGE AND MAILING IT TO US TODAY

ENTRY PLEDGE

The Billboard Radio and Television Promotion Competition
1564 Broadway, New York 19, N. Y.

Gentlemen:

We are planning to submit an entry in the 12th Annual Radio and Television Promotion Competition.

We will enter in the following category(ies) (check any or all)

We expect to have our entry in by _________________________.

(____ and Please Make It as Early as Possible)

Name __________________________________________
Title __________________________________________
Address _________________________________________
City _____________________________________________
State ___________________________________________
TV LEGIT-FLICKER AMALGAM

Battle Starts on Color TV; FCC Mulls Ok for CBS Or Delay Till RCA's Ready

Alternatives Clear Cut; Pressure for Thaw Strong

By Ben Atlas

WASHINGTON, Oct. 1.—The chips are down in the color television battle, as the Federal Communications Commission's (FCC) color hearing is only a week old. The question which the commission will have to decide is whether to authorize immediate commercial color under the Columbia Broadcasting System (CBS) method or delay final standards until the Radio Corporation of America's (RCA) system is ready.

Ascap Extends Cuffo on TV Another 2 Wks.

NEW YORK, Oct. 1.—The American Society of Composers, Authors and Publishers (ASCAP) yesterday extended its court order to bar Cuffo television networks from using ASCAP-composed music for another two weeks. The order was effective at midnight, Sept. 30, and was scheduled to expire at midnight, Oct. 1. (See ASCAP Extends Cuffo page 14)

AGVA Asks Court To Stop AFM

Vanders Carry Petrillo Fight To Last Ditch

4 Skirmishes in Week

NEW YORK, Oct. 1.—The continuing battle between the American Guild of Variety Artists (AGVA) and the American Federation of Musicians (AFM) flared up again last week with four widespread incidents, in one of which AFM pulled the band. The major skirmish, however, will now move to the courts, where AGVA has finally taken the matter.

Late Friday (30) evening, Silverstone and Resenthal, AGVA national council, obtained a restraining order from New York Supreme Court Justice Bernard Botine, ordering James C. Petrillo, AFM head, and the musicians' union to show cause why an injunction should not be issued restraining the union from ordering its members to resign from AGVA. Both sides will appear Tuesday (3) to argue the matter.

The Petrillo order to AFMers to (See AGVA Asks Court on page 46)

"Mr. America" Can Sell TV

—And Smash Windows, Too

NEW YORK, Oct. 1.—Something new in the way of selling tele receivers was revealed last week when the Sunset Store in Rego Park, L. I., N. Y., which has signed Jean Stanley ("Mr. America"). The idea was to have the top wrestling attractions in the area in a restaurant-deal deal. The gimmick is that when a mill buys a set from Sunset, Stanley, by local laws, must be present at the personal appearance of the pit. It's not known whether Stanley, who is just up to the ringstone, will, do likewise for the beer barrel openings.

The Sunset deal with Stanley fol-

lowed the wrestler's first national appearance in New York. At the behest of Guy Lebow, sportscaster who covers wrestling for WPXW, Stanley showed in the flesh at the Sunset Store, with the event billed as "Stanley in Action." The WPXW shows. As a result, the store was mobbed by nearly 1,500 people, and riot cars had to be sent for, and one or two of the store windows were smashed.

As a result, even with the dam-

nage, Joe Rudnick, head of the appliance outlet, set the deal with the wrestler. Financial aspects aren't known.

Sees Video an Aid To Flicker Houses

CHICAGO, Oct. 1.—The future of American motion picture theaters will be bright if owners adopt a policy of combined showings of good movies and television, S. H. Fabian, president of the Fabian Theaters Corporation, said this week at the joint convention of the Theater Equipment Dealers Association and the Theater Equipment and Supply Manufacturers "ers" Association.

Fabian, prominent Eastern theatre-exec who has already used large-screen television in his houses, said TV would bring in entertainment seekers, who were not regular motion picture patrons. He stated that there were now 9,000,000 regular movie patrons, but that TV theater would bring in "millions more," who might otherwise pass up theater attendance.

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VOLUME 61 NUMBER 41 OCTOBER 8, 1949

Vol. 61. No. 41

October 8, 1949

'50 Sesqui Bill Jumps a Hurdle

WASHINGTON, Oct. 1.—A bill authorizing a $3,000,000 outlay for the capital's Sesquicentennial Exposition neared a new showdown on Capitol Hill this week-end as a joint conference committee deliberated on its following the measure's passage earlier in the week.

The Senate approved the bill unanimously, but the proposal faces a similar fate in the House even if the joint conference committee okay's the measure either in whole or in part. The House has twice defeated the measure, once on the floor and once in the House Appropriations Committee. The National Sesquicentennial Commission is hoping to use the out-

day to finance a gigantic out-

door show here.

Pinza To Wax Current Pops

NEW YORK, Oct. 1.—Elyo Pinza, who moved from long-established Los Angeles South Pacific coast with consummate ease and a maximum of success, is now into the pop music field on his next Columbia recording date.

Pinza, slated to record a couple of currently riding "pops," You're Gonna Have to Go My Way and Give Me Your Hand on the session which is slated for Monday (3). He will be accompanied by an orchestra fronted by veteran batonist Lehman Engel.

Video Liming Top Scripters Of Broadway

Rice, Kaufman, Hart, Horst

By June Bundy

NEW YORK, Oct. 1.—With the disclosure this week that the Martin Stone Agency has acquired exclusive video rights to several of Elmer Rice's most important plays, including "Juno and the Paycock" and "Street Scene," and that the playwright himself will do the TV script for the new production, the growing and apparently apparent that television is attracting top-flight creative talent from the stage and screen.

In addition to the Rice properties, strong interest also has been shown in "The Glass Menagerie" (but not the kinesthesis rights) to the George S. Kaufman-Moss Hart team. You Can't Take It With You, Kaufman and Hart won't actually write (See TV-Legit-Flicker on page 8)

Actors-Extras Fend Growing In Video Row

Peace Hopes Even Dinner

NEW YORK, Oct. 1.—Chances for a peaceful settlement in the dispute concern-

ing the Screen Actors' Guild (SAG) and the Screen Extras' Guild (SEGA) on 15 rumors of a labor walkout and the potential unions headquartered in the East on the other, appeared slimmer than ever this week. Starting Thursday (29), reps of all the unions involved went into a series of meetings set up to thrash out the issue. At the week-end reports were persistently gloomy.

What is not general: realized is that the dispute between the two groups is deep-rooted and extremely bitter and there is more possibility than most actors seem to appreciate that their anger will turn into open warfare. The Eastern unions favor creation of a new vertical set-up encompassing all per-

(See Actors-Extras Fend on page 8)
By Jim McGough

NEW YORK, Oct. 1.—Madison Square Garden's 24th annual World's Championship Rodeo was a memorable event, with a considerable amount of action and entertainment. The usual percentages of mayhem, daredevils, variety, features and Gene Autry, flier-platter-radio personality, presided Wednesday night (28) to the expected almost first-night paper audience.

With the advance sale about on a par with that of last year, indications are that this year's 26-day (April 22 to May 18) run may gross about the same as the 43 shows presented in 26 days last year. Assuming that the dyed-in-the-wool Western audience turns out in force, the rodeo-phaan and the sizable number of the ranch crowd, which throngs in the metropolitan area are among the first to get in line for the cowpokes, then it remains to be seen how many other folks will spring for the half-priced, continental record price range costing from $1.50 for seats anywhere in the rafter to $6 for choice pews.

223 Contestants

Patrons, who are supposedly principally in rodeo spectacle can joggle their memories and come up with an accurate guess at the number of competitors. For instance, it is the same exciting conglomeration of men, women and humans with long odds in favor of broken bones and bloodshed at each performance. As the local rodeo-phaan contestants—20 more than last year—are again vying for $40,000 in prize money with entry fees added. A record $150,000 in prize money entered for the 3-day event staged in April.

With competitive events, as in the past, are interspersed with strictly show features. Autry makes his usual number of nifty jokes, including the all-important vocal session among the Animal Productions, Melody Ranch Boys, and scored the expected good response from a liberaled audience of several thousand, who swallowed the stunt out whole. The cowpoke star also featured the arrival of one of the rodeo's most popular contestants, Champion and Champion Jr., in a wing routine with considerably more finesse on the part of both horse and handler than when it was first tried last year.

Autry did his usual creditable selling job with his latest hit, The Sky, which is also the title of his new flier which Columbia Pictures will release shortly. Aside from the routine and other tunes that he has plattered for Columbia Records and sings frequently on his Columbia Broadcasting System (CBS) show:

Words: Al and Slim Fox

MUSIC

Indie

Hymn

Autry Gets in Plugs for His Columbia Wax

Tix Scale High at $6

Holiday on Ice of 1950

Christmas at the International Amphitheatre.

Producer, George Tyson; costume, Kitty Living-ston, Misses Carla Divine, Ethel Gueldry, Millie Slayden, and choreographers, Maria Carr and Eve Blue; hair, Johnny Costello, Misses Marion, Marjorie, M. D. and Polly Zampa; lighting, Dick Johnson, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurney, Ken Bollert, Horace Gurne
Cantor Mulled
By NBC for TV
Stanza in Jan.

HOLLYWOOD, Oct. 1.—There may be talk in Eddie Cantor’s future, and more than talk. Cantor’s deal may be gained for, according to current plans of Holliston Broadcasting Company (NBC) programming brass, Altho Cantor was reportedly out of the video picture last night, NBC now hopes to build a tele show for him which could tee off after the first of the year. A second radio show, which Cantor was agreed to do. In addition to his Take Two or Leave It stint, may be dead, due to hyped tele interest and lack of NBC time again.

Video plans call for a big budgeted variety show which would originate on the Coast and be kased-to-the full net. Because of cost of the show, sustenance tele would be needed. Cantor returns to the Coast from New York, and there would be further discussions with tele programers will be held.

Cantor has reportedly steered clear of tele because of strain of do
ing both radio and tele shows. This was one of the reasons for Cantor’s breaking his four-year sponsorship deal with the networks last season. He is now doing a quiz show requiring almost no reheasal or difficult writing problems, one he finds agreeable… anxious to take the tele fling.

Ludens Buys Last
Portion of “Sing It”

NEW YORK Oct. 1.—Effective November 26, Ludens Cough Drops this segment of Sing It Again, which airs over the Columbia Broadcasting System (CBS) each Saturday night from 10 to 11 p.m. The 10:30-10:45 portion should be transferred to ownership of Arroll tonight.

Ludens thankfully struck it rich last season CBS but dropped it last spring. The reason that the last 15 minutes was dropped was throughout that the program’s rating lost some vigor at the time. J. Mathes is the agency for the client.

S&P in Huddles
For NHI Set-Up

HOLLYWOOD, Oct. 1.—National Health Institute, manufacturer of testing and seal-of-approval service via radio, will be launched by Searle & Parks, Inc., firm formed by ex-American Broadcasting Company (ABC) president Alfred P. Searle-Parks, Jimmy Parks, of Broadcasters’ Guild, NHIacifics, of Broadcasters’ Guild, House of Representatives, and the New York Health Institute. The project’s identity was not made available.

In addition to the product testing since Searle-Parks is also including the product, the Federation for NHI has already wrapped up a campaign to increase the awareness of NHI among them Tap Tappert, written by J. Mathes, and produced by Bill Russo, with Ray Burr taking the lead in the adventure series. Broadcasters’ Guild, Inc., a byproduct of the NHI project, is being produced by Parks and Don Davis, is currently being discussed. Michael Shayne, one of the Guild’s key team members, will be absorbed by Searle-Parks.

CBSGrabsNineTopHoopers

NEW YORK, Oct. 1.—With the start of the fall network program rating sweepstakes, the Columbia Broadcasting System (CBS) this week took a commanding lead, grabbing nine of the top 15 Hoopered programs. PM, CBS has the leading three with Radio Theater (Link): My Friend Irma (Pepsi-Pennant); and Arthur Godeny’s Salute to the Army (Pepsi-Pennant).

For the first time in almost 10 years, Mr. District Attorney is not listed in the top 15 Hoopers, with its new-round opposition, Bing Crosby, appearing in two in new spot. PM, CBS which acquired the show via capital gains, ranks 12th in this PM.

Jack Benny, starting his season about four months earlier than usual, likewise appeared to be cutting into CBS’ Hollywood Calling, the giveaway show NBC built in opposition. The calling rating remained about the same in the fourth of the week, but its share of audience decreased. As is customary at this time of year, the use of shows is showing appreciable gains over the summer months.

The following are the top 15 Hooper shows, for the September PM:

<table>
<thead>
<tr>
<th>Rank Program</th>
<th>Network</th>
<th>Network</th>
<th>Network</th>
</tr>
</thead>
</table>
| 1. The Andy
  Playhouse | CBS | CBS | CBS |
| 2. Mr. Keen
  Yogi | NBC | NBC | NBC |
| 3. Fibber
  McGee | NBC | NBC | NBC |
| 4. Sputnik | CBS | CBS | CBS |
| 5. The Jack
  Benny Show | CBS | CBS | CBS |
| 6. The Hoosier
  Girls | NBC | NBC | NBC |
| 7. John
  McGovern | CBS | CBS | CBS |
| 8. The Great
  Gildersleeve | NBC | NBC | NBC |
| 9. The
 いう | CBS | CBS | CBS |
| 10. The
  Texan | CBS | CBS | CBS |
| 11. The
  Time Tunnel | NBC | NBC | NBC |
| 12. The
  Dennis the Menace Show | NBC | NBC | NBC |
| 13. The
  Jack Benny Show | CBS | CBS | CBS |
| 14. The
  Great Gildersleeve | NBC | NBC | NBC |
| 15. The
  Difficult | CBS | CBS | CBS |

Just for Time;
Costs May Up
Nut to 75G

HOLLYWOOD, Oct. 1.—A cost of $40,000 for an hour of daytime time on a coast-to-coast network is anticipated by 1953. This will apply for time charges only and may be lessened, with corresponding production and talent costs an hour-long tele show in 1953 probably will run to a minimum of $75,000.

This, however, won't be the limit, according to projections made by a top TV network exec in New York. A cost of $89,600 per hour, for time charges alone, is anticipated as eventuating sometime during the later half of the next decade. This is projected on coverage of 70 major U. S. markets, with receiver circulation covering 50 per cent of those families.

Possible 125G Nut

On this basis, NBC, which pays a sponsor a buy-one-hour program, it is conceivable that all costs involved will total $125,000 and perhaps a bit more. Even acknowledging the incomparable value of a tele show, NBC, sponsors able to support such a show, are not in a position to subscribe.

Actually, the 1953 projection of $150,000—which also applies to 70 major markets, lower than it should be. It is possible that by that time, or so near, a sponsor's bankroll may run $5,000. The rate will probably be hired to $2,000 sometime early in 1953. But tele execs have agreed that these rates are low, compared to what is charged in radio.

Time charges for an hour radio show on either of the two top networks now run around $28,000.

Bulotti Leaves DL
Program Dir. Post

HOLLYWOOD, Oct. 1.—Charles Bulotti Jr., program director for the Los Angeles Broadcasting System (DLBS), resigned this week, ending a 16-year association with the Mutual web. He will be succeeded by a new deputy director of up to $125,000. Bulotti, former ad agency owner, and recently appointed Dan Lee sales service manager.

Bulotti is the former program director for Mutual and TLB, and rejoins the Mutual team programs for past three years, and as assistant producer of the Coca-Cola Spotlight Bands series.

FCC Pay Soaring

WASHINGTON, Oct. 1.—A healthy pay raise for the seven members of the Federal Commission (FCC) appears a certainty following a recent FCC hearing which was to vote this week to raise the FCC fee from $10,000 to $15,000. The House Commerce Committee has recommended an increase of $16,000 annually for FCC members. The increase is to be made in a conference between the two houses. The FCC salary raise when this measure is passed may increase to $30,000.
Census Bureau Adds TV Drops FM for 1950 Poll

WASHINGTON, Oct. 1.—TV in and FM out of the 1950 housing census. The Bureau told The Billboard yesterday (30). The decision to count TV sets marks the first official recognition by the Bureau of the growing importance of TV, while the move to omit FM reflects the agency’s belief—based on a trial run—that too many people don’t know whether they have an FM set or not.

The FM count will be based on a 20 per cent scientific sample covering some 30,000,000 people, officials, raid. Results are to be calculated from a 20 per cent sample, rather than the company’s own estimate in the last taken in the 1940 census. Economy reasons, plus the high validity of the 20 per cent sample, accounted for the decision to restrict the question on FM set ownership to a sample. A count will also be taken for such other questions as washers, ice boxes, and air conditioners and fixtures and appliances.

Space at least 600,000 people have been numerous requests that the FM question be included as a separate question. A decision here on FM or no FM in the radio in this unit?” turned up was that it would be impossible to answer the question. The Census Bureau spokesmen said, made it impossible to answer the question.

The validity of a FM count, too, is being taken into consideration. 

Statistically, the results of the sample will be more accurate in those cities with a large population and more inclined to error in smaller spots because of large irregularities in distribution.

Advertising Drive By FM Chicago

CHICAGO, Oct. 1.—Member sta- tions of the Chicago Association this week voted to enter the promotional advertising campaign in local newspapers. The Association has discovered that the expansion of FM stations are poor set and lack of public knowledge about programs aired. To try to change the local condition the campaign will be started October 14. The campaign decided the exact budget, five will be spent by station owners each week. These five are WMOB, whose general manager, Ralph Wool, is president of the Chicago FM stations, WLJF, WEFL and WIXR, Ultimate goal of the drive is to conceive half of gross revenue allocated to purchase of newspaper space.

Lum and Abner Cuffo On CBS October 22

NEW YORK, Oct. 1.—Lum and Abner will be broadcasting over the Columbia Broadcasting System beginning October 22, it was announced this week by program brass. The program according to the hillbilly comics is not dead, but the network has yet to come to a decision.

The show replaces Your Truly, Johnny Dollar, which will be moved into a new time slot. located in more populous areas, the chances of getting a close estimate are considerably increased, according to the Census Bureau.

Information received from other sources indicates this is the first in the series of the growing importance of TV, while the move to omit FM reflects the agency’s belief—based on a trial run—that too many people don’t know whether they have an FM set or not.

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NBC in New-Biz Surge

CBS Realigns Exec Chores To Fill for Ratner, Meighan

NEW YORK, Oct. 1—The Columbia Broadcasting System (CBS) this week realigned the duties of its executives to fill the gaps caused by the shift of Executive Veepee Howard Meighan to the Coast and the resignation of Video Director, another veepee, to join Macy's.

George Geroge and Oscar Katz, who head research and, respectively, new will report to Lawrence Lowman, vpee and general executive. Kelly Smith, vpee and director of marketing, will continue to head up the CBS owned and operated stations, working directly with John Kermyn, executive veepee. Thus, three of the departments that Meighan supervised will be split between two CBS executives.

The web's sales promotion department, formerly headed by Ratner and now Louis Hausman, will report directly to CBS President Frank Stanton. It is not anticipated that Hausman will be upped to vpee.

CBS has appointed Wendell J. Campbell to become general manager of WCCO, the net's outlet in Minneapolis-St. Paul. He replaces Merle Jones, the former WCCO general manager, who headed up to KNEW. George Campbell goes to WCCO from KMOX, St. Louis, where his replacement will be Erwin H. Shomo, former sales manager of WBBM, AM.

RF-FCC Action Halted Pending Networks' Case

CHICAGO, Oct. 1—The suit was delivered last week by an independent, the Federal Communications Commission (FCC) in connection with the decision of the Supreme Court to deny a new license to the network of NBC.

With the agreement of the FCC, the pendulum of the web was set for October 7 and the net was required to have prior approval of the Supreme Court.

Walt Schrumpf, president of the Illinois branch of the network, says that he would like to have his suit here postponed until the Supreme Court decides on the matter.

Walter Tinsley, president of the local NBC, has also raised this possibility with regard to the current appeal.

The Miss America beauty contest was handed down. He said that the decision was against the interests of the network.

Tinsley himself would have to drop his suit, but if the FCC won, he would reactivate his proceedings.

On merit will be held here in about 60 days. If this hearing were held, decision would be appealed by either party directly to the Supreme Court.

Chi Video Men Blast High Operation and Talent Costs

CHICAGO, Oct. 1—A collective expression of displeasure with the high cost of television operations and excessive talent charges but is an over-all note of optimism for the future was given by the executive of four local video stations at a meeting of the Chicago Television Owners Association.

Chick Showmerman, vice-president in charge of advertising for WBBK, the NBC affiliate, and Phil Machan, manager of the network-owned Chicago Broadcasting Company Central Division; John Mitchell, manager of WBBK; Bruce Bruce, WBBK's general sales manager, and Roy McLaughlin, manager of the network-owned Chicago Broadcasting Company Central Division.

Michaels outlined the progress of WBBK and said that the station was expected to get out of the red in the winter, he thought it would take them five years before any TV station could support any "remendous amount of money." In the meantime, the station had to pay its debts.

Michaels also complained about high operations costs. But he directed his remarks against TV promoters and TV newspeople who were trying to make money in the industry. Albo, he did not refer to the networks by name, he was generally believed by those attending that he was referring to hockey promoters and their associates at Chicago Stadium.

Voicing the new policy of WBBK, Michaels said that the station owners would no longer accept TV shows that would have to be aired in their own office. The station had to be asked to pay $1 per set or guarantee $1 for each empty set.

Collins for next week: the show would be aired by WBBK at 8 p.m. Monday, the 10 p.m. Friday night, the 5 p.m. Saturday, and the 7 p.m. Sunday. Since the show has not been filmed, it may run only up to a Sunday afternoon after last.

Sale of the 8 to 9 p.m. hour has been made to another NBC which is committed to airing Henry Morgan and Martin Mull on the same hour. The show has not been set. It may run up to 7:30 p.m. spots across the board.

Lend-Lease

WASHINGTON, Oct. 1—WRC, local outlet of the National Broadcasting Company (NBC), has agreed to lend disk jockey Bill Harson to its Baltimore affiliate, WREX, for new programs for one year. The agreement is subject to the connection with the 16-year contract Harson signed with WBBB last week.
TV leg-flicker AMA AM

Video Luring Top Scripters Of Broadway

Rice, Kaufman, Hart, Hurst

(Continued from page 3)
the series but they will supervise the final scripting. Stone has also packet
Ace film and radio writer Norman Corwin and the author of Mrs. Min-
ner, Jan Struthers. Corwin is tackling a dramatic fantasy theme for his
first TV venture, and Mr. Struthers will write and appear on a show tagged
Jehovah and his outgrowth of her various hobbies.
Earlier this week, Thursday (29),
another top name emerged in TV
Broadway producer Arthur Schwartz
produced a full-hour of main musical,
Inside U. S. A., for Cheve-
let. In addition, the star-studded
credit of hundreds created tunes by Howard
Dietz, Ira Gershwin, Oscar Hammer-
stein II, choreographer Paul Godiel,
and Broadway musical director Jay
Block...

Funny Hurst Intrigued
Another name writer crying TV is
Fanny Hurst, who is currently work-
ing on a television script.
The Stone agency has had Elmer
Buck's Congressman at Lees series on tap
for some time, but only recently ob-
tained permission to kinescope it from Universal. "Congressman,"
which holds the film rights to the play,
will carry credit line for the studio, "Presented
in cooperation with Universal
International." Sam and John
Ferris are among the top actors men-
tioned as leads.
This name-invasion of TV is in
sharp contrast to the earlier days of radio, a period comparable to video's
present stage of development when top talent scoured at film medium.
There are a number of reasons for the increased lure of television for the
after big-timers. The most important one probably being that TV production
is no longer a two-year, me-
tenously during the last year, as evidenced by CBS's recent dramatiza-
ation of Mama, adapted from Kat-
ryna Forbes's best seller, Mama's Baby Account. Mama is scripted for TV
by another legwright, Frank
Gabalda, who wrote Days of Our
Pies Complications
One of the biggest problems in-
volved in telecasting the works of hit
playwrights is the fact that many of
their top properties are owned by the
film companies, which are reluctant to grant kinescope rights. In the case
of Mama, however, this problem was
circumvented, since the flicker ver-
sion was taken from Lees Forbert stage play titled I Remember Mama
and the TV series, the actuality the same yarn, was ostensibly derived from
the book.

ATENTION, ENTERTAINERS 100 8 10 Prints
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If you want reproductions that have satisfied our customers, you'll be satis-
ded with our quality. We are sure to please you.
QUALITY PHOTO SERVICE 4101
Parkins St., Box 42 BRISTOL, CONN.

NBC's Higher Tele Rates

NEW YORK, Oct. 1—The National Broadcasting Company (NBC) this week revealed its new increased tele rates. Higher rates become effective November 1 of this year, with the standard six-
month protection arrangement. Over-all, the hike is in the neighborhood
of 40 per cent.
NBC, in advising agencies of the revision, is stressing the TV circulation gains, pointing to an arrest to pullup, 1949, audience potential of over 3,000,000 families. Cost per thousand is cited by
NBC as $3.16 for November 1, compared to $6.31 two years ago.

The rates of the following NBC TV affiliates remain unchanged on Nov. 1, 1949:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Current</th>
<th>Estimated</th>
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Late Eve Shows in Demand

On New York Video Stations

NEW YORK, Oct. 1—Late evening
hours are rapidly shaping up in
New York's network television,
video execs declared this week.
One firm, especially, Sheek
Dahman & Black, is specializing in
airing shows after 11 p.m., with the shows especially produced for local
advertisers.
There are several reasons for the
emphasis on later hours. One is that
c Viewers are demanding such service and another is that increasingly tight
network schedules are forcing expen-
sion. Still another is that local ad
vertisers can take advantage of the
lower rates in effect at these periods.
most stations applying Class C rates
after 11 p.m.
Sheek Dahman & Black currently
have two late hour shows on the air.
Bob Schuler To Head Y&R Central Casting

NEW YORK, Oct. 1—Bob Schuler,
former DuMont manager of program
department, has been named Y&R's
new V.P. and his original task will be to select actors and actresses for the numer-
ous Y&R shows on TV.

The new casting director has been
put on the same job, which assignment having been with the
Sheek Dahman & Black Bigelow TV program.

with a third to bow October 25 on
WNET. This will be an hour-long
talk show, but the documentaries
fantasy on the streets of New York.
Sponsors will be Bedford Street TV retailers in Brooklyn, with
Stromberg-Carlson picking up part of the tab. Program title is City of
Midnight.

Other shows involve are Tele-Jondo.
On this weeks' Wednesday night
sponsored by Winstlet TV Stores of Brook-
ya. The same retailer also bankers
the Friday night Beryl Moore revue
on WNET in conjunction with Strom-
berg-Carlson.

Kramer to CBS-TV
As Exec Producer

NEW YORK, Oct. 1—Tony Kramer,
former DuMont manager of program
department, has been named CBS's new
executive producer at Columbia Broadcasting System (CBS)-TV. Be-
known to CBS since the 1930's, Kramer
been with CBS for eight years.

Kramer's previous work as an exec producer is considered a new series with a
openly defined background, tentatively ti-
ed by Kramer, for presentation to
local stations after a run on the Harvey Marks show, Circle Saints and
Sinners.

SAG also opposes a TA convention
in two years, on the ground that only
those actors who are regular in tele-
can participate and that this will dis-
franchise against many film actors
who want to work two years or more
to go into TV. SAG also claims that
its policy is based on the large quantity of talent and of claims that equal rep-
resentation will not be given. SAG takes as its defence that SAG points to the generally
accepted fact that AFTRA is directed from the East, rather than nationally.

SAG also says the Eastern union's
state-wide strike, which ended in
February, is the same insofar as the question of payment for
resumes is concerned. In its new
contract, which went into effect with
over 500 film producers, SAG requires
notices on resumes of films made after 1948. Upon this notification,
SAG can void its contract, placing the producer on the unfair list.

SAG means that SAG has a bargaining
right, not on resumes and more impor-
tant, that its contract can strike without
interruption of contract.

SAG's position is that the strike
is not certain:

Unless a compromise is effected, SAG
will organize TV film national:
TA will counter, both for live and
film TV, and the most serious actor
in showtime history will be under
way.
"Riley" Stirs Coast Videomen Show Shifts Emphasis to H'wood Pix?

Names May Go to Tele

HOLLYWOOD, Oct. 1—There was joy among Hollywood tele men this week following private screening of the first episode of Life of Riley, video film series which was off NBC Tuesday (4) for Pabst Beer. Showed by NBC over closed circuit for agency execs and trade press, the Riley sampling started a wave of optimism regarding Hollywood's tele future. Consensus was that Riley would be a transgressor for a swift and important shift in video thinking, with emphasis on Hollywood production of inexpensive tele films.

H. Paul Warren, prexy of the Warner and Lagier ad agency, said that films such as Riley would step up the entire level of television entertainment. Warren held that newly developed film technique would pave the way for more talent to plunge into video. Said Warren, "Stars who have acquired a great deal out of radio and pictures in Hollywood won't move to New York. Therefore, films such as these offer adequate means of presentation but permit artists to remain in Hollywood for other commitments."

WOR'S OWN RULES FOR RADIO FOOTBALL during the 1949 season

OFF-SIDE
Bill Fowler of Brecker & Brinker knew that WOR's news programs could perform miracles for his client's shoe polish. Thought he'd run around it, lost a market by doing so. PENALTY—a low cost. WOR news show that outstripped all media used.

PERSONAL FOUL
Charlie Bricker of Lamspon thought he'd out-think the client; skipped WOR in schedule set to boost candy sales. Forgot that WOR could do work of almost all media. PENALTY—he must read Peter Paul and Colonial WOR success stories.

INTERFERENCE WITH PLAYER
Bill Grum disagreed with Harley Travis regarding Hammlin Nail Polish's use of a WOR woman's show. Wasted 4 weeks on media duds. PENALTY—WOR participation that boosted sales more than 30% in less than 10 weeks.

CRAWLING BY BALL CARRIER
The v.p. in charge adv. for Cannonball Cleaner said his media list would run stuff to top position in jingle line. Forgot to include WOR. PENALTY—a WOR news show that did the job in 8 weeks without other ad help.

PASS INCOMPLETE
The boys at Ajax thought they could run that product on a 20% sales gain in greater New York without using WOR. Put in call sheets for national ad with personal loyalty like Martha Deane, Stan Lomax, or Barbara Wells.
FCC Puzzles
Okay for CBS, Wait for RCA

"Tentative Standard"

(Continued from page 2)

The telephone of a television receiver is a question of comparable low-cost black-and-white receivers, but in the top-bracket range, RCA's price is much different than for black-and-white receivers. The main reason, however, is that RCA figures color television would be a luxury for some years, and that color video would take long while to penetrate to widely popular models.

One of the strongest factors seen in RCA's favor is the traditional consumer loyalty to the agency, such as the FCC which, in guarding the public interest, users a slow but

WASHINGTOIN, Oct. 1. — Color video demonstrations have become a daily feature in Washington. The chances are that they'll become just as common in New York and Princeton-

Exhibit Difficulties

In an afternoon demonstration here, which included all stages in an entire exhibition with the Federal Communications Commis-sion's (FCC) color hearing, a whispering was expressed by several among technicians and other industry personnel but it is also in the gadget.

Columbia Broadcasting System's (CBS) demonstrations this week fea-
tured the "Engstrom System," the one that gives from the casts performing from the studio and radio outlet, WPOR, going by microwave to the network station WOIC's transmitter here, from where the programs are beamed to the antenna atop the Statler. The day was Monday night (26) with the Variety Show and the CBS of Winfield. The following day the wax spent to the soap opera, "L. W. L. W.", with S. M. E. M. E. A. and Louise Albereta, was programed, and for an extended period of regular broadcast of "The Clock," with Marc-

RCA's color is being shown at well-guarded demonstrations at intervals with an official demonstration FFC, which ingenious Oct. 16, WNBW, owned by RCA subsidiary, the National Broad-

CINCINNATI, Oct. 1. - Network television, via the coaxial cable, comes one step nearer the scene as the national debut of the original arrival of the cable stated for Oct. 5, via the station WJEJ.

WKRC-TV, the Cincinnati Times-Telegram's new station, will air its first program to a live web show in this area, picking up at 15:55 p.m., the American football game, "Some football game, via the cable system of the New York Giants-Pitts-

W.L.W-T. National Broadcasting Co. at 15:45 p.m., and the ABC's football game, via the cable system of the New York Giants-Pitts-

W.L.T. National Broadcasting Co. at 15:45 p.m., and the ABC's football game, via the cable system of the New York Giants-Pitts-

the broadcasted station reached Cincinnati's first television station since their new station, WJEJ, the ABC's football game, via the cable system of the New York Giants-Pitts-

this football telecast will be seen in Cincinnati this week. To the "Combat Rack," which will be aired on WJEJ, the ABC's football game, via the cable system of the New York Giants-Pitts-

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The Texaco Star Theater

Radio and Television Program Reviews

Arch Oboler's Comedy Theater

Reviewed Friday (231), 8:30 p.m. EST, starring over KECA-TV, Holly-
wood, California. Written-produced by Arch Oboler, traveling actor-
director, writer-director, producer-director. Written and produced by
his long-time partner, Robert A. Silva. This is the program's debut.

The show features Oboler's one-man shows and is a collection of
sketches, monologues, and duologues. The program includes
a variety of comedic styles, ranging from slapstick to farce.

Look Photocine

Reviewed Wednesday (219), 8:30 p.m. EST, Starring over the American
Broadcasting Company (ABC) network. Written and produced by
Milton Berle. The program features a series of short films directed
by Charley Chase, a comedian known for his slapstick antics.

Ostrich in Bed, initial Comedy Theater offering, marks Oboler's theater
structures more than the standard features. The program features
a variety of comedic styles, ranging from slapstick to farce.

Philco Television Playhouse

Reviewed Sunday (251), 9-10 p.m. EST, Starring over the National
Broadcasting Company, New York. Written and directed by
Gunnar Staalesen. This is the program's debut.

The show features Oboler's one-man shows and is a collection of
sketches, monologues, and duologues. The program includes
a variety of comedic styles, ranging from slapstick to farce.

“Inside U. S. A.” Preem Strictly Inside Boredom—and on Wheels

This was an eagerly anticipated preem, representing one of the most
urgent articles on television. The show was an immediate hit.

Arch Oboler's Comedy Theater

The program features Oboler's one-man shows and is a collection of
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sketches, monologues, and duologues. The program includes
a variety of comedic styles, ranging from slapstick to farce.

GAGS, SCRIPTS, ACTS, Etc.

Send $1 for 300 of the latest, funniest, and entertaining gag, script,
or act. If we do not have it, write and we will be glad to send.

TYPING SERVICE AVAILABLE

I will type your rough or finished radio script or NBC wo-
man for $1.00. For $1.50 in cash, I will type your radio script.

ELIZABETH KAUFMANN

11 East 46th St., New York, N. Y.

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Never more so when it comes to the most dynamic, fun

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We Deliver What We Advertise

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The Wayne King Show
Reviewed Thursday (29), 9:30-10 p.m. Sponsored by Standard Oil Company of Indiana, a member of the National Broadcasting Company network. Originated by WNIO, Chicago, Agency, McCann, Evers, Hoge & Young, Director, Bill Holbin; writer, Gerry Morrisey; producer, Bill Shew. Cast: Orchestra directed by Wayne King; vocalists Nancy Evans and Harry Hall, Don Lange Chorus, Consuelo and Mila dance team.

A pleasant, relaxing show with good music and good dancing entertainment vehicle for all the family, this new TV show sponsored by Standard Oil Company of Indiana is one of the best ever to grace our TV screens. For two reasons. First, the entertainment format is not a musical, it is completely satisfying for all but the small percentage of TV viewers which might want ultra-modern music, slapstick comedy or gory drama. Second, it is a perfect show for the sponsor. It fits into the low-pressure, new atmosphere that exists among purchasing public and public relations policies of Standard Oil and its top management and approaches neatly into the Standard's present and future customs.

King set the mood, tempo and purveyed his introductory remarks that the show was designed "to be natural and informal." Everything about the program progressed with typical Wayne King manner, some top interplay between Consume and Melba, a special chore routine performed by the entire galaxy and divas by Nancy Evans and Earl Bostwick.

Especially effective were duets by Miss Evans and Hall and a closing routine featuring a David and Goliath story. If these first were announced, trade skeptics doubted visual effectiveness of such a musical format. But with excellent direction, lighting and camera work complete, the producers managed to dramatize each offering, the producers proved the shortightedness of the doubters.

Showmanship good in taste. Low-key humor, rather than raucous films, dealiers servicing cars (again emphasizing the service motif of Standard's advertising policies) were shown and live shots of an actor simulating a typical auto accident, a "blink of the eye" transition. King did his part, too, by verbally delivering a commercial stressing Standard's service policies.

It is a show which should last a long time. One which should prove popular. It certainly is to be praised for its presentation of programing fare suitable for all the family, a welcome relief in these days of ever-increasing TV programs which have harmful sociological effect upon the juvenile and impressionable. Cy Wagner.

SHOWMANSHIP COUNTS

And when you send a big, beautiful memo photo of a showman, do not forget to write for permission. Memos are supposed to circulate among hislers.

The Front Page

The Front Page, Ben Hecht and Charles MacArthur's familiar view of the 1920's about a never-never land of hard drinking, rough living, in which people are undertaker characters created by Ben Hecht and Charles MacArthur. Directed by Jack Dolby, Jan Shaw, Mark Roberts, Leonora Powers, Cliff Hall, Elliott Sullivan, Philip Travis, John Murphy, Richard Boone, Michael Lewin, others.

The state format revolved around the attempted murder of a character, a head of a corrupt political set-up. To save his boss, the editor (John Daly), took managing editor of The Examiner, shunned the statue of liberty (Leila Johnson, in character) away from his honeymoon by Charlotte Street. The heroine (Virginia Gilmore, mother-in-law). Then, when Hilde was tipped off that the mayor would be at the lodge again at 9:30, this old saw called persuasively him not to warn the mayor. But The Examiner, save the mayor's life or seep the other papers on his death. With a little help from Hilde's mother-in-law, things worked out the former mayor (who would be killed in a gun in a trick camera) was hauled off to jail.

Climax Mismatched

This miscalculated climax was the weakest part of the show. The tag line of the this, the old style of veiling the mayor into arresting him, was embarred him on his de
delayed husszoney.

As the smooth-talk, conniving managing editor, radio newsman John Daly, making his debut as an actor, turned in the best playing job. Place and show honors went to Leona Powers as the mother-in-law and Charlotte Street as Black Face Man, the mayor.

The cast work through was excel lent. The credits were introduced as banner headings, via a clever color contrast and gimmicks, press setting, complete with a lazy Susan, look out, that is a rundown and dirty. The sound effects, however, were generally unconvincing and the music, the mumbled, sounded like milk cord copping.

June Bundy.

The Adventures of Sherlock Holmes
Reviewed Wednesday (28), 8:30-9:35 p.m. EST. Sponsored by Petri's Pops, by the American Broadcasting Company, Producer-director, ABC producer, Ken Martin; writer, Denis Green; Cast: Ben Wright (Holmes); William Hopper (Watson); John Duell (Watson); Manus, Manuel, Sargent, Roger; Announcer, Herb Allen, Organist, Dennis.

Even the obvious Doctor Watson, with the aid of his own series, Holmes is bound to have a few fans will announce the new Baker Street resident as an outstanding imitator.

Slow-moving and ponderous as the show was presented, the stately manner and doury atmosphere of the original and shapes up as a highly promising TV-series.

Plot-wise, the, the initial program faltered, the second, Ben Hecht and MacArthur. The state format revolved around the attempted murder of a character, a head of a corrupt political set-up. To save his boss, the editor (John Daly), took managing editor of The Examiner, shunned the statue of liberty (Leila Johnson, in character) away from his honeymoon by Charlotte Street. The heroine (Virginia Gilmore, mother-in-law). Then, when Hilde was tipped off that the mayor would be at the lodge again at 9:30, this old saw called persuasively him not to warn the mayor. But The Examiner, save the mayor's life or seep the other papers on his death. With a little help from Hilde's mother-in-law, things worked out the former mayor (who would be killed in a gun in a trick camera) was hauled off to jail.

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Robert Montgomery Speaking
Reviewed Thursday (29), 10:10 p.m. EST. Sponsored by Frank Wheeling, Steel, the American Broadcasting Company, Producer-director, Joe Gansland, Associate Pro duc
geny, Announcer, Frank Waldacker.

When Lee has picked Robert Montgomery as Drew Pearson's successor, there is no better choice for the part. Montgomery has the ability to spell one of the greatest names in a long history of fine wines. He drink with the wine. June Bundy.

SUSPICIOUSLY GILB

In the emcee spot Edwards turned out to be one of the best "The Klatsgaw Story," with a big asset from Louise's colorful ad boards.

As a reward for his service beyond duty (both behind the wheel and in the studio) Edwards was given a cross-country vacation trip and a $100 check.

Jim Chadwick deserves plenty of credit for the fabulous thorough research job.

On the commercial side, Philip Montgomery, Monty Edwards' brother, with his "over" pitch, and John Edwards his all too familiar message.

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June Bundy.
Lamb To Stress *Perfected TV* At Tele King

NEW YORK, Oct. 1.—Elected to the post of vice-chairman of the board of the Tele- King Broadcasting Co., Floyd Lamb disclosed this week that the company's entire advertising will be restructured to stress the slogan, "Perfected Television."

Lamb said that he thinks that TV manufacturers would have to greatly simplify the construction of sets to the ultimate end that little or no servicing would be necessary. Buyers must no longer think of TV as a radio at present.

The week's edition was also sent to the Federal Communications Commission (FCC) asking for greater transmitting power, in an effort to improve present reception in fringe areas. Copies of the letter were also sent to all TV stations.

Lamb recently resigned the presidency of the Reynolds Pen Company, an advertising executive of the Pennsylvania Broadcasting Corporation.

*Croscy Set's Prices Slashed?*

NEW YORK, Oct. 1.—With Croscy still holding back on price and delivery data announcements on three new TV sets shown at a dramatic staged press and dealer showing here this week, dealers in scattered parts of the Pirorce found that similar price reductions being offered to them by some of their competitors in other areas are no longer in the company's current price list.

A report has the Hospitality model (9-123) being offered to retailers at $499.75, against $549.75 last week, and that such sets are available for the special price. Another report has Model 9-149 being offered to some dealers at $139.81 in lots of eight, with a ninth set figured in for free charge. Only about 1,000 of these sets are said to be available. Croscy officials were not available for comment.

The press showing at New York's Hotel Commodore was completely stolen when, in announcing Croscy's $2,000,000 fall giveaway promotion, Sales Manager E. E. Starrett was discussing the announcement by having $2,000,000 in one set of cash money go into magazine, Sunday, October 1.

**Blakford AEPEM Topper**

CHICAGO, Oct. 1.—James M. Blackford, of the Standard Transformer Corporation, was elected chairman of the Association of Electronic Products Manufacturers at the annual election meeting here last week. A. L. Tuttle, Central Union (?), was re-elected vice-chairman, and Helen Staniland Quan, of Eastern Union, Chicago, was elected treasurer for her 14th consecutive term. Kenneth L. Hearn received a secretarial exec. for the 15th year.

**Phonolin Unveils Set Sales**

NEW YORK, Oct. 1.—The phonolin Unveils Set Sales, a broadcast held Saturday at 9 P.M., was a preview of this week's production which had started on a new 2,000,000 set sales run at $189.50. Company officials, however, would not comment on reports that "a slow production run" would also be made on a 12-inch console to retail at $299.50.

**Baseball Boosts TV**

Personnel, Products and Prices

John L. Bradley has been named sales promotion manager of the Crosley Distributing Company, New York, replacing Charles L. Schaeffer, now manager of the Santa Fe Division of Crosley and Sarion, has been named field sales manager for Air King. Leonard C. Truesdell is the new sales manager for household radio and Victor H. Bier and Company have appointed William Monti is William Scales.

**Starrett Steps Up "Chats" for Dealers**

NEW YORK, Oct. 1.—Starrett Television Company announced this week that the series of dealer "Starrett Chats," which have been conducted two-day-a-week and three-day-a-week, respectively, in order to acquaint many of the dealer territories as possible in October. The company's field representatives will conduct each meeting, with sales promotion officials also present at most of them.

The new dealer luncheons have been scheduled for Boston, Washington; Columbus, O.; Syracuse; Dayton, O.; Providence, Baltimore, New York, Chicago, Des Moines, Milwaukee, Pittsburgh, St. Louis, Los Angeles, Portland, Ore., and Reno, Nev.; Seattle, Denver, N. Y., and San Diego.

**Coax, World Series Upi Cincy TV Sales**

CINCINNATI, Oct. 1.—The opening of the coaxial cable, the hot baseball pennant races and the upcoming World Series have resulted in a tremendous sales week in television. A check of the leading TV dealers, both downtown and suburban, revealed a consensus that the week was one of the best in years.

John F. Tracy, set buyer for Shillito's, reported excellent sales; Piqua's buyer, R. A. Demick, stated that installation crews would go on a seven-day schedule in addition to the stock-on-hand being sold. Steinberg's general manager, Larry Marshall, reported that the stock was low, and that we saw the TV business in a very short time. Burbank, Northside Music and Appliance, claimed difficulty in keeping up with demand.

**TVC Show Boosts Set Sales**

WASHINGTON, Oct. 1.—To boost sets, shortly after RCA distribution and the Home Appliance Company announced a week's promotion of the \(/) show that TV show over WICO direct from the stage of 13th Street, The series is the first of which is slated to continue (2), and of the variety type. Commercially will plug RCA teletype raider, 396.

Deadline Imminent

NEW YORK, Oct. 1.—TV sets sales have zoomed far beyond the limits of the baseball pennant races and the upcoming World Series, as they are in a point of check of dealers, distributors and manufacturers raked this week by The Billboard. With many sets set to be delivered on the basis of the fall market, there has been a problem for all segments of the industry—how to supply the demand and have to get sets installed in time for the World Series.

An example of the tremendous increase in sales is the statement by the New York Television Dealers Association that their members have reported sales of $400,000 worth of TV sets dealers at retail sales of a few hundred dollars each. These dealers are reported sold out almost every week. Phatic pies are that the rush for sets has been so great that there is no demand for excess supplies, and Washington manufacturers have reported several weeks of back orders.

The reaction from such TV sets areas as Chicago, Baltimore and San Francisco is being held as the new heroes.

**RMA Pres AM Week Ball**

WASHINGTON, Oct. 1.—The Radio Manufacturers' Association (RMA) will distribute full-page advertising in the next few days planning National Radio Week (October 30 to November 3), the RMA announced last week. The National Association of Broadcasters (NAB), a co-sponsor of the week, will provide spot announcements for radio and TV stations. All promotions are on the Bureau of Washington and have no effect whatsoever on sales.

**Radio Phonos Sold Off**

WASHINGTON, Oct. 1.—An August decline in the sale of radios and phonographs indicated in this week's report from the Bureau of Internal Revenue shows the sets sold the tax amounting to less than half of those for August. 1948. Collected for the period, it amounted to $1,696,582, as compared with $3,927,099 for August 1947. In 1948, in the first two months of the current fiscal year, tax receipts lagged behind the July-August period last year by $2,359,572.
License Right May Be Price Of Fed. Peace

By Jerry Welser

NEW YORK, Oct. 1.—The hope of the Authors and Publishers (ASCAP) to regain the right to license movie theaters may be frustrated if negotiations between the ASCAP and the theater owners bog down. A new trend toward regionalization in the ASCAP membership could bring a high bid to the table. ASCAP's department in the state of New York has had to make several changes in its structure during the past few weeks, in an attempt to simplify the licensing procedure. The new system is expected to be more flexible and to allow for a quicker response to the needs of the theater operators.

The ASCAP-Department of the Federation has been developing a new strategy for the past few weeks, in an effort to improve the relationship between the ASCAP and the theater owners. The department has been working closely with the National Association of Theater Owners (NATO) to find a solution to the licensing problem.

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**Diskers Sharpen Santa Claws**

**Holiday Trade Aim of Cap’s Hefty Budgets**

Point at Kid, T’funken Lines

HOLLYWOOD, Oct. 1.—Capitol will dip into a healthy six-figure ad budget or less for the first time ever, if the dependable diskers can be trusted.

Capitol’s first since the invasion of black records, the ad campaign is in full swing. The diskers released, campaign topping off others yet launched by the Coast majors. Lien’s share will be devoted to its kid catalog, a fact that has long been the company’s policy. All fans of the Capitol mark. Remaining will be utilized in pushing Cap’s classical (Telefunken) wares, streaming longhorn availability on all three speeds.

On the trot tallow side, diskers will place particular emphasis on radio, with Bill Homanity, Hopalong Cassidy and Joe Di Maggio wax properties, along with others, mentioned in kid disk catalog. Latter includes four non-classics, two Capitol records, three single-books, four miscellaneous packages (Woody Woodpecker, etc.), plus one additional ad to the Bing Crosby Bunny album list. Cap’s reason for wearing white this week is as follows: “This is the first Christmas campaign for Cap’s classical (Telefunken) line, we’ve had a brand new Christmas budget made available to dealers. Cap intends to set the Christmas record book on fire with record displays. Die-cut display units of this year will include sound strips, disk memories, stick-up sheets and even a display for the record player.”

Diskers’ ads will be concentrated in newspapers plus space bought on a larger scale than usual, a move due to the larger Christmas budget made available to dealers. Cap intends to set the Christmas record book on fire with record displays. Die-cut display units of this year will include sound strips, disk memories, stick-up sheets and even a display for the record player. These will be distributed to all dealers, and will be used in conjunction with the record store’s display of the year, the “Holly Jolly” gift set.

**Fall Turnover Moves Pluggers**

NEW YORK, Oct. 1.—Signs of fall turnover in the songwriters’ guilds, including a small push by the Wyler label, are already influencing record buying. The widening trend toward a streamlined approach to the record label market is expected to continue through the season. The fall season will be marked by a strong push from the Wyler label, according to officials of the Guild. The label will release a new single, “The Little Boy Who Cried,” as a result of this trend.

**O’Brien Waxes Kidish Album**

HOLLYWOOD, Oct. 1.—Film star Pat O’Brien this week completed first disk for Discovery Records, waxing a kidish album tagged The Little Door Mat, the indies platter will be released immediately into record stores. Marking Discovery’s first venture into the kids’ market, the album will be followed up by additional kid albums planned for Christmas release.

**Key Makes Debut With LP Xmas Disk**

NEW YORK, Oct. 1.—Key Records is planning a Christmas release, as is Bobbing, with a long-playing Christmas disk cut by the Rutgers University Glee Club and the University Band. Among the performers are the Rutgers Band and the Rutgers Choral Society. In the future the label will feature classical and semi-classical choral works, to be issued on LP only and also county and Western sides. The label will be issued only on 78.r.p.m. platters.

**RCA Leading In Pitch for Christmas Biz**

Jones’s “Teeth” a Stick-Out

NEW YORK, Oct. 1.—Highlighted in RCA Victor Christmas campaigns will be the wax in Christmas colors of green vinyl with red and white labels, RCA Victor is using the slogan, “RCA, home of America’s most popular radio program.” The stick-out disk in Vic’s Two Front Teeth, which ran away with the season last year.

New etchings in the yule release, which ships Friday (5), will include Vaughn Monroe’s The Jolly Old Man In The Old Fashioned Bar, Kaye’s Here Comes Santa Claus, Freddy Martin’s Merry Christmas Waltz and three folk diskings topped Edith Piaf’s La Vie en Rose.

**Tempo Features Briggs’s Flute**

HOLLYWOOD, Oct. 1.—Tempo records will feature flute from Jimmy Jones’ Christmas release, It Was Saturday Night, for the first time. Jones, the Godfather of the flute, is expected to create a sensation with his performance. The record will feature one of Jones’ most popular tunes, “The Little Boy Who Cried,” as a result of this trend.

**Cap Sets Deal For “Yogi” Wax**

HOLLYWOOD, Oct. 1.—Capitol has signed a deal with “Yogi” (Yogi Yorgesson) Stewart Yorgesson, star of the Universal Pictures series Yogi Bear, to make his own wax. Yorgesson is a fan of the S&G indie label with its first two discs, Clam Dippers Sweetheart and Pooped Out. Under the terms of the deal expected to be announced next week, S&G’s contract with the Swedish-dialect comic will be ended, and the label will release another 60,000 copies of the Clam Dipper disks and 40,000 Pooped Out, which are to be reissued (and their flip sides) next week. Reason is to protect Cap from having other bands on their label. S&G will receive approximately $2,000, covering all disking and advertising costs on Yogi.

**RCA Drops Daly As Tub Thumper**

HOLLYWOOD, Oct. 1.—RCA Victor Records dropped flack Jack Daly from its payroll, reversing recent responsibilities to its distribs. Lea J. Meyberg, Paiser was originally promoted to Daly’s job, but was dissolved with the same result. Daly will be replaced by Martin Wise, who will be responsible for the promotion of RCA’s Christmas albums. The new man has been with RCA for several years, and is well known to the industry.”
CHICAGO, Oct. 1—Two proposed programs of record retailing, suggested to the Record Retailers’ Association of Chicago (RRAC) in a meeting with RCA Victor officials at the Chicago Board Barkmeier here Friday (16), got through the barrier of the dumping of RRAC at the Stevens Hotel Wednesday (23).

RRAC’s Precision, Garrick Music Shows, a member of the steering group, told the meeting of 60 reps of local RRAC branches that Wilson definitely stated that Victor cannot allow more return privileges to the dealers. He wished to offer a list of merchandise every 30 to 60 days which would be past its saleable life. The unit would take the merchandise from his sales shelves and would either fix or destroy it. The sales counter would carry Victor platters at 49 cents each but the merchandise would not be included in the special price.

After an hour-and-a-half discussion over this proposal, the RRAC members agreed that it was not completely and suggested in a counterproposition that Victor be urged to stop dumping prices and to guarantee stabilization of the price structure. Dealers argued that they felt that the retailers should have a voice in setting up Victor lists which dates would go down on the peak merchandising levels.

Wilson, a retail buyer who heads the Record Retailers’ Association of New Jersey (RRANJ), said: “I have been told by Victor to Wilson and Barkmeier in July. He forewarned Wilson that he didn’t know what the publisher would do, if the sales department didn’t want to fix merchandise. We as a retailer are trying to apply merchandising methods to the record industry which would not apply to disks, although the technique might have proved successful in other fields.

Two Favor Victor Plan

Only two dealers spoke in favor of the RRAC plan. Besides Zimmerm, Bol Silverline, a record retailer, said that he felt that the manufacturer was putting money into either the chances and that the retailer should buy it and sell it and that he would have to gamble with the present situation. Bill Raynor, legal counsel for RRAC, told members of another Victor retailer that Wilson said that the members had been told to think of RRAC’s concerns and the Victor rep. However, the conclusion of the concern was to determine if Victor distributor and his salesman, and not the retailer, was to record that merchandise which no return privilege would be granted, the plan continued. A few members who spoke briefly against the plan said that they felt that the present system would merely make them worse for the diskeys and would destroy the independent enterprise operation of their shops.

Favor Outrow

Raynor said that requests of giving certain Loop shop operators (none of whom are members of RRAC) early access to Victor’s return privileges and discounts were recently made by the RRAC committee. Wilson, Raynor said, told them that he already has approved three local groups that would allow any return privilege to the dealers.

Following the meeting, the steering committee of the local group met with the operators to work out some kind of a primary plan for a national record retailer association. Raynor stated that the only method of unifying record retailers is to start a movement to hold a national meeting of all retailers as soon as possible. Raynor also said that he has approved three local groups, each of which can operate a local group that we national, which would allow the catalytic agent toward unification.

In a letter to the membership, the RRAC president said that RRAC’s proposal, stated that Victor here had agreed to go back to the 100 per cent return privilege to defective merchandise instead of the automatic five per cent discount which had proved insufficient.

Opinions Differ

A check outside the RRAC membership was also made available to the dealers. The membership of RRAC is made up of local groups which create neighborhood and suburban stores and other dealers of Victor platters were operated of Loop traffic outlets.

Bob McCloud, record department for five Western platters, was a major in the East and Midwest sales, and he said, “We can’t use the allowance proposal offered by Wilson. McCloud said he’d like to see the right-hand man in return policy. He said he feels that there should be a 100 per cent return of merchandise pieces, and the pop stuff. As to Victor declaring some merchandise out of stock that could be added, he can’t be sold and he feels that the retailer should have the idea out. McCloud said he’s definitely in favor of the 100 per cent return privilege on the first order of platters. The retailer, a former young, stated that he thought a smart retailer might definitely profit from this merchandising scheme.

And One Likes Neither

Herman Forst, of Hudson-Rosco’s three Loop outlets, said that he wasn’t sure of the plan. He said he didn’t like the sales plan either. He supported the Victor plan, saying that he didn’t like the sales plan. He supported the Victor plan, saying that it was better on the return privilege, but that they increase the discount in the few percent, which generally to stimulate him.

Both men said they had heard of the Victor proposals until (1) approached by the Billboard.

NEW YORK, Oct. 1.—Vic Moltenie, the executive vice president of the Victor Corporation, has asked for his reaction to the RRAC’s rejection of Victor’s two proposed programs of record retailing. He had not been informed of the meeting until he heard from RRAC itself.

He denied that he had made any statement that he would dispose the 75 per cent return allowance to “75 per cent. “What we did in Chicago,” Wilson said, “was on a discussion basis. We’re trying to solve the problem of moving records when they become obsolete. There’s no sense in leaving the records back to Camden just to dump them into the river.”

Cut in France

Eases Ban on Longhair Wax

HOLLYWOOD, Oct. 1.—An immediate after-effect of the devastation of the French frame (The Billboard, October 1) was that most of the European music men to more dollars in the American market, is believed to have motivated a sudden relaxation of rules regarding the wax trade in the French longhair market. As a result, records which were previously banned with plans to release an album of Debusky and Ravel works practiced by launching arrangements made by Paul Weston, which will be cut under his direction.

Debusky and Ravel works was granted by the Debusky and Ravel works, which has previously denied permission to record anything but original versions of their music. Previous restrictions on the part of Durant and several other French publishrs have resulted in the scrapping of recorded arrangements of a number of standard works which have been long-time favorites have been Clair de Lune and Raynor’s Boire. Large and small diskies have been affected at various times.

Mooney Unveils Closer Plubbery

NEW YORK, Oct. 1.—October Art Plubbers, Inc., best known as the label of the Brillo Building bargains when their registration arrived in this country by the Music Corporation. This is Mooney’s initial dip in the pubbling biz. The label bears the title American Society of Composers, Authors and Publishers (ASCAP).

Paul Case, who has been working with Mooney’s crew for the past several years, will be head of the plubbery. Prior to his work with Mooney’s, Case was a veteran contact man. The firm’s first plug is in The Breeze is My Secret by Wally DeSoto and Peter DeRose. The tune is skedded for several top upkey diskies.

Weston Skedded As Cap Feature

HOLLYWOOD, Oct. 1.—Capital is grooming the Paul Weston orch as an artist group in its own right and is making every effort to work and supporting soloists, but will other Daub & Boveri and other artists in the Cap releasing. Last year the orch topped all others with releases (188), but almost all of the platters were shared with featured soloists.

Next release will be timed to hit the 1949 Hollywood Bowl tour with Jo Stafford, Starlighters and Red Ingle troops. Disk will be I Know What Boys Like. Staff will be handled by Bing Hamilton and Don Coulson Singers. Side will be backed by Lingering Down the Lane.

Maisch Quts RCA After 41 Yrs. Work

NEW YORK, Oct. 1.—Fred Maisch, RCA Victor’s first staff recording en, is retiring this month following a 41-year association with the firm. His resignation was announced October 1, 1949, Maisch joined Victor and handled the controls when Victor was the only label in the country. Homer and Elise Abbott cut their famous Quartet from Rogers. He will be the subject of a feature article in The New York Times next week.
**License Right May Be Pricey Of Fed. Peace**

(continued from page 14)

star performers whose rights will be dissipated altogether," one ASCAP veteran said. "If the law is enacted, the rights will return to the individual publishers and writers—and they'll demand a lot of money, so the ASCAP and similar syndromes with the film producers."

Besides the approximate $1,400,000 that is generated annually from domestic thickicks, a substantial sum of money, coming from foreign countries, is earned from foreign film performances. It is not probable that the ASCAP's position is correct since the decree is concerned with domestic operations. Kinetophone and similar performance takes would also come under scrutiny.

**The Hollywood**

Should the rights be divested, a Dr. Phinney or a 20th Century-Fox and rubber could well be touched off. A hint of things to come may be seen in the current interest that is being shown by the Bell satchel by the Chappell firm and songwriter Million Akron. As of now, there has been no indication that either party desires possession of the film right or in ASCAP. The intervention were entered only as "being interested" but would never be a need to carry thru.

Nor is there any indication from the ASCAP of any change in their present position. Writers and songwriters could provide more fireworks than they have indicated. They have indicated that they would hold on to slightly more than 50 per cent of the control of the rights, but have not stated whether they are for the thesis of some tradeaderes that publishers handle songs only on a foremost basis. They have indicated that the custodians of the creations of songwriters and lyricists have the power to authorize recordings of home rule provisions of laws, involving incorporating municipalities.

**The Report**

The report points out that friends and foes of ASCAP have worked to bring legislation for grants for community music projects of the past. It is reported that some of ASCAP's smaller cities and others are able to provide funds thru special charter, and the creators of home rule provisions of laws, involving incorporating municipalities.

**The Music**

The survey showed that 21 States now have enabling legislation specifically authorizing the selection of "members of the states" to act as a de facto body to authorize recordings of the creations of songwriters and lyricists. The survey also showed that some of ASCAP's smaller cities and others are able to provide funds thru special charter, and the creators of home rule provisions of laws, involving incorporating municipalities.

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ON THE STAND

Roy Hackett (Reviewed at Coconut Grove, Hotel Ambassador, Los Angeles, Sept. 25. Personal appearance thru Music Corporation of America.)


Henry Busse (Reviewed at the Cafe Rouge, Hotel Statler, New York, Oct. 1. Personal appearance thru Booking Corporation.)


MUSIC

TAXES REPORT

Disck Biz Hike
WASHINGTON, Oct. 1.—That better times may be at hand for the disk business was indicated today when the Advance disk tax report from Internal Revenue Bureau this week, which showed that, for the month of July, the amount realized was $259,589, an increase of $40,561 over the grim total of last year.

For the first two months of the current fiscal year, collections were running ahead of last year. The period of the 1948 fiscal year—August 1 to September 30—brought in $698,761 for the same two months last year.

Jacquet, La Vaughan Set for Bash Tour
NEW YORK, Oct. 1.—Chippie Sarah Vaughan, saxophonist Illinois Jacquet, among the stars often to be booked for the bash tour commencing at the Philadelphia Academy of Music and from there the tour hits Boston and other Eastern cities, then does a date in Toronto and hands back thru the Midwest.

The following are the dates of the tour: Miss Vaughan will do two weeks solo in Montreal, and Miss Jacquet will be at the Paramount here November 25.

A package is drawing $2,900 against gross of the fee for the Toronto date, and is anticipated for the tour thru the Midwesten stands. The Gala is booking.

Don O'Connor Inked to ABC-Eagle Paper
HOLLYWOOD, Oct. 1.—ABC-Eagle Pictures, film star Donald O'Connor to a two-year contract to do a weekly in a drive to expand its talent stable. O'Connor is the first big-name star to tie up with the Hollywood in-die which will specialize in a 25-cent retail market. Platter Artists, Gordon Burge, is also negotiating pact with pic glamour gal Marilyn Monroe.

Deal to snag Dick Powell fell thru because of actor's pic commitments.

Coral, Vocalion Each Sign 2 Folk Artists
NEW YORK, Oct. 1.—Coral and Vocalion have signed two new folk labels, each inked a pair of folk artists. Coral signed term papers with Tommy Dorsey and Bobbe and Cliff Warren. Vocalion, the Decca low price line, inked Tex Fletcher and Curly Gribski to pacts.

RCA Ships 1950 Numerical Log

NEW YORK, Oct. 1.—RCA Victor has completed work on its 1949-50 numerical log, a week ahead of schedule and is already shipping it out to subscribing dealers. A significant feature of this year's log is the number of improvements that have been made over last year's edition. The loose-leaf listing, which includes two numbers, has been changed to continue producing, has been staggered, and replaced by four numbers as compared to last year's 629.

The 530 numbers that have been cut and all four-star promotion items included, is still a representation of the vast amount of research the company uses to keep tabs on what sells at the same price, $3.50. All RCA Victor items are based on a cross index of Red Seal title distri-

butions, notations where numbers have been changed, all 45's, 78s, and numbers noted under corresponding 78:30s, numbers noted under corresponding 78:75s, and numbers noted under corresponding 78:100. Advance listings will be filled in as fast as possible.

SOCIETY LABEL DEBUTS

ON THE STAND

November 1—Cleffert—Cleffert Plantadosi invades India, thru the Society label with his Society label. First release is entitled "I Think of You," the song (Walker (Vallee-Yolanda) with words by Plantadosi and Orlo Lee Colborn. Sings by Plantadosi and Orlo Lee Colborn. (CBS)

Greef and Mimi Busse, with the words by Mimi Busse Set for Bash Tour

Hollywood, Oct. 1.—Mimi Busse is celebrating his 20th anniversary as a band leader this New Year. In those 20 years, Mimi has managed to satisfy dancers 52 weeks a year, he never has had any starting contributions to the dance band biz after he gained fame via his muted trumpet style that hot Lips. His bands have been well-received, unassailably great, with a but a single objective—to keep the customers dancing. Therefore the band's style is one of melody and tempi. And the customers dance.

that the Gala Engagement was Busse's first in New York in several years and his group did a fine job and the Gala is booking them for their new engagement.

This current Busse crew will not only have ears but it will also satisfy any hotel or ballroom crowd. The marks of experience are on the two worlds, the money-maker and it's kind of tag that you can live on. Busse has been doing this for a long time as long as he chooses to keep on a dance band.

Phil Gray Walrzes

Take the 'Broadway' double whammy of the trombone section. Gray is a young looking guy with a winning appearance and with an ability to deliver anywhere, between the styles of Dick Haymes and Sinatra. Gray phrases exceptionally well considering the current limitations of his instrument, that have used shuffle rhythm as part of his identification for many years before he began playing Latin and it's in an occasional novelty.

My Peggy一向 suffered from opening night jitters, little time getting her bearings. She was baleful and threatening manner, particularly favoring the "I'll Get You," "I'll Get Him," and "True to You in My Fashion." From our point of view, the whole offer, Maestro Hackett appears to have a good band, the Band, would have more potentiality if it licked the Shad line that way were given greater emphasis. From in Moonlight Sonata, brass wing steals the spotlight.

Lawrence Welk

(Reviewed at Hollywood Palladium, Hollywood, September 25. Personal appearance thru Music Corporation of America.)


R/ASS: George Adams, George Willard, Larry Green, Carl Gandy and Garth Andrews.


Glee Club, Vocalion Each Sign 2 Folk Artists

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MONEY TO TRY

Disick Vaude-Ork Unit at Adams, Newk
NEW YORK, Oct. 1.—In a move to cash in on the current revival and at the same time to keep presentation houses open to the name band, ork music producer has set up a special experiential package show which will hit eight major centers. The special package show, entitled "One-Nighters," which the show will debut at the Adams Theater in New York October 1, and will run for one night.

If the package proves successful, management intends using the idea for future theater dates and is mulling plan to take the vaude-band package out on the road for his regular one-nighters.

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DON'T CRY JOE
(Let Her Go, Let Her Go, Let Her Go)
coupled with
PERHAPS, PERHAPS, PERHAPS
(Quisas, Quisas, Quisas)
Gordon Jenkins
and His Orchestra and Chorus
Decca 24720

plus-
BEST SELLERS!

POPULAR
☆ I NEVER SEE MAGGIE ALONE Bob Hannon and Johnny Ryan
Ain't She Sweet
Decca 24739
☆ THAT LUCKY OLD SUN (Just Rolls
Around Heaven All Day)
Louis Armstrong and
Gordon Jenkins
Blueberry Hill
Decca 24752
☆ ROOM FULL OF ROSES
Dick Haymes
Decca 24632
☆ WHISPERING HOPE
Andrew's Sisters
Decca 24717
☆ SLIPPING AROUND
Ernest Tubb
Decca 46175
☆ WARM RED WINE
Ernest Tubb
Decca 46175

COUNTRY
☆ DIME A Dozen
Ernest Tubb
Decca 46173
☆ Jealous Heart
Ernest Tubb
Decca 46175
☆ SISTER ROSETTA THARP
and Her Mother
Decca 48116

SEPIA
☆ NINETY-NINE AND A HALF WON'T DO
Daniel in the Lion's Den
Single Records 75¢ (plus tax)

AMERICA'S FASTEST SELLING RECORDS!
HONOR ROLL OF HITS

The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

This Week

1. **YOU'RE BREAKING MY HEART**
   By Jimmy Rodgers

2. **THAT LUCKY OLD SUN**
   By Smith-Gilling

3. **SOMEDAY (YOU'LL WANT ME TO WANT YOU)**
   By Jimmy Rodgers

4. **ROOM FULL OF ROSES**
   By Tim Spencer

5. **MAYBE IT'S BECAUSE**
   By Ruby Baby and Johnny Scott

6. **SOME ENCHANTED EVENING**
   By Rodgers and Hammerstein

7. **JEALOUS HEART**
   By Jenny Lou Carson

8. **SLIPPING AROUND**
   By Floyd Tillman

9. **LET'S TAKE AN OLD-FASHIONED WALK**
   By Irving Berlin

10. **HOP SCOTCH POLKA (SCOTCH NOT)**
    By Billy Whitehead, Carl Sigman and Melvin Turk (Holly)
They're all demanding

MINDY!

The Copacabana starred her! Radio nabbed her! Television grabbed her! Hollywood's wowing her! She's hailed as the greatest vocal find in years (see TIME magazine)! The customers demand more MINDY! And here it is—her just-out double-barreled smash! Get a load of MINDY—and we do mean a load!

MINDY Carson

YOU'RE DIFFERENT and LONELY GIRL

RCA Victor 20-3530 (47-3017*)

This week's release!

(Both 78 rpm and 45 rpm. Numbers marked * are 45 rpm.)

**POPULAR**

Over Three Hills
I Can Dream, Can't I
Bluebird On Your Windowsill
I've Got A Lovely Bunch Of Coconuts
Let's Harmonize
Makin' Love Ukulele Style
Toot Toot Tootsie Goodbye
You Call It Madness
When Katherina Plays Her Ocarina
Two Left Feet Polka

COUNTRY AND WESTERN

The Waltz Of Regret
Bonaparte's Retreat

The stars who make the hits

are on...

RCAF. VICTOR RECORDS

"45's" changer sales

World's Fastest Automatic Changer now only $12.95

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

"RED RIVER VALLEY"
and "IF I EVER LOVE AGAIN"
...with the Starlighters, Paul Weston's Orch.
...The Season's Outstanding Ballad!
Capitol No. 57-742 78 rpm

"The Last Mile Home"
and "RAGTIME COWBOY JOE"
...with the Starlighters, Paul Weston's Orch.
Stafford at her smoothest!
Capitol No. 57-710 78 rpm

"WHISPERING HOPE"
and "A THOUGHT IN MY HEART"
...with Gordon MacRae
Capitol No. 57-690 78 rpm

THESE STAFFORD HITS ARE STILL BIG!

- "Homework!" and "Just One Way to Say I Love You"
  ...with the Starlighters
Capitol No. 57-665 78 rpm

- "My One and Only Highland Fling" and "Thank You"
  ...with Gordon MacRae
Capitol No. 57-356 78 rpm

- "Some Enchanted Evening" and "I'm Gonna Wash That Man Right Outta My Hair"
  Capitol No. 57-344 78 rpm

Don't wait till it's too late!
Cash in on Capitol's Songwriting Contest NOW!

FIRST WITH THE HITS FROM HOLLYWOOD

---

**Best-Selling Sheet Music**

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;You're Breaking My Heart&quot;</td>
<td>Almoquea</td>
</tr>
<tr>
<td>2</td>
<td>&quot;Room Full of Roses&quot;</td>
<td>Hill &amp; Range</td>
</tr>
<tr>
<td>3</td>
<td>&quot;Somebody (You'll Want Me to Want You)&quot;</td>
<td>Duchess</td>
</tr>
<tr>
<td>4</td>
<td>&quot;That Lucky Old Sun&quot;</td>
<td>Robbins</td>
</tr>
<tr>
<td>5</td>
<td>&quot;Maybe It's Because&quot;</td>
<td>Bregman-Vacco-Conn</td>
</tr>
<tr>
<td>6</td>
<td>&quot;Some Enchanted Evening (M)&quot;</td>
<td>Williams</td>
</tr>
<tr>
<td>7</td>
<td>&quot;Let's Take an Old-Fashioned Walk (M)&quot;</td>
<td>Berlin</td>
</tr>
<tr>
<td>8</td>
<td>&quot;Jealous Heart&quot;</td>
<td>Arcafl Rose</td>
</tr>
<tr>
<td>9</td>
<td>&quot;Twenty-Four Hours of Sunshine (R)&quot;</td>
<td>Advanced</td>
</tr>
<tr>
<td>10</td>
<td>&quot;Fiddle Dee Dee (F)&quot;</td>
<td>Harma, Inc.</td>
</tr>
<tr>
<td>11</td>
<td>&quot;Now That I Need You (R)&quot;</td>
<td>Famous</td>
</tr>
<tr>
<td>12</td>
<td>&quot;Hop Scotch Polka (R)&quot;</td>
<td>Crouwell</td>
</tr>
<tr>
<td>13</td>
<td>&quot;Just One Way to Say&quot;</td>
<td>Berlin</td>
</tr>
<tr>
<td>14</td>
<td>&quot;There's Yes, Yes, in Our Eyes (R)&quot;</td>
<td>Remick</td>
</tr>
<tr>
<td>15</td>
<td>&quot;Slipping Around (R)&quot;</td>
<td>Peer, Inc.</td>
</tr>
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</table>

**England's Top Twenty**

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>English</th>
<th>American</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>&quot;Riders in the Sky...&quot;</td>
<td>Morris</td>
<td>Morris</td>
</tr>
<tr>
<td>15</td>
<td>&quot;Again&quot;</td>
<td>Francis Day</td>
<td>Robbins</td>
</tr>
<tr>
<td>18</td>
<td>&quot;Forever and Ever...&quot;</td>
<td>Francis Day</td>
<td>Robbins</td>
</tr>
<tr>
<td>20</td>
<td>&quot;How Can You Buy...&quot;</td>
<td>Killarnett</td>
<td></td>
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<tr>
<td>11</td>
<td>&quot;While the Angelus Was Ringing...&quot;</td>
<td>Charles K.</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>&quot;Wedding of Lili Marlene...&quot;</td>
<td>Box and Car</td>
<td>Leeds</td>
</tr>
<tr>
<td>11</td>
<td>&quot;Careless Hands&quot;</td>
<td>Edwin Morris</td>
<td>Melrose Music</td>
</tr>
<tr>
<td>6</td>
<td>&quot;I Don't See Me in Your Eyes...&quot;</td>
<td>Connolley</td>
<td>Laurel</td>
</tr>
<tr>
<td>10</td>
<td>&quot;A&quot;—&quot;You're Adorable...&quot;</td>
<td>Connolley</td>
<td>Laurel</td>
</tr>
<tr>
<td>12</td>
<td>&quot;Wedding Samia...&quot;</td>
<td>Leeds</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>&quot;Red Roses for a Blue Lady...&quot;</td>
<td>Lawrence</td>
<td>Mills</td>
</tr>
<tr>
<td>5</td>
<td>&quot;Confidentially...&quot;</td>
<td>Chappell</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>&quot;Twelfth Street Rag...&quot;</td>
<td>Chaplin</td>
<td>Bernstein</td>
</tr>
<tr>
<td>2</td>
<td>&quot;To Whit to Whoo...&quot;</td>
<td>Bette Reid</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>&quot;Echo Told Me a Lie...&quot;</td>
<td>Chappell</td>
<td></td>
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<tr>
<td>8</td>
<td>&quot;Blue Ribbon Gal...&quot;</td>
<td>Irish Dash</td>
<td></td>
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<tr>
<td>2</td>
<td>&quot;Shawl of Galway Grey...&quot;</td>
<td>Connolley</td>
<td></td>
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<tr>
<td>20</td>
<td>&quot;Lavender Blue (Only)&quot;</td>
<td>Dilly</td>
<td>Sandy-Joy</td>
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<tr>
<td>17</td>
<td>&quot;Leicester Square Rag...&quot;</td>
<td>Norris</td>
<td></td>
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<tr>
<td>20</td>
<td>&quot;Windmill Song...&quot;</td>
<td>Keith Proctor</td>
<td></td>
</tr>
</tbody>
</table>

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Address  [ ] Bill me
City  Zone State

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The Billboard
October 8, 1949

[Image and text content related to Billboard music charts, subscription offer, and various musical titles and artists listed.]
MORE BUSINESS
AS USUAL WITH
M-G-M RECORDS

The Billboard Picks...

Art Mooney
and his Orchestra
TOOT, TOOT, TOOTSIE (Good-Bye)
Vocal by The Art Mooney Choir
I NEVER SEE MAGGIE ALONE
Vocal by Tex Fletcher & The Art Mooney Choir
M-G-M 10548

Kate Smith
Orchestra conducted by Jack Miller
OVER THE HILLSIDE
MEMORY LANE
M-G-M 10498

George Shearing
QUINTET
EAST OF THE SUN
CONCEPTION
M-G-M 10530

Doris Drew
Orchestra conducted by Harold Mooney
SINGIN' IN THE RAIN
A LITTLE MORE TIME
M-G-M 10527

Bob Houston
Orchestra conducted by Russ Case
THAT LUCY OLD SUN
THE MEADOWS OF HEAVEN
M-G-M 10509

One More Hit in an Unbroken String!

Hank Williams
with his Drifting Cowboys
YOU'RE GONNA CHANGE (Or I'm Gonna Leave)
LOST HIGHWAY
M-G-M 10506

A Sleeper Breaking for a Tremendous Hit

And of course...

BODY AND SOUL - If Love Is Trouble — BILLY ECKSTINE - M-G-M 10501
LINGERING DOWN THE LANE - Luna La — BLUE BARRON and his Orch. M-G-M 10490
HOP-SCOTCH POLKA - Wouldn't It Be Fun — ART MOONEY and his Orch. M-G-M 10560
DON'T CRY JOE - The Last Mile Home — JOHNNY DESMOND - M-G-M 10518
MIND YOUR OWN BUSINESS - There'll Be No Tear-Drops Tonight — HANK WILLIAMS
M-G-M 10161
GOTHAM GAB ... MAJd (Metropolitan Association of Disk Jockeys) reconvenes with its first meeting Thursday afternoon at the Paramount Plaza. ... Bob Garrity, Symphony Sid's man from Sid's, WJZ all-nighter, is doing an afternoon show at WGBS, Freeport, Long Island, in what Gene Williams's Mercury etching, Just Goofing, is his first gig.

WESTERN WAX WHIRL ... Clate Holm, KYLY, Laredo, Texas, hopes his album Western Wax Whirl isn't copyrighted because he's supplied it to "an old buddy from Amarillo," a DJ in another market, featuring cutouts exclusively. Help youself, pardner— it's all your's. ... Roy Perkins's KFEL, Denver, shows the state how to handle a folk show: its concert to his two-hour afternoon show. ... Gene Barry's WAPA, Glendale, Calif., is conducting a series of all-nighters, starting with a from a dormitory in New York. Radio Check Service in Chicago, Radio Check- service in Los Angeles, are doing 30 shows. (The cost of the last 36)玉mal time. The music checked is from a file. (2) Indicates time from a file; (3) Indicates time from a legitimate broadcast. In each instance the licensing agency controlling performance rights in the time is indicated. The feature in copyrighted list by the offices of Research, 2424 Broadway, New York City, N. Y., for reference and reference for other use is permitted; no radio broadcasts utilizing this information may be repeated, and it must be processed.

The Top 30 Tucson (plus ties)

A Dreamer's Holiday {R) ... Shapero-Bernstein—ASCAP
Don't Cry, Joe {R) ... Harms—In-ASCAP
Fiddle Dee Dee (R) ... Middle Dee Dee—ASCAP
Georgia on My Mind (R) ... Peer—BMI
Give Me a Song With You (R) ... Wiltmark—ASCAP
I Can't Dream (R) ... Chappell—ASCAP
If You Ever Fall in Love Again (R) ... It's a Feeling (F) ... Remick—ASCAP
Just One Way to Say I Love You (R) ... BMI
I Believe {R) ... BMI
Let's Take an Old-Fashioned Walk (M) (R) ... BMI
There's a Beautiful Thing (R) ... BMI
That Lucky Old Sun (R) ... Robbins—ASCAP
The Four Winds and the Seven Seas (R) ... Leonard—ASCAP
The Last Mile Home (R) ... BMI
There's Yes, You in Your Eyes (R) ... Wiltmark—ASCAP
Test Test Test, Goodbye (F) ... Feist—ASCAP
Twenty-Four Hours of Sunshine (R) ... Advanced—ASCAP
Wedding of Lil Marlene (R) ... Lied—ASCAP
You Don't Have To Be a Jockey (F) ... BMI
You Told a Lie (R) ... BMI
Younger Than Springtime (R) ... BMI
You're Broking My Heart (R) ... Algonquin—BMI
You're Understanding (R) ... Carson-Pomeroy—ASCAP

(BH SYSTEM)

Tunes listed received the greatest number of key radio stations (over 125) during the week of September 29. The above list is prepared for Billboard (BH) listing system. Numerical points total is calculated as follows: 2 points per sustaining vocal; 3 points for commercial instrumental; 4 points for performance without vocal; 5 points for performance with vocal. Total points are scored according to market. Each composite vocal reported in New York, Chicago and California would receive 3 points; Midwestern stations would receive 2 points; Eastern stations 1 point; Western stations 1 point; and Southern stations 1 point. Tunes marked (BH) are from legitimate musical; (1) Indicates tune is available on record.

Week of September 23-29

SONGS

A Dreamer's Holiday... Shapero—BMI
Dance Me to the End of Love... Phillips—BMI
Don't Cry, Joe... Harms—BMI
Fiddle Dee Dee... Middle Dee Dee—BMI
Georgia on My Mind... Peer—BMI
Give Me a Song With You... Wiltmark—BMI
I Can't Dream... Chappell—BMI
If You Ever Fall in Love Again... Remick—BMI
Just One Way to Say I Love You... BMI
I Believe... BMI
Let's Take an Old-Fashioned Walk... BMI
There's a Beautiful Thing... BMI
That Lucky Old Sun... Robbins—BMI
The Four Winds and the Seven Seas... Leonard—BMI
The Last Mile Home... BMI
There's Yes, You in Your Eyes... Wiltmark—BMI
Test Test Test, Goodbye... Feist—BMI
Twenty-Four Hours of Sunshine... Advanced—BMI
Wedding of Lil Marlene... Lied—BMI
You Don't Have To Be a Jockey... BMI
You Told a Lie... BMI
Younger Than Springtime... BMI
You're Broking My Heart... Algonquin—BMI
You're Understanding... Carson-Pomeroy—BMI

JAZZ JOX ... Dennis Murphy, WREK, Dahl- luth, Minn., has started a Saturday morning jazz show that runs for two-and-a-half hours and is heard in nearly all of the state's metropolitan areas. Bill Black, of the Gene Krupa ork, recently guested on the show, and Georgia George, WMDM, Atlantic City. Bob Brown, same station is "out-of-the-woods" plugging Benny Goodman and Count Basie. Books on the air are new or new editions of any kind with which one can associate in the show. He has quite an audience, but he's well- ing to hear from the reader of Philadelphia for an answer to his request for the Liberty Bell. ... Tom Collins, WILE, Cambridge, O., is doing Collector's Corner, in which listeners appear to play faves from their own collections and discuss their disk prefer-

FOLK FARE ... Gay Wood, EHL, Crag, Colo., says he saluted the "Folk FARE" program on the Ballad Review and Valley Special, . . . Red Kerch, WLOY, at Malone, Wis., is doing a show on the air. He is planning to do a series called Hillbilly Jamboree, is also city editor-photographer of The Toulahoma Democrat. commercial news pho- tographer of The Milton Advocate. ... Jack Jackson, Jacksonville Journal, editor of six sons, 29 years old, will give him a chance to make his mark on the board on his own show. ... Grandpa Jones guested on Dick West's Open House, WASA, Harve De Grace, Md., his first appearance on the air show. ... Neal Johnson, with the Neil Harvey Show, is the latest addition to the staff of WSRP, Portsmout, Va. He runs Early Morning Folks and the Neil Harvey Show. ... Nineteen-year-old Frank Harmon, WELK, Fort Worth, Ga., is doing a show on the air.

(See VOX JOX on page 26)
What a combination for a hit!

Rum and Soda

Don't slam the door!

By the new king of the rhumba!

Noro Morales

And his orchestra

M-G-M Record
No. 10520

M-G-M Records
The greatest name in entertainment

707 Seventh Ave., New York 19, N.Y.
...a word about

FOOTBALL

especially written for

JACK LACY

... and the other 7,791 weekly Disk Jockey, Musical Director and Record Librarian Readers of The Billboard.

Immediately following World Series time, and right on thru to the New Year's Day Rose Bowl game, football will hog the sports limelight. Football and music go together to help generate that famous do-or-die college spirit, and that's where America's disk jockeys come into the football picture.

We won't tip our hands on the actual subject matter, but—look to The Billboard 1949 Disk Jockey Supplement (October 22, 1949) for a really helpful, valuable-for-programing feature built around music and the football season.

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The Billboard
1949 DISK JOCKEY SUPPLEMENT
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if you send in the coupon NOW!!!
### Most-Played Juke Box Records

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,000 operators in all sections of the country. Listed under each title of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honeymoon Hi-fi Music Popularity Chart, Part I.

#### POSITION

<table>
<thead>
<tr>
<th>Records</th>
<th>Artist</th>
<th>Week ending 9-30-49</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td></td>
<td><strong>1</strong></td>
</tr>
<tr>
<td><strong>2</strong></td>
<td></td>
<td><strong>2</strong></td>
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<tr>
<td><strong>3</strong></td>
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<td><strong>3</strong></td>
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<td><strong>4</strong></td>
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<td><strong>9</strong></td>
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<tr>
<td><strong>10</strong></td>
<td></td>
<td><strong>10</strong></td>
</tr>
</tbody>
</table>

**WARNING:** In utilizing these charts for buying purposes, readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart and whether a record's popularity has increased or decreased. This information is shown in the left-hand column under the headings: **Weeks to Date:** “Last Week” and “This Week.” A record has had an unusually long stay if it is in the current position “this week” versus “last week” shows a sharp drop, readers should test with caution.
### Rhythm & Blues Records

**Best-Selling Retail Rhythm & Blues Records**

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

**Position**

Week Ending September 30

<table>
<thead>
<tr>
<th>Position</th>
<th>Title / Artist</th>
<th>Recording Location</th>
<th>Peak Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BABY, GET LOST</td>
<td>D. Washington, Mercury</td>
<td>32</td>
</tr>
<tr>
<td>2</td>
<td>BROKEN HEARTED</td>
<td>E. Williams, Suprema</td>
<td>138</td>
</tr>
<tr>
<td>3</td>
<td>IT'S MIDNIGHT</td>
<td>Little Willie Littlefield</td>
<td>28-44</td>
</tr>
<tr>
<td>4</td>
<td>ROOMING HOUSE BOOGIE</td>
<td>A. Milburn, Aladdin</td>
<td>3022</td>
</tr>
<tr>
<td>5</td>
<td>SATURDAY NIGHT FISH</td>
<td>L. Jordan, D 24725</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>ALL THE WANTS TO BE</td>
<td>E. Harris, King 4204-BMI</td>
<td>22</td>
</tr>
<tr>
<td>7</td>
<td>EMPTY ARM BLUES</td>
<td>A. Milburn, Aladdin</td>
<td>3032</td>
</tr>
<tr>
<td>8</td>
<td>LITTLE GIRL, DON'T CRY</td>
<td>B. M. Jackson &amp; His Buffaloes, New York</td>
<td>144</td>
</tr>
<tr>
<td>9</td>
<td>SNEAKIN' AROUND</td>
<td>R. Render, London 17900</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>IN THE EVENING WHEN THE SUN GOES DOWN</td>
<td>C. Brown, Aladdin</td>
<td>3030</td>
</tr>
</tbody>
</table>

**WARNING!**

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

### Most-Played Juke Box Rhythm & Blues Records

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

**Position**

Week Ending Week 16

<table>
<thead>
<tr>
<th>Position</th>
<th>Title / Artist</th>
<th>Recording Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BEANS AND CORNBREAD</td>
<td>J. Jordan, D 24072</td>
</tr>
<tr>
<td>2</td>
<td>BABY, GET LOST</td>
<td>D. Washington, Mercury</td>
</tr>
<tr>
<td>3</td>
<td>ALL SHE WANTS TO DO</td>
<td>W. Harris, King 4304-BMI</td>
</tr>
<tr>
<td>4</td>
<td>SUNDAY NIGHT FISH</td>
<td>L. Sanders, D 24072</td>
</tr>
<tr>
<td>5</td>
<td>WAITING IN VAIN</td>
<td>J. Hunter, King 4291-BMI</td>
</tr>
<tr>
<td>6</td>
<td>EMPTY ARM BLUES</td>
<td>A. Milburn, Aladdin</td>
</tr>
<tr>
<td>7</td>
<td>ROOMING HOUSE BOOGIE</td>
<td>A. Milburn, Aladdin</td>
</tr>
<tr>
<td>8</td>
<td>BROKEN HEARTED</td>
<td>E. Williams, Suprema</td>
</tr>
<tr>
<td>9</td>
<td>I COVER THE WATER FRONT</td>
<td>E. Carrere, Savoy 685</td>
</tr>
<tr>
<td>10</td>
<td>IF MODEL BLUES</td>
<td>L. Hopkins, Gold Star 662</td>
</tr>
<tr>
<td>11</td>
<td>ETHEL MADE FISH</td>
<td>C. Williams, Freedom 137</td>
</tr>
<tr>
<td>12</td>
<td>SO LONG</td>
<td>R. Brown &amp; His Midgets, Savoy 715</td>
</tr>
<tr>
<td>13</td>
<td>PLEASE DON'T GO</td>
<td>R. Brown &amp; His Midgets, Savoy 715</td>
</tr>
<tr>
<td>14</td>
<td>DOREY'S BOOGIE</td>
<td>F. Hopkins, King 4300-BMI</td>
</tr>
<tr>
<td>15</td>
<td>WALKIN' BLUES</td>
<td>J. Maze's Three Bees, Savoy 715</td>
</tr>
</tbody>
</table>

### Advance Rhythm & Blues Record Releases

**Between Midnight and Dawn**

- C. Campbell Orch (Oke, Wes) Freedom 1508
- New Orleans Rhythm Kings (Sensation) Savoy 328
- Berry White
- Aladdin 306
- Aladdin 108

**Charlie Brown**

- Big Jay McFIGLEY (Man Exter) Savoy 32
- Carl's Last Exter
- Big Jay McFIGLEY (Cherry Brand) Savoy 32
- My Last Exter
- My Last Exter

**Clamdiggers Sweetheart**

S & G No. 3009

**"All Pooped Out"**

S & G No. 3010

**The Novelty of the Year**

by YOGI YORGESSON

- Record Biscuit Quality Material
- ORDER FROM YOUR DISTRIBUTOR OR

S & G RECORDS

1401 South Mateo Street
Los Angeles 21, California
FOLK TALENT AND TUNES

By Johnny Sipple

Western Wax Waumpum: In the final week of the September polling the leading fast wax producers included The Billboard, 64 of the wax whirlers reported that Waynes Raney's "Why Don't You Haulf Off and Lose My Love" (Decca) was their top choice. Following in order the remaining nine most-requested whirlers were: Ernest Tubb's "Slipping Around" (Decca) and Jimmy Wakely and Margaret Whitting's "Slipping Around" (Capitol), Floyd Tillman's "Slipping Around" (Columbia), Hank Williams's "Lovesick Blues" and "Wedding Bells" (MGM), Redd Hollywood's "Red, White and You" (MGM), Jimmie Davis's "Till I Get Over You" (MGM), Louvin's "Marry Me" (MGM) and Frank Arnold's "I Never See Maggie Alone." (Coral) and Hank Snow's "Marriage Vows" (Victor), eight and Bob Wills's "Warm Red Wine" (MGM), 10th.

In predicting the future wax winners, the 64 disk spinners forecast the brightest future for Dolph Hewitt's "I Wish I Knew" (Victor). Following in order, the remaining nine predictions were: Floyd Tillman's "I'll Never Slip Around Again" (Columbia), second; the Delmore Brothers' "Blues Stay Away From Me" (King), third; Hank Thompson's "Soft Legs" (Capitol), Ernest Tubbs's "Filipino Rose" and "Warm Red Wine" (Decca) and Johnny Bond's "Read and Weep" (Columbia), third; Hank Thompson's "Swing Wide the Gates of Love" (Capitol) and Jerry Jericho's "Why Don't You Haulf Off and Lose My Love" (Star), sixth, and Tex Williams's "There's a Bluebird on My Window sill" (Capitol), 10th.

In selecting the future rustic hits, the wax whirlers predicted the No. 1 spot for Dolph Hewitt's "I Wish I Knew." (Victor). The remaining nine were: Bob Will's "Warm Red Wine" (MGM), second; Hank Williams's "You've Gonna Change" (MGM), third; Jimmy Dickens's "I'll Be Back A-Sunday" (Columbia), fourth; Tennessee Ernie's "Smoky Mountain Bogoole" (Capitol), fifth; the Delmore Brothers' "Blue Stay Way From Me" (King), sixth; Dave Landers's "Before You Call" (MGM), seventh; Kenney Roberts's "Jumpin' Jack," eighth; Ernest Tubbs's "Filipino Rose" (Decca), ninth; Tex Williams's "Bluebird on My Window sill" (Capitol), 10th.

Redd Harper, music director of "Hollywood Roundup," the armed forces network, and others, have been in recording sessions in around the year, including Buddy Holly, Buddy Miller, Tex Williams, Cindy Walker, Wade Ray and Eddie Kirk were on deck recently for the special Christmas show, which was cut. Three of the boys who left Space St. Cooley to form their own unit have returned to Cooley. Sidemen included Merle Haggard, Jimmy Webb and Camaron Hill. With Glady Jackson back as a regular member of his troupe after she left the Autry group, Cooley now has a 21-piece aggregation. Wade Ray (Capitol) has his band in the newly rebuilt Cowtown, formerly the Hawaiian Village.
RYTHM & BLUES
RUDY RENDER
"SNEAKIN’ AROUND"
"The Gal I Love"
NO. 17000

HANNY LEE
with The Hilltoppers and
KENNY ROBERTS
"I NEVER SEE MAGGIE ALONE"
"Boogie Woogie Yodel Song"
Kenny Roberts with Nancy Lee and The Hilltoppers
NO. 506

GEORGE SHEARING TRIO
"I ONLY HAVE EYES FOR YOU"
"CONSTERNATION"
NO. 412

BOB HARVEY
"WOULDN’T IT BE FUN?"
"She’s a Personal Friend of Mine"
NO. 504

A NEW STAR IS BORN!
AL MORGAN
"JEALOUS HEART"
"Turnabout is Fair Play"
NO. 500

A NEW STAR IS BORN!
TERESA BREWER
"WHEN THE TRAIN CAME IN"
"A MAN WROTE A SONG"
with Jack Pleis and his Orch.
NO. 511

PRIMO SCALA
"I’VE GOT A LOVELY BUNCH OF COCOANUTS"
"THE ECHO TOLD ME A LIE"
with the Keynotes
NO. 449

ANNE SHELTON
"THE WEDDING OF LILLI MARLENE"
"Hold Me Just A Little Closer Dear"
NO. 477

VERA LYNN
"THROUGH A LONG AND SLEEPELESS NIGHT"
"A Thousand Violins"
with the Bob Farnon Orch.
NO. 507

REGGIE GOFF
"MY BOLERO"
"All’s Well That Ends Well"
NO. 491

The London Gramophone Corp., 16 W. 22 St., N. Y. 10, N. Y.
ALL RECORDS 75c PLUS TAX

The Billboard
October 8, 1949
October 8, 1949

**Billboard MUSIC**

**George Shearing Trio**

"The Fourth Deuce"

"The Nearness of You"

No. 487

**Charlie Spivak**

"Don't Cry, Joe"

(Let Her Go, Let Her Go, Let Her Go)

Charlie Spivak and his orchestra. Vocal by the "Stardreamers"

"Baby Won't You Please Come Home"

Charlie Spivak and his orchestra. Vocal by Irene Daye

No. 513

**Anne Shelton**

"Twilight"

"I Get Sentimental Over Nothing"

No. 458

**Billy Whitlock**

"Scotch Hot"

(Hop Scotch Polka)

"Two of Irish"

No. 456

**Ted Herbert**

"Take Your Finger Out of Your Mouth"

(I want a kiss from you)

"If I Give You My Love"

No. 510

**Edmundo Ros**

"Chocolate Whiskey and Vanilla Gin"

"No, No and No!"

Jan Mazurk with Edmundo Ros

No. 469

**Folk**

**Billy Starr**

"Blue Pacific Waltz"

"Danger Zone"

No. 66001

**On London Records**

WITH 31 "FIRSTS"

**A New Star Is Born!**

**Bobby Wayne**

"Shawl of Galway Grey"

"When the Wind Was Green"

Music by Camarata

No. 509

**Jack Teter Trio**

"Johnson Rag"

"Back of the Yards"

No. 501

**Charlie Spivak**

"I Get Sentimental Over Nothing"

No. 458
REGGIE GOFF

"MY BOLERO"

Vocal with The Beaux and Belles and Cyril Stapleton and his Orchestra

NO. 491
75¢ plus tax

The Billboard
October 8, 1949

MUSIC POPULARITY CHARTS

Record Reviews

RATINGS
(100 Point Maximum)

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

How Ratings Are Determined
Records are reviewed three times: (1) for retailers; (2) for music operators; (3) for radio listeners. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 90. Ratings are subject to change depending on results of a survey of the music trade now being conducted. N.B. indicates a record is not suitable for approval within the market.

The Categories: interpretation, 15; arrangement, 15; "name" value, 10; current quality (number 1 hits, etc.), 10; music publisher's air potential, 10; exploitation (record adv't-promotion film, legit and other "play" ads), 10; manufacturers' distribution power, 10; manufacturer's production efficiency, 10.

ARTIST
LABEL AND NO.

TUNES
COMMENT

POPPULAR

EDDIE HUBBARD
Mercury 5320

Down by the Railroad Track
Old-time from the western area is given genuine treatment. Mild novelty impact only.

63-666-63-6

LESTER FLATT,
EARL SCRUGGS
Mercury 4211

My Mauser Gat
More banjo stuff from the back country, with spirited brother harmony and percussive melody, exchange.

64-666-63-6

DON STEELE-STAN
ELLISON ORK
ABC Eagle 102

If You Don't Love Me
Byron favored romantic ballad didn't rise above stereo level. Steele and a small group give it a good try.

64-666-64-6

DAN STEELE-STAN
DON HAMBLEN
Col 20255

But I'll Go Cawin' Women
Man doesn't want to go hunting. Choozy western country humor projected with plenty of spirit.

82-85-80-8

CURT MASSEY
ABC Eagle 104

Ain't-Cha, Don't-Cha, Can't-Cha, Won't-Cha
If this is Des Arnhem's old record for the music market, try the new. Band plays better here. Vocal in so-so.

73-75-73-7

CÚS ARNHEIM
ABC Eagle 109

If You Don't Like Me
Dinky favored romantic ballad didn't rise above stereo level. Steele and a small group give it a good try.

60-60-60-60

BURL IVES
Col 20263

The Wurried Man Blues
Disappointing Tony Mitchellруге out here in an easy ballad for general folk consumption.

72-75-73-6

CÚS ARNHEIM
ABC Eagle 109

Wish
It's a little better than the old record. Vocal improvement made in the recording.

50-52-50-4

CÚS ARNHEIM
ABC Eagle 109

You'll Be Sorry
Another good offering with a vocally genuine vocal performance.

58-60-60-60

GENE KRUPA ORK
Col 20300

Watch Out
Well timed in the usual style Krupa, fashion spot Dolores Hawkins on vocals and Ray Balchior on trombone.

66-66-66-66

AL TRACE ORK
(John Vincent)
Col 20302

By the River Saints Marie
Well, a well instrumental treatment of the standard. Flip side disking in the Les Brown "I've Got My Love To Keep Me Warm, "

67-67-67-67

MARY KAYE TRIO
(Willie Wyle Orch)
Col 30506

All I Want for Christmas (Is My Two Front Teeth)
Competition for the Spinus Jones claxon disking should grab only a small corner of the market.

75-75-75-75

TED HERBERT
London 528

Take Your Finger Out of Your Mouth
(I Want a Kiss From You)
Drooler from a Marvel master which drew some New England action, this disking of a light, old novelty with an improved sound is now a favorite.

75-75-75-75

If I Give You My Love
Same juggling from the original Marvel dish but it's a good one and coloristically, sounds better.

65-65-65-65

"LONDON" RECORDS

The London Phonograph Corp. • Torr, N.Y.
**Record Reviews**

**ARTIST**

<table>
<thead>
<tr>
<th>LABEL AND NO.</th>
<th>COMMENT</th>
<th>TUNES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TED HEATH ORK</strong> London 404</td>
<td><strong>POPULAR</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Turn on the Heath</td>
<td>66-70-65-64</td>
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<tr>
<td></td>
<td>The three Rhythm Ork hits hard and swings easily on an original of merit. Break into fine, four-bar chordal effects.</td>
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<td></td>
<td>Cot's Town Before Sundown</td>
<td>67-66-66-66</td>
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<tr>
<td></td>
<td>Pernama little rhythm ballad drives a stellar dance ending While Jack Parmack adequately makes for the lyrics.</td>
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<tr>
<td><strong>ED FARLEY'S ORK</strong> Detroit 111</td>
<td><strong>POPULAR</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Music Goes 'Round and 'Round</td>
<td>81-82-80-82</td>
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<tr>
<td></td>
<td>The hit of the last classic four-piece triangle could enjoy a somewhat easier revival with this arrangement by the Farley crew.</td>
<td></td>
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<tr>
<td><strong>VERA LYNN-BOB FARLEY'S ORK</strong> London 807</td>
<td><strong>POPULAR</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Through a Long and Sleepless Night</td>
<td>68-66-68-68</td>
</tr>
<tr>
<td></td>
<td>Much here, and not better-than-average is this clipping of a pretty tune from the &quot;Come to the Stable&quot; film.</td>
<td></td>
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<tr>
<td><strong>DORIS DAY</strong> (John Rarig Ork) Col 33934</td>
<td><strong>POPULAR</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Can/adian Capers</td>
<td>81-84-80-80</td>
</tr>
<tr>
<td></td>
<td>Doris turns in a real effort in this modern lyrical transposition of the ditty as she did it in one of the first.</td>
<td></td>
</tr>
<tr>
<td><strong>FRANK SINATRA</strong> (The Pastels-Hugo Winterhalter Ork) Col 38028</td>
<td><strong>POPULAR</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>It's Better To Conceal Than Reveal</td>
<td>78-83-75-75</td>
</tr>
<tr>
<td></td>
<td>Do the Dusky Shore (bags Winterhalter Ork) Score original novelty is strong for its name power with both Doris and Blash having a hit of it.</td>
<td></td>
</tr>
<tr>
<td><strong>FRANKIE CARLE ORK</strong> (Marjorie Hughes) Col 36904</td>
<td><strong>POPULAR</strong></td>
<td></td>
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<tr>
<td></td>
<td>Just A Kiss Apart</td>
<td>78-79-77-79</td>
</tr>
<tr>
<td></td>
<td>Small's hit up to his par in his vocalizing of a ballad from the same show score.</td>
<td></td>
</tr>
<tr>
<td><strong>BILL HOLLEMAN</strong> Fortune 123</td>
<td><strong>POPULAR</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>If You Want To You Want Me</td>
<td>75-75-75-75</td>
</tr>
<tr>
<td></td>
<td>Carrie's tinkling keyboard, Marjorie Hughes' sunny casual hands the Dick-revived Fred Fisher classic.</td>
<td></td>
</tr>
<tr>
<td><strong>DORIS DAY</strong> Col 38024</td>
<td><strong>POPULAR</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oh! Katherine</td>
<td>64-63-63-65</td>
</tr>
<tr>
<td></td>
<td>Polka is handled by organ and drums. Best bet is in the Milow Krassherly.</td>
<td></td>
</tr>
<tr>
<td><strong>MEL TORME</strong> (Frank DeVol Ork) Cap 97-174</td>
<td><strong>POPULAR</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Here Comes Santa Claus</td>
<td>86-86-86-86</td>
</tr>
<tr>
<td></td>
<td>Complexity collapse material into an item which sounds like a Come Auriy clinking the last two Christmas seasons.</td>
<td></td>
</tr>
<tr>
<td><strong>CLARK DENNIS</strong> (The Walter Gross Trio) Cap 97-175</td>
<td><strong>POPULAR</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pal Of My Cradle Days</td>
<td>66-66-66-66</td>
</tr>
<tr>
<td></td>
<td>Demus' nostalgic lilt is well-suited to this smash of yesterday. Instrumental section drags badly in the middle.</td>
<td></td>
</tr>
<tr>
<td><strong>JO STAFFORD</strong> (The Starlighters-Paul Weston Ork) Cap 97-178</td>
<td><strong>POPULAR</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Given Me Your Hand</td>
<td>69-70-68-70</td>
</tr>
<tr>
<td></td>
<td>Competent job by the tenor is unlikely to give Chance's version much competition.</td>
<td></td>
</tr>
<tr>
<td><strong>FRED KENDALL</strong> (The Arcadia Rhythmsees) Arclidia 2694</td>
<td><strong>POPULAR</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>In The Pathway of The Moon</td>
<td>81-83-80-80</td>
</tr>
<tr>
<td></td>
<td>Poorly conceived back-up, with instruments in union with the singer, mars a good-enough job by tenor Kendall.</td>
<td></td>
</tr>
<tr>
<td><strong>BOBBY WAYNE</strong> London 850</td>
<td><strong>POPULAR</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Holiday Sweetheart</td>
<td>54-58-52-52</td>
</tr>
<tr>
<td></td>
<td>Similar situation.</td>
<td></td>
</tr>
<tr>
<td><strong>BLUE BARRON</strong> NOM 1036</td>
<td><strong>POPULAR</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Send Ten Pretty Flowers to My Girl</td>
<td>80-80-80-80</td>
</tr>
<tr>
<td></td>
<td>In Tennessee</td>
<td>68-70-70-66</td>
</tr>
</tbody>
</table>

*Continued on page 36*
I've Got a Lovely Bunch of Coconuts

Banjo and Accordion Band with Keynotes

NO. 449
75c plus tax
### Record Reviews

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TUNES</th>
<th>LABEL AND NO.</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>TINY GRIMES</td>
<td>BLUES</td>
<td>Quintet</td>
<td>Atlantic 5906</td>
</tr>
<tr>
<td>JOHNNY MOORE'S THREE BLAZERS</td>
<td>&quot;BABY-BY-FACE&quot; LEWIS</td>
<td>V 23004</td>
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<tr>
<td>BLUES ROCKERS</td>
<td>BLUES</td>
<td>Plan 5050</td>
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<tr>
<td>RALPH WILLIAMS TRIO</td>
<td>BLUES</td>
<td>Plan 5050</td>
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<tr>
<td>MELROSE COLBERT</td>
<td>BLUES</td>
<td>Plan 5050</td>
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<tr>
<td>THE KORN KOBLERS</td>
<td>BLUES</td>
<td>MGM 16031</td>
<td></td>
</tr>
<tr>
<td>BILL CAITHER</td>
<td>BLUES</td>
<td>MGM 16038</td>
<td></td>
</tr>
<tr>
<td>REX STEWART</td>
<td>BLUES</td>
<td>Plan 5090</td>
<td></td>
</tr>
<tr>
<td>JIMMY &quot;BABY-FACE&quot; LEWIS</td>
<td>BLUES</td>
<td>Atlantic 694</td>
<td></td>
</tr>
<tr>
<td>JOE MORRIS ORK</td>
<td>BLUES</td>
<td>Atlantic 698</td>
<td></td>
</tr>
<tr>
<td>B. B. KING</td>
<td>BLUES</td>
<td>Bullet 313</td>
<td></td>
</tr>
<tr>
<td>LOVER BOY BROWN</td>
<td>BLUES</td>
<td>Regent 1127</td>
<td></td>
</tr>
<tr>
<td>AUDRY JEAN CRAFTEE</td>
<td>BLUES</td>
<td>Telstar 718</td>
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### Convention (Continued)

<table>
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<th>ARTIST</th>
<th>TUNES</th>
<th>LABEL AND NO.</th>
<th>COMMENT</th>
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<tr>
<td>BROWNIE McCHEE</td>
<td>BLUES</td>
<td>Savoy 714</td>
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<tr>
<td>BIG JAY McNEELEY</td>
<td>BLUES</td>
<td>Savoy 712</td>
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<td>TINY GRIMES</td>
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<tr>
<td>AUDRY JEAN CRAFTEE</td>
<td>BLUES</td>
<td>Telstar 718</td>
<td></td>
</tr>
</tbody>
</table>

### Jazz (Continued)

- **Bobby Wayne**: "When the Wind Was Green" No. 509, 75¢ plus tax

### London Records

**"The Last Mile Home"**

- With the George Mitchell Choir and Bob Farnon's Orchestra
- No. 483, 75¢ plus tax
**Record Possibilities**

**THE BILLBOARD PICKS:**

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

**There's No Tomorrow**
- **Tony Martin**
- **Victor 20-3547**

Martha could have the biggest hit of his career in this look up. "Tomorrow" is an anacronym version of his0 time song, and the vocalist keeps the same tempo and style which leaves you wanting more.*"You've Breaking My Heart," another adaptation from the Italian folk song, to be heard on this release. The latest, great-type melody on "The Great Lover," but it's all in the riding. The film is featured in this Hope's forthcoming "The Great Lover" film.

**The River Seine**
- **Guy Lombardo**
- **Decca 37195**

The waltz is still with us, and here's a likely looking entry from the most recent era. Lombardo serves up a lilting, sentimental salute to a prominent French watering, with his usual right-out-of-the-package freshness. The trio handles the fetching lyrics & heart-warming fashion.

**That Lucky Old Sun**
- **Frank Sinatra**
- **Columbia 38086**

The rich tune is already up there in Prindle. Larchine's Mercury version, but Sinatra by virtue of his more robust renderings, figures to cut in for a fair share of the take.

**Crocodile Tears**
- **Eddy Howard**
- **Mercury 5435**

This is Howard's first release since his big "Maybe It's Because" and "Tell Me Why" capping hit the charts, and it could well be the follow-up he's been waiting for. He's on a corn kick here, and the country-style tune is made to measure. Distri asking and all-hand's-in vocal makes for a dandy export.

**THE DISK Jockeys Pick:**

Pick: that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among others who think tomorrow's hits will be:

1. **Dreamer's Holiday**
   - **Ferris Cone**
   - **Victor 20-3543**

2. **My Gee Gee From Fiji Isle**
   - **Clack Thomas**
   - **Capitol 57-746**

3. **My First Love**
   - **Frank Sinatra**
   - **Columbia 38072**

4. **If I Ever Love Again**
   - **Frank Sinatra**
   - **Columbia 38072**

5. **I Want You To Want Me**
   - **Gordon MacRae**
   - **Capitol 57-723**

6. **Day By Day (Last Mile Home)**
   - **Darby Day**
   - **Capitol 57-723**

7. **Doubledatin**
   - **Paul Weston**
   - **Capitol 57-730**

**THE RETAILERS Pick:**

Pick: that have appeared for three consecutive weeks or three times within a six-week period, not repeated below. Based on a weekly survey among those who think tomorrow's hits will be:

1. **Dreamer's Holiday**
   - **Ferris Cone**
   - **Victor 20-3543**

2. **Don't Cry, Baby**
   - **Frank Sinatra**
   - **Columbia 38072**

3. **Why Baby**
   - **Dorothy Malone**
   - **Columbia 38072**

4. **Canadian Capers**
   - **Darby Day**
   - **Capitol 57-723**

5. **Pillow Me, A Poison**
   - **Dorothy Malone**
   - **Victor 20-3552**

6. **If I Ever Love Again**
   - **Frank Sinatra**
   - **Columbia 38072**

**THE OPERATORS Pick:**

Pick: that have appeared for three consecutive weeks or three times within a six-week period, not repeated below. Based on a weekly survey among those who think tomorrow's hits will be:

1. **Tell Me Why**
   - **Eddie Howard**
   - **Mercury 5431**

2. **That Lucky Old Sun**
   - **Lonnie Arensman**
   - **Victor 20-3551**

3. **If I Ever Love Again**
   - **Frank Sinatra**
   - **Columbia 38072**

4. **That's My Weakness**
   - **Leitch Noah**
   - **Voyager 59203**

5. **I Want You To Want Me**
   - **Gordon MacRae**
   - **Capitol 57-723**

**FOLK TALENT AND TUNES**

(Continued from page 21)

The Downhomers, of WWIC, Hartford, Conn., spent September 18-20 in New York, doing two sessions for SESAC, the t. service. Hank Gundler, of Fort Wayne, Ind., where the Downhomers once worked over WOWO, has joined the group. Slim Reed, leader of the Prairie Pardners at KSTT, Davenport, 11., reports that Judy and John, formerly at WOWO, Fort Wayne, have joined George Arthur in a new unit at WNAX, Yankton, S. D., Dec. Cassidy, of Louisville, promoted the second national fiddle championship in connection with Kentucky State Fair, Louisville, September 18. With George Biggar, WLS talent director, and John J. Neal as judge, contestants included: Clayt (Pappy) McMicken (Decca); Esther (Abbie) McRee, WWVA, Wheeling, W. Va.; Sleepy Marlin, runner-up last year, plus various state champions.

Ari Young, the Buffalo troubadour, recently married his partner, Donna L. Young, who also operates the Frontier label, is starring in a ballroom dance October 6 at Memorial Hall, Lackawanna, N. Y. Sleepy Marlin won the national fiddling contest at the Kentucky State Fair, Louisville, September 17, with Clayton (Pappy) McMicken (Decca) the runner-up, Slim Bryant and the Wildcats, KDKA, Pittsburgh, started an NBC web show recently running from 4:15 to 4:30 p.m.

Please address all communications to Johnny Shapel, The Billboard, 188 W. Randolph St., Chicago 1, Ill.
ADVANCE RECORD RELEASES

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

POPPULAR

All I Want for Christmas (Is My Two Front Teeth) (45-10534) $1.00
D. Ross (Black Swan) Cap 57-96037
We All Sing Do-Re-Mi-Wow (Over the Rainbow) London 38595
A Thousand Violins (Through All) London 607
Anne Bredon (The Little Christmas Waltz) Columbia 45192
All About All of Us (Mr. Wonderful) Capitol 55042

ASHES OF INNOCENCE

(Continued on page 40)
## Album Reviews

The term "hit" itself is relative to each review or rating. Any rating given is based on the reviewer's personal opinion. Every album, however, is at least a partial best seller rating in its own right. Maximums are insofar as the French vogue on occasion is the survey of the music trade itself. The chartal category of Observations is indicated in footnotes only since the list does not include specific ratings within each review.

### The Ratings

<table>
<thead>
<tr>
<th>No.</th>
<th>Album</th>
<th>Artist</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-10</td>
<td>Stardust; Eddy Howard (1-10)</td>
<td>Columbia</td>
<td>Good for slow spinners on any kind of set.</td>
</tr>
<tr>
<td>9-9</td>
<td>Troubles; Howard-Eddy (1-10)</td>
<td>Columbia</td>
<td>Good for slow spinners on any kind of set.</td>
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<tr>
<td>8-8</td>
<td>Selection; The Shadows (1-10)</td>
<td>RCA Victor</td>
<td>Suitable for slow spinners on any kind of set.</td>
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<tr>
<td>7-7</td>
<td>EDY; CONGO (1-10)</td>
<td>Capitol</td>
<td>Suitable for slow spinners on any kind of set.</td>
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<tr>
<td>6-6</td>
<td>Howard's Merry Widow; Columbia (1-10)</td>
<td>Columbia</td>
<td>Suitable for slow spinners on any kind of set.</td>
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<tr>
<td>5-5</td>
<td>Lewis' gay Widows (1-10)</td>
<td>Columbia</td>
<td>Suitable for slow spinners on any kind of set.</td>
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<tr>
<td>4-4</td>
<td>KEEPER FAVORITES AND PARENTAL GUIDANCE; CBS</td>
<td>Columbia</td>
<td>Suitable for slow spinners on any kind of set.</td>
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<tr>
<td>3-3</td>
<td>ZEN PROCESSES-ARTURO BALLEDO</td>
<td>Columbia</td>
<td>Suitable for slow spinners on any kind of set.</td>
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<td>2-2</td>
<td>Columbia (1-10)</td>
<td>Columbia</td>
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<td>1-1</td>
<td>Columbia (1-10)</td>
<td>Columbia</td>
<td>Suitable for slow spinners on any kind of set.</td>
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## The Categories

### Production Ideas

- Max. Pts.: 5
- Selecting of selection continuity: 15
- Volume Varies: 10
- Color of Material: 5
- Qualitative sound: 15
- Equalization Aids: 10
- Stereo-compositions: 5
- Interpretation: 10
- Recorded Quality: 5
- Manufacturers Production Efficiency: 15
- Art work, binding, wrapping: 10

### Jukebox Recommendations

- Max. Pts.: 30
- Selection of selection continuity: 15
- Volume Varies: 10
- Color of Material: 5
- Qualitative sound: 10
- Equalization Aids: 5
- Stereo-compositions: 5
- Interpretation: 5
- Recorded Quality: 5
- Manufacturers Production Efficiency: 5
- Art work, binding, wrapping: 5

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PERTINENT DATA ON SONGS AND SONGWRITERS

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

Songs which have achieved a significant public sale of one million or more are marked with an asterisk (*).

In the publisher listings, the names of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1893 or before) have no publisher credit.

A list of copyright settings of recordings is given. The record listing is representative, not necessarily complete.

---

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---

STAGE MUSICALS

1912—THE FIREFLY
Book and lyrics by Otto Harbach, and starring Emma Trentini in a cast that included Elsie May and J. Francis Campbell. Written for Maple and Craig Campbell. O. B. Boorstein, Inc.

1913—THE FLATSHOEIFORM
Book and lyrics by Otto Harbach, starring Emma Trentini in a cast that included Elsie May and J. Francis Campbell. Written for Maple and Craig Campbell. O. B. Boorstein, Inc.

1913—THE PEASANT GIRL
Book and lyrics by Otto Harbach, and starring Emma Trentini and Otto Harbach. Written for Maple and Craig Campbell. O. B. Boorstein, Inc.

1914—THE YANKEY DUD
Book and lyrics by Otto Harbach, and starring Elsie May and J. Francis Campbell. Written for Maple and Craig Campbell. O. B. Boorstein, Inc.

1915—THE HOLLANDER
Book and lyrics by Otto Harbach, and starring Elsie May and J. Francis Campbell. Written for Maple and Craig Campbell. O. B. Boorstein, Inc.

1916—THE SAVOY KING
Book and lyrics by Otto Harbach, and starring Emma Trentini and Otto Harbach. Written for Maple and Craig Campbell. O. B. Boorstein, Inc.

1917—THE DANCING LADY
Book and lyrics by Otto Harbach, and starring Emma Trentini. Written for Maple and Craig Campbell. O. B. Boorstein, Inc.

1918—THE WINDMILL
Book and lyrics by Otto Harbach, and starring Emma Trentini. Written for Maple and Craig Campbell. O. B. Boorstein, Inc.

1919—THE CINCINNATI BAND
Book and lyrics by Otto Harbach, and starring Emma Trentini. Written for Maple and Craig Campbell. O. B. Boorstein, Inc.

1920—THE BLUE KITTEN
Book and lyrics by Otto Harbach, and starring Emma Trentini. Written for Maple and Craig Campbell. O. B. Boorstein, Inc.

1921—THE SAVOY DANCE
Book and lyrics by Otto Harbach, and starring Emma Trentini. Written for Maple and Craig Campbell. O. B. Boorstein, Inc.

1922—THE BLUE KITTEN
Book and lyrics by Otto Harbach, and starring Emma Trentini. Written for Maple and Craig Campbell. O. B. Boorstein, Inc.

1923—THE SAVOY DANCE
Book and lyrics by Otto Harbach, and starring Emma Trentini. Written for Maple and Craig Campbell. O. B. Boorstein, Inc.

1924—THE ROSE MARIE
Book and lyrics by Otto Harbach and Otto Harbach. Written for Maple and Craig Campbell. O. B. Boorstein, Inc.

1925—THE SAVOY DANCE
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1926—THE SAVOY DANCE
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1931—THE SAVOY DANCE
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1932—THE SAVOY DANCE
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1940—THE SAVOY DANCE
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1941—THE SAVOY DANCE
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1942—THE SAVOY DANCE
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THE HUNTING SONG
LOVELY WALTZ
RAYMAR 2010
Available on the following records:

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Rudy and Helen Hooker and W. H. Post and presented by a cast headed by Charles Thompson and Don Hunt King.
HARMONY MUSIC CORP.
S.O.G. OF THE VAGABOND CATALOG.
Available on the following records: Decca 1551-1552, John Ruth and female chorus; RCA Victor P-5000-P-5050 in P-5050.

LOVE FOR SADIE
HUGGIE WALTZ
RAYMAR 1005
Available on the following records:
Decca 1551-1552, John Ruth and female chorus; RCA Victor P-5000-P-5050 in P-5050.

1925—NO FOOLIF
Book by J. P. McEvoy, Gene Autry as the leading man and directed by Harry Rocker. narration.
1926—THE WILD ROSE
Book by Hiram G. Enright and Herbert M. Hamilton, presented by a cast headed by Roscoe Arbuckle and directed by Harry Rocker. narration.
1926—LOVELY LADY
Minnie Pearl Brown, directed by Harry Rocker.
1926—WHEN THE SHAKER PLAYS
Henry D. Hess, directed by Harry Rocker.
1926—HONEY, BE MINE
Book by J. P. McEvoy, directed by Harry Rocker.
1926—NO FOOLIF
Book by J. P. McEvoy, directed by Harry Rocker.
1926—SLIGHTLY VENAL THING
Royce Victor P-5000 and in P-5052.
1926—WELCOME PAGES
Royce Victor P-5000 and in P-5052.

1927—WHITE EAGLE
Book by Royce Victor P-5000 and in P-5052.
1927—THREE NUSIEKETEERS
Book by Royce Victor P-5000 and in P-5052.
1927—VEEPY ROLL
Book by Royce Victor P-5000 and in P-5052.
1927—MARCH OF THE MUSIEKETEERS
Book by Royce Victor P-5000 and in P-5052.
1927—VEEPY ROLL
Book by Royce Victor P-5000 and in P-5052.
1927—WHO'S MINE
Book by Royce Victor P-5000 and in P-5052.
1927—WELCOME PAGES
Book by Royce Victor P-5000 and in P-5052.
1927—LET'S HAVE A TUNE
Book by Royce Victor P-5000 and in P-5052.

1928—TOO MANY GIRLS
Book by Royce Victor P-5000 and in P-5052.
1928—CHERRY TUNES
Book by Royce Victor P-5000 and in P-5052.
1928—A COCKTAIL TIME
Book by Royce Victor P-5000 and in P-5052.
1928—A MERRY LITTLE VENTURE
Book by Royce Victor P-5000 and in P-5052.
1928—A BLITZ KINSHIP
Book by Royce Victor P-5000 and in P-5052.
1928—GONE FROM ME
Book by Royce Victor P-5000 and in P-5052.
1928—CHERRY TUNES
Book by Royce Victor P-5000 and in P-5052.
1928—A MERRY LITTLE VENTURE
Book by Royce Victor P-5000 and in P-5052.
1928—GONE FROM ME
Book by Royce Victor P-5000 and in P-5052.
1928—CHERRY TUNES
Book by Royce Victor P-5000 and in P-5052.
1928—A MERRY LITTLE VENTURE
Book by Royce Victor P-5000 and in P-5052.
1928—GONE FROM ME
Book by Royce Victor P-5000 and in P-5052.
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Book by Royce Victor P-5000 and in P-5052.
1928—CHERRY TUNES
Book by Royce Victor P-5000 and in P-5052.
MUSIC

3 Non-Breakable Hits by NATIONAL
9089—THE RAYVENS— "SOMEDAY" "IF YOU DIDN'T MEAN IT"
9086—BILLIE ECKSTINE— "SOLITUDE" "I DO, DO YOU"
9085—THE RAYVENS— "CARELESS LOVE" "THERE'S NOTHING LIKE A WOMAN IN LOVE"

Lawrence Inks Bluebird Pact
NEW YORK, Oct. 1.—Jack Lawrence, tunesmith-warbler, has been signed to a Bluebird recording contract on the strength of his own waxing. His tune The Greatest Miracle of My Life, Lawrence, writer of Symphony, Play, Fiddle, Play, and other hits for Nat Hẫnale and popular copies under his own label, spotting them with jocks around the country. The discs went the Cincinnati area and Bluebird latched on. Lawrence will record the tune for Bluebird.

The Victor lower-price label has also signed Eddie Cantor and warbler Edie Holtz as a protege of the company. Charles Green, Victor a. & r., supervised Cantor’s first session at Chicago, joined in Chicago by Cantor cutting I Never See Magpie Go and The Music Goes Round and Round.

Music Ops Buy 200,000 Copies Of Health Song
NEW YORK, Oct. 1.—The Music Operators of America (MOA) has arranged to purchase 200,000 copies of That Ignorant, Ignorant Cowboy, a Mercury Records disc, which, the discs, which will have Cowboy hooks on both sides, will get an unprecedented hearty sendoff in the juke boxes.

Cowboy was originally cut by folk balladier Tom Glazer, who wrote the number for the Columbia University Press. The song is a folk-styled warning against the perils of syphilis, and was recorded as a public health service by the Columbia Press, who subsequently turned over commercial rights to Mercury. The disc jockeys are also being urged by Columbia to give the disc a good ride as a public service feature.

National Plans 1st LP Issue With Eckstine
NEW YORK, Oct. 1.—National Records is planning to issue its first long-playing platter, featuring Billy Eckstine, in the very near future. The disc will be a 10-inch presentation coupling of eight Eckstine conditions selected from his most popular waxings, and will be offered to the public a month prior to his present affiliation with MGM Records.

Beloved is given a chance on the artist and the tunes have been written by music wordsmiths Ray Leonard, Feather. The disc will retail for $2.85, tax included.

TD Signs ET Pact With Standard Radio
NEW YORK, Oct. 1.—Tommy Dorsey has been signed to a long-term exclusive contract, e.t. pact by Standard Radio Transmission Services. The deal is the first between Dorsey has made on a long-term basis with any transcription outfit.

Harry Bluestone, Standard’s musical director, has already come east to wax the sentimentalist’s initial date, with 20 tunes sketched.

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Sydney’s Festival Of Musicians Judging

SYDNEY, Oct. 1.—The City of Sydney Eisteddfod, song festival, which started here September 10, has decided to handle no less than 18,000 entries in the wide range of items dealt with and these will be judged by 25 adjudicators. A Eisteddfod has been scattered throughout the city. The Eisteddfod will run from now to October 1 and deals with children down to classes under seven years of age to adults of all ages.

The Eisteddfod, which is an annual function, has become an established feature of Sydney’s musical and dramatic world and is attended by many thousands during the period of judging. Attendances this year are expected to reach the 500,000 mark. In the main event, the opera aria, there are 178 entries, and the adjudicator expert’s judging to take at least a week.

Decca Gets 2 Sides From Joe Davis
NEW YORK, Oct. 1.—Joe Davis who has been utilizing his Beacon Music publications, turned over two sides to Decca last week. The masters, by blues singer-guitarist, and Gabriel Brown, will be issued in October on Decca’s subsidiary Coral label. Titles are Silver and I Can’t Last Long.

On Tuesday (27) Davis cut four originals with veteran jazzman Bill Napoleon and the Memphis Five, who recently featured six tunes on WOR and nightly at Nick’s. Beacon will get all the tunes.

Rosza Signs Polish, Austrian Disk Deals
NEW YORK, Oct. 1.—Enery Rosza, a partner in the Artists and Elite diskery here, returned from Europe last week with publishing rights to several Austrian tunes and set up with the Polish Muza diskery.

The tunes and an option for more material were obtained by Doblinger (Bernard Hermanitzky) in Vienna, by the Polish government. Elite will import actual pressings from Poland, and also obtain masters to recorders here. The Muza catalog consists of popular and Polish classical selections.

Unusual Promosh Given “Azar” Via Broadway Display
NEW YORK, Oct. 1.—An unusual promotion of a pop record broke last night (30) when Star Records began a four-week pictorial push on Tel Solomon’s “Crapsh Sutta” via Million. The object of the push is Star’s first release, Ralph Young’s waxing of Azar. The screen is a 17-foot square installation on top of a building on Broadway in the Times Square area. It flashes prepared 16mm. films, slides, and the drawings of artists who play the screen with pen or brush, magnified by a series of mirrors and reflectors.

Star’s pitch will be beamed nightly between 8 and 11. The first week, pictures of young Azar will be used, with other jocks to be honored in subsequent weeks. Pictures of Young and Azar, a TV dancer, will also run. Six Broadway record shops will also be plugged on the screen as places to buy the disk.

Dicksens Ink Decca, Gale
NEW YORK, Oct. 1.—The Dicksens Quartet, who recently signed a recording pact with Decca, has signed a booking deal with the Gale Agency. The group made its initial appearance here at the Dovry Ballroom Friday (30).

Hitting Big Everywhere
KING 803
BLUES STAY A WAY FROM ME
backed by
GOIN’ BACK TO THE BLUE RIDGE MOUNTAINS
by
DELMORE BROTHERS

2 GREAT WALTZES
STARRIGHT WALTZ
JOHNNY VADRAL ON VICTOR 25-1131
OH MARY MINE
SOKACH-HABAT ON DECCA 45079
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CORA 40012
KENNY ROBERTS
"I NEVER SAW MAGGIE ALONE"
BOURNE, Int. P.A., N.Y.

Two of the Greatest Sides Ever Pressed on One Record!
Look a-Way Up Yonder
Red Masoned with Vocal Background
I Want a Pardon for Daddy
Dottie Leader with Sentimental Accompaniment
Distributors—Some Choice Territory Available

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LOS ANGELES 27, CALIF.
New York:

Ed McCaskey, former professional manager for Kramer-Whitney here, joins Portnoy's, New York. He is successor to-u... Kitty has been doing deejay promotion for ocker Henry Jerome, who recently cut four sides for Celebrity Records. . . Joe Davis has acquired a "Wolverine" from Keith Prowse & Company, Ltd., England. Davis's Beacon Music firm has acquired Abbey Allen's three-hour "Red Wine" show. Davis has leased a personal management pact by Newton. Reyes has also inked an exclusive recording pact with Newton's Derby Records.

Henry Busse and Red Nichols have signed with Lang-Worth Transcriptions. Jack Walker, formerly with the National Negro and Magazines, is Apollo Records' new flack. . . Murray Sporn, formerly with Henry Spitzer, is now the merchandiser. Taylor has joined Virginia Vine's publicity office, handling the fort while Miss Vine's hits are on the line in Artille Lawrence's theater, a local favorite.

Atlantic disk toppers Herb Abramson and Ahmet Ertegun leave in two weeks on an extended trip through the South to scout blues and folk talent in the area, and its new subsidiary label, Plaza. They'll also jock and advertise in Texas and Arkansas. . . Vox Records'zego George Mendelson leaves for Europe October 14 for a 10-day stay. London Records' Kelly Camarata has a new baby daughter, Kathy Lee. . . Lee Finburgh, general manager of Bourne, Inc., returns on Friday (7) from a sales and deejay trip to the Midwest. Taylor has joined Virginia Vine's publicity office, handling the fort while Miss Vine's hits are on the line in Artille Lawrence's theater, a local favorite.

Mal Leeds, former Harms, Inc., contact man, joined Kramer-Whitney (K/W) Music here, and Julie Losch, formerly with Sandle-Joy, joins Kramer-Whitney. Kramer-Whitney has now inked three acts of importance for its operation, K&W, in L.A. The most important is its subsidiary, California Music, which has taken over "Homecoming Waltz" to Music, the predatory joint owned by Decca, Columbia Pictures and Shapero-Bernstein. Mood is being reactivated for the plush, a public domain melody written by Alex Kramer and Joan Whitemay. Guy Lombardo cut it for Decca. . . Frank Yego, former society crooner and leg-violinist, has been renamed as a soloist in the Russian Skazka.

Dave Kapp, Deca veepee in charge of artists and repertoire, took off for a three-to-four-week West Coast combined business and vacation trip. . . Danny Goodman is actually set for a series of concerts in the Philippines beginning about November 13. He probably will stop over in Hawaii (en route to Manila) but will probably return there. . . Benny Goodman has successfully completed his 10 concert tour in the Philippines and may take along his sextet, or will form one of its own to join Benny in the ethnic concert. He will play on the "Music in the Round" broadcast. The broadcast is an attempt to bring the music of Benny Goodman to all over the world.

General Artists Corporation proxy, Tom Rockwell, was due in town Monday (3) for a stay until mid-December. . . Warner Jack Jassan left the Elliot Lawrence stable and has been holding the vocal slot on the "Hit Parade" series and for several years. Last week inked a management pact with the General Artists Corporation. .. He will play on "The Voice of the English" which is a weekly comedy program in Canada. Jack Jassan will be on the air in time for the Christmas season.

London:

Carroll Gibbons is back at the Savoy after a four-week vacation. During his vacation he has been making solo piano appearances in Ireland, Borougham and finally broadcasting in London. He will resume his broadcasts for the BBC and also his commercial programs for Cally Boys and Radio Luxembourg.

Alec Templeton arrived recently to play at a concert in honor of his piano teacher, Margaret Humphries. . . Jessie Matthews took time off Zoe Gail in "Sauce Tartare," still running at the Cambridge Theater.

Nat Allen, who is currently leading his orchestra in the Blackpool show "Coconut Grove," will return to London early in October for a big vocal series. He will present his new line-up next week and will be a week-end at Frank Darley's Meadowbrook, Cedar Grove, N.J., beginning October 22. . . Maypole and Pomona attitude will play their final set at the Crystal Palace, London, October 29, the last week-end in a long visit to England, leaves for the U.S. to join Vic Damone in Hollywood.

Ted Heath's orch and Geraldo and his band both were featured in a televised show for the U.S. network, starring on the Ed Sullivan starring on the Ed Sullivan show. The show was broadcast in the United States and Canadian networks.

Philadelphia:

Xavier Cugat is next in line for the same parade at the Click. Mary Wood and Her Men of Rythm start the season at the 52 Club. . . Walt Jeffreys, after summertime with a Meyer Davis unit in Maine, returns his pianist to the Tabu. News of the week is that October 21 brings in Dinah Washington, the Ravens and Dixie Gillespie . . . George Shearing is making his local bow Monday (10) at the 421 Club. . . Herbie Collins opens the fall season at Wagner's Ballroom. . . Seryl Bader, owner of the New York Umbrella, has been named by the American Artists Association for the year leading the new show. Tom Jones, who is to become the producer of the New York Umbrella, has been named by the American Artists Association for the year leading the new show. Tom Jones, who is to become the producer of the New York Umbrella, has been named by the American Artists Association for the year leading the new show.
AGVA ASKS COURT TO STOP AFM

Vauders Carry Petrollo Fight To Last Ditch

4 Skirmishes in Week

(Continued from page 3) quit AGVA—or else—began to be implemented last week. The first incident occurred at the Latin Quarter, where AGVA, Eastern, and Thursday (20). The Stone group, all AFMers, do singing and talking besides playing. A lot of people out of the show began to be heard at one table. and agreed to use the Stone group only for music. He later changed his mind and had them do their full act. Neither AGVA nor AFM reps, both present in the club, took any action, both promised to do so.

Iceland Next

The Iceland furnished the next incident. Tony Lavelli, former Yale basketball star, who broke into showbiz via the Cafes, had become a member of both AFM and AGVA. When he was ordered to quit the latter, Thursday (19), AGVA threatened to pull the show if he obeyed. Jimmy Lyons, AGVA's Eastern director, had previously put all the top names in showbiz standing, ready to be pulled. Late Friday (20) AFM phoned and said that Lavelli had joined AFM. The actors' union took no action.

Gill Lamb, working at the Stork Club, Council Bluffs, la. was the victim. (See AGVA Asks Court on page 54)

Book Review:

Joey Adams Puts Stem Characters In a New Novel

If Joey Adams manages nothing else, well the curiosity of the bookish negligee-Collage and graduated to Lindy's to find out whether his The Curiosities Never Fail (Frederick Fell, Inc. $3) gives them a mention.

Unlike his first book, From Gags to Riches, this one isn't a collection of gags. It purports to be a serious talk about a Jewish manic, the son of a small-time hoofer, who clings on everybody's back to become the top comic of the nation.

Whether Mason is a replica of any single character, or a combination of several comic's, is a question that should cause plenty of speculation.

Wary of Libel

Mason is a young punk who starts out doing everybody. But as he climbs he continues to borrow material, too, he does it better than the guy he borrowed it from. In his travels he treads a Casanova-like path, with results always on the make. A few characters in the book are named openly, the author seems to be taking the same laws.

It is an interesting novel written better than most books which proceed to tell about showbiz. At times it has the bite of a What Makes Sammy Run and the sweep of a Pat (See Joey Adams Novel on page 54)

RKO Warnings of Palace Name

NEW YORK, Oct. 1.—RKO has notified all indie theaters to stop using the name. "palace-type shows," in their ads, radio spots or window card advertising. The theater chain claims the right to the title Palace, and any combination of words which use the word Palace is a violation of its legal right to the name. Any unauthorized use of the word "Palace" is liable for an injunction.

The first test of this RKO notification was leveled at E. M. Loew, who is operating two Loew houses named Palace. One of the Loew houses advertised it was using "Palace sheets," and the rival chain promptly ordered Loew to stop. He did.

The Loew theater not only its own theaters, or those which actually do business with RKO will be allowed to use the name "Palace" in advertising any vaude shows.

Here and There:

In Anchorage, Alaska, the wartime-meca, Aleutian Gardens, has reopened under the management of Damon & Pollak. Goodfry talent winners Betty Reeves and Al Morrison provide the entertainment. . . Denny Fisher and his faro vocalists are getting the biggest crowds in Alaska at Anchorage's Fort Starns, where the bars are upstairs, downtowns and everywhere. One of them's inlaid with silver dollars, a gimmick that pays off in a place with a $1000 budget.

Three managerial changes involving North Carolina Theaters Inc., were announced by Hugh Smart, local manager for the theater chain. Bob Roberts, manager of the Paramount, High Point, N. C., has been promoted to city manager in M. B. Airy, N. C. Moving into Roberts' vacated place is Joe Abercrombie, present manager of the High Point Broadway Theater; Paul M. Jones, Rialto manager, will take over the Broadhurst job.

Mrs. Cecile E. Lindsay, who has her dance groups at various cities, left Cincinnati Monday (3) for Miami Beach; to take over the Frank Sonne Office there in association with herself, she is handling the ads charge since the office opened last June. Mrs. Lindsay will continue with the operation of dance units.

Mary Miremburg, of the New York theatrical law firm, Goldfarb, Miremburg & Weien, has joined the law firm of Goldfarb in Los Angeles, but her Los Angeles doesn't mean she can step up and order a drink. It means she can practice law in both states. The firm has joined the New York office a Herbert Marks. . . The new set policy at the Florentine Gardens, Hollywood, calls for admission charge based on location. Acts currently there are the Amaryllis Trio, Devilbiss Trio, Johnson Brothers, Manny King and Jean Carter.

Fay's, Providence, will celebrate its 33rd anniversary November 7th. Deane Carroll gets a return date at the Greek Theater, Hollywood, after appearance on the Tonight Show. Warren R. Eades, Miss Americas, has joined the Miami Olympia October 12th. . . Kendall Cappa, acro-dancer, just finished three pictures for Warner Bros.

IN SHORT

Saratoga Springs, N. Y. Oct. 1.—Alderman John Pick is a real showman. His latest stunt was inviting the press call to the National Association of Soap Goods Manufacturers on Tuesday evening. He said: "I and a lot of other audiences would like to see a newsoap bandwagon, including a lot of Enterprise directors. I also have some soap for the audience to enjoy."

MCA Plans Opening of New Paris Office

NEW YORK, Oct. 1.—Music Corporation of America (MCA) will open a Paris office in the near future. A preliminary survey of the territory was made by MCA exec Charles Miller, who just got back from Europe. Tentatively scheduled to head the new office is David L. Stein, brother of a Los Angeles, the latter is MCA's head man.

New Ops Lease Hub LQ at 75C

NEW YORK, Oct. 1.—The Boston Latin Quarter, formerly owned and operated by Mickey Redstone, has been leased to a Boston group for a 10-week term involving a cost of about $75,000.

The new ops will consist of two central bars, Los Flores, and Oxman, with Ed Meister, owner of the Above, handling bookings to the deal, in an advisory capacity. The new owners expect to operate the club as it is now, or $2,500 and $3,000. Nick Agnetta, local indiy, will book the room.

New Buyers For San Fran

SAN FRANCISCO, Oct. 1.—The Gold Coast, S. F.'s house west of Kansas City, Mo., to get a new management after the New York's Palace Theater policy. The bill will open October 25, will run for a month.

Joy Goldman, manager of the Golden Gate, said that is would not be a Palace show intet, al lathed by the New York RKO office. Success of the $25,000 he cut, would determine whether shows will be sent into the city. After the Pacific Orpheum in Denver, the Hill Street and Pantages in Los Angeles and Hollywood, the Gold Coast has the next connection with the recent vaude revival at Los Angeles' Orpheum.
VAUDEVILLE REVIEWS

Palace, New York (Tuesday, September 25)


Judging from the way this show ran, the house is starting to scrape the bottom of its barrel. The first part of the bill had little pace, with only one act registering in the medium-above categories. The latter half picked up, with at least two acts getting solid returns for real jobs.

The bill teed off with the Three Pockets, hooters. Their act can dance and still walk, with their walk-off equally ineffective.

Benson picked up a laggard pace with some amusing chatter as he demonstrated his own brand of magic tricks. His kidding of tricks pullediggies which grew to yokes as he went along. Working to an adult audience, Benson could kill 'em.

Bag Punchers

Lenny and Maggie Rose went thru their intrinsic bag punching routines in smooth fashion. It is a fair flan and a bit old-fashioned after a few minutes. The act picked up a bit when the close brought five bags in a black light. Over-all result, however, was not inspiring.

Radio Acts were in a louty spot. This is a shame, for there are three singing-comedy boys that had to start all over to warm 'em up again. Their dance was definitely scrubbed down for theater audiences to fairly respectable show, however, until their last, the water in the hat box, that they managed to click in agenda.

The Albins were so far the hit of the show. Their knockabout dance routines pulled tall laughs from the male walk-on and kept building all the way. The kids followed followed followed through with a splendid routine. The tiny girl made an excellent foil for her musically-trained partner.

Joe Morris and Susan North were the second biggest thing on the bill. Morris has been away from the biz for some time. When the act was worked correctly, it was a standard fare at the old Palace, Morris does his old stuff from a box but North, however, is doing the straightacting. Morris still hits a line with his old school laughter where only a giggle is desired. The act was definitely a hit for the kids and the program.

The Straw, New York (Friday, September 25)

Capacity, 1,000. Price range, 50 to 85 and up. Shows 7 and 9:30. Show played by RKO Radio's house orch.

Condensing a Broadway book musical to a one-act, seven-song show, the producers have managed to keep it PW and still have it's make sense is somewhat surprising. The show is not quite concerned with idolizing High school but still (See The Strand, N. Y., on page 31)

Orpheum, Los Angeles (Wednesday, September 28)


There's well-balanced fare here this week, with the voice blending Sportmen and brother-sister dance routine of Giesie and Francesca Sonnino grabbing top interest. Slotted last on the show is the short all-dress bill, the boys in holders for a second week and continue to pull yokes with their singing and dancing abilities. The act does not have much in the way of routine treatments. The Sonninos, feat-

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Cold Over

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Cairn, Ill.

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Theatre-Grand - Hotlts

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Complete Triple Bill, Show and Scenery

L. N. FLECKLES

VOORHEES & FLECKLES FAIR AND BOOKING ASSOCIATION

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CHICAGO, ILL.

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CHICAGO, ILL.
NIGHT CLUB REVIEWS

Monaco, Hollywood
(Wednesday, September 20)
Capacity, 275. Shows at 8:30 p.m. and mid-
night. No cover. "The Real Monte Carlo." No cover. Dancing. Booking policy, min-

For freshness and excitement, you have go to see top the Andy and Barrow team. They make sparkling pair and click solidly with each other. Their act is brand new. Luscious Della is equally blessed with good voice and looks, a contagious personality and a distinctly different stage manner. She has the stage manner is relaxed and pleasing. Russell is cleverly served to suit the top couple type and dancy is polished without being stilted.

Russell opens solo with a couple of songs and a good dance. Act takes on the zing the minute his wife walks on, building to a sock wind-up with a piece of pretty and comedy and dance offerings. You Could Be Replaced is a string of Russell take-offs on Dick Haymes, Vaughn Monroe and Frankie Laine. Last name amusingly presented, interrupted and brought down the house. Two songs are many miles for the other, including Say It With Music, Ain't She Sweet, Shine On Harriet Moon, My Heart's in the South and You and My Gal. Routine complete with hoofer dancing on Chicken Fried Steak and Larry's gun and dandy selection and brings cheers. Wind- er Barber is cleverly handled, pair going dreamy for Maybe It's Because while doing a couple of turns on the dance floor. Each picks an elderly partner from the customers dancing.

Barbara borrows the botom from Roger Spiker to support the Russell, Spiker on those for dance- ing with the Stilt Stills, rumba combo, setting the Latin beats.

Freddy Fields Goes to MCA October 10

NEW YORK, Oct. 1. — Freddy Fields will join the Music Corpora-
tion of America (MCA) October 10. He will work in the sales department out of New York.

Fields has been with the Abner Gloves office for five years, man-
ing the office when Greshaw was away.

Part of Fields' deal with MCA is the understanding that he need not bring any properties with him when he makes the shift.

Stem Slides to 415€; Boff

27G for Palace; Roxy 99

NEW YORK, Oct. 1. — Stem takes continued to slide last week; the figure for the week was $415,000 against previous week's $500,000. Romance over-all gross was down, the drum thumping drive put on by box offices is now down to $22,000 for its Vaudeville Week paid off $40,000 more than $22,000. That of the new Palace bill (reviewed this issue) has Morris and North, Bobby Brown, six other acts andStrange-

Radio City Music Hall ($500,000) out to $155,000 fell back to $115,000 for its third week compared with $125,000 for its second week. The bill comprised Commission, George, Leonard and Under Capricorn. Roxy ($4,000 seats; average $700) drew a fine $850,000 for its second week.
NEIL SCHAFFNER, head man of the Schaffner Players and vet- eran producer, owner and playwright, and his group were the subjects of an extensive interview with Mrs. A. Klein, staff writer, in an article in The St. Louis Globe-Democrat. Piece was accompanied by two and three-column pix depicting the group, and even larger tent show is about fad- ing. When the cold and the automobile and the inflammable tent needed in some of the scenes, inspection by police and fire departments, the task of handling and transportation and the lack of personnel, the show is still a hit. Dray wagons and four horse team were used to transport a couple of hundred people from the site. This makes the show appear bigger. The opening was set for October 1.

WHILE passing thru Ohio recently, Eddie and Jean Leach, known in showbiz as Pearl Form and Eddie Rupple, of Cincinnati, Mich., were in Buffalo, N. Y. Writing from Buffalo, they say: "It is a real treat for us to see one of our old-timers, and we enjoyed all that night and visited back stage with an old-timer from the olden days. We have a fine outfit and the audience enjoyed the good, wholesome entertainment. We realize how much it means to prove the tent-reel field isn't dead yet. Our wagon Masie and I will be heading west with John and Emma Ray, ... Carter Dramatic Company, who closed and succeeded to this date, and he plans to repeat at a number of the dates we have played."

E. G. Brady writes from Cor- vaile, Ore., that he will get his next show ready in the fall. He spent most of the summer on vacation and may take up a first-time stock and roadshow man- ner and performer and at one time managed to get a horse drawn wagon and a tent. He is young and his owners organization called COMA to fight unfair railroad tactics as much as possible.

The Manhattan Players have an old stand by, Fred Locke of the cut sylvania and their equipment looks practically new. At Karn City, E. H. Hibernia, the show called a beautifully framed Tom Show of long ago out of that city. It was short-lived as the management had trouble in selecting one and a half of the ensembles. The show and the baggage stock couldn't handle the heavy loaded wagons they used and many of the years the wagons were stored at that village.

Jim Cole

"The coal regions brought up the old Jim Cole rep show and if he leaves out the Cowpuncher and the Cowgirl. This show was a winner in this part of the country and traveled overland for a number of years. Light was furnished by gas, and the wagon was a typical flat bed with bronce tail boards."

Band Improves

Jeff Urrah and Bob Drake, good old time operators, joined and the band improved immediately. One morning while the show was up and they were feverishly playing a crap game on the railroad right of way and they tried to get the boys to improve. Finally, they did enough to get all they had, then they cleaned the table and "I'll bet you can't fool me." And try as they did, they never got him in another game all season.

This show was billed as a circus and played Iowa, Minnesota, the Da- nes and Nebraska. I often wondere what it was about Uncle Tom that attracted the people. I always thought the kids and the old people had something to do with it, but one old fellow in Humboldt, Ia., told me that he knew the stock. Frowning Peggy, Kelly said that was because they knew what they would see.

I, my wife and daughter, Con Ho- lay and my niece, Bill Dunn, Esther Brody, Nell Crow, Bill Kinman and Jack Cranmer re- mained at the depot when everyone was on the move. All shows had a good-natured daughter had outgrown Eva, so she began playing Topsy. We closed at Newton, Iowa, October 8. If ever there was a man who enjoyed the Tom Show business and knew how to run it, it was Harry Kelly.

Bartones Wind Up Successful Season At New Vienna, 0.

NEW VIENNA, O., Oct. 1. Following their 3rd annual tour, which proved fairly successful, the Bartones had their final performance here tonight, Sid Householder, operator, and his wife have been with the Bartone company for the past 12 years. They have been playing about 15 miles. This is their last stop in Ohio, he said.

Show roster included Frank Rade, characters and magic; Bob Weller, bands and characters; Dick Fink, lutes and piano; Beulah Householder, comic characters and comedians; Sid Padulac, photography, Judy and piano; Hobie, and piano; Don Cronkite, Junior Showman; William Worley, and Anson Wymore, bass canvassers. Pearl Barone, Bartone's daughter, says she has been in ill health.

REP RIPPLES

MILLER LAUDS SLOUT ORG: FANS MISE GIVINNS

WELLSBURG, N. Y., Oct. 1.—Fol- lowing the death of the veteran showman during their stand in Charlotte, Mich., Art (Doc) Miller this week took the fine varied stock of his varied stock to point out some of his obser- vations on the Stout org and other Elec- tric personalities. Nellie and Orpha Crow were there, as was W. J. Dunn, who was father of the two youngsters. Marks, Fred Finley, Negro from Col- umbus, Ohio, was on hand with the Mc- Crow, old-time stock and repertoire actor, had charge of the company this season in the absence of none of us, including Manager Harry Kelly, had every reason to believe Mc- Crow was a good actor but he didn't understand that we were the ' best thing. The Tyler- manly showmanship from front to back," Doc Miller said. Doc Miller states that creates good will for all types of tent shows. Its business would do credit to any man with plenty of 24-sheet duads in hand. There are plenty of additional to the special little lithos plenty of window dates were used.

"The large dramatic top is made from a pleasing shade of autumn brown trimmed with a well-ironized shade of canvas. Inside were hung 80 banners all nicely painted. Manager Stout has been paying many a winter night designing his polo pants for transporting poles and stringers. In addition to its clever body con- structed snugly around the front bumber. This is used to spot trailers into position and stand in front of the driver instead of steering."

Miss Givinans

"At Archbishop Lavelle's native city the absence of the Norma Givinan show and inquiries to the effect that the show was being moved Thru Northern Ohio plenty of interest and some of the local long jumps prevented catching the show. In Western Missouri, we had to work hard and George Milton over forgot facts on the old wagon. At Cheyenne recalled that last winter she ran across some Colonel Swan paper that was still up in an em- pty store. After investigating, she found that the paper had been posted about the show and the whole state. Mrs. Givinan's plight when the Seaboard Rail- way started to run its petting lines and then refused to return to them because of their wood under- standings. The post office is the owners organization called COMA to fight unfair railroad tactics as much as possible.

The Manhattan Players have an old stand by, Fred Locke of the cut sylvania and their equipment looks practically new. At Karn City, E. H. Hibernia, the show called a beautifully framed Tom Show of long ago out of that city. It was short-lived as the management had trouble in selecting one and a half of the ensembles. The show and the baggage stock couldn't handle the heavy loaded wagons they used and many of the years the wagons were stored at that village.

Jim Cole

"The coal regions brought up the old Jim Cole rep show and if he leaves out the Cowpuncher and the Cowgirl. This show was a winner in this part of the country and traveled overland for a number of years. Light was furnished by gas, and the wagon was a typical flat bed with bronce tail boards."

Band Improves

Jeff Urrah and Bob Drake, good old time operators, joined and the band improved immediately. One morning while the show was up and they were feverishly playing a crap game on the railroad right of way and they tried to get the boys to improve. Finally, they did enough to get all they had, then they cleaned the table and "I'll bet you can't fool me." And try as they did, they never got him in another game all season.

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BOSTON, Oct. 1.—The problems which confront amateur and regional theater are well illustrated in the-page play schedule this week at the Bostonian Theater, a member of the National Theater Conference. After last season's $6,000 deficit and now conducting a campaign for contributions to help fill the loss.

For nine years the Trib and Ter, 1949, under the capable direction of Eliot Leavill, has helped to enrich Boston's theater life. And with notable productions of plays from all departments of the classic repertory, as well as contemporary successes (but not conventional commercial theater fare) the Trib has given Boston a kind of entertainment it would not get elsewhere.

The Trib has given the world its first production of several grand opera plays, the Boston debuts of others. Here are a few examples: a noted Verdi opera, La Traviata, plays new to Boston: Philip Barry's Here Comes the Senator! and F. Scott Fitzgerald's The Last Tycoon, Anderson's High Tor, Oscar Wilde's Salome, and many more. Metropolitan opera production of the 40-year-ban Struven's The Love of Three Oranges. The Trib has presented 16 Shakespeare plays, some never before done in Boston, and a span of Shaw, Ibsen, Restoration plays, and eighteenth-century plays. The Trib has been a little theater and never was it better than now, with the largest budget ever recorded.

The Trib has $200,000 in excess funds, which it is planning to use to bring to Boston a little theater program of the first order. The Trib has been a little theater and never was it better than now, with the largest budget ever recorded.

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null
JESSICA is a mermaid dancer, of 12-girl leader; P. IL Billboani, or 7 on Littleford's crew on Coast....

MONTPELIER, Vt., May 24, 1949—A 19-year-old dancer, Russell Harris, has been charged with first-degree murder in the shooting death of a girl he worked with in a Vermont dance school.

Russell Harris, 21, was arrested early Wednesday morning aftergamma's Guilt, the Vermont State Police said.

The shooting occurred outside the school, which is located about 15 miles from Montpelier, the state capital.

Harris, who had been a student at the school for several years, was being held on $50,000 bail pending his arraignment in court.

The victim, a 16-year-old girl, had been a student at the school for about a year and had been roommates with Harris.

A preliminary investigation revealed that the shooting was the result of a dispute over a personal matter.

No motive for the murder was immediately apparent, but police said they would continue to investigate the case.

The school's director, a prominent local businesswoman, said she was unaware of any prior problems between Harris and the victim.

The school, which is located in a small town, has a reputation for strict discipline and has been praised for its success in producing professional dancers.

Harris, who has lived in Vermont most of his life, is a graduate of Vermont Academy, a private school located in the state's northern region.

The school's principal, a well-known figure in Vermont's arts community, said Harris was a talented dancer who had been suspended from the school twice in the past year for违反校规.

The principal added that Harris had been struggling financially and had been living in the school's dormitory for several weeks.

Harris' lawyer, who could not be reached for comment, said his client was shocked by the charges and was cooperating fully with the investigation.

The school will hold a memorial service for the victim later this week.

A resident of the area, who asked not to be named, said the community was in shock over the shooting.

"This is such a small town," the resident said. "We can't believe this could happen here."

The school has been in operation for 30 years and has a reputation for producing successful dancers.

One of its former students, a well-known dancer, said the school was known for its rigorous training and demanding curriculum.

"It was a tough school, but it was worth it," the dancer said. "I learned so much there."
THE FINAL CURTAIN

BOARDMAN—Mrs. O. V., known as Madam Ross and her Trained Cockatoos, September 15 in Charleston, S. C. She and her husband, who died in 1943, had been in outdoor show business 15 years. Survivors include a daughter, Mrs. Gerald R. Weeks. Burial in Charleston.

CLEVENGER — Robert Carl, 20, from the effects of poison, September 23 in Hollywood. A ballet dancer, he had appeared with the Metropolitan Opera and at the Earl Carroll Theater, Los Angeles, under his professional name of Calif Norden. Survived by his mother.

COONS—Robbin, 44, former Hollywood newspaper correspondent, magazine writer and war reporter, at Santa Monica (Calif.) Hospital, September 30. Survived by his widow, two brothers and a sister.

CUZNER—William H., 70, for the past 40 years owner-manager of the Strand Theater, Sydney Mines, N. S., suddenly September 21 in that city. Survived by two brothers and a sister.

DREW—Frank Marched, 97, veteran showman, September 24 in St. Petersburg, Fla. He was with many circuses and was in the theater business most of his life.

ECKHART—Claire, 83, former ballad singer, high-wire and trapeze performer, September 21 at his home in Columbus, O. Survived by his widow, Martha, and a daughter, Mrs. Gladys Fondow, of the former aerialist team of Fondow and Gladys. Burial in Green Lawn Cemetery, Columbus.

FRUSIE—Stephen A., 37, magician, singer and actor in New York, had been appearing at the Wilvel Restaurant and suffered a fractured skull in a fall on the stage.

HAMPPEL—Joseph, 55, associated with Curley Little in the operation of the Queen City Shows, September 30 in Cincinnati. Hampel at one time owned the Norwood (O.) Glass House, wholesale and retail establishment. Survivors include his widow, Rose; two brothers, Anthony, of New York; Aloys, Middletown, O., and two sisters, Mrs. Josephine Schibi, Cincinnati, and Sister Mary, Deslours, Dayton, O. Burial in St. Mary's Cemetery, Cincinnati, October 4.

KERSLAKE—Seaborne Frederique, 84, old-time circus star, September 29 in Gill, Mass. (See Circus Department for further details.)

LAWRENCE—Charles (Dud), 53, former circus general agent and advance man for 30 years, September 11 in Elgin, Ill., of a heart attack. He had been associated with the John Robinson, Hagenbeck-Wallace, Sam B. Dill and Tom Mix circuses. Survived by his widow, Elsie; a daughter and a brother.

MARON—Frank B., 58, member of the planning division of the Jam Handy Organization, commercial motion picture producers, September 28 at his home in Detroit. Survived by his widow, Lucille, and two daughters.

MATHERS—Dr. Manley B., 60, owner of a private zoo near Mason City, la., in that city September 20 of injuries sustained a week previously in a fall. Dr. Mathers' zoo was one of the largest private organizations of its kind and he sold animals to trainers all over the country, as well as to public zoos. Survived by his widow, Iris, two sons, Merri, of California; Kenneth, Mason City; a daughter, Mrs. Marcella Lohrside, Springfield, Ill., and a brother, Lester, Lebanon, O. Burial in Mason City Sep- tember 22.

METKIN—William V. (Bookeyke Hill), 85, former operator of a Wild West Show, recently in Sarasota (Fla.) Hospital of a heart attack. In outdoor show business for 42 years, Nethkin was also known as a march- man, knife thrower and show talker. He retired 15 years ago. Survived by his widow, Nora. Burial in No- konia, Fla.


ROGERS—Frank, 74, former amusement park operator and president since 1940 of the Florida State Theater, Inc., September 25 in Tampa. He had operated parks in Mobile, Ala., and Frankfurt, Ky., before going to Florida to enter the film exhibit field. Survived by his widow and a son.

SHEELS—George, 63, Abbey Theater manager, September 19 in Ballymoney, Northern Ireland. Among his plays are Redmates, Paul Pryming, Professor Tim, Courtney and Kenny, Mountain Duet and The Gossips. Later Abbey Theater successes included The Ragged Path, The Summit and The Passing Day.

SILVER — Mrs. Fiorentine, 91, mother of Morris Silver, head of the Tampa theatrical agency which bears his name, September 26 in Chicago. Mrs. Silver, who was born in Passau, Germany, and came to the U. S. when 13 years old was known personally by hundreds of entertainers whom she met thru her son, who at one time headed the William Morris Agency in Chicago. Burial in Mount Mary Victory Cemetery, Chicago.

WARD—Will J., 65, vaudever, September 23 in Bloomfield, N. J. He started in showbiz as a juvenile in Gus Edwards' Mattache Girls and, after further Edwards productions, developed some of his own back acts, known as the孑23. Now in both the PComic and Symphony Girls. He later partnered with the Lorraine Sisters in a picture—(See Final Curtain on page 54.)

IN LIVING MEMORY OF

THE DEPARTED MEMBER OF THE FAMILY

October 5, 1947

SADIE and JACKIE WILSON

IN LOVING MEMORY OF

MY WIFE, MARGIE

October 5, 1947

IZZY CETLIN

Until We Meet Again.
FINAL CURTAIN

(Continued from page 53)

singing act. Ward recently finished a four-year run at the Metropole in New York. His widow, son, and daughter survive.

WRIGHT—G. A. (Billie), former comedian, died over the weekend in the Showmen's League of America, and was part of the business service in Chicago, September 30 in Minneapolis. (Details in General Out- of-town section)

ZIEGFELD—Mrs. Edith, 79, widow of Ziegfeld, is ill in the late Flo Ziegfeld, September 22 in Chicago. Her daughter survives.

Marion Bell Lerner, soprano, from Alan L. Lerner, New York producer, is reported to have married recently. Mrs. Jimmy Dorsey from Jimmy Dorsey, orchestra leader, at Los Angeles September 26.

RE Pripples

(Continued from page 49)

WALTER KANE, of Middletown Conn., recently concluded a successful season with 16mm. pictures. His plans to go into halls and churches with religious films for the winter. Four months ago, they opened their winter season. They are planning to open their winter season in the spring of next year's season to the same as they go along. . . . Lanier Players and the film operators are planning to open their winter season in the spring of next year. Opening is slated for November. They will try some short-cuts bills later in the season, but the opening date will be the winter. . . . Harvey Roberts will have a show-dance trick around for the winter season. . . . Butler's show is being booked for the winter. They and will play some dates in Ota- bario before heading for New York. . . . Close to 171,000. Jack (Top) Rollins pens from Hem- stead, Tex., that he has packed up show and gone to halls. . . . I have a smoothing-trick show for the winter season. . . . Rollins plans to open . . . Jay Derbin will have 16mm. pit in the Rutan, N. C. area this winter. He will be an attraction at the Rutan, N. C. area. . . . Doreen during the summer season. . . . Rollins plans to open . . . and will play fair-sized towns under various set-ups. The small pit tricks are not done yet, and it will be tough killing us off. All we need is a chance to make money. . . . Jay Derbin will have 16mm. pit in the Rutan, N. C. area this winter. He will be an attraction at the Rutan, N. C. area. . . . Doreen during the summer season. . . . Rollins plans to open . . . and will play fair-sized towns under various set-ups. The small pit tricks are not done yet, and it will be tough killing us off. All we need is a chance to make money. . . . Jay Derbin will have 16mm. pit in the Rutan, N. C. area this winter. He will be an attraction at the Rutan, N. C. area. . . . Doreen during the summer season. . . . Rollins plans to open . . . and will play fair-sized towns under various set-ups. The small pit tricks are not done yet, and it will be tough killing us off. All we need is a chance to make money. . . . Jay Derbin will have 16mm. pit in the Rutan, N. C. area this winter. He will be an attraction at the Rutan, N. C. area. . . . Doreen during the summer season. . . . Rollins plans to open . . . and will play fair-sized towns under various set-ups. The small pit tricks are not done yet, and it will be tough killing us off. All we need is a chance to make money. . . . Jay Derbin will have 16mm. pit in the Rutan, N. C. area this winter. He will be an attraction at the Rutan, N. C. area. . . . Doreen during the summer season. . . . Rollins plans to open . . . and will play fair-sized towns under various set-ups. The small pit tricks are not done yet, and it will be tough killing us off. All we need is a chance to make money. . . . Jay Derbin will have 16mm. pit in the Rutan, N. C. area this winter. He will be an attraction at the Rutan, N. C. area. . . . Doreen during the summer season. . . . Rollins plans to open . . . and will play fair-sized towns under various set-ups. The small pit tricks are not done yet, and it will be tough killing us off. All we need is a chance to make money. . . . Jay Derbin will have 16mm. pit in the Rutan, N. C. area this winter. He will be an attraction at the Rutan, N. C. area. . . . Doreen during the summer season. . . . Rollins plans to open . . . and will play fair-sized towns under various set-ups. The small pit tricks are not done yet, and it will be tough killing us off. All we need is a chance to make money.

ACTORS

CURTIS, Everly, 30, vaudeville actress, of the Curtis-Phillips trio.

FRENCH, Sally, 41, vaudeville actress, of the French sisters trio.

HORNER, Mrs. Edith, 79, widow of Ziegfeld, is ill in the late Flo Ziegfeld, September 22 in Chicago. Her daughter survives.

Marion Bell Lerner, soprano, from Alan L. Lerner, New York producer, is reported to have married recently. Mrs. Jimmy Dorsey from Jimmy Dorsey, orchestra leader, at Los Angeles September 26.

(Continued from page 46)

next case. Lamb, a former sax player, now does a small harmonica bit in New York. He is a former holder in both AGVA and AFM. He has been hired by Omaha to quit AGVA. When he refused the house band (Don Redman's), he was asked to work any dance bands anywhere. He jumped the band wouldn't play for her. 0ck later played for a number of bands.

St. Louis, too

(Continued from page 46)

Joey Adams

(Continued from page 46)

Joey, Y'll make a lot of guys yell . . . that's about the only thing that was apparent that was Adamin's innovation.

The Curtain Nearer Falls is intended to be autobiographical, Adamin says, and is intended to be a poke at some comics now in the upper brackets, it is said.

Everything considered, it is an interesting, an exciting book and therefore a commercial book. The chances are the boys in the studio, especiality Denny Darke, are interested.

Bill Smith
October 8, 1949

OUTDOOR

Communications to 188 W. Randolph St., Chicago 1, Ill.

COLE ORG SHUTTERS OCT. 16

Rodeo Is Off To Good Start In the Garden

Antry Plugs His Songs

(Continued from page 4) 4 the entertainment to this year's pro-
duction. The braves were attired in eye-filling costumes that might have
been built by Brooks for a boxy production number, and only strobelighting
would have added to its color-
fulness.

Only the hoop dance, performed by two Chippewa and personnel, amaz-
ingly body suppleness and dexterity, had top show appeal. All
dance units performed perfect, rhythmic and smoothly presented,
very satisfying and meaningful to most
of the audience. The group performs
on a portable wooden platform in the center of the areas with Antry as
center.

Horse Act Chows

Ken Becket, the third money
winner in the steer wrestling con-
test, had his horse, the Old
Gray Mare, proved a smooth act
that would fit nicely into almost any
affair, particularly if the act
relied as well as most indoor spots
that can handle a horse act. With
spare noticeable cueing, the
(See Garden Rodeo on page 56)

The Becks Wind Up In Alaska; Find Business Okay

ANCHORAGE, Alaska, Oct. 1—
John and Dolly Becks, owners of the
Pacific Northwest Shows, explain
ing their decision to end their Alaska
Jaunt.

"We just got the urge to pick up and
move farther north."

"We were playing Cutbank, Mont.,"
John reports, and Dolly wasn't
feeling well. We decided it was time
we took a vacation. We packed up our
show equipment and took off; for
where we weren't sure. We wound up
in Alaska, the first show, I believe,
to play the Yukon Territory and
Alaska.

The trip to Anchorage was no
bourgeois dream, they report. With
trucks, shows and animals packed
into eight trucks, five trailers and four
automobiles, the group numbered
42 persons, encountered, among other things, four blackouts
and a broken trailer hitch. On the
Smoky River ferry the long trailers
overturned and a ferry deck and dipped into the river.

The Becks were in Whitehorse, in the Yukon
Territory, when the show was held.

Edmonton authorities wired special
permission for a traveling American
Arnival to play Canada. Org had a
red five-day stand in Whitehorse.
Within 24 hours the crew, whose
personal was increased by one, Mrs.
Mabel, a native of Alaska, with her
husband operates the usual gay way
for a birth to a son. Infant was nicknamed Yukon Kid.

The Becks moved from Fairbanks
and opened September 10. De-
spite rains and chill winds, business
was okay.

G. L. (MIKE) WRIGHT

Mike Wright, Ex-Showman, Dead at 48

Year's Illness Fatal

CHICAGO, Oct. 1.—Funeral
services for G. L. (Mike) Wright, 48,
tireless worker in behalf of the
Showman's League of America, and
former outdoor showman, will be
held at 12 p.m. Monday (3) in the
Lain & Sons Funeral Home, a mem-
berment will be in Showmen's Rest,
Willow Cemetery.

Wright, ill over a year, died
Friday (30) in St. Joseph's Hospital,
Milwaukee.

In recent years he was president of the
Publishers' Business Service and
general manager of the Trade
Service Company, with headquarters
in Chicago. He was one time connected with the
C. A. Wortham Shows, he re-
tained a keen interest in the activities of the SLA and was an enthusiastic
worker in League projects.

Mike was also a general sales
manager of the Hilliard Chemical
Company, St. Joseph, Mo., and presi-
dent of the Weight Laboratories, Inc.,
Kans City, Mo.

He was a member of the SLA's board of
directors and was a member of the
Mulla Temple Shrine, St. Joseph,
Mo., the Miami Showman's Associa-
tion and the Heart of America Show-
men's Club.

His widow, Mabel, survives.

Sked Special Train Service For Conn. Rodeo Patrons

BRIDGEPORT, Conn., Oct. 1.— New York, New Haven and Hartford
Railroad show trains, which once a month have been bringing patrons to
specified hits at Broadway theaters,
will bring a group of rodeo fans to
New York Tuesday (11) for the night
performance of the 21st annual rodeo
at Madison Square Garden.

Sections of Tuesday's show train will
be made up at Hartford and Waterbury, Conn., and will pick up
rodeo patrons at New Haven, Bridgeport
and other stations on route to New
York. Tickets for the show train and
the rodeo are sold at the New Haven Railroad ticket office, 31 Park St.,
and Jaunt is being heavily publicized.

Gene Autry, singing star of the
Garden's rodeo, and a group of neu-
sicians and singers from the rodeo
will be on the train to greet and en-
tertain the passengers.

Zack Terrell, Once Owner, To Help Reorganize Show In Miami Winter Quarters

Route Switch Reportedly Ordered by Eddie McEuen

By Hank Hurley

CHICAGO, Oct. 1.—Cole Bros.
Circus will wind up its turbulent
season Sunday (16) in Miami and
move into its recently purchased
winter quarters there, preparatory to
undergoing a complete reorganiza-
tion. As of Oct. 6, The Billboard learned
this week.

Re-entering the Cole picture in
Miami will be Zeke Terrell, former
owner of the Cole org, who will
wrestle with the show in quarters,
hoping to reorganize from top to
bottom.

Contacted, via long distance tele-
phone, at his home in Owseawer,

38 Top-Level Chi Men Land On Fair Board

Group To Map Yearly Expos

CHICAGO, Oct. 1.—A 36-member
Chicago Permanent Fair Commission
this week was named by Mayor
Collin L. Kennelly to take over the operations of the
Chicago Railroad Fair, which
closes here tomorrow, and to
plan a model exposition on the
lake-front site.

Comprised of top-level men of
the city, the commission will raise funds to
stage an annual fair. The sum of
$200,000 was sought for the project, the mayor said, in an

Powerful Finish

"CHICAGO, Oct. 1.—The
Chicago Railroad Fair, which ends
its second annual run to-mor-
row (2), has been enjoying
enormous Attendance down the
home stretch. On Sunday, September 25,
yielded a turnout of 65,995, the
biggest gate of the year. Pajent
attendance of 22,044, September 24, when the outside
gate hit $7,325, also was a record
for the year.

announcing the make-up of the
commission.

A meeting of this group to begin
the fund-raising drive and map the
route for the 1950 season will be
held here this week, public,

Zack Terrell, former owner of the Chicago Railroad Fair, is
reportedly ordered to provide a route switch for the show by
Eddie McEuen, the new owner of the Cole org. Terrell, who
had been planning to return to the Cole org as its assistant
manager, is believed to be on his way to Miami to oversee the
show's new quarters.

Terrell Says No

Terrell, however, brandished the
part of the story false. Asked
whether he (Terrell) would be with
the show when it moved out of
quarters next spring, he replied:
"That's the $64 question. It all de-
PENDS ON MY HEALTH.

Assumption is, however, that
Terrell will travel with the show
this winter and will return to the
new org's headquarters in late
spring.
**Garden Rodeo Gets Away to Bang-Up Start**

(Continued from page 55)

"CAP" BILLY CURTIS

**By Sam Abbott**

"That is another of a series of articles on little-known facts about people prominent in outdoor shows."**

**"CAP" BILLY CURTIS** is a fighting man. He licked many a problem during his 58 years on circus loots over the nation. It mattered not whether the problem concerned getting the show up and down or was high in the high-flying works, and the task was a big one. He was a master finisher of all. All were the same to Curtis.

"Athough his problems in the driving category he invented a true system for securing strings, a set of seats on trucks that could be wheeled into position and moved after the show by reversing the procedure, and a device for rolling end transporting big top tents. The second category he solved with his fists and his answers to "Hey, Rube!" calls have become legendary.

William Hanford Curtis knew little about circuses until he saw the Welch Show in Hazelhurst, Wis., near the farm on which he was born in December, 1891. Unlike the fictionalized juvenile character that falls in love with the smell of barnbark, Curtis accepted the circus as anything but work-heatedly. When he left home in Copiah County to go with the Charles Andrews Circuit in New Orleans about 1907, it was for adventure—not to make a career in the field.

A farm boy at heart, working with the Sheltlands on the Andrews show appealed to him. But even this didn’t extend too far for when he moved from Harris’ Nickel Plate Shows to Sells Bros., he became horse handler, helping six-horse teams. In 1912 he rejoined the Harris shows as first assistant on the big top he breathed a sigh of relief to get away from the horses. During the time he had been in charge of the team he lived in dread of being trapped.

Almost as soon as it takes a circus man to say "John Robinson," Harris Robinson was how to New York State to open an all-Eastern tour. Not long after, the Sheltlands, and at large, the show ran into a succession of days of rain with Curtis folding canvas in knee-deep mud. It was then, too, that Curtis made a decision—either he would give up benefit circuses in later years.

He had not become used to being away from home. Working on lots that were seemingly bottomless mud pools added to his unhappiness. The circus was not for him, Curtis thought. But then on second thought, it was a long ride.

(Cap or Problem on page 65)

**Lynch Show Good**

**Draw at Peoria**

**BERLIN, Oct. 1.**—Outdoor show business, in general, has found the going tough in Berlin the past summer, with such spots as the once-popular Berlin Zoological Gardens, and the tents of the Circus Blumenfeld and several rides have been operating, drawing very poor returns. Performers are being aimed thru welfare fund raised by means of benefit shows put on by the F.I.A.L., organization of vaude and circus folks.

High-wire and aerial thrill acts have reverted to the old days of setting up their rigging in the squares and along the boulevards of the small city and in a corner living thru passing the hat after each performance.

One of these troupes, the Gahees, presenting novelty thrill routines, met with so many smash accidents that the police finally prohibited further performances of their routine. Several weeks ago one age of the girl members of the troupe was so badly hurt in a fall from the wire that she is still hospitalized with a fractured spine. Recently the rolling globe used by the troupe jumped the track and injured two spectators, and a few days later, during a public parade, a newspaperman occupying the globe on its descent suffered a brain concussion.

The renowned Cinarro troupe of high-wire artists have been playing the annual Berlin-Mankertod Autumn Fair.

**German Acts Again Work for Gratuities**

**By Tom Thorpe**

**CARNIVAL WHEELS**

**By Sam Abbott**

(Continued from page 55)

nag collaborates in a fast-moving pantomime routine, including the usual shunts but with surprising juggling effects on laughs.

George Mills, perennial top stringer, is again on hand and performing as recklessly as ever. He has been accompanied by an assistant, Richard Wamick has replaced Mills’ former partner, Jazbroo Manz, who won a fruitful season with the mobile crash several months ago.

Fifty-dollar basketball was revived for this session after a long hiatus. The contestants, on the dirt floor as much as on the horses, are usually the ones that do their best, as they are often completely hidden by a blu of hooves.

Other varied features include the grand entry with 122 riders and the repeat performance of the murder scene, "Round the Prairie," starring Gene Autry, complete with chuck wagon, the usual stands, steers and blue lights.

**Horseback Quadrille Featured**

Spectacle features include the Lightning C Ranch Co.’s Special Quadrille with the following couples on matched horses: C. B., H. Halbert and Fay Kidway, Jim Schmacher and Carolyn Calhoun, Tater Dockar and H. N. Smith, Loyal God and Mitti Riley, Pete Kerscher and Fay Blessing, Marvin D. Matheney and Henry Sultenburg, and Berneta Kerscher, Lex Connolly and Mel Harmon. The riders were riding the Cottonwood, and Seltzer.

Appearing in the cowgirls’ trick riding and handline exhibition were capable veterans Faye Blessing, Norma Shoptaw, Mitzi Riley, Jeanne Goodhall and Pauline Pickard.

Competition events include bareback bronco riding, calf roping, saddle bronc riding, steer wrestling, and long bull riding which is the world’s hard horse rodeo.

James Cimarron’s cowboy band is again at it, this time with music. Ray Lackland has replaced Abe Leffton as announcer, and continues to call the quadrille numbers.

Officials of the rodeo are: John Reed Kifer, president; Bernard F. Gimbel, chairman; Ned Irish, vice-president; Carl M. Turner, manager; and Frank Moore, manager.

Area sponsors are Fred Alvord, secretary; Charles M. Erts, Cappy Erts, the latter serving as chairman; Royal Colburn, manager, director, and Frank Moore, manager.


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(Continued from page 55)

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**GALLERIES**

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Helen Harvey Girls, serial novelty act, are completing their 18th week of park and fair dates; they report from Erwin, Tenn. - Carl Sahlen, a member of the original Feelsies Poster, serial casting turn, has been building rigging at his home in Bucyrus and preparing for retirement from the road in 1942 as the result of injuries sustained when struck by a railroad train 46 years ago in the circus field, Sahlen went into war work shortly after his accident and was in charge of all rope splicing for the big Ringling ships. He recently constructed a 55-foot-high rigging and new net for Mr. and Mrs. J. L. Owens, Chattanooga, who returned recently from an engagement with the Circus in South America. Sahlen also has constructed gun mats for Evansville's schools.

Acting at White County Fair, Sparta, Tenn., included the Chicksan, jugglers, singing and comedy; Don Richards, slack wire; Roscoe Armstrong, Bucking Ford, and the Flying LaVeaux.

The Fisher and Graham Trio, aerialists, played the Ohio Apple Festival, Jackson, September 19-24.

Earl Shipley recently returned to Chicago after a successful season with the Jimmie Lynch Death Circus. After a brief vacation, Shipley goes out with Orin Davenport, indoor circus operator.

Indian Creek Ranch Rodeo Company line-up at Chicago Railroad Fair includes Owners Loyd and Amanda Schermerhorn, ropespinning, Bud Ebert, Bud and Buck Jones, clown, Buster Boots, and Judy Lowther, Milton and Lorraine LaFleur, Geneva Jones, Bud and Maggie Ebbard and Johnny Emmert, trick riding; Ed Dona and Yvonne Purcell, high school horses; Henry Selinsky, trick horse and horsemanship; Jack and daughter, Texie, and Mildred, horses and captive; Ivan Bailey, Arnold Lancioni, Bobby Greo and Martin Morgan, bronc riding; Bob Smith, Sammy Neeley, Ned Anspach, Mickey West and Emory Evans, bull riding, and Uncle George Rhinehart, comedy mule and trick horse.

The Flying Valentines have concluded a route of 10 weeks of dates in Kansas, Nebraska and Texas for the J. C. Michaels Attractions of Fostoria, Ohio. Additional dates include Fairbury, Deshler, Clay Center, Millard and Crete, Neb., Centralia, Glasgow, Emporia, Salina and Clay Center, Kan., and Amarillo and La Grange, Tex.

Jack Smulker, of the Beverly Theatre, Detroit, and his wife Gladys, (The Original Michigan Rubes), were booked for the Webberville, Mich., Flint Citymen's Field Day, but will be returning from vacation at near-by Cheboygan, Mich., where they put on some variety acts, and used their 10-foot high mobile in several routines. They also are scheduled for their 25th anniversary at the Detroit Police Field Day.

The Herzogs, three-girl serial act, opened at Danbury, Conn. (Fair), Saturday, and will be at the Earl Theatre, Philadelphia.

The Anteles, perk act, and Lee Marx, juggler, opened at New York's Palace Theatre September 29.

The Bedo and Fred Vallet, baton twirlers, were in charge of all rope splicing for the big Ringling ships. He recently constructed a 55-foot-high rigging and new net for Mr. and Mrs. J. L. Owens, Chattanooga, who returned recently from an engagement with the Circus in South America. Sahlen also has constructed gun mats for Evansville's schools.

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Leo Overland, manager of a Jimmie Lynch Thrill Show unit, recently returned to his Des Moines home from a long auto-tour. . . . Rube Lieber, sales rep for the Buzzard Telegraphers' Union, has a new job. . . . Chicago, closed contracts a few days after the close of Tulia (Okla.) State Fair to raise a grandstand attraction again next year. . . . G. B. Lewis, of Tulia, was the subject of a three-column feature article September 21 in The Republican-Courier, Findlay, Ohio. . . . home town. Lewis, the feature pointed out, and his associates, in designing or executing plans for improvements to fair plants in 14 States.

Fred C. Murray, general manager, International Fireworks Company, is furnishing rival New Jersey Fair with pyro shows. . . . Lilian Jenkins Madison Square Garden press critic is on her own handling rodeo-duck- flying this year. . . . last year's Bev Kelley now head sub- thumbing "Buck Bros." Circus, and Don Lang were on hand to help build ballyhoo for Walter C. Stephenson's New York after stopping several big car race dates at fairs.

On loan to the Orange Bowl committee from the new Miami Stadium, Duke Jordan, former Chicago Sun-Times writer and U. S. Air Force public relations officer, will direct publicity for Miami's New Year's Eve grid classic. . . . this year's special event promotion will be the Miami in the area. He also publicized Dave Dube's Chicago Playhouse.


President Paul D. Jacobs, of the Bloomington (Ill.) Fair, has tendered an invitation to Gov. James H. Dunn of Penn. . . . in charge of the special event promotion, is making his home in Norwood, N.J., since along with the Chicago Playhouse.

Max Rosey, of the Bert Nevins of that company who is on hand to work the special promotions and publicity for the

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SHELBY, N. C. Oct. 1—The 26th annual Shelby Fair, expected to be the biggest ever, was held Saturday (24) with a new attendance record of 113,215 for its five-day run. A gate of $45,700, also was chalked up on closing day. For a time on Saturday night fair-bound autos were backed up in a solid mass stretching along the comfort even that of the Turnpike Highway 14.

Entertainment included big car races, staged by promoter Sam Nunie, a big grandstand race and show provided by the Georgia A. Hamil Stables and E. Strate Shows, on the midway.

Line-up of Hamil talent in the show, First Reserve and grandstand show included A. Robbins, comedian; Bobby Whalen and Yvette, bike act; Athis, equilibrist; Four Carolla serialists; Payne and Foster, novelty act; and the well-known band, Top-Caffey whose music was provided.

Rain Hinders Gate and Bscal Bloomburg

Wirth Show Sets Record

BLOOMSBURG, Pa. Oct. 1—Rains belted the Tuesday (27) showing of the Wirth Grand Fair and resulted in the cancellation of the night grandstand show at the half-way mark. The fair was continued with threatening weather throughout the day, but still managed to count 15,541 admissions, only 2,500 under the mark registered last year.

With Wirth's management is still hopeful that 85th annual will exceed last year's marks. Strong attractions are expected to draw big crowds. Harness racing, with $45,000 guaranteed purse, was featured daily through yesterday. Midget auto races are the top attraction for this afternoon.

A record crowd of over 5,000 attended the Monday night press preview of Frank Wirth's grandstand show, Swing Out the News. Paid attendance exceeded the record set last year by about 800, Wirth announced.

Talent Listed

- Featured talent in the review included the Wayne Marin Tride, including Bobbette, Libyan, Barrett and Minnie Allen, song and dance; John Parker Singers, Georgia Dieter, Continental Skaters, Salic Puppets, Willie West & McGinty; Walter Niles, manual dexterity; Bill Heyer and Starlight Sixes, Powder, Dray and Maggots; Bobby May, comic juggler; Schaller Brothers, transportation; Frank Cook, high wire, and the annual celebration, the Soaks.

- Danny Lee was emcee, and the Spring Garden Band furnished the music. Others in attendance were to be seen for the first time in the show.

- School children were admitted free Tuesday (27) and Friday (30), with the fair association paying the admission for the children.

- The Rody Bros.' Shows, featuring Sally Rand, were on the midway.

Fair Weather Builds Gate At Barrington

Cold Hurts Night Play

GREAT BARRINGTON, Mass., Oct. 1.—A change in dates and the first all-day rain in nine years of fair attendance cost the Barrington fair an estimated $5,000 in attendance at the Great Barrington fair. The fair was extended a week and concludes a seven-day run tonight.

A record crowd of over 20,000 was on hand for the Sunday (25) opening of the 106th annual event. On Saturday (24), 408 persons attended to build the gate slightly over the Monday (22) figure of 14,503. The gate surged ahead again Wednesday (28), when 16,103 admissions were registered.

16DG Bet On Poodles

The all day rain Thursday (29), which broke the spell of good weather under which the fair had been held, held the attendance to about 13,000.

An exception was made to that registered on Thursday last year, the pari-mutuel betting handle, a new feature this year, which reached a high point of 4,003 garnered last year, Manager Edward J. Carroll announced.

While the six-day horse racing meet provides the principal crowd attraction, the Martin night show and competitive hunting meet with the pell-mell event, drum corp. contest and gymkhana. About 50 horses were engaged for the gymkhana, as the last year, principal prize was a $300 saddle.

Horse races, which have always been one of the highlights of the club house, was also featured.

Cool Nights Hurt Business

While the daytime weather has been beautiful, rain showers at night, except on Friday, rain, nights have been extremely cool. As a result, the fair has suffered as a consequence. Crowds failed to hold over into the night as in previous days, and other patrons who might normally attend principally hunting meet, were reported to one presentation. The O. C. Buck and Miller decision, which was held on the cold nights.

Admission records of near record proportions, with over 500 head of cattle on hand. The growth of commercial exhibits was particularly noticeable this year.

A 4-H Club publicity director, plugged the event in a large area and before the Labor Day closing day of Carroll's Riverside Park, Agawam, Mass., which he also rooks. Coverage by area newspapers was complete.

Chesterfield, Va. Grosses $9,631; Registers a Profit

CHESTERFIELD, Va., Oct. 1.—Chesterfield County Fair, which wound up its three-day run Saturday (23), reported attendance of more than 9,000 and showed a profit which, according to further returns, was $1,000 and up.

While complete returns are not yet in, the fair association reported that receipts so far total $9,531, against a show attendance of $4,576 as reported by the fair association. This amounts to $6,825, with concessions, advertising and rentals bringing in the balance.

J & B Shows were on the midway.

N. Mex. Mex. Annual Sets Away Fast; 35,000 at Bow

ALBUQUERQUE, N. M., Oct. 1.—One of the highest openings of the year was recorded here Friday (25). The New Mexico State Fair here held in attendance thru the first five days of its eight day run, at which point the turnstile count was 131,282.

High winds, accompanied by rain, lasted the fair late Thursday, and probably cost the fair more at Albuquerque area.

Night grandstand business thru Thursday was running ahead. A rodeo, staged by Lyman Binder, Elk City, Okla., and fireworks by Thistle-Duff to the Creed College, represented by Art Brieze, comprised the night bill. Marilyn Rich, in her ball-busting act, appears each night and as added grandstand.

On the wayway the Folke Celebrations Shows enjoyed satisfactory business thru the first four days. Most of Thursday, however, was lost to weather.

Tulare, Calif., Tops '48 Gate

Pulls 81,322 in six days despite cotton pickers' strike—cool weather closing day

TULARE, Calif., Oct. 1.—Despite a sharp strike called by the Agricultural section, the 28th annual Tulare County Fair pulled 81,322 through its gates Thursday (25), second highest day of the fair. Record was set last year of 125,000.

Admission of 50 was the same as last year, and attendance figures were higher than the fair in 1947, the year the fair was held in the city.

Attendance at the event, headed by Congressman Alfred Elliott, would have been even larger had it not been for cool weather Sunday (25), closing the running during a temperature of about 107 degrees, the last night saw the thermomter drop to a chilly 50 degrees.

Event ran ahead of every day's attendance for 1948, with exception of the closer. Attendance of 82,048 for 1948 compared with 10,381 for 1948 and marked the only day during which the crowd was fewer than 10,000. Admission was the same as last year, 69 cents, including tax.

There were 8,000 persons on hand to view the events held in the main pavilion, a grandstand show booked by Joe Bren Attractions, and a horse show which was held on the Thursday night show and also drew well. Hamil had a fact of sale on hand as well as Joe Chipman's Hull Divers, the Riverside Drive and a program of harness racing.

Exhibit Space Sold Out

Secretary Norman Norman runs out of available exhibition spaces early opening. Late space contractors had

TRENTON, N. J. Oct. 1.—Despite the washout of big Thursday (29) when over an inch of rain fell, the Trenton Fair was so popular that only 2 per cent behind last year's record of 375,000 as it headed into the day's next-to-closing session, President George A. Hamil revealed.

Their way to the showgrounds at Wednesday (27-29) also hurt the gate as well as Thursday. Closing today resulted in what looked like the beginning of a record crowd day over this past early as 125,000. Starting late, the fair drew a record 65,000 for a fair that kicks over until closing ceremonies Monday (29). Children's Day, was also up, and the major events are still to come.

This annual has an accurate check on (N. J.) attendance, since they are taken as part of the 8-cent admission fee, including tax.

Thursday Rained Out

Clouds and rain which continued Tuesday had the gate down, about on par with last year, Hamil said. Showers early Wednesday resulted in a drop of about 8 per cent for the day. Thursday was still considered to be the second biggest day of the eight-day, seven-night annual, which this year was considered to be the scheduled appearance of political floodwaters, and the considerable interest in the year's campaigning.

About 12,000 paid admissions were registered. These patrons found their way to the showgrounds and building and remainder there through their stay.

It was indicated that that certain that the total attendance would be in the neighborhood of 78,000. Those companies on hand for today's parade as compared to 50,000 last year and the closing bill will feature big car races and feature of the stellar track spectacle invariably results in a packed grandstand if good weather prevails.

Record Night Gate

From 6 o'clock on last night (30) a record N.J. gate was counted. The tremendous Friday crowd made up in part for the heavy rain which was expected to keep the crowds away.

Going into Thursday the grandstand was 90 per cent filled over last year, with a hike of 25 per cent registered on opening Sunday. An up to 25 per cent Monday. The loss of Thursday, however, will be difficult to make up since no grandstand attendance is concerned, since the management has sold all the advertising spots on night shows despite a heavy and varied program.

Judy Canova, Rickett-pharmer radio star, played to a hefty Wednesday house Wednesday even the gate attendance was off slightly as a result of rain. Herb Sattin drew heavily last week and placed her on the Friday night show and also drew well. Hamil had a few crowds on hand as well as Joe Chipman's Hull Divers, the Riverside Drive and a program of harness racing.
Expect 23% Dip From ’48

Traffic problem, polio scare, cool nights draw blame for attendance drop

POMONA, Calif., Oct. 1—The 32d annual Los Angeles County Fair, which opened Sunday (2), is expected to show 23 per cent drop in attendance when final figures are recorded. The 17-day mark this year is expected to hit around 560,000, far short of the 1,254,503 registered a year ago.

At the end of 12 days this year the fair had registered 296,000 persons compared with 856,109 for the corresponding period last year.

Fair officials blame a previous traffic problem, solved this year but not in time for a heavy opening flight, the polio scare and cool nights for the drop-off. Since Wednesday (26), the fair’s attendance has dropped from Ringling Bros. and Barnum & Bailey Circus, placed Los Angeles.

Opener Tops ’48

Opening day of the fair, Friday (30), total of 59,552 persons went through the turnstiles, bettering the ’48 mark by 10 per cent. Saturday and Sunday, however, saw the attendance take its first dip. The first half day of the two companion days saw 13,415 persons as against 34,415 a year ago.

Harness races and running horses have become increasingly popular in recent years, but the attendance figures are quite par- suituals daily except Sunday.

A horse show was featured in front of the 3-dollar gate Saturday (28) when the Barnes-Carruthers Theati- cal Enterprises, Inc., presented a Corruble of Stars as a night attraction.

Feast on Knocone are Van De Velde Company, balancing; Miss Ely, comic; Jim Worley, lambs, lamb- eneys; Myrtle and Pasead, dancers; Were Brothers and Company, comic; Tony Kridla and Company, Belgian equestrian performers; the Famed Lanc- casters, Los Angeles, and Double- dog; Happy Harrison’s Circus; To- ron, the hoop, for Utah, Chin- Chinese hillbilly; Hubert C, Company, comedy, and the Seven Melody Notes, vocal.

B. Ward Beam Thrillers

At Stafford Springs, Conn., Oct. 1—B. Beam Beam’s Auto Thrill Dagwelles will make a spotlight with Gov. Chester B. Ewing. Stafford Fair tomorrow afternoon, closing day of the 9th annual, which opened Thursday (29) for a four-day run.

While the Stafford Fair is primarily an agricultural and industrial exhibit, 111 carnival and rides were put on daily and fireworks displays were presented nightly, plus school combination (Friday, 29) night.

Gillespie Stadium Schedules Jalopy Races to Fan Base in LA

LOS ANGELES, Oct. 1—Jalopy races will be staged by Manager C. W. Howard at the Gillespie Stadium on October 7. The races will follow the weekly Thursday night midget race card. Addition of the jalopy races is expected to draw an attendance in the hundreds.

On October 22, Norman Hollink took the 50-lap feature, with Edgar Elder and Allen Rich following. The win put the 50-lap to the wire before 6,500 fans.

Strong Finish Helps Puyallup Beat ’48 Mark

PUYALLUP, Wash., Oct. 1.—A gate of 300,000 was pulled by the Washington Fair, which closed Sunday (27) with a nine-day total. The gate topped the ’48 total by 30,000. Peak attendance for the event is 400,000, set in 1946.

A strong finish featured this year. Early days were hit by rain.

ESE Draws Near-Record 359,287 Gate

All Segs Get Money

SPRINGFIELD, Mass., Oct. 1—Eastern States Exposition (ESE) closed its week-long "State of the Nation" (24) with the second highest attendance in its 23-year history.

Fair day for the 19th successive year, despite considerable bad weather, totaled 359,287 and was exceeded only by the all-time high of 368,612 set in 1947, the first fair to be staged on a five-year, world-wide, war basis.

Attendance last year was 332,152.

Comparative figures for 1948 and 1949 follow:

**Year** | **Attendance**
---|---
1949 | 390,352
1948 | 332,152
1947 | 368,612
1946 | 359,287
1945 | 271,777
1944 | 182,972
1943 | 103,325
1942 | 79,863
1941 | 26,497
1940 | 20,647
1939 | 11,678
1938 | 9,578
1937 | 6,078
1936 | 5,312
1935 | 3,592
1934 | 2,872
1933 | 2,492
1932 | 2,012
1931 | 1,592
1930 | 1,175
1929 | 1,045
1928 | 949
1927 | 734
1926 | 294
1925 | 85

Saturday’s attendance was aided by sunny weather, after the exposition had been plagued by heavy rains Thursday and Friday (22-23), and drenched by showers on opening Sunday (19) and Fair Tuesday (20).

Auto Gates Closed

The Saturday crowds were so huge last for the first time in years it became necessary to close all gates to automobiles as parking space was exhausted. Parking capacity within the grounds is 8,000 cars.

Attention included Jack Koch- man and his hell driving unit which played to good crowds for three days. Pete Child’s auto thrill was in for the last three days and also thrills included by a number of George A. Hamicket acts.

Blackmon’s Diamond B Rodeo was presented in the Coliseum tonight. It attracted near-capacity crowds for six nights, then set another exploitation first time when it was sold out three hours before showtime on the first night.

Big Crowds

The crowds were also on hand for the AAA auto races Friday and Sat- urday evenings. Also Sunday evening the two Sunday concerts of the Detroit Edison-Franko Goldman, band, which has been sustained by the revival of square dancing at Storrow- ton, was not too bad.

Television coverage was given for the annual for the first time. The full National Broadcasting Company (NBC) TV-network carried pictures of a special Caravan Parades quiz show in which General Leonard O. Davis was on the wire.

**Bottom Line**

SALT LAKE CITY, Oct. 1—Utah State Fair, which closed Saturday (24), set an all-time attendance mark of 146,000 for the seven-day run with a total of 53,102,000. Receipts were up 4,000.

The show was in its first year under the management of A. T. Thompson, who built it up after nearly a decade under the management of Sherwood B. Brewster.

Art Tice, manager of the Western Service Company, holder of the ex- clusive contract to handle the food and drink concessions, reported an increase of 25 per cent over last year, when the fair run two days longer.

On the final day, Tuesday (Oct. 2), the Coliseum feature, had a gate pay 40 cents per cent. On the last year and 20 cents per cent. This year, the Utah Centennial in 1947.

Only the midway failed to show an increase. Its gross was down 20 per cent. Monte Young had 20 rides in operation. Disappearing play was attributed to a poor physical set-up. As a result, Young and Theeaba are considering extensive changes for 1950.

Red Bluff Pulls 12,000 in 3 Days

RED BLUFF, Calif., Oct. 1—An estimated 12,000 poured thru the gates for three days (25-27). The fair was opened with the dedication of a new $960,000 exhibit and entertainment buildings. A new generator has been added since the 1948 showing. Before the 1949 fair officials hoped to complete a new grandstand, rodeo arena, and junior and senior exposition buildings, machinery and horticulture buildings, a state fair ring and pavilion and street columbia.

Sales this year enlarged the grounds by eight acres, officials re- vealed. A long range construction program will bring 18 permanent buildings to the grounds.

Memphis Gate Is Up; Midway Receipts Down

Rodeo Gross Ahead by 20%

MISSISSIPPI, Oct. 1—A total gate of 65,000 was reported when it ran eight days, reported today for Mid-South Fair as it entered the last day of operation. Weather was excellent from the opening day, through the closing day (27), when 15,000 turned out.

The rodeo, central feature, was up 20 per cent in receipts, even the price the sale was cut from $2 to $1.30 last year to $1.50. Rodeo again is staged by Homer T. Totton.

Midway business, however, was down, were reported by Floyd E. Goeding and the midway shows by Drop Inn and additional to the Goeding and Brydon units, the permanent rides and shows of the K. E. P. Co. and G. E. P. Co.

Addition of feature of the annual this year is the National Jersey Show, in the last four days, with an entry of 800 head. Annual also has its largest farm machinery show in many years, the women’s department also record proportions, with this section shifted into the Cotton Building for the last 20 years used as a night spot.

An intensified exploitation campaign, handled by Earl Maxim Assoc- iates, city, did much to build up the gate, exes pointed out. Average admission per cent since much time price to its opening by WMCT-TV, which tele- gives a number of tie-ins.

L. B. Herren is serving his second year as manager of the fair.

Colusa, Calif, Festival Pulls 7,088 in Three Days

COLUSA, Calif., Oct. 1—Attendance at the 10th annual Colusa County Fair, which opened Friday (1), drew 7,088 for the three-day run, against 3,244, according to fair officials. Attendance figures included 745 school students admitted free, under the direction of Manager William E. Raml- ball said.

An estimated 1,000 attended the rodeo on opening evening. The Colusa Riding Club.

Features of the fair were sheep dog trails. The premium list totaled $1,500 with a total of 50,000 more than 2,000 entries received, exclusive of horse show entries.
Rainfall Nixes Boff Premiere For Richmond

Exces Predict Record Gate

RICHMOND, Va., Oct. 1.—Rain on opening day of the fourth annual Atlantic Rural Exposition, or Fair, hereafter, has driven the attendance to a total of 3,000 mark.

A bigger total attendance and increased crowds in all departments are expected, especially in view of the fact that all exhibits, under medium-way game concessions, will be in operation tomorrow. Sunday operation was granted, however, by the Surgeon General's Office for all three days.

Robert M. Hazlewood, general manager, said this year's attendance has reached 50,000 additional and the fair will stage its usual five-day exhibition. Despite this, except for buildings, all exhibits were under canvas. New buildings include the 30,000 square foot Industrial Building, the 15,000-square foot Parasol Building, and Model Homes. The building of F. M. Baskin at 120 W. Market St., Johnson City, Tenn., was built, as was the National Bank building.

Premiums offered this year exceed $1,000,000, and cattle entries are over the records for the past five years. The 430 feet of exhibit space is available this year, housing is still so short that a bland grandstand, really predicting the new home's art department to be eliminated.

Lethbridge Spends 3G

LETHBRIDGE, Alta., Oct. 1.—More than $3,000 will be spent on fairground improvements this fall. The office and arts building will be remodeled, and new floors will be laid in the junior fair show building and the nursing mission hall.

"Losing Proposition," Harness Races Nice at Austin, Minn.

AUSTIN, Minn., Oct. 1.—Harness racing will be dropped next year from the attraction program of Mower County Fair here, P. J. (Pete) Holand, secretary, announced this week. He pointed out that harness racing has been a losing proposition for the past 10 years.

"The fact is," Holand said, "that the action had to be cut, as the entire fair board has a warm spot for horse racing, but we believe the move is a progressive one."

Shift to Motor Speed

Stock car racing, truck shows, and special events will replace the sulky and harness, Holand disclosed. The races and horse shows will be run eight days each, so, it will be remodeled into an exhibition building to house the women's department and the flower show.

Eighteen-foot alleyway in the building will be covered and the entire floor concrete. Plans also call for a small garden sticking a tea and museum for visitors and weather fans. It is to be made for the 1960 fair.

Officials pointed out that the local fair is the first in Minnesota to drop harness racing, and they indicated that other fairs are following their action.

The Department of Agriculture, which supports the above statement, has maintained that more than 600 days are being used in harness racing and horse shows. The majority of the fairs have suffered this loss through touting and pitching events.

Cut Out Draft Horses

Four years ago a West Coast circuit dropped draft horses from the premium list, basing the decision on the horse's earning capacity. The tractor had displaced the draft horse on the farm, and it had been said that draft horses were converted into steels for baling and other purposes.

The show being the largest of any of the county fairs in the State because of the move.

Details the reasoning

Florence Drive Down 6 Per Cent

FLORENCE, Ala., Oct. 1.—attendance at the 18th annual North Alabama Cattle Show was down 6 per cent from 1948. C. H. English, superintendent, reported 16,173 in the 11th-12th-13th-14th days and closing day topped 1948, but light mid-week attendance hurt.

John H. Marks' Stock Shows were on the midway. Grandstand attractions, provided by Bblanket, included Princess White Cloud, electric organ; Poodles Hanneford and Company; the Barrass Brothers, pony act; Aerial Snyders, Flyer Waters, J. Ladd, and Company; Harry Pickford, seals; Miss King and Her Pets; Al Corner, unicycle; Billy Irwin, and the Clyde Harrison Circus.

Woodburn Annuals Crowds Hit 25,000

WOODBURN, Ore., Oct. 1.—North Marion County Fair, September 22-24, with a free gate, drew an estimated 25,000 this year, Manager Gene Ilse, of Portland, Oregon, reported. The fair was given a special treatment including an amateur hour and a revival by a Salem dancing school.

There was no charge for admittance for the first time in five years. The Je-4 and Future Farmers of America (FFA) show was a success.

Promotional features included a corn on the cob eating contest, a pie eating, a cookout contest, an FFA tractor driving contest, and a needle-in-the-hay-stacks contest.

Station KSLM, Salem, made a tape recording of highlights for overseas broadcast on the Voice of America.

Saskatoon Exhibition May Show 76G Profit for '49

SASKATOON, Sask., Oct. 1.—The Saskatoon Exhibition expects to show a surplus of $5,000 this year, compared with $2,672 last year.

Directors have voted set aside $50,000 for extension and replacement purposes, compared with $35,000 last year.

FAIRFIELD COUNTY FAIR

Lancaster, Ohio

Day and Night, October 12th-13th-14th and 15th

Largest County Fair in Ohio

Want Small Concessions; No Shows or Lunch Stands.

Write: T. B. COX, Concessionist
Exhibit Space At Trade Show Hits New High

130 Booths Scheduled

CHICAGO, Oct. 1—National Association of Parks, Resorts and Beaches (NAAPRB) Trade Show, an annual event, will open on Monday, at the Palmer House, and will be continued until Thursday. Those who have participated in previous years will be aware that the schedule is a days late, the show will be closed on Saturday, Oct. 5.

Early Registration

Trade Show will be open Tuesday and Wednesday, 20 days prior to the trade days. The Palmer House Hotel will be closed on Wednesday and Thursday, and the show will be closed on Friday and Saturday, Oct. 4.

Show Being Arranged

Fred M. Foehl, chairman of the NAAPRB, is chairman of the committee that has been working on the arrangements for the show. He has been in charge of the arrangements for the show, and has been working closely with the Palmer House Hotel, and has been working closely with the NAAPRB, to arrange for the show to be held on the Palmer House Hotel.

Batt Goes Trophy

Another member of the Batt family, Harry J. Batt, who has been a long-time exhibitor at the trade show, has been awarded a trophy by the Palmer House Hotel, for his long-time service to the industry. He has been a member of the Palmer House Hotel for over 30 years, and has been a member of the NAAPRB, for over 15 years.

Milwaukee $1 Million Riders Get Back Control

Lesses To Appeal Decision

ATLANTIC CITY, Oct. 1.—Finding that the Million Dollar Pier Operative Company has failed to meet the annual requirement of the lease as to the attendance of the pier, Judge Richard S. Mischlisch, in a decision last week, ordered the lease to be treated as void, effective Jan. 1, 1949.

Plans Are Mulled For World's Expo In 1955

MISSION BEACH, Calif., Oct. 1.—Plans for a San Diego World’s Exhibition in 1955 with Mission Bay Park as the site of the fair, have been made by the San Diego Chamber of Commerce. The purpose of the fair is to promote tourism and to promote the development of the commerce of the city.

Boys' Fund Festival Skedded for Detroit October 15-18

DETROIT, Oct. 1.—The second annual Boys' Fund Festival, sponsored by the Northeastern Optimist Club, under the direction of Mr. H. H. Ladd, will be held in the Detroit Athletic Club on Oct. 15-18.

(10 cents) and concession gross (10 cents), said the operator, of which were held in Balboa Park.

Ladd had several concessions this week at the Adrian, Mich.
Man of Problem, Cap Billy Curtis Licked 'Em in Long Circus Career

(Continued from page 54)

The weather cleared, the idea of being away from home was forgotten. The canvas of the wagon slowly rose to the post of general lot superintendent of the Ringling Bros. and Barnum & Bailey Circus, at the peak of his career.

Shifted Shows Often

Harmonious relationships between Curtis and his horses won him the respect of his peers, and Curtis was named boss canvasman as the show left New York for a Texas tour. Curtis was unsettled for the next 10 years, as the Ringling show frequently changed its plans, and the route was changed. During this time, Curtis traveled with McCadden and Bonfils when they bought the Ringling show title and opened in Lancaster, Pa. In 1895 the dean of canvasmen opened with Ferras-Sells in Cogolin, Ill. By 1897 the circus was running its own show and traveled with Sible & Blake Dog and Pony Circus. Brief associations followed with Hollingsworth, with whom he later hopped the ladder the hard way that he could pick his own shows. For the next five years and until 1901 he was with John Robinson 10 Big Shows. The outsize canvasmen were large enough to carry a canvas for the show carried a 10-cent stormy weather and a 6-cent pole big top.

Dreams Up Truss System

Association with the Robinson show was one of the most productive in Curtis' career, he says. The unusually large tops of the 10 BIG show were to turn ideas in his favorite field. He took advantage of the situation and designed a canvas truss system that could come into general use when other canvasmen had rejected its advantages. The installation of the new system increased the use of the old toe-pin and held the stringers so securely that the net collapsing had been recorded on shows, where the system has been used.

With the invention of the system and after wrestling canvas for years, Curtis decided to experiment with the idea of handling the big top. He designed a special canvas ungated wagon. After folding the canvas so that it was spool's width, it was secured by rollers fitted up with winches. The hand power was later replaced by a hand truck incorporating a generator that simplified the job. The method got the load off the lot and made it easier to get it off the train when the lowering down when it was going up, and this system proved its worth, and Curtis was named chief canvasman of the show.

Sets Up Cocoey's Hippodrome

Upon leaving the Robinson show in 1901, Curtis went to the circus, which was not in the category of circus where he felt his work should be done in. To him, it meant work only in the field where he knows. He arrived at Coney Island, N.Y., in 1908 to set up the "Coney Island Hippodrome." A railroad spur was built to the grounds.

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The validation "Cap" was given him early in his career. A story concerning his angle-shoot- ing concerns the time that the young Curtis was with the late Charlie Sparkes, a tour just north of Maridal, Miss. A man was found murdered. In the back seat were three men. Sparkes showed his anxiety for the show could be affected by the murder and indefinite investigation. The depu- tity sheriffs lined up everyone on the show and was taking them over. From the center of the line of the young guys, Sparkes hoisted his hat to the back of his head and looked quizzically up and down the line.

"Where's that big, one-eyed guy?" Curtis asked. "I bet he did it." No one could identify him with the missing fellow. The authorities were forced to let Sparkes take the man and committed the crime and allowed the show to move without further ques- tioning. No one knew who the mystery man to this day. In fact, they would have known others they met him face to face. They had never seen or heard of him before.

Set on Bean Farm

Curtis has retired and spends his time on his farm at Covias, Miss., near Gulfport. Here he enjoys quiet and cool winds from the Gulf, and he even has a motto for the meto pecan farm, watching his guests' reaction with the same in- stance as he has with the spot, miles from New Orleans Canal Street, Curtis plans to build cottages and rent them to people who enjoy the spice city. The houses will be erected in a section of the farm for cottages not devoted to his 400 prize pecan trees. Curtis has grafted and bred and grafted from a pecan valued at $50,000. He has grown a hardy product on sturdy native saplings. Grafting and budding pecans is a hobby as well as a business for him, and he takes pride in showing a tree for the most varied and growing eight different varieties.

Contrast to Life on Road

In addition to pecans, he grows his own fishing poles, Chinese pears, English walnuts and mulberries. His man-made lake abounds with trout and perch while all types of native birds sit from near-by branches. No one gets the impression of a rip- roasting past from a visit here for there is little activity. It is the fare of the week and it is otherwise. Curtis is a wizened old man and he never dreamed that there could be the riches that have come to me."

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In circus history there is one weapon, with memory blest; Careening, wandering, many lands, happy children. Clowns and bards; sundrenched greets and gleaming tents, The speller's voice: 'Ladies and gentlemen, I never dreamed that there could be the riches that have come to me.'

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For Sale

MINIATURE GOLF

Silent Scientifically fast set of golf hole equipment. For the man or woman who enjoys a little golf, and who has a small space for a game. Includes 12 holes, 100 plastic balls, 100 plastic tees, 4 clubs, 1 marker, 2 score pads. Set is complete. By Handicap. Available at all fine toy stores. Also for sale in various parts of the country. A gift idea for the Christmas season. All orders filled promptly.

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AT SAN DIEGO'S FAMOUS

MISSION BEACH AMUSEMENT PARK RABBIT RACE AND STRING PULL GOOD LOCATION - LOW RENT

WRITE: WARNER AUSTIN
766 VENTURA PLACE SAN DIEGO, CALIF.

FOR SALE IN CALIFORNIA

WANTED FOR FIRST AMUSEMENT PARK IN ISRAEL. ESTATE LISHED BY WAR INVALIDS OF THE ISRAEL ARMY.


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The American Foundation for The Blind Dealers the Way for Those Who Walk in Darkness

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1/4" HOTEL AMERICA

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The Billboard
Beatty Slashes 10 Days Off Sked; Org To Close Oct 17

CROWLEY, La., Oct. 1 — The Clyde Beatty Circus, which played here Monday (25) to good business, will close its season Saturday (17) at Needles, Calif. By moving up the closing date, Beatty slashed 10 days off the original schedule.

Arthur Heckwald, contracting manager for the opening press agent, usually four and two weeks, respectively, ahead of the show, contracted Gainesville, Tex. Monday (20), for Friday (7). Show originally was scheduled to play Ada, Okla., that date and had dated in Oklahoma before entering West Texas.

The Beatty advertising car arrived in Gainesville only one week ahead of the show as a result of the disrupted schedule.

The new route calls for dates in Wichita Falls, Tex., Saturday (8), Childress Sunday (9), and Lubbock Monday (10), after which the show enters New Mexico at Clovis.

Despite competition from a chamber of commerce in Amarillo, the Gaffney (S.C.) tag for the show in the Greenville (S.C.)-Anderson (S.C.) area was sold to the show. The Greenville office was closed by the show as a financial decision.

Dales' Biz Light In Mississippi

ABERDEEN, Miss., Oct. 1 — Mickey Dales, manager of Dales Bros. Circus, reports light business on Mississippi stands. Recent crop failures hurt the take, Dales said.

Stand here, Friday (23), drew two small houses. Half houses were the rule all afternoons and nights in Eupora, Wednesday (21), and Greenwood, Monday (19).

R-B Cuban Trek Is Confirmed; Curtained Performance Likely

SARASOTA, Fla., Oct. 1 — A planned six-week winter tour of Cuba by Ringling Bros. and Barnum & Bailey Circus (The Billboard, September 17) was confirmed this week by Henry Ringling North, president, in a letter to Millard Dixon, secretary of the Sarasota Chamber of Commerce.

North made the first official announcement of the Cuban trek in response to the joint request of the Chamber of Commerce and the Sarasota Retail Merchants' Association to the effect that the final Big Show performance be staged in Sarasota. In the past, depending upon the scheduled closing date, the circus has occasionally come in to its winter quarters, but without staging a final performance in the city.

John North in Europe

Henry North replied for Prexy John Ringling North, who now is in London, to his annual round-the-world trek. In Germany, North signed an act and Leonard Willard Saturday (19), at Munich, to perform with the Beatty show in Havana.

Performers are on tour with the R-B and have been advised for several weeks to hold off on winter commitments pending confirmation of the Cuban trek. Not all acts have been approached, indicating that an abbreviated performance is planned for the out-of-country tour. Preliminary arrangements with talent also indicate that the tour, if it does play, will be limited to perhaps an initial 60-day stretch, as many as 12 weeks.

The Santos y Artigas and Razzor orga will be facing tough competition with the advent of Big Bertha in Cuba, where its title is as well known as it is in this country.

Mills Closes Nov. 14 In Wilmington, N. C.

CINCINNATI, Oct. 1 — Mills Bros. Circus closes a long and successful season November 14 in Wilmington, N. C. H. W. Abrahart Jr., the show's general agent, reports. Abrahart returned recently from his annual round-the-world trek. In Williamsport, Pa., September 17 and traveled with a short New York State before leaving to compete winter quarters arrangements.

Sponsor for the closing date in Wilmington, is the Arab Shrine Club, New York. (See Mills Folds Nov. 14 on page 22)

K-M Dates

Big at Night, Matinees Okay

CORNING, Ia., Oct. 1 — The Al G. Kerkhoven, which closed the Iowa season with a full house at each of the night houses with strong matinees included, went to Independence, Iowa, and in Indiana, Ia., Thursday (22).

Date here was marked when Shirley Linderman Villing of a fractured pelvis when a horse she was handling got away, fell into a ditch, and fell on her. She is hospitalized in Creston, Ia. Later she will be moved to her home in Sheneygan, Wis.

Seabourne Kerslake Dies in Riverside

GILL, Mass., Oct. 1 — Seabourne Freidrich (Lil) Kerslake, 84, former circus star, died at the home of his son, S. F. Kerslake Jr., at Riverside, Mass., September 29.

Kerslake was born in England but came to America at the age of six months. He entered show business as a youth. Being of small stature, he was able to train a litter of orphaned pigs, left in his care, to perform tricks. He was reputed to be the first to successfully train puppies, and he made his first appearance with his dogs at the Austin and Stone Museum in Boston. He was equally successful in training dogs, ponies and donkeys.

After a year in Mexico with the Circo Bros. Circus, he toured with the Ringling Bros. and Barnum & Bailey Circus, and later worked with J. L. Main and other leading American circuses.

During a 10-year tour of Europe, Kerslake gave several command performances at the castle of Kaiser Wilhelm. In addition to his circus appearances, he also played at many of the London theaters in various plays and in films.

He retired in 1930. His remains are to be interred at the Riverside Cemetery, Turner's Falls, Mass.

Dressing Room Gossip Appears This Week on Page 78
WANTED
COMPETENT ELEPHANT TRAINER
To Break and Handle Baby Elephants
Send full particulars to
BOB MORTON
Royal York Hotel, Toronto, Can.
(This Week)

WANTON EXPERIENCED GIRLS
FOR ARIAL BALLET
Indoor Circus. Opening Nov. 1
HETZER THEATRICAL BOOKING AGENCY
907 F的同时, Bentz Band.
Huntington, W. Va.
Phone 2587

PHONEMEN
Want experienced men for labor, janitorial and various capacities in new 
building. Must be on job, sober. 6 hour day, 5 days a week. 
Rates $1.00 per day. Address City Hall, 
Various cities throughout United States.  
We pay 25%

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Want experienced men for labor, janitorial and various capacities in new 
building. Must be on job, sober. 6 hour day, 5 days a week. 
Rates $1.00 per day. Address City Hall, 
Various cities throughout United States.  
We pay 25%

WANTED CAT ANIMAL TRAINER
For permanent work. Must be sober and experienced. Write or wire. 
World Jungle Compound 
Thousand Oaks, Calif.

SPAR BROS.’ CIRCUS
WANTS
Circus and Ringling Bros. or similar two or more 
Starting indoors Oct. 23rd, Walter Harte, R.R.4, 
Greenfield, Ind.

CIRCUS RIGGINGS
Melvin T. Weis, 605 W. 13th St., Los Angeles, Calif., 
Phone Angora 1422. Please wire address.

SAYE POLES
MADE TO ORDER
Walter Harte, R.R.4, Greenfield, Ind. 
"The Name Made Famous for Saye-Poles"

RICARDO
ADEL, IOWA

WANTED TO BUY
Used Cigale, approximately 550 pipes. 
Air operated. An interesting project primarily in 
While.

CECIL L. HICKS
904 Medical Arts Bldg. 
Knoxville, Tenn.

CHICO-DELL & CO.
Juggling—Balancing—Clowning
Dolby pipe stage show
4 TRAINING MONKEYS
(One Hour Complete Show)
Entertainment with stage
Closed Labor Day after 15-week record run at
CLEVELAND ZOO—OHIO
To thanks to Dir. FLETCHER REYNOLDS.

CHICO DELL LECLAIR
5525 No. Hewitt St., Los Angeles 4, Calif.
Phone CH. 4540

ATTENTION ACTS!
Am now contracting Acts for
my 505 Fairs and Circuses

ERNIE YOUNG
203 N. Wahash, Chicago, Ill.

WANT ACTS
Send cards to
King Bros.
1900 W. Washington Blvd., Chicago
BERT J. BORCHERS, Manager

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Velare Bros.' Skywheel Is Money Maker

Budd's Side Show Tops

POMONA Calif., Oct. 1.—With the Los Angeles County Fair concluding its 90th annual展示了 its usual abundance of attractions, the shows have been held in fair attendance. At the end of the first 12 days the fair reported 2,713,208, a turn-out that compared favorably with 2,689,100 in 1946.

With Crafts Exposition Show owned by O. N. Crafts and managed by Roger Warren, on the midway along with independent rides and concessions, the high money rides are, in order named, Big Wheel, the Velure Bros.' double Ferris; Crafts' Scooter and Pretzel. The Pretzel came from here in 1931 and the Ferris from New York in 1941.

A. J. Budd's Side Show had a nice year getting the Velure Bros. to appear at the fair.

Meyer Handles Lot

The Crafts midway is located on a lot 440 by 700 feet and was laid out by William Meyer, who arranged with the organization and more recently has taken over from Palo Alto. Shows are using 35 towers, 38 feet high, spaced throughout 24 rides and in the fairway. The five shows in addition to the Velure Bros. are: Ferris Wheel, a Barrell, owned by Wyatt Shepherd, and Joe Daniel. Also here are the Sunston, Sunland, Calif., pop operator, brought in a kiddle ride Friday (23).

Budd's Side Show, which has a showman at California fairs, occupies a space with a 160-foot front and a depth of 190 feet. Five ticket boxes are conveniently placed among the 17 rides. Strident free tickets of 12 for $1. In addition to Crafts' rides, Meyer handles the Ferris Wheel, Shepherd's, an Auto Ride and four rides of Steve Merden's.

Strates Ups Shelby Take 20% Over '48

Ad Tie-In Acts Billing

SHELLY, N. C., Oct. 1.—With ideal weather prevailing throughout the week, the Strates Shows handled a second consecutive engagement at Shelby County Fair, topping its 1948 gross by 20 per cent.

Shows and rides started building their business immediately and continued to increase daily with the biggest single-day gross being registered September 30—Saturday, the show's day, Tuesday (13) and Friday (26), resulted in heavy money for all rides. However, the rides got money throughout the engagement.

An agreement was reached between the Strates Shows, which had, along with the Saldana-Adventures, who represent the manufacturers of Equestrienne also in the fair, to use Sugar-Baker's Horse Showman, the popular Ferris, and H. H. Ford, the Barrell, of the best shows. Ford, the driver of the Barrell, will distribute the posters to dealers who will be notified in advance by the advertising agent. The tie-up is expected to result in many choice locations and to many locations being successful in this area.

The big line-up of rides and attractions on the Strawberry Stage, and all played to good business. Conversations with Skyler, Farnum, Penton, and Ford, business manager, was fully occupied and the business manager, was fully occupied.

An agreement was reached between the Strates Shows and the Livestock-Adventures, who represent the manufacturers of Equestrienne also in the fair, to use Sugar-Baker's Horse Showman, the popular Ferris, and H. H. Ford, the Barrell, of the best shows. Ford, the driver of the Barrell, will distribute the posters to dealers who will be notified in advance by the advertising agent. The tie-up is expected to result in many choice locations and to many locations being successful in this area.

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Prell Tabs Big At Ebensburg and Covington

ROCKY MOUNT, N. C., Oct. 1.—Prell's Broadway Shows are at the Rocky Mount Agricultural Fair here for their fifth year, and after chalking up two good fair dates, Ebensburg, Pa., and Covington, Va., the past month.

The Prell Shows are almost a permanent fixture at the Ebensburg County Fair at Ebensburg, Pa., September 5-16, gave the Prell Shows a gross almost on par with the postwar record gross (1846) for this spot, with 60,000 people on the grounds, enjoying the horse, dog, pony, and wendy entertainment of 200,000 for the six-day engagement. The Prells are managed by Allen A. Travers, the agent's general agent.

Prell had a big line-up of rides and attractions on the Strawberry Stage, and all played to good business. Conversations with Skyler, Farnum, Penton, and Ford, business manager, was fully occupied and the business manager, was fully occupied.

Executive committee, in addition to Glacy, includes Orville N. Crafts, Walter Trask, Bill Holody, Mike Ward, and Esquire Crafts.

A meeting has been called for October 17.
BALLYHOO BROS' CIRCULATING EXPO
A Century of Profit Show
By Starr De Belle

Sneak Spot, Tex.
October 1, 1949

Dear Editor:

One general agent’s guess as to good selling shows and their shows would be in this area at this time of the season. General Agent Lemon Berg is available by telephone. He asked the depot agent to keep ‘em fed, but the rent was sick in bed and his wife refused to go to the front for it. On the shows arrival here he found the Jaloopy Bros. Veilized Exposition and BentFeather. The shows were combined for the week on the downtown location. That threw the Ballyhoo Bros’ revealing Exposition on the outskirts of the burg in Gramp. Dublin’s apple orchard in exchange for the exclusive on apple cider.

A wire to our aggressive general agent, who was down State on a booking trip, requesting him to return and fight the opposition, caught Lemon in the middle of his weekly washing in his house trailer. Taking no chance on losing his other shirt and case of pints of short so close to closing time, the old war horse packed the wet clothes in his ice box to be thrown away and fled. He never called and hurried back to the midway. "Yee Haw," he said, as he held a meeting with his committee and the burg’s only lawyer. The lawyer advised him to sue the people immediately on the grounds of “premediated opposition" and copyright the words, “Week of September 19,” thus making the Jaloopy Bros. sound track an infringement on our rights.

We opened hot for opposition Monday night. The Jaloopy show opened with a 30-cent gate. We sprang for a discount price. By 9 p.m. we got it down to one ride free. At 10 p.m. we cut out the nickel and gave all rides for free. Tuesday night found the opposition show working a free ride and three right rides. We immediately took off our gate and gave five free rides. On Wednesday night the Jaloopy show tore the roof off their tent and helisted the free rides to six. We took off our gate and held the free rides and five shows for free and we were getting the crowds. That made the competition. We gave ten rides and 5 for free. They had only 10 rides and 6 shows and couldn’t stand the noise until they worked them on a free basis. We had cleaned them up and the next day they were ready to talk business with us.

This morning Truckslow visited their lot and giving in ride one play. Our bannar for the day at 25 cents per basis. It was agreed that the Devil had won, but were to get all show and ride tickets out of our wagon and to come to our lot and check in after closing. That put all gates back on and the free shows took the tickets. To show you how lousy some people are, while we were bearing the heat of the night we could hear their hands playing and their talkers grinds. Before the Jaloopy Bros. downtown location was giving them a late play. When they didn’t come our boys, to catch on and show the bands and loud-speakers stopped playing. Pete Smith called his boys to show them how to do it. We don’t want them to know that they had torn down and sneaked out of town silently on a horse. Yes, we’r’s agent’s guess is as good as another.

Galaire

Galaire, Oct. 1—Fresh from a big week at the downtown State Fair, Dallas, W. W. Galier’s Canadel of Amusement opened here Tuesday (27) at the South Missouri State Fair with a kiddies’ day gate. A per cent higher than the reported receipts last year.

News proofs proved surprisingly good, with the Canadel’s gate up 18 per cent over the 48 total. A strong psychology story is presented by National Speedways (Al Sweeney and Gaylord White), who opened the fair up with a gate of 150.000.

Dallas nights were warm and breezy and cool. The little kids, full on the midway, with the cool nights building good patronage for the shows. The Canadel and Goldsberry, who opened their Shows with a gate of 15,000.

By H. A. Schill, President of the LaSalle and the Side Show following in that order.

Wichita Notes

WICHITA, Kan., Oct. 1.—Fred and Betty Leonard caught King Bros. Circus in Medicine Lodge, Kan., with Floyd Anderson, who recently closed with Robbins Bros. Show. They will be joined by Frank Solla and Kelly. The four tromped with the writer 28 years ago.

The party of horses were shipped to the Hamil-Morton show for winter home at Bantam, N.Y., to put in time of the horses. The Wichita circus colony still has the Julian Wests, Pears and Denoon and Deets McVicker, and his wife, Noreen, and Johnson. He was replaced at Hutchinson, Kan., by Jack Harrison. The Rudymoffs, high school horses, open in Radio City in December for five weeks. Jack has a date at Wichita dates in Wichita are November 20-27.

DIRECTOR, A. BACON
Gen. Del.
Detroit, Mich.

FOR SALE
7-CAR TILT-A-WHIRL
Completely reconditioned. Looks like new.
$4,500.00

Can be delivered anywhere in the Little Rock.
T. A. FUEZELL
1500 Ely-Jensen Parkway
Little Rock, Ark. (Phone: 3710)

Have Octopus, Wheel, Jenny and Kid Show to book or lease. Also booking for 1550 season.

DICK O. BACON
Gen. Del.
Detroit, Mich.

CRystal Shows WANT
For eight more Fairs and Celebrations starting with Mexican County Fair, Montezuma, Ca., Oct. 15-18; followed by Macon County Fair, Hahcassett, Ga., Laurens County Fair, Dublin, Ga.; Bacon County Fair, Alma, Ga.; Veterans’ Annual Fair and Peanut Festival, High Springs, Fla.; Circuit Fair County, Jacksonville, Fl.; followed by two more Florida Fairs. Can place one or two more Rides without conflicting with P. O. Round, Wheel, Yiddish, Christmas, Kiddie Train. Want Grid Shows with own equipment; good showing for Snake Show. Can place legitimate Concessions of all kinds. We do not carry any racket.

W. E. BUNTS
ROBERTA, GA., THIS WEEK; MONTICELLO, GA., NEXT.

DICKERSON SHOWS
Want for Tecumseh City, Tell, on the streets, Oct. 15-16; Big Yarn Festival and Jubilee, ankton to be booked. To clean up his stock, Bros.’ show is moving out. That includes Al Sweeney and his Smoke County Boys—also other big events. Fremont, Tenn., Oct. 15-16; Atchison, Kansas, Oct. 17-18; Guthrie, Okla., Oct. 21-23. For big events, contact WAVERLY L. DICKERSON, St. Louis, Mo.

Witt Roll Games, Stable, Scalies, H. Harger, Buckeye, Ohio; Rock Concession. Shows, Trade-In, Trade-Out, Santa, or any Grid Show with own outfit. Will buy, sell, trade, or rent. Address all inquiries to
S. E. DICKERSON or A. P. HINNANT
ELM CITY, TENN., THIS WEEK

GRACELAND GREATER shows
WANT FOR WINONA, MISS., FALL FESTIVAL, OCT. 10-15; FOREST CITY, MISS., COLOURED FAIR, OCT. 17-22.

CONCESSIONS—Cookhouse, Concessions of all kinds. We work. RIDES—Roller-Planes, Kiddie Rides. (B. M. Crumley, answer.) SHOWS—Can use Girl Show, Snake, Monkey or Pit Show with own outfit. We will not use the snow show. Answer.

HARRY ALKON, Mgr.
McGee, Ark., this week

Airplanes To Trade
1941 Cub, value $175.00, new license, 1944 Taylorcraft, value $155.00, 0:13, excellent condition, $250.00; 1942 Piper Vagabond, value $1000, 0:40, can be repaired for $100.00.

WANT
Kid Rides, Train, Rails, Merry-Go-Round, Bumpy Outfit, DeepFraser, 16mm. Motion Picture Equipment, also Motion Mechanics, or what have you? Will trade up or down.

DAN BRAKE, 11 West Main Street, Illon, N. Y. Phone 6-R.

HEADING FOR FLORIDA
VETERANS EXPOSITION SHOWS
Can place one or two more Rides on different locations, than a major Florida city to follow, than all winter in the Sunshine State. Exclusive bookings, call or wire to:
FRED WEBSTER, Mgr., Philadelphia, Pa., or
FRED WEBSTER, Mgr., Vienna, Ga., or

JOHN I. CARUSO, Mgr., O. O. "BUFF" POINT
Gen. Ast.

MOUTHTRI, SAY THIS WEEK

LOPE STAR SHOWS
WANT for Vienna, Ga.: Butler, Buena Vista and Americus, all Fairs; then Florida.

CONCESSIONS—All Stock Concessions, $25.00 thru shows, Can use Ride Help who drive semi. Good Cookhouse Help, contact Kentuck Geo. All replies to FRED WEBSTER, Mgr., Vienna, Ga.

PEPPERS All State Shows WANT
For Houston, Texas, October 13-19. All holding contracts for Rides, Shows and Concessions will be held Wednesday, October 13, on or as to get placed. Can use two other Shows, Side Show and Midnight, also Grid Shows and Hanks Puppies. A popular Shows and Grid Stands. All contact.

F. W. PEPPERS, ALEXANDRIA, LA., THIS WEEK

FIDLER'S United Shows WANT
HANKY PANKS, NO PERCENTAGE OR PLAYS.

Augusts, Ark., and Pippin, A. F. Fair, this week; Stillwater, Ark., and Cotton Plant, this week. Address: SAM FIDLER, Mgr., per route above.

Copyrightfreeword
MIDWAY CONFAB

Colors back to normal business isn't always life.

Wallace Cobb, former trainmaster of World of Mirth Shows, who spent this season with the National Forest Service with headquarters in Morgantown, W. Va., reports that he again is in excellent health and plans to return to the road next year.

Midways may not all look alike to customers, but the fact is they all sound alike.

Danny McNamee, Side and Snake show operator on the W. C. Knaus Shows, has booked Capt. Jack Crawford's trained animals. Line-up includes McNamee, front; Billy Essel, tickets; Leo Johnson, nail board; Dick Kallem, fire eater; Carroll Vaughn, magic; Ray Fink, Jimmy Blowers, and Crawford, inside lunette. Donal is the annex attraction.

There must be a time when the mark fairground concessionaire gets pretty glum over the prospects of inheriting the earth.

Mr. and Mrs. Robert E. Harris, of Ohio Valley Shows, celebrated their first wedding anniversary on the shows September 12. He's the mail man and the Billboard sales agent on the org...While on route from Pine State Shows to Veterans Exposition shows Johnny J. Carrera and B. McDonald stopped off in Douglas, Ga., September 23 to visit the circus. There they were the guests of Jack Bell, Ken Drake, Gus and Rita Talliferos and Mr. and Mrs. Swede Johnson.

Sense of duty is what makes a show talker feel he shouldn't bring his opening to a close after a mere 45 minutes.

Mr. and Mrs. Tex Conroy, with Carl Lauther's Side Show on a good- ing unit, visited The Billboard offices in Cincinnati October 16, where they played Hamilton, O., last week and is in Loudonville, O., this week.

Price for fooling nobody goes to the mind of the guy who makes the girls' make-ups are fooling everybody but himself.

Harvey (Doc) Arlington was a visitor at the home office of the Billboard in Cincinnati last Wednesday (28), en route to his home in Muncie, Ind., after winding up 27 weeks as secretary of the James H. Drew Shows at Taylorville, N. C., the previous Sunday (25). Doc is angling for a position that will keep him occupied permanently.

Anne Wilson Brooks, who closed recently with Prof. Chet Reed's biggest booth, has been replaced by Madame Pauline Moree. Reed is headed for New Orleans where it is planned to set up four palmistry stands, with Madame Pauline Moree, Madame Costello and Madame Bruco as readers.

Most midways' trouble is that they want to spend more than they earn and there must be an answer to the problem, as it has arisen annually for 40 years.

Mr. and Mrs. John Danher, Mr. and Mrs. William Fielding, Mr. and Mrs. Art Oberer, have entertained guests of Jimmy Sullivan at a dinner in Jimmy Hank's diner on Wallace Bros.' Shows of Canada...A. Morton Smith and T. E. Schmitz, of the Gainesville (Tex.) Community Dinner, visited the Head Hall. The circus when it played Ada, Ohio, September 24, being guests of Mr. and Mrs. Lucio Cristiani...Vera Brewer, Gerry Mur- rell and Foris Sims played Nashville (Tenn.) County Fair with their horses, ponies and dogs, and Mrs. Murrell and Mrs. Murrell also had their stock at the Ferris Field Homecoming September 31, Rogers Bros.' circus will play Gainesville October 31, under auspices of the Optimist Club.

If there is a drug that will cure itching feet, maybe there is a milder one that will cause a troop of the org to go out until later starts.

Les Sponsler, midway manager of the Timonium (Md.) Fair, which recently pulled a reported paid gate of over $18,000, has booked 11 rides, 4 shows and 9 concessions comprising the midway. Jake Shapley of the Triangle Shows, had his Caterpillar and two shows, Sam Kaplan had his 15-boat dair, Lenn J. Bischoff and His Devil and Devils Bowling Alley, Eddie and George Marshall had the bingos, Irving Merson had the Ferris Wheel, and a doll stand, and Ducky Rhodes had the Girl Show to Sponsler....W. E. (Bill) Snyder, general agent for Geo. City Shows, Inc., recently spent several days in Chicago, preparatory to making a swing southward, and James H. Drew Shows, which closed their sea- son in Aurora, N. C., week of September 24, are in quarters at

EVANS

HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fairs, Grounds, Picnics, Carnivals. Built to quality and take plenty of action. Quality built throughout and substantially constructed for years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes mood, tool-stick nickel-plated chassis, 2x4 braces.

SEND FOR CATALOG
H. C. EVANS & CO.
1528 W. ADAMS STREET
CHICAGO, ILLINOIS

FRONT PAGE

WANT TO BUY
Used Speed Gas Cars
box 2427, billboard, cincinnati, ohio

BELNORD PRODUCTS CORP.
DEALERS- MANUFACTURERS- DISTRIBUTORS
714 Cherry St., Phila. 4, Pa. Edward 3-7789

MOTORDROME
WANTED
FOR GREAT LANCaster, OHIO, FAIR, OCT. 8-10th
Account of disappointment. A great spot for a Motordrive.

GOODING AMUSEMENT CO.
1900 Norton Ave.
Columbus, Ohio

WANT
Blimp, Grab, Legitimate Concessions of all kinds. Rock or Lease Motordrome, Roundup, Circle or Loopers; Sit Salt or Fliv Show with own outfit. Want experienced Help for Concessions, Andy and Side Help, w/o or writer.

JOE KAUS
NEW BRUNN, N. C.

FOR SALE, MERRY-GO-ROUND
Large 40 ft. & Assembled Spinning. This Ride has not been used this year and is for sale or lease.جلسات النظام Kyk Small and Space. This ride has been used in various places, and is being sold for the reason it is too small for our use. This ride would make an ideal corner ride for small towns. They are asking $1500.00. Can be seen the show as well.

NERSSLER'S SHOWS
COOL triệu
F. C. Will be open a park, also Wheel, White Wheel. All rides for winter.

HUBERT'S MUSEUM
238 W. 42nd street, New York, N. Y.
Open all year round
Want Franks and Novelties Acts.
State safety and all particulars in retail letter.

THE SHOWMAN'S TAILOR
GARABEDE ... SHIRTS TAILORED TO Fit... Corduroy, Broadcloth, Flannel, Soaps and Attend... PEARL SNAP, 100 guaranteed, Incorporated... WASHED FOR ALL MALES, 25c... BARGAIN... SNAPS 50c... FOR MEN... WASHED... WASHED FOR ANY MAN... ALSO have tailored in your own clothes. Also Special tailor made shirts made on all grades of material. Gents and Ladies.

STYLE-SELECT GARABEDE CO.
39% S. Main
Council Bluffs, Iowa
Attention, Side Show Acts!

!! WANTED NOW!!

Freaks, Working Acts, Strong Magic, Anatomical, Juggler and other useful Side Show Help, Dave Francis and wife, join at once for Texas State Fair, Dallas, and all winter show store. All replies:

CHAS. H. HODGES
3/4 Midway Attraction
Fairgrounds.

Wayland Corn Festival
OCTOBER 13-14-15
Want Riders and Concessionaires, good money mak- ing deal. Come see us or write c/o Post Office, Wayland, Mo.

FOR SALE
SUPER ROLLOPLANE
This Ride, just like the new, carried nearly every Where in the country, late in the season. Time of the year. Complete with transportation, $1,000.00 cash.

THORNTON E. HOAR
10 Hawthorne Rd.
No. Waywayseas, Mass.

Shelby, N. C. . . . Louis De Luca, Detroit plaster manufacturer, plans to move to Pennsylvania to resume his business activity there.

During the winter general opinion works themselves into a lethargic booking list. In the fall maneuvers go late around trying to place them.

Mr. and Mrs. P. Van Ault have sold their Pink Elephant diner at Petersburg, Va., and are in Sarasota, Fla., where they plan to frame a new Penny Arcade for next season.

Mr. and Mrs. W. (Bill) Rowell have joined Gem City Shows for the remainder of the season, after which they will play a number of fair dates . . . Mr. and Mrs. John R. Boyle have taken the Wee Wonderland Shows east to close the season.

Mr. and Mrs. Tex Dabbs, Side Show operators on the A. B. Thomas Shows, closed a successful season at Winter, S. D. and will open their variety show October 3. They plan to play school and club dates in Northwestern Florida.

Booking prize for 1949 will go to any showman who can prove he never said: "Who booked this date?"

WANTED FOR BIGGEST PROMOTION EVER

HELD IN CITY OF DETROIT

OVER TWO MILLION PEOPLE TO DRAW FROM

NOTHING LIKE IT IN 20 YEARS

Auspicies of the Large and Powerful

OPTIMIST CLUB

HELD INSIDE THE CITY AT CANAL AND FERRY STREETS

A VIRGIN LOCATION

Day and Night — October 15-16-17-18

FEW CHOICE LOCATIONS LEFT FOR

ALL KINDS OF HANKY PANKS, GRAB JOINTS, CANDY FLOSS,

OTHER MERCHANDISE CONCESSIONS

(No Griffin)

For space write or wire to BEN H. LIDDON, Hotel Taller, Detroit, Mich.

MARION GREATER SHOWS

WITH THE BEST COUNTY FAIRS IN SOUTH CAROLINA

York, S. C., Oct. 10-15; Chester, S. C., 17-22; Aiken, S. C., 24-29; Seneca, Nov. 1-5; St. George, 7-12; Summerville, 14-19; Bowman, 21-26; Barnwell, Nov. 28-Dec. 3.

Will book clean attractions of all kinds. None too good for these dates.


Moncks Corner, S. C., This Week.

WANTED SPECIAL AGENT

WHO UNDERSTANDS PROMOTIONAL AND EXPLOITATION WORK.

WIRE SOUTHERN STATES FAIR, CHARLOTTE, N. C., THIS WEEK.

WANT NOW — DEEP IN THE HEART OF COTTON — WANT NOW

LARRY NOLAN SHOWS

SHOWS—RIDES—HANKY PANKS. Open midway, winter season, low rates, two weeks a meet. Can place clean family-type Shows. Need two County Agent Agencies. Gary Hurn needs Side Show Help for winter and seasonal dates. Have plenty of Side Help.

ALL SIZE—DON'T PHONE! ADDRESS!

LARRY NOLAN, Mgr.

P.S.: No Skillets, no Camps, no more dail Shows. We have seen "Sunday School."
SHOOTING GALLERY—LONG RANGE
FOR SALE
The best Long Range Portable Gallery on the road-to-date now. Mounted on 1974 C.O.E. Ford 2 ton truck, hooded brakes, two speed rear axle, 205/70 D tires. Gallery is 18 ft. wide, 10 ft. high, 20 ft. long, aluminum sides and roof. Standard trees, air guns, targets which fall down when hit, revolving dikes. Dike has bell targets, paravents, steel ball-bearing target, two rows moving birds, hop racks, others too numerous to mention. Also my own registered duck pond with water tank built in truck. Side was designed with memory, 15 ft. swing and side rods. Everything complete, including parts for rifles, etc. If you want the best on the road, this is it. Cost $9,000 to build. Due to ill health will sell for $8,000 cash. Can be seen in operation on independent midway at Jackson, Mississippi, Oct. 10 to 13.

Also have Chester Pollard Rollin Rancher 15亏损. Have 3 kw AC Light Plant, mounted on two-wheel well built trailer, with tool boxes, etc.

BILL CORBET
Permanent address: 315 W. Chelms St., Tampa, Fla.

BROADWAY SHOWS

Week of October 10-15, Halil County Fair, South Boston, Va.; Greenville County American Legion Agricultural Fair, Greenville, S. C., October 17-22. Seven more fairs to follow.

This show closed December 19th 1939, this fair was held at Westport, Mass. South Boston, July 1939.


SAM E. PRELL, General Manager
Greenville, N. C., this week: South Boston, Va., to follow.

ANNUAL STREET FAIR
BRONSON, MICH., OCTOBER 11-15
CAN PLACE FOR ALL AMUSEMENT CONCESSIONS of all kinds, Including Games of Skill and Chance; also out and out Sales Concessions.

G. W. SHADES SHOWS
LA GRANGE, IND. (Fair), All This Week.

WANTED
ALLAN HERSCHEL LITTLE BEAUTY MERRY-GO-ROUND
With or Without Organ. State Age, Power Unit, Condition. SPOT CASH

WM. E. LONG
22 S. Fulton Ave.
Baltimore 23, Md.

WANT
FOR CHAUNCEY, OHIO, COMING HOME, OCT. 11-16
Ball Games, Blankets, Hanky Ranks of all kinds.

HOWARD BROS.' SHOWS
Ottawa, Ohio, this week.

AMERICAN LEGION ANNUAL THRILL CIRCUS

At Wilmington, North Carolina, entire show starting October 24th through Oct. 29. Wonderful mounting of animals. Every animal in the show is kept in the finest condition. Jack Rockman, Jack Chichak, Fred Criswell, Fred Burrow, contact me. West Grandstand Astr. Animal. Four weeks for city of Wilmington, N. Carolina, with 1800 paid and $3,000 worth of stock. This is our 30th year. Prices top. Will H. Hilt, contact me in this vicinity. Prices must be reasonable. Wire or write:

WALTER D. NEALAND
Boxer, care Gateway, Post Office, Athens, Ohio, this week.

The Jackson, Michigan

ANTIQUE AND NEW SILK CONCESSION
This stand sponsored by the Business and Professional Women's Club-the five wire organization of Jackson.

2 FLOORS-NEWETT MASON-TAPEL BUILDING-2 FLOORS

BOBBY SHOW, state of action and crowd getting activities, Booth open to any item which can be closed as a hobby. Jewelry, Needles, Rug Weaving, Navajos, Pats, Recess, Flannel, Fiction, Fashion, Furnishings, etc. lovely old stand for good locations. Manager: L. VERNON SOOT; Ypsilanti, Michigan.

PHONE 1119.

FROM THE LOTS

John H. Marks
FAYETTEVILLE, N. C., Oct. 7--Shows opened Wednesday. A strong audience of 26 at the Cumberland County Fair here, an indication the fair is on since 1933. Opening attendance was good, and a Ride day, Tuesday (31), was 20 per cent over what was expected. It was most ideal.

The Midway Vendors continue to lead the shows followed by T. W. (Slim) Kelley's Circus Side Show and the Scit-Scott's Kiddie's Harlem Broadcasting.

The Southern Neck Agricultural Fair, Warsaw, Va., shows scored heavily. Midway grosses were up during the season's chill nights and two days of light rain. Closing attendance, Saturday (24), was a record for the event. A still date in Charlotteville, Va., closing Saturday (17), though it opened without much of the shows because of a local ruling, but was 20 per cent at the Roanoke and Lynchburg, Va., fairs was about the same as last year; crowds were present, but spending dropped.

A son was born to Mr. and Mrs. E. E. Pinkerton in Lynchburg Baptist Hospital. Grandparents are Mr. and Mrs. William Pinkerton, who have the set a record in coastal Virginia.

All were saddened by the death of James M. Battery, who visited the midway in Roanoke, Va., a day before he died.

The last date on the job at a head ticket take, postmaster and The Billboard sales agent, closed the circuit in Chester, Pa., hospital, Thomas J. Heath, electrician, is back after spending four days in Jefferson Hospital, Roanoke, Va.

Mrs. Jessica Birmingham, of the advance, rejoined her husband, Jack Heath, advertising agent, who is spending a week at home in Rome.

Charles Underwood is spending time after closing with Robin Bros. Circus. Underwood and his wife are jack in the boxes about the old days on the John Binson, Sisters and King Bros. shows. WALTER DEANART

CAPITAL CITY
CHICAGO, ILL., Oct. 1--At the Triangle County Fair, La Grange, Ga., a $600 per week license fee made going with the fair worth the year.

Most still dates in Tennessee, Kentucky, Ohio and Indiana were 25 per cent off from last year. Scottsburg, Ind., was a complete blank, but Barbourville, Hodgenville and Elizabethtown, Ky., were about even with last year. Date previous to La Grange was Bremen, Ga.


All American

S. H. AWM, Okla., Oct. 1--A twirler struck the midway Tuesday in La Grange, Ga. at Pettis County Free Fair. It was September 13-18, flattering equipment from the front area to the rear, a complete demolition of the Ferris Wheel, Walter Sned. Mix-up occurred by a falling light tower.

rash personnel pitched in and had equipment repaired for the Friday night close of the fair. Owner Jer-Stafford told his men all was well.

For sale

W. E. AMERICAN

WANTED
Agents for Slum Concessions (only). Ride Man who can handle truck. Playing in Ohio, Calif., N. Carolina and Home. For rent 30$. Write to:

George S. Scott, 12085 South Main St., N. York, Calif.

GEORGIA SFORTHER WANTS
High class, efficient Teller for her Broadway Show Review on the Corridor of Amusements Midway. Address:

TUPPEL, MISSISSIPPI, THIS WEEK
The Billboard

CARNIVALS

PIEDMONT INTERSTATE FAIR
October 10th to 15th Inclusive
SPARTANBURG, S. C.

GEORGIA STATE FAIR
October 17th to 22d Inclusive

MILTON, GA.

CAN PLACE all Legitimate Merchandise Concessions and Eating and Drinking Stands for all fairs ending the middle of November

Raynell wants Talkers and Girls for Posing Show.
CAN PLACE Hi-Ball Ride for this and next season.

All addresses this week Richmond, Va. Fairgrounds.

CETLIN & WILSON SHOWS

WAR SHOW FOR SALE SHOW

THE TOP MONEY, ONE-WAGON SHOW, ON THE ROYAL AMERICAN SHOWS, HENKIE BROS. SHOWS, JAMES E. STRATES SHOWS, AND WORLD OF MIRTH SHOWS.

WILL SELL ONE SHOW ONLY, complete, except tent, which is the property of the Carnival promoters.

ALL SHOWS SOLD to Man and Wife Operation. Low net — Show equipped and delivered in 60 days.

SHOWS IN SAN FRANCISCO, NEW YORK, CHICAGO, WASHINGTON, D. C., PITTSBURGH, CINCINNATI, and CLEVELAND.

SHOW IS BOOKED FOR 1950, BUT THIS YOUR OWN CHOICE

Show can be seen in operation on the above Shows or on route NOW...Show cannot be delivered until close of present season.

LOOK IT OVER...THEN SEE ME FOR PRICE...YOU WILL GET THE BEST BUY YOU EVER MADE...WILL GRADUALLY SHOW you Steeds on Previl at Show.

Also can be seen at Texas State Fair, Dallas, Oct. 8 to 21

ADDRESS OR CONTACT:
NAT B. RODGERS

e/o Royal American Shows, Birmingham, Ala., Oct. 3-8, or per routes for balance of season.

COLUMBUS FAIR & LIVESTOCK SHOW
Columbus Miss., October 17th thru 15th

Hunting Concessions of all kinds, Ball Games, Grab, Popcorn, Floss, Penny Arcade, High Striker, Hoops.

ALL REPLIES TO E. L. YOUNG, Mgr.
Carthsville, Mo., now.

5 BIG SPOTS 5
TIFTON, First Fair in 12 Years; JESSUP ANNUAL CELEBRATION; GOICEY FAIR;
DUBLIN; ADEL FAIR, Down Town

Biggest Armistice Celebration in the South. Want Clean Concessions that work for 10 cents. Clean Shows with something inside. No Gypsies, no rackets, no immoral shows to back here.

MAD CODY FLEMING

McClellan, Ga., this week

FOR SALE RIDES AND EQUIPMENT FOR SALE CHEAP

COME AND SEE THIS EQUIPMENT UP AND OPERATING

2 Abreast Allan Herschell 40 ft. Merry-Go-Round, in perfect condition; No. 5 Eli Ferris Wheel, 40 ft., with all go as new; New Herschell American Ride, in perfect condition; 2 Lewis Diesel Light Flying, in special built trailer; 2 Lewis Towers on top of tractor, 40 ft. each (beautiful Greffite)—will sell for half what they cost new; all make model Trestks, all good as new; beautiful Entrance Arch; 36 ft. Panel Fronto, with new canvas. Will sell any part of this equipment. Must sell. Come and see it.
PIECE'S Amusements

Can place Shows and Concessions. Agents of all kinds. Rollout, Razzle, Skilful. Open
Manager for Cookhouse or will book Cookhouse, Razzle-Palys or any Show with own
Other Fairs to follow. Out until Xmas. Contact:
KENNETH THOMPSON or BILL PIECE

KEYSTONE Attractions

Want for Firemen's Carnival, Gretna, Va., Oct. 15-22 with Amherst County Fair, Amherst.
Make plans to get confirming letter from us. Send a plan for dates and plan to show
Concessions-Novellith, Jowery, Photo, Carnival Grip, Colonial Acres, Custard, French, etc.,
and get confirmation. Must have a regular and reliable act. Lion and Bear show.

MEL SOBER, Mgr.
APPOMATTOX, VA., OCT. 2-8; THEN GREATM, VA.
HAVE FOR SALE
RIDE-O-IN PERFECT CONDITION
HI-BALL RIDE
DAYTON TRAIN
600 Foot Track—Front and 4 Cars
CAVALCADE OF AMUSEMENTS
TUPELO, MISS., THIS WEEK
BUHE, I. A. NEXT WEEK

Pomona Patter

POMONA, Calif., Oct. 1.—Ed Kennedy, in from Samarita with his guest-room-weight at the Los Angeles County Fair, reports he has seen with the Crafts oven for 25 years,... Pat Treanor and son, Raymond, have the novelty concessions on the fair. Last year, Patty, who leaves soon for New York to look over merchandise, has played this fair for 22 years. He said he has had concessions at 27 fairs this year and only four were 25 per cent off. Frank Redmond is up from Mission Beach and operating his own game-lying appliance with Tommy Tomlinson for Charlie DeMarco,... Jack and Martha Kenyon have an orange juice stand with Florence Lusty on the staff. Boots and Lois Nolen of the A. J. Bird Side Show, moved out Tuesday (20) to join the Bud org on the West Coast. In Frank, Jae and Peggy Steinberg will go from here to Fresno with their horse race game and then to the barn, according to Joe.

WANTED BILLPOSTER (union)
for
CAVALCADE ON ICE SHOW
by immediately
JOHNNY J. DENTON
1025 Gray Hotel
Greenbush, N. C.

WANTED
Two Girls for Illusions. Experience un
necessary. Must have also appearance
and weight under 150 pounds. Can place couple if man can drive semi. Out until Thanksgiving.

A. W. McAskill
Cora Bill Hanna Shows, Amarillo, Texas

JOHN MCKEE SHOWS WANT
For Kern County Fair, Fair
Contact JOHN Mckee, Mgr.
Marked Tree, Ark, this week

WANT COOKHOUSE AT ONCE
Will hire on wire. Out all winter Florida spots.
VETERANS EXPOSITION SHOWS
McConnaughey, &c. this week. Monrovia, Fla.,
Followed.
P. S. Bird Wendel, contact.

TALKER WANTED
FOR ARABIAN NIGHTS PRESENTATION
Good percentage to right man. Wire
ROY B. JONES
701 N. Broadway
CHARLOTTE SHOWS
Charlotte, N. C., this week

WILL BOOK
Lead Gallery, Biring Game, Hoop-La, Fless. Octopus, Title-Walt or any other Ride and
can use always show People in all departments. Junior Allen and Gene Bickford, open game, with Don Vos, Wilson, Ohio, this week.

Pomona Patter

WANT FOR METTER, GA., FAIR, Oct. 10-15; THOMSON, GA., FAIR, Oct. 17-22;
WARE SHOALS, S. C., Oct. 24-29; ELBERTON, GA., FAIR, Nov. 1-15; ANDERSON,
S. C., COLORED FAIR, Nov. 7-12.

CONCESSIONS—Novelties: Johnson, Balloon Darts, Pitch-Till-U-Win, Penny Pitchers, Coke Bottles, Custard, Ice Cream Dips, Ape and Wild Cat, Mechanical Snake, Black Cat, Mechanical Pigeon, Slingshot, Tin Birds, Comic Birds, Happy Bird, Mechanical Animal, Pigs that Walk, Turtles, Turtles, Turtles, Birds, Bears, Horses, Eskimo, Mechanical Fish, Upright, Putt and Paddle, and a Complete Concessions Unit.

SHANNON UIKES: SALE OF CONCESSIONS ON THIS SHOW, 100% TO CONCESSION OWNER.

Address Graniteville, S. C., this week.

Penn Premier Shows
worlds cleanest midway

WANT for
Blount County Fair, Maryville, Tenn., Oct. 10-11
Then the Great Coosa Valley Fair, Rome, Ga., Oct. 17-22
Want Concessions—Gib, French Fries, Custard, Pop Corn, Candy Apples, Pronto Pops and
Can-Carousel Rides of all kinds. Want to book Long, Tilt, Rocket or C-Girl. Want Side Show. Must be flashy.
SHAN BROS.' SHOWS
CANTON, GA., THIS WEEK

BARNY TASSEL UNIT SHOWS
WANT FOR YANCEVILLE, N. C., TOBACCO FESTIVAL, WEEK OCT. 10
(Don't let size of town fool you)
CONCESSIONS of all kinds except Griff and F.C. Want Monkey and Snake Show. Major
rides not conflicting. This show works 47 weeks out of the year. Can place Second Show on Spittle and all other Rides. Help must drive semi-trailers. Wire
KEYSVILLE, GA., THIS WEEK

AMERICAN FUNLAND SHOWS
WANT FOR AMERICAN LEGION HARVEST FESTIVAL, STUTTGART, ARK., THIS WEEK
FIRST SHOW THIS YEAR!!! CAMP, ARK. NEXT, AND CHOICE COURT TO FOLLOW.
ONCE-A-RUN with outside motor. Will book for 60,000 to 75,000.
CARNIVAL SHOWS, $100.00, going west.
HANKS PANK CONCESSIONS OF ALL KINDS. SHOWS OF MERIT—GOOD PROPOSITION TO WORK WEST UNLIMITED. Especially want Side Show and Races. Address: CENTRAL WEST TEXAS FAIR, HASKELL, TEX., THIS WEEK

COTTON ROUTE SPECIAL GREAT WESTERN SHOWS
Cotton Concessions, make your winter b. h. with
this new show. All Concessions reasonable; all Shows, $150.00. Midway, open for 10. Open to all cotton offers. Concession wife, $225.00, and good spots for S. Contact
MANAGER GREAT WESTERN SHOWS
Flat River, Mo., all this week into the cotton country,

LINDA LOPEZ WANTS
Side Show Talker and People. Jimmie, please contact. Want Acts, Billy People. Wire or come to
LINDA LOPEZ WONDERLAND CIRCUS SIDE SHOW DALLAS, TEXAS, STATE FAIR
DICK'S GREATER SHOWS
NORTH HAMPTON & HALIFAX COUNTY FAIR
ROANOKE RAPIDS, N. C., OCTOBER 10 TO 15
WANT
CONCESSIONS — Will sell Grand Stand Privilege, Demonstrators, Pitchmen was Frank Hanky, Ball Games, Cookout and Grab, Hanky Panks. Three more fairs to follow.
SHOWS — Any Show with own outfit.
This is a Bona Fide Fair With Horse Racing, Free Acts, Stage Show, Thrill Show, Fireworks, Band Music.
R. E. GILDSORF, General Manager, Jacksonville, N. C. JIMMY DAVIDSON, Business Manager

CAVALCADE OF AMUSEMENTS
TUPELO, MISS., THIS WEEK
QUEEN CITY SHOWS
Want for Webron, G.. Fall Festival, Oct. 5-6-7-8
CONCESSIONS—SHOWS AND RIDES
Followed by Sabina, Ohio, Fall Festival, on the streets, then closing spot, Massape, Ohio
CURLEY LITTLE, Queen City Shows
HERON, OHIO

JACK'S GREATER SHOWS
Want for the one and only Allen County Fair, Albay, S. C., Oct. 10; with Orangeburg County Colored Fair, to follow, with six more fairs to follow, Out all winter in Florida.
Want Concessions of all kinds—Hanky Punks, Grab, Flows, Long Range Galleries. Photo etc., WANT FOREMAN, CAPABLE OF HANDLING FERRIS WHEELS. Also other Ride Men and Concessions.

PEERLESCE CELEBRATION AMUSEMENTS
Want Grab, Popcorn. Water Games, Palindrome, Stock Games, Flows and Penny Pitch. No racket. Shows own transportation. Ferris Wheel or any new Ride for tobacco market spots south. Address:
WM. J. MESPELT
IRON CRESS, VA. THIS WEEK OR AS ROUTED

DOBSON'S UNITS SHOES FOR SALE!
Hallplace complete with transportation. Guaranteed winner with transportation. These Rides are priced for sale and are not junk. Are just as they finished like new. Reason for selling, too many Rides. Can be bought separate with or without transportation. Interested parties contact
DOBSON'S UNITED SHOES, WILLEMIN, MINN.
Michigan Showmen's Association
3133 Case Ave., Detroit

DETROIT, Oct. 1. — President Jack Gallagher had tentative plans for October 3 as the date of the first fall meeting.

The membership application of Tommy Bartlett,.ease of the Welcome Travel and Radio show, was still mitted by Ben Gross. Sam Bourd has volunteered to help Marvin Keys and I. Sobel, of the house committee. The club helped jambores at Michigan State Fair was charge of Harry Lewison, chairman; I. Sobel, George Harms, Elmer Nacy, Ray Marsh Bryan, Mrs. Rose LeMatty, and Irving Borker. Checks were received from President Gallagher and F. E. Gooding.

Visiters included Ed Horwitz, Louis and Sam Mollin, and Dr. Philip Cohen, Oscar Margolis, Fred Miller, Nate Golden and Mike Balog.

Miami Showmen's Association
236 W. Flager St., Miami

MIAMI, Oct. 1. — Jack Gamble writes that he was in an automobile accident and is convalescing in the St. James Hotel. Van Wert, O. John Conrad Wees info he no longer is connected with Edy Bros. Shows. He has placed his concessions on the Jack F. Peters show.

Al Porter, a caller at the club, recently returned from a 10-day stay in Havana. He now is associated with Leo Bistany.

Maxi Fairland returned here Monday (19), coming from Dunn, N. C., where he had been with Dumont Shows. Bob and Kay McClure, who have been in a Baltimore park, are back here with the World Aerial of John A. Applebaum, World of Music. John is the application of Charles J. Albrighton. Epp and Kitty Glosser opened their home here for the winter.

Letters have been received from Harold Schechter, Virgil Fink, Raymond McDonald, Sam Glickman, Sam Kaplan, Russell W. Stager, Charles W. Reynolds and Ben Wise.

Greater Tampa Showmen's Association
Tampa, Fla.

Ladies' Auxiliary

Dena Bern, house committee chairman, entertained in her home Saturday (18). Guests were Mrs. John Johnson, Mary Plastic, Grace LeMay, S. A. McCord, O. G. Burdick, Artiney, Elsie Owens, Nancy Young, Betty Lee Morgan and Grace Fullingham. The group visited the new clubhouse in the afternoon.

Evelyn Blakely, on the sick list, is able to travel again. Mary Quinan returned here after visiting relatives.

Correspondence was received from Anna LeRoy Rickford, Kay W. Ollis and Betty Harrwick. Anna sent a membership application for Jean Delatour.

Secretary Grace Fullingham returned from the Cavalcade of Amusement in Atlantic City. The announced $10,000 date are ready.

TRENTO TERRIFIC
(Continued from page 61)

to exhibit in the open are exhibits were staged in the open, also it was intended to have housed. Other exhibits to be housed were exhibits in fact that the fair has been creating new structures for the past several years.

Midway business was almost sure to make due to last week. The said. The World of Mirth Shows on the lot all are scheduled to the exception of the loss on Thursday.

The sale of concession space also reached the saturation point prior the opening, Jack McCormack, con- cession manager, reported.

CARNIVALS

Make Your Reservation Now for the 29th Annual
PACIFIC COAST SHOWMEN'S ASS'N BANQUET AND BALL

Held in Conjunction with the Annual Meeting of
WESTERN FAIRS ASSOCIATION
BILTMORE BOWL, BILTMORE HOTEL
Los Angeles, California
Saturday Evening, December 10, 1949
Tickets, $10, Including Tax
NO DEPOSIT REQUIRED. SEND CHECK NOT LATER THAN NOV. 31
Write: Joe Glacy, Chairman, Banquet and Ball Committee, Pacific Coast Showman's Association
1235 South Hope St., Los Angeles 15, Calif.

Serving the West Over 20 Years
W. COOK & SONS
1155 W. Vine St., Los Angeles 5, Calif.

W. COOK & SONS
1155 W. Vine St., Los Angeles 5, Calif.

CENTRAL AMUSEMENT CO.

WANTS FOR BALANCE OF FAIR SEASON IN COTTON, PEANUT AND TOBACCO COUNTRY


All contact SHERMAN HUSTED, Mgr.

JACKSON, Miss. Oct. 3-5; Scotland Neck, Oct. 10-15; Mt. Olive, Oct. 17-22; all North Carolina; then the great Loris Fair, Loris, S. C., Oct. 24-29; Andrews, S. C., Oct. 31-Nov. 5; and other proven fairs till Dec. 10.

WALLACE & MURRAY SHOWS
EMANUEL COUNTY FAIR, SAVANNAH, GA., OCT. 10-13

This week, Johnson County Fair, Wirtzville, Ga., next week, Emanuel County Fair, Swainsboro, Ga. Hop in Big One, Warren County Fair, Hiram, Ga., Oct. 12-15.

AL WALLACE, Gen. Mgr.
San Francisco, July 28—Over boys celebrated Upton hama, Button big.

Clara invited Fred on Chinatown big.

LAURENCE

Johnny

Morgan

Cupps,

Dailey Bros.

North was the right brother with a few showers. Crowds have been as good as in Canada, in spite of the weather.

Drum majorettes from the New Bern, N. C., and the York High are about tooled out after almost freezing without spectators in Fayetteville.

J. H. THOMAS

MARY JANE MIZELL

Clyde Beatty

Main topic of conversation was we close.

Clyde Beatty caught 35 fish and invited one and all to a fish fry.

Clyde Beatty bought our boss, Pat McCormick, a new receiver.

Working days were celebrated by Mr. F. Ray Graham, Johnny Cline, Ray Roush, Cliff Deane, Fred Mullens, and many others.

Around the lot—Bobby Kay sewing feathers on the owl's head, Joe Sams working on Joan Lewis sewing in new wardrobe. . . . Clyde Morey and Marvin Morey making up Morris's dogs all his remaining stock.

Harry Allen note: We played Lake Charles and didn't make a sale. In Alexandria we showed next to Jim Thompson's deep freeze unit.

Recent visitors—Charles Berry, Ben Mouton, Mel Henry, Mr. and Mrs. Jerry Wilson, Mrs. George Martin, W. M. Morgan—LAURENCE CROSS.

-Colonial shows.

Closing Biom.

In Pratt, Kan., C. L. Brown, bandmaster, visited the home and garage of Red Miller, and his brother-in-law and sister, all from Pratt. Red Miller played for the show in the concert before the big show and relieved Happy Hagenback, bass drum of the C. L. Brown band, in the afternoon. He was met by Mr. Brown on the S. W. D. and took the stage. Carl Miller, in character of Earl Ross in the Hagenbeck-Wallace Circus in 1921.

Strangely enough, Mrs. and Mrs. Eddy's mozer box, Dog, gets into the stage with flowers and the staff and clowns with decorated cakes when he and his mother arrived. See the ad.

Visitors: E. K. Fernandez, Ernestine Clarke, Rose Haneli, sister, Jimmie and Althea Eyster, Dr. Colley and members of the cast of Hagenbeck-Wallace show.

Backyard scenes: Bill Reynolds every day and Little Rosy won the watch. C. R. W. did his bit.

Zahra Kader and Dolly Dale have made a million dollars by making Bendix for the girls. Raymond, of ring stock, is sparking out double and Triple. Jimmy Watts is the first to spring with fall finery. Boys, notice the girls. . . . Have taken up Embroidering. Horace Lane is among the first up every morning.

Kos-Ni Wong is visiting his friend, Captain Molly O'Donnell in giving manicures and pedicures, with Helen Keller her first customer.

The Lyons is closed as the iron jaw number of a recall opportunity. Zephyr, the new bandmaster, is doing pretty well.

Sarah Kader and Dolly Dale have made a million dollars by making Bendix for the girls. Raymond, of ring stock, is sparking out double and Triple. Jimmy Watts is the first to spring with fall finery. Boys, notice the girls. . . . Have taken up Embroidering. Horace Lane is among the first up every morning.

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AOW Preps Racing Tie-OFF; Sets Two-League Operation

ELIZABETH, N. J., Oct. 1—Inter-
thing racing, which is credited with
bining an additional 15,000 admis-
s the America on the 2nd chain in 1914, begins its fourth season
October 8 at AOW’s Hackensack (N. J.) Arena, reports Jack Edwards.
AOW director is splendid. As in past
years, events will be held bi-monthly
and continue thru May.

In addition to the above, a new list of com-
petitors, AOW is forming Northern and
Southern racing leagues, the top
team of each circuit to meet in a
finals for the AOW championship.
On October 15 the Southern cir-
cuit begins racing at Alexandria.
Thus the schedules will give teams
the opportunity to travel north or south to
view the competitions in both
divisions.

In the Northern league will be:
The First Arena: Twin City Arena, Elizabeth, N. J.;
Finals New Avenue, Boston, N. J.;
Recreation Center, Hackensack Arena; Capitol Arena,
Trenton, N. J., and Florschun, N. J.

In addition, AOW is inviting some
United States teams to part in league contests. This action,
it is believed, will further stimulate
interest. The Northern and Southern
rinks a chance to take part in organized
racing.

The Harris trophy, standing 3 4 ft.
high, recently donated by the
Alexandria businessmen, is given to
the local to a patron who
died in the line of duty, will go to
the team with the greatest number of points during the season.
Other UBO teams that partici-
pate in the contests will not be eligi-
bility for this trophy, but will be for
the Harris trophy.

All meets have been standardized.
There will be five sectional
divisions, each of which will have
16 contests during the season,
and the championship will offer the
same number of events.

AOW General Manager William
Schmitt, of Chicago, believes a
taking keener competition this year. Racing,
and the competition is more
organized and better
organized. They also believe that
the prospect of a trip to California for the 1950
emerged in the contests this season. The
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organized racing.
AOW Tees Off Fall Season

ELIZABETH, N. J., Oct. 1—The America of Wheels chain observed its 11th anniversary and the start of the fall skating season September 14 with parties in each of the operating companies. Each AOW distributed souvenirs to each patron and party hats for the grand marathons.

The date also marked the opening of the fall season of the roller skating (N. J.) Arena, which had been on a three-day-a-week schedule thru the summer. It reopens later this week for nightly sessions, except Mondays, and features Saturday, Sunday and holiday matinees.

General Manager William Schmitz, announced from his headquarters here the addition of Victor Shankey to AOW's professional staff. He will take over teaching duties at Hackensack (N. J.) Arena, which has been the pro at Rainbow Rink, Bergenfield, N. J., which closed recently for conversion to other purposes.

O'Connell Turns Pro At Alliston's Co-Ed

ALLSTON, Mass., Oct. 1—Charles O'Connell, who has been an amateur roller skating, has turned professional to accept a teaching post at Allston's Co-Ed, Northern Mass., where he has been an amateur judge in Massachusetts. Also employed at Co-Ed is Benny Ausulo, organist.

Ciceros Observe 4th Anniversary

KITTANNING, Pa., Oct. 1—Cicero's Rink celebrates its fourth anniversary September 19 with a special party, with ownership by Mr. and Mrs. Rupert C. Cicero as hosts. Rink is open nightly for skating, Sundays, and features special Saturday children's matinees.

The Ciceros, who had their own skating rink for girls as part of the rink structure when it was built during the war, are renting the rink for the first time in 80 years. They purchased the building several years ago at a 10-cent price.

Biz Reported Good For Castle Rolly

BUTLER, Pa., Oct. 8—The recently opened Castle Rink, located on North Castle Road, is operating on a policy of nightly skating, except Mondays, with Saturday matinees. Business has been reported according to Ruth and Emil Maleisky, who built the rink.

Spot is characterized by attractive landscaping and provision of a large, paved parking space, where visitors enjoy picnics and beverages. Structure is of brick, steel and concrete block construction, with Rink 90 by 20 feet.

Policy features a Hammond organ, with Misses Edie Gaiser and Mildred Plaisted alternating at the keyboard. Skating classes, both elementary and advanced, are under the direction of Frank Hodak, professional, assisted by Howard Neibert Jr.

Francis L. and Marie E. Kariski are incorporating Ranch Roller Skating Co. to operate the rink on U. S. Highway 27 at St. Johns, Mich.

The Finest SKATING RECORDS in the World—BELOW COST!

Way back in the early days of our development it was YOUR help, Mr. Skating Rink Proprietor, which aided in building our TEMPO RECORD COMPANY into one of the largest and most successful operations in the business. Now, because of a greatly increased public demand, it is no longer practical for us to remain in this special field.

WE ARE CLEARING OUR INVENTORY OF ALL SKATING RECORDS and so we make this VERY SPECIAL OFFER! EXCLUSIVELY TO SKATING RINKS! Now you may buy the very same TEMPO CUSTOM-MADE SKATING RECORDS (For which you formerly paid $1.00 each) FAR BELOW COST! 25 Assorted Records—40¢ Each Plus Tax and Postal Charges

Top Quality! Each Record Perfect! Strict Skating Tempo! (Waltzes—Two-Steps—Tango—Fox Trots—Collegiates)

FAR BELOW COST! No Exchanges—No Returns—No Refunds

TEMPO RECORD COMPANY OF AMERICA
3850 Sunset Blvd, Hollywood 46, Calif.
EASTERN DIVISION TEMPO, SOUTHERN DIVISION TEMPO, C.O.D. net

Rinks East of Illinois, from our Philadelphia Factory Branch
Rinks West of Illinois, from our Hollywood Factory Branch

Lexington Opens Fall Season With Skating Jamboree

PIITTSBURGH, Oct. 1—H. D. Ruhlman's Lexington Skating Palace here opened the new season of fall skating September 12, after a long renovation, featuring dance numbers, souvenirs for all and skating championships by U. S. and foreign champions.

Ruhlman's fall program is geared specially for adults and children for various age brackets every day in the week, except Mondays when the rink is closed.

September 6 the beginners' dance class gets under way. It will be held regularly each week from 7 p.m. to 9 p.m., while a two-hour Wednesday night session, noon to midnight, will be held for juniors, offering instruction in dancing, figure and free style skating, grace and jumps. And races. Beginning September 22, an advanced afternoon session for high school students at a 25-cent price.

The introductory session was open at 10 cents. Teen-agers take over the rink Friday nights when Lexington offers novelty skates and dances along with regular waltzes. The rink operator is also making a determined effort to build Friday party business, referring rink to church, club and groups.

Children's daily day, the rink offering the 11 to 1 p.m. session for 3 cents, while 4 p.m. session is at 2 cents. Afternoon invitation is races for which prizes are offered.

"Vanities" Revue Closes Seaview's Summer Season

SALISBURY BEACH, Mass., Oct. 1—Large and enthusiastic audiences are turning out nightly at Seaview Rink on U. S. Route 1 for shows of the Vanities Revue, which closed September 3.

Included in the program were outstanding routines of Misses Patricia Vu, Betty ELIZABETH, N. J., has replaced Ann Marie as head professional. Mr. and Mrs. William Schmitz, operators, built the rink.

Hackett Goes to Rolladium

NEW DORP, N. Y., Oct. 1—Rod Hackett, former amateur star of the skating world, recently visited here, Elizabeth, N. J., has replaced Ann Marie as head professional. Mr. and Mrs. William Schmitz, operators, built the rink.

Fall Debuts Draw In New York Are

NEW YORK, Oct. 1—An artificially crowded week opened with the opening of the Hillside Rollerdrum, Richmond Hill, N. Y., September 21, at a silver apple per record. Gimmick provided for this feature was a trip in 100 silver coins hidden in the lot.

3 New York Spots Mull Speed Contests

NEW YORK, Oct. 1—Inter-rink competition will be revived in this borough if present plans of Brooklyn rink opens realize. In the early days, a triangular, series of speed contests will get under way.

Dingfelder Preps Opener

COMFY, Minn., Oct. 1—Harold Dingfelder is making preparations for an October 20 opening at Dingfelder's Rolladium in Messiah, Minnesota. Dingfelder's Minnesota rink in a town to be announced at a later date. He recently completed a good fall winter season.

2 Portable Rink Bargains

C.P. WALTER
P.O. Box 1474
68-21 Crescent St
Phila., Pa.

PORTABLE RINK FOR SALE
Complete, Bargain Reasonable Rate
200 WHEELS, 90 CENTS EACH
PORTABLE RINK FOR SALE
Complete, $10.00 Each
80 WHEELS, 90 CENTS EACH

FOR SALE

PORTABLE RINK $12.50, 220 WHEELS
PORTABLE RINK $15.00, 280 WHEELS
PORTABLE RINK $20.00, 340 WHEELS
PORTABLE RINK $25.00, 400 WHEELS
SOLD by the POUND

Ciceros, R. S., COLUMBIA, Mo.

HAMMOND ORGAN AND SPEAKERS FOR SALE

FOR SALE

Hackett, N. C., April 26, 1948

Speakers in perfect condition for sale at CO-ED ROLLERDRUM
250 ROLLER SKATES $1.50

Rolladium, 440 E. Bridge St., Canton, Ohio

(21)

Waltzes Assorted One

AOW celebrates its fourth anniversary September 19 with a special party, with ownership by Mr. and Mrs. Rupert C. Cicero as hosts. Rink is open nightly for skating, Sundays, and features special Saturday children's matinees.
MEN'S WATCH

Brand new, handsome, high quality watches, suitable for every age, for every use, whether for a young man or for a young boy. A watch that will last a lifetime. A watch that will be a pleasure to own. A watch that will be a joy to wear.

ANIMALS, BIRDS, PETS

ANIMALS BOARDED ALL WINTER—MONOGRAMMED BIRDS AND PETS.

TWIGS OF GOLD—SILK FLOWERS, BRACHES, GREETING CARDS, FLOWERS, CANDLES, BROMILDS. ALL IN YOUR HOME. ALL IN YOUR OFFICE. ALL IN YOUR CAR.

BUSINESS OPPORTUNITIES

ANALYSIS, SIZING, SELLING, AND SOLVING PROBLEMS. GET THE MOST OUT OF YOUR BUSINESS. GET THE MOST OUT OF YOUR LIFE.

SALT ON BAGGAGE.

FOR SALE—SECOND-HAND SHOE PROPERTY

BALLOON JACKE, 13 UNITS—I HAVE LOST THE MONEY TO PAY FOR EM. WILL SELL OR TRADE FOR CASH. WILL ACCEPT GOOD CHECKS.

BARGAINS GALORE—THEATER AND SOUND EQUIPMENT. CHAIRS, BUBBLES, SCREENS, CATALOGS, S. O. B. EQUIPMENT, CORP. EQUIPMENT. FULLY INTEGRATED.

BRILLIANT TANKS—UNIDENTIFIED, SIX OZ.

BARGAIN SHOES, WHOLESALE. WHOLESALE. WHOLESALE.

AUTO, AIRPLANE, CHARABANC, BAG, EACH $1.00. EXPRESS BAGS, STYLE 1081, EACH $1.00. EXPRESS BAGS, STYLE 1082, EACH $1.00. EXPRESS BAGS, STYLE 1083, EACH $1.00. EXPRESS BAGS, STYLE 1084, EACH $1.00.

BARGAIN TABLE, WHOLESALE. WHOLESALE. WHOLESALE.

AUTO, AIRPLANE, CHARABANC, BAG, EACH $1.00. EXPRESS BAGS, STYLE 1081, EACH $1.00. EXPRESS BAGS, STYLE 1082, EACH $1.00. EXPRESS BAGS, STYLE 1083, EACH $1.00. EXPRESS BAGS, STYLE 1084, EACH $1.00.

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BARGAIN TABLE, WHOLESALE. WHOLESALE. WHOLESALE.
For the first time!

A SPECIAL
XMAS MERCHANDISE
SUPPLEMENT

... To help The Billboard's Merchandise Department Readers to the Greatest Values ever offered for Xmas Buying and Xmas Selling

Featuring

2 VALUABLE EDITORIAL SERVICES

"WHAT'S HOT IN XMAS MERCHANDISE"
A pictorial and descriptive presentation of low-priced, fast-selling merchandise

...and the
"WHERE TO GET IT"
Directory
Popular Merchandise Alphabetically Listed by Trade Name

NOTE to Merchandise Manufacturers, Wholesalers & Jobbers...

- To participate in the "HOT XMAS MERCHANDISE" feature
- To get your listing in the important "WHERE TO GET IT" Directory
- To get full advertising information on THE BILLBOARD XMAS MERCHANDISE SPECIAL

Contact your nearest office of The Billboard
Advertising Closing Date: OCTOBER 24
THE ALL-AMERICAN MISS MAJORETTE ANIMATED ELECTRIC CLOCK

THE 1950 CHAMPION FOR BEAUTY-SALES-PROFITS

You'll beat the drums for Miss Majorette—she's beautiful—the twirls her baton—she means dollars in the bank to you! The electric clock is a Sessions movement and there are two high-quality motors—one for the clock, the other for the baton. Two-tone bronze and gold type finish gives Miss Majorette all the flash and eye catching appeal you want to insure fast volume sales. Start 1950 with a Parade of profits and put Miss Majorette electric clock right out in front.

$14.95 Immediate Delivery
Shipping Weight—7 Lbs.
Individually Boxed.

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NOVO Cards outsell all others!

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MIDWEST MERCHANDISE CO.
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WRITE FOR OUR 1949 PRICE LIST

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Heavy Chains, Charm Bracelets, 3A, 2, 3; also Diamond, Clubs, Spades, 4 Leaf Clover. High polished backs and fronts: nickel or gold plated.

$4.00 Doz. Bulk

Dexter Engraving Jewelry Co.
191 SOUTH STREET

PROVIDENCE 3, R. I.
10% to 50% OFF
ON ALL CATALOG MERCHANDISE TO
SELL PROFITABLY ON YOUR MARKET

MEN'S WRIST WATCHES
$9.45

FACTORY CLOSEOUT! RINGS
Heavy rings with imitation rubies and
whites that look like real things. Big eye appeal, included are rings that sold to the das, wholesale. 25c. assortment with tray only.

LADIES' RHINESTONE CASE WATCH 7-JEWEL...
59.95

THE NEW GOLDEN HORSE CLOCK
PRIDE OF THE WEST

POT OF GOLD
NEW BEACON LEOPARD DESIGN BLANKET
54x72 Packed 30 to Case...

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RWB CARNIVAL RINGS

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303 S. 16th AVE., N. Y. 16, N. Y.
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Letters and messages addressed to persons in care of The Billboard
will be advertised in this list two times only. If you are having
mail addressed to you, in our care, look for your name EACH WEEK.
Mail must be received at this office of The Billboard and must
be made out in care of the office of The Billboard and must
be mailed to Cincinnati, New York, Chicago and St. Louis. To be listed in following week's
mail must be sent to New York, Chicago or St. Louis by Wednesdays morning
or Cincinnati office by Thursday morning.

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936 W. Washington St.

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Campbell, D. F. Carter, F. P.
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Carlson, W. H. Case, J. H.
Chur, E. H. Church, W. M.
Cline, W. H. Claybrook, R.
Couch, H. H. Combs, F. C.
Cushing, W. H. Cunningham, R. H.
Dann, W. H. Davenport, C. R.
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Buy Direct From Manufacturer

ROYAL
The King of Them All!
- Precision
- Flash
- Quality


$5.40 DOT
25% Deposit, Balance C. O. D.
MODERN PEN CO.
357 Broadway
New York, N. Y.

SELL NYLONS GUARANTEED AGAINST RUNS!
AMAZING guarantee gives you FREE money if your hose or tights ever run! It's true! Regardless of cause, whether fault of hose or wearer. Kendale nylons are guaranteed FREE if they run, break or tear for wear within the guarantee period up to THREE (3) years. Kendale line of women's beautiful, fancy hose, all weights, sizes and lengths, including选择12 denier $1.00. No lost in stores. Not advertised in Life, Saturday Evening Post, Ladies Home Journal, McCall and Women's Home Companion. Awarded Seal of Approval by Good Housekeeping. Kendale line of men's fine hosiery guaranteed ONE FULL YEAR or replaced FREE if we should determine need to replace. Should you decide to return, return in our original packaging. Advance cash plus hosiery. Complete money-back guarantee if not satisfied. Prepaid. We ship to all 50 states. Nothing to pay now or later. Opportunity to have eens, check your name and address on coupon. We'll be in touch only once. And you'll be making money next week.

REBEL W. C. BABY Boy, 17, N. Y.

WESTERN SADDLE HORSES Brea, just came back from a nice vacation. Horse gets a new policy to the tune of $21.00, at $1.00 a dozen which beats them all. Also have a new release of men's socks, which is tops. Also have other sizes at prices that will make you say, "Why not get a pair?" Our patronage is always a great deal. Everyone one guaranteed. Send $5 for a complete sample. We offer many no money-back guarantee at once. Also will return payment promptly. Premium Delivery, Inc.

C. GAMEISER
Box 1324, Church Street, Station B, New York City

DEALERS WANTED
Watches
Silverware
Buboes, Brads, Lamps and Crystal
Silk, Linen and Damask
All models
Parker 31 and 31V
All Wash Boats
Animals of America
Cases, Dolls, Porcelain, Schleich and Remington Indians

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The Billboard, 1504 Broadway, N. Y. C. 19

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With genuine imported Czechoslovakian Precious Stones, Crystal, Glass, Rhinestones, Pin, Cuff Links, Brooches, Pins, etc., in all different styles.

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MAIL ON HAND AT
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St. Louis 1 Mo.

Buy Direct From Manufacturer

ROYAL
The King of Them All!
- Precision
- Flash
- Quality


$5.40 DOT
25% Deposit, Balance C. O. D.
MODERN PEN CO.
357 Broadway
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Watches
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55 Bly Ave.
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MAIL ON HAND AT
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RONCO ROBE
Sensational All Wool 60"x70"
COMPLETE WITH WATERPROOF PLASTIC ZIPPER CARPETING BAG....

$8.95

We also have---
ROYAL RAIL ROBE
GARSHAR NOVELTY CO.
25 56 468 S.
Minneapolis 1, Minn.

HEARTS DESIRE COCKTAIL BROALEET
No. B775BC—34 bewitching Ruby Red sparklers and flashin
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Your price $7.00 per doz., $4.65 per doz., in 3 doz. lots, $3.20 per doz., in 6 doz. lots, $6.25 per doz. in 12 doz. lots.

Send 25% deposit before C.O.D.

MAIL TODAY FOR COMPLETE INFORMATION.

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IMMEDIATE DELIVERY!
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Wire or write for Catalog
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MERCHANDISE 89

HERE IT IS NEWLY PREMIUM ON THE MARKET--
RUBY RED ALL-PLASTIC COCKTAIL SHAKER SET

Odorless—Tasteless—Hot water Resistant—Alcohol Proof.

$300 8-Pc. Cocktail Shaker Set

FREE OILS AND GLASS WARE

M. K. BROYD
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FAST-SELLING LOWLULL WATCHES

FREE 1950 CATALOG
HUNDREDS OF FAST SELLING ITEMS

LOUIS PERLCOFF
WHITNEY JEWELRY
711 E 77TH ST., NEW YORK 21, N. Y.
Pipes for Pitchmen

By Bill Baker

Is it a bumper crop of long greens?

ANT (DOC) MILLER, who closed recently with 'Lee Bros.' Circus, is writing sheet over established territory.

The successful pitchmen set a pace that he can maintain.

Careful study and earnest action are what bring results.

HARRY MAJERS, who script from Arab, Ala., that he's taking things easy down there because there's no cotton in Alabama and no people in Kentucky.

Don't become indifferent when it comes to paying off your obligations.

When you get to thinking that success has its arms around you — remember there's always a trap.

They tell us . . .

that Bob Ross chalked up a winning engagement with comics at the Hutchinson, Minn., Fair.

ARTHUR BURNS, former med and minorle st, has joined his old partner, Chet Grayley, of Liberty, Mo. They are headed for the potato country.

The strength of your layout lies in its build-up. Here's a case where a good reputation guarantees good publicity.

Then there's the pitcheroo who said: "The rest of you went out is to break the jump between twisters."

Fast Selling Trick!

4 NICKELS TO A DIMES

Precision made of brass. Changes 4 into a dime No skill required. Everyone wants one. Retail 25c. SAMPLES 1c.

D. ROBBINS & Co.

NEW STOCK SIGNS

Every in all kinds of businesses. Set of 8 for 1 bought. Dime

AL HAWKINS & CO.

Joel, Iowa.

YOU'VE WAITED FOR IT! HOTTER THAN YO-TO'S

THE ITEM YOU'VE BEEN WAITING FOR! HOTTER THAN YO-TO'S...

PADDLE BALL AND ALL OTHERS—ACTION GALORE!

The kids from 6 to 60 will go wild over this sensational 1949 offering. You can make money with this skill with the boys and girls. Everyone will want to try their hand with this many maker. Come see and go away with paddle, ball and ring. Ball ball ball.

Big Al Wilson

rambled into Minneapolis last week after winding up a successful fair trek with white pants and comics. Al says that he plans to head for Waterloo, Ia., from Minnesota with will work comics with that super comic, Mr. Ward. He'd like to read pipes here from Glen Horsby and Red Gunn. Al says that he's planning to work from a lot and store in Minneapolis until Christmas.

Don't plant over a good season. It means that conditions improved your tip-turning ability.

Football games all over the country, college as well as pro, are drawing tremendous crowds. Who's working 'em?"
Watches

Catalogue Tales Plus

754 sells

25% st., Intl...=

FOR Chrysler co

OUR Excellent

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KANE WATCH CO.

En., 11, 104 Canal St.

New York 5, Y. V

BE OUR DISTRIBUTOR!

Represent a fast selling, big profit line of gift merchandises! Contact us at once!

We can supply quantities of lucite gift items, neckties, plastic Christmas cards and plus many other items. We also furnish sales plans to help you make bigger profits!

WRITE US TODAY!

CROWN INDUSTRIES, DEPT B

2943 W. Armitage

Chicago 47, Ill.

NO Selling... NO Demonstrating... NO Collecting... NO Investment

And yet, for men only up to $900 per week being made in most areas. No other such plan has ever been offered and no one else has as full and complete a line of quality as we do.

WRITE US TODAY for further details.

GELLMAN BROS., INC.

19 North Fourth St.

Minneapolis, Minn.

LOOK! A COW THAT GIVES MILK

YES! THIS AMAZING COW DRINKS MILK AND CAN BE MILKED!

Not a hand toy, but the cow actually feels like the real thing. Here's a novelty for salemen, storekeepers, fair workers, premium users. Complete milk milking set. Comes in colored illustrated box. Be first with this new selling idea.

Sample 1 Doz. $2.40

AMAZING LIFE-LIKE RUBBER HEAD MASKS

Cover Entire Head. Colored or natural makes these masks quite attractive. Have to be seen to be appreciated. Theatrical Headwear in dozens lots.

DOZ. -- No. 100

Goody--No. 150

Old Man--No. 588

Crowns--No. 580

Samples-

$0.25

In 6 Doses

per Doz.

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H-MTabs Record 120G in Boston; Big Year Ahead

Under the Marquee

(Continued from page 67)

The sensational tiny, magazine-loading camera that is setting sales records in city after city, so tiny YOU CAN WEAR IT ON YOUR WRIST. The Pixie is a completely new kind of camera—designed and priced for the big mass market. One of the smallest cameras ever made, the Pixie is precision built of black polyester, all metal parts are aluminum or chrome steel.

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(Continued from page 67)

virus years ago, was working for circus attendance, and the battle waged by the Red Sox for the America's most elusive fan. This year, the table was turned, with the Red Sox being roundly defeated by a New England team.

His birthday is a curious disease which can be cured only thru 16 weeks of rest.

Frank Miller, Big Show concessionaire, in New York for a visit and a medical check up. He plans to revisit the show in Los Angeles, where Billie Burke, formerly of King Bros'. Circus, continued the Terrell Jacobs Show in Holy American Shows at Topka, Kan. . . . John L. Sullivan, curator of the Museum of the American Circus at Sarasota, Fla., was a recent visitor to Robert D. Good's Circus Room at Allentown, Pa.

Art criticia of a stockkeeper consists of a stove-steamed full of window lists of graphs.

H-MTabs Record 120G in Boston; Big Year Ahead

(Continued from page 66)

MILL'S FOLDS NOV. 14

(Continued from page 66)

Write for Catalogue or Phone

SHER-LEE

279 Sheridan Road
CHICAGO, ILL.

BURLINGTON FIREWORKS
Camden, Tenn.

INCREASE YOUR BUSINESS

1500 WAGES SURE-FOOTED—SEND only $1.00

A full size camera! Long John Pop-It

Looks like a real camera . . . In fact, it is a full size, perfectly detailed camera case that will surprise your friends when you press the shutter release and the extra long 5-inch spring pops out at them.

Amazingly low priced for fast selling!

$3.90

6 or more

$2.90

Add 5% for Parcel Post Charge.

L. SCHALLER CO.
32 NORTH WELLS STREET
CHICAGO, ILLINOIS

RINGLING TO PLAY ST. LOUIS ARENA; COAST BIZ HOLDING

(Continued from page 66)

night show, org pulled only a half house and followed the next day with a half matinee and capacity night. New connections were made last week in Los Angeles, where a 3:15 p.m. matinee starting time during school days will be in effect.

West Coast business has been holding up. The four-day stand Sept. 25-28 at Los Angeles, showed the 10,800-seater Cow Palace saw the show open with a half house at the matinee and then fill the building for seven succeeding performances. At the last night (28), when some 14,000 saw the show, with 2,500 seats being placed on the promenade and 500 stands being allowed. Matinee attendance was slightly under the phenomenal 1948 business here, revue was reported hired of a new scale this year. Top ticket was $3.60 as against $3 last year and the structure included a $2.50 tier which the show did not have in 1948.

San Fran Surprises

San Francisco date was surprising in view of the fact that R-B this year, played Sacramento, where it had turned away at its one show, and none days ago in Oakland. These are cities that would have been liberal in their engagement had not appearances been made there.

The transportation bugaboos to the Cow Palace, which is across the city, were not in business to capacity night. The matinee only in Sunday and the show plays two performances in San Diego, then moves to Long Beach and San Bernardino, then into Arizona and eastward.

Fast Selling Jewelry

3 Pt. Pearl Nack Set With Diamond $16.00 Dr.

New-Style Earrings $6.00

Airplane-Metal Br., Frok, Facet $1.00

Brand-New Bangle Bracelet $2.00

Group 9 Chunky Stone Bracelet $13.50

Group 13 Chunky Stone Drop Earring $20.00 Gr.

SEND for SAMPLE ORDER

SHER-LEE

279 Sheridan Road
CHICAGO, ILL.

FOLDING CHAIRS

FOR WEDDINGS, CHURCHES, ETC.

FOR WEDDINGS, CHURCHES, ETC.

J. P. REDINGTON & CO.

WRITE FOR CATALOGUE

DEPT. 1

SCRANTON 2, PA.

CHINESE FIRECRACKERS

116 N. 13TH ST., PHILADELPHIA 19, PA.

116 N. 13TH ST., PHILADELPHIA 19, PA.

116 N. 13TH ST., PHILADELPHIA 19, PA.

CHINESE FIRECRACKERS

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Hartlich Corporation, Chicago, is going along at a busy pace, with the full upturn in business now a definite factor in boosted production line activity. Sam Feldman, sales manager, says that while the increase is not spectacular, it does indicate a good demand for boards with a steady order-pull following throughout the winter. Hartlich's quarter punch King Charley board, in the leatherette book style, is a leading order contender at present. Its special thick construction and 1,000 holes are player approved, Sam states.

Carole Sales Company, Elmira, N. Y., is rolling up a plump record of early fall business, with boss Dick Hitter forecasting more of the same for the coming "indoor" months. Dick reports that he is taking on the McNamara Company's in-refillable pellet boards, for use in the Color-Atlas and Color-Ex frames for distribution throughout New York State. He predicts that the firm's cigarette board with no losers will be a top level success. Hitter, who has a record of being one of the leading p-r-propagandists in the field, continues active in community work. He is keeping busy contacting the trade, also, and figures that he does about 95 per cent of the traveling and selling for his firm. Indicating the extent of his extra-curricular work is Dick's membership in the Elks, Odd Fellows, Masons, The Grotto, Royal Arch Masons, B'nai B'rith and Zionists of America.

McNamara's COLOR-EX the highest quality pellet board now available in Philadelphia.

STOR IN TO SEE US

Rake COIN MACHINE EXCHANGE
409 SPRING GARDEN ST.
PHILA. 23, PA.
LOMBARD 3-2764
Distributors of Coin-Operated Machines and Salesboards

McNamara's COLOR-EX

FOR THE BEST IN TICKETS
ALWAYS DEMAND-
We manufacture all kinds of JAR DEALS
RED- WHITE- BLUE COMBINATIONS
LUCKY 7, BINGO, ETC.
SPECIAL DEALS MADE TO ORDER

Special Dealing on EXCHANGE

A Winner...

Lucky Seals
Move Your Merchandise with this board!
Available in 5c and 10c Play

5c Play
No. 20054-5
In Takes 10c
Available
In $100.00
Av. Payoff
$30.00 plus
$35.00 plus

Heads Prize

The McNAMARA CO.
5729-31 W. Lake St.
Chicago 44, III.

HARLICH CORPORATION
1200 NORTH HOMIN AVENUE
CHICAGO 31, ILLINOIS

SALESBOARDS—JAR TICKETS
NEW LOW PRICES

ALL ORDERS SHIPPED SAME DAY RECEIVED

ILLINOIS OIL BUILDING
E. H. THOMAS & Associates
ROCK ISLAND, ILL.

SALESBOARDS FREE WRITE "NEW WHOLESALE 'NET' PRICE BULLETIN" NEW LOW PRICES—GIGANTIC ASSORTMENT—FASTEST SELLERS FREE GIVING IMMEDIATE DELIVERY ON FIRST BOXES

LEGALSHARE SALES
P.O. BOX 86-G
HUNTINGTON BEACH, CALIF.

SALESBOARDS SIDELIGHTS

Gardner & Company, Chicago, turns in reports of a steadily increasing front of business all along its varied board line. Both production shifts are going at top speed to keep up with demand, it's reported. Gardner sales representatives are pounding the road hard these weeks, and back in the news that the new numbers continue to be "on the beam" with customers. Charles B. Leedy, sales manager, having completed his trip in the Southeast territory with good results, is now concentrating on the Southwest.

in a hurry...

IMMEDIATE DELIVERY on COIN BOARDS

We stock a Complete Line of the Following Manufacturers:

Seco
State
Best
Jat
Jat
Jat

McNamara's COLOR-EX

NOW AVAILABLE IN PHILADELPHIA.

STOP IN TO SEE US

Rake COIN MACHINE EXCHANGE
409 SPRING GARDEN ST.
PHILA. 23, PA.
LOMBARD 3-2764
Distributors of Coin-Operated Machines and Salesboards

GALENTINE PRODUCTS MAKE BIG PROFITS!

The BEST SALESBOARDS AND JAR DEALS!
PHONE 2-4261
DAY OR NITE
GALENTINE NOVELTY CO.
222 S. COLATS AVE., SOUTH BEND 24, IND.

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT

100 24 Charley
100 24 Charley, Thick
100 24 Charley, Thick, Def. 1.15
100 24 Charley, Thick, Def. 1.18
100 24 Charley, Thick, Def. 1.00
100 24 Charley, Thick, Def. 1.00
100 24 Charley, Thick, Def. 1.00
100 24 Charley, Thick, Def. 1.00

WEBS WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
Deluxe, Superior, Intermediates

HIDE-A-WAY
BINGO DEALS
FOR OPEN AND CLOSED TERRITORY
WRITE FOR PARTICULARS
THE HIDE-A-WAY CO.
1319 S. Boyle
St. Louis 10, Mo.

2,000 Intermediate Holes with 36 MGL Seals

SALESBOARDS—JAR TICKETS NEW LOW PRICES

ALL ORDERS SHIPPED SAME DAY RECEIVED

JAR-TICKETS RED, WHITE AND BLUE
LUCKY SEVEN
BUCKS
VICTORY TICKET

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

SALESBOARDS—JAR TICKETS
NEW LOW PRICES
ATTENTION DEALERS

IF YOU'RE LOOKING
THE BEST DEAL TO BE FOUND IS JAR-O-DO'S

MERRY-GO-ROUND
DESIGN PATENT PENDING
ORIGINATED AND DESIGNED BY JAR-O-DO
A COLORFUL ALL PLASTIC NOVELTY

BINGO MERRY-GO-ROUND

Takes in 1200 Tickets @ 5c
Definite Payoff
Definite Profit
Other payoffs similar according to size & style of ticket.

Merry-Go-Rounds are available in the following: Bingo, Jackpot Bingo, New Reels (Slot Symbol), Red-White-Blue (3 Color Symbol), Vienna Prize Bingo, Lucky Seven (3 Color Symbol), and 9 Cigarette, Pok-n-Win (Poker Symbol), and Jar-o-Do (Combination), in either 5 or 10c play.

After game is sold, the Merry-Go-Round can be used for a theater dispenser, a store dispenser, a child's toy, or for party games. We urge you to write for complete information on Merry-Go-Rounds and thousands of other games we manufacture.

WRITE TODAY FOR FREE DESCRIPTIVE LITERATURE WE HAVE THOUSANDS OF DIFFERENT SIZE & STYLE DEALS

UNIVERSAL MANUFACTURING CO., INC.
"The World's Foremost Mfg. of Jaz Games"
405-411 E. 8TH ST.
KANSAS CITY 6, MISSOURI

"THE WORLD'S FINEST"

WHEN YOU'RE IN CHICAGO
Visit our factory branch office at 1313 W. Randolph St. You'll be amazed at the complete line of Jaz-O-Do Ticket Decks and Box Joy Boards on display there. Bessie Eitz, vice-president and district manager, will be on hand to welcome you and serve you.

UNIVERSAL MFG. CO. FACTORY BRANCH
Phone: Seyer 5-0666
CHICAGO, ILL.

WE ARE MANUFACTURERS OF

All Kinds—Pull Ticket Games
TIP BOOKS

GIVE TO THE RUNYON CANCER FUND
ONCE again The Billboard presents its Fall Coin Machine Special, designed primarily to help every phase of the industry to gear its activities to the remaining three months of the year.

The coming of fall traditionally heralds an era of increased effort throughout the industry. Unlike previous years, the autumn of 1949 finds the coin machine field facing an all-out period of production, sales and route activity. For the first time in years there will be no January convention, and thus, there will be no reason to curb production or sales in the waning weeks of the current year. Instead of planning new equipment to be introduced at the convention, manufacturers are gearing their output to build momentum which will carry over into 1950. Distributors and operators are planning their activities accordingly.

This year’s Fall Special was prepared with those facts in mind. It is dedicated to the one major aim of all phases of the industry, Make More Money.

There are some manufacturers, distributors and operators who have hit upon answers to the problem of making more money. There are others who have tried various methods to increase their incomes but have not yet determined whether they are on the right track. To date many of the successful ideas have been closely guarded; others have been completely lost.

In the following pages The Billboard coin machine staff has attempted to bring into the open some of the ideas which have proved successful for operators in their own areas. Route diversification, increasing vendor profit margins, making more money thru shuffleboard leagues, keys to increased profits for music machine operators, and actual money-making ideas as tested and proved by operators and distributors throughout the country are a sampling of what's in store.

The industry, like all others in the economic picture of the United States, is vitally concerned with national legislation affecting taxes, copyright and coinage. The Outlook From the Nation’s Capital provides answers to many of the questions now running thru the minds of the industry. And for the music ops, the complex record situation is explained in complete detail.

The basic soundness of the coin machine industry is now an established fact. During the past months it has made steady progress, its strides being slow, but sure. There is every reason to believe that by the end of 1949, the industry will have established itself as a major factor in the "small business" economies of the country.
FACTS BACK FALL OPTIMISM

Production Lines Starting To Hum After Summer Lull; Shuffleboard Picture Rosy

Forecast Increased Buying Trend Continuing Into 1950

By Norman Weiser

CHICAGO, Oct. 1.—The entire coin machine field is entering the fall season this year on an optimistic note which, at this time, appears to be well founded. In the past month manufacturers have reported sharp upswing in sales, and production in all phases of the industry has been stepped up. Distributors have noted increased buying, but, more importantly, have pointed out that operators now purchasing new equipment are in a sounder financial position than at any time since the end of the war.

And finally, from the operators' viewpoint, growth in the trade, and the upgrade after dipping to the lowest points since the days of the early part of 1949. Manufacturers, on the whole, are faced with a different buying situation this year than in many years past, and they are finding that the decline in sales that followed the national prosperity in this line of business.

For the first time they will be able to judge their output on a continuing basis and thereby begin forming an accurate estimate of what to expect.

Quality Supply In Production on Counter Game

SIoux FALLS, S. D., Oct. 1.—Coin-operated amusement games heretofore have been produced on a new counter game called 8 in 1, Art Pentzcoff, firm head, explained. Now in production is the first trade showing at the South Dakota Photographers Association Fall meeting in Huron, S. D., this week.

Based on multiple dice, the game is designed for penny play and is used for amusement only, Pentzcoff explained. It carries a list price of $28.50 and standard equipment includes two sets of dice, each having five dice.

Begin New Run On Universal's Photo-Finish

CHICAGO, Oct. 1.—Because of the success of Universal's Camera Industries' Photo-Finish, the firm has started a third run on both the free play and automatic units, Bill Ryan, vice-president, announced this week.

The one ball has several new features such as the use of win, place and show addition, and is designed to give players many opportunities to win. It also embodies multiple dice play and advantages odds. Photo-Finish was planned in such a way as to make the mechanism readily accessible for servicing. High points on its construction include a vault for vital areas and indirect lighting.

Active Amusement In New Headquarters

NEWARK, N. J., Oct. 1.—The Active Amusement Machine Company has completed its move today (1) to new quarters at Franklin Avenue at 167. Numerous improvements were made to the new location, making it a fine shopping display, office and shop areas, and added parking facilities for operators.

The firm formerly was located at 56 Clinton Avenue.

Calendar for Coinmen

October 4 and 18.—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadway Hotel, Philadelphia.

October 6.—Washington Machine Guild, Inc. (WMG), monthly meeting, Washington Hotel, Chicago.

October 11.—Music Operators' Association (MOA), Chapter 1, monthly meeting, Layton's, Chicago.

October 12.—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Macabees Building, Detroit.

October 25.—Western Vending Machines Operators' Association (WVOA), meeting, Los Angeles.

October 24-25.—Popcorn Industries' convention and show, Palmer House, Chicago.

October 26.—Michigan Miniature Bowling Association (MMBA), monthly meeting, Jericho Building, Detroit.

November 7.—Amusement Machine Operators of Greater Baltimore (AMOBG), regular monthly meeting, 2441 North Charles Street, Baltimore.

November 14-17.—American Bottlers of Carbonated Beverages (ABC), annual convention and exhibition, Convention Hall, Detroit.

November 27-28.—National Automatic Merchandising Association (NAMA), annual convention, Convention Hall, Atlantic City.

Association officials are invited to submit convention and scheduled meetings information to the Coin Machine Editor, The Billboard, 188 W. Randolph Street, Chicago 1, for listing in this calendar.

Tax Collections Up

WASHINGTON, Oct. 1.—August collections of coin machine taxes totaled $5,908,310, one of the largest amounts for that month in history, Internal Revenue Bureau reported this week. Receipts topped August, 1949, by $421,754. Collections for the first two months of the 1950 fiscal year, however, were more than $500,000 behind last year's record pace. Totals were $13,390,410 for July, August, 1949, and $14,846,103 for the same period last year. About 70 per cent of the total fiscal year tax is regularly collected in July and August.

Rocking Horse Hit

WASHINGTON, Oct. 1.—Operated rocking horses are proving as popular with young visitors to the Washington zoo as the wild animals, according to zoo commissioner Harry Leach. For a nickel, the children receive an exciting, bouncing ride while the horse rocks gently from one side to the other.

The horses, according to Leach, among a very few left in the country since they have not been manufactured for the past 20 years, were purchased for the zoo and are in use.

Grockenbush Rolls On New Novelty Game Bombshell

CHICAGO, Oct. 1.—Grockenbush Manufacturing Company has started quantity deliveries on its new mechanical jockey and bull game, the Billboard, firm head, announced this week.

Over-all size of the game is 25 by 48 inches, while the play area measures 16 by 32 inches. In a period of a few weeks, the player makes his play by pressing down three white cue balls for a nickel. A rack automatically sets six colored balls on a triangular foot. The playing area is cushioned with live rubber and permits bank shot as well as putting with ease on cue ball. Playing area has a window which permits player and operator to see balls separate and thus creates added interest.

GROETCHEN ROLLS ON NEW NOVELTY GAME BOMBSHELL

CHICAGO, Oct. 1.—Grockenbush Manufacturing Company has started quantity deliveries on its new mechanical jockey and bull game, the Billboard, firm head, announced this week.

Over-all size of the game is 25 by 48 inches, while the play area measures 16 by 32 inches. In a period of a few weeks, the player makes his play by pressing down three white cue balls for a nickel. A rack automatically sets six colored balls on a triangular foot. The playing area is cushioned with live rubber and permits bank shot as well as putting with ease on cue ball. Playing area has a window which permits player and operator to see balls separate and thus creates added interest.
ROUTE DIVERSIFICATION MAKES SENSE
By DICK SCHREIBER

LIKE most other owners of small businesses, coin machine operators have long been aware of the potential of diversification and have practiced it whenever and wherever possible. Diversification, for the average vending operator, makes good sense, and every available survey indicates that the majority of successful operators have two or more types of coin-operated equipment on their routes.

Diversification is valuable to the average operator for two principal reasons:

1. It spreads the operator's capital investment over different kinds of equipment as insurance against one type slipping, temporarily or permanently, in public favor.

2. It provides the operator with a means of spreading his routes over different kinds of equipment, and thus offers a better chance of spreading the capital investment over the maximum number of profitable routes.

There are many stops, for instance, where $200 worth of coin machine sales could be made, but none of the machines sold has a fair return of profit, so for a phonograph.

There are also many stops where it is possible to make a profit on sales of coin machines, but none of the machines sold has a fair return of profit, so for a phonograph.

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Diversification simplifies location decisions, and usually means greater efficiency for the operator.

Diversification has its greatest single advantage and sometimes its greatest single disadvantage. The disadvantage arises where operators become careless about individual machine performance, or where they are forced to install a piece of equipment simply to hold the stop, or because another coin machine is more extensively used in the area. In such instances, it may save the operator a few cents over the minimum number of operators or with only one.

The greatest advantage of diversification is that it enables the operator to offer his locations a complete coin machine service at a minimum additional cost.

Diversification makes for the fullest, most efficient use of the operator's existing service organization.

When an operator has reached, or is approaching, the saturation point in a particular piece of equipment, diversification makes further expansion profitable.

Diversification simplifies location decisions, and usually means greater efficiency for the operator. There are also many stops where it is possible to make a profit on sales of coin machines, but none of the machines sold has a fair return of profit, so for a phonograph.

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Where an operator has reached, or is approaching, the saturation point in a particular piece of equipment, diversification makes further expansion profitable.

By furnishing as nearly complete a service as possible the operator has an excellent edge over competition, thus protecting his top stops.

How Diversified Are Operators?
The following statistics, showing various combinations of equipment operators use on their routes, were compiled by Billboard after a thorough canvass of coin machine operators. The statistics are based on a survey of 8,740 operators.

<table>
<thead>
<tr>
<th>Game Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games only</td>
<td>530</td>
</tr>
<tr>
<td>Games &amp; Jukes</td>
<td>2,357</td>
</tr>
<tr>
<td>Games &amp; Miscellaneous</td>
<td>119</td>
</tr>
<tr>
<td>Games, Jukes &amp; Misc.</td>
<td>541</td>
</tr>
<tr>
<td>Games, Jukes, Vending &amp; Misc.</td>
<td>653</td>
</tr>
<tr>
<td>Games, Jukes &amp; Vending</td>
<td>75</td>
</tr>
<tr>
<td>Games, Jukes</td>
<td>215</td>
</tr>
<tr>
<td>TOTAL GAMES OPERATORS</td>
<td>3,585</td>
</tr>
<tr>
<td>Juke Only</td>
<td>1,612</td>
</tr>
<tr>
<td>Jukes &amp; Jukes</td>
<td>2,320</td>
</tr>
<tr>
<td>Jukes &amp; Vending</td>
<td>25</td>
</tr>
<tr>
<td>Jukes &amp; Miscellaneous</td>
<td>90</td>
</tr>
<tr>
<td>Jukes, Games &amp; Misc.</td>
<td>653</td>
</tr>
<tr>
<td>Jukes, Games, Vending &amp; Misc.</td>
<td>75</td>
</tr>
<tr>
<td>Jukes, Vending, Misc.</td>
<td>26</td>
</tr>
<tr>
<td>Jukes, Games</td>
<td>58</td>
</tr>
<tr>
<td>TOTAL JUKE OPERATORS</td>
<td>3,585</td>
</tr>
<tr>
<td>Vending only</td>
<td>1,576</td>
</tr>
<tr>
<td>Vending &amp; Games</td>
<td>85</td>
</tr>
<tr>
<td>Vending &amp; Jukes</td>
<td>75</td>
</tr>
<tr>
<td>Vending &amp; Miscellaneous</td>
<td>125</td>
</tr>
<tr>
<td>Vending, Games &amp; Misc.</td>
<td>75</td>
</tr>
<tr>
<td>Vending, Games, Vending &amp; Misc.</td>
<td>26</td>
</tr>
<tr>
<td>Vending, Jukes, Games &amp; Misc.</td>
<td>28</td>
</tr>
<tr>
<td>VENDING OPERATORS</td>
<td>2,942</td>
</tr>
</tbody>
</table>

Although machine performance, or where they are forced to install a piece of equipment simply to hold the stop, or because another coin machine is more extensively used in the area. In such instances, it may save the operator a few cents over the minimum number of operators or with only one.

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Where an operator has reached, or is approaching, the saturation point in a particular piece of equipment, diversification makes further expansion profitable.

By furnishing as nearly complete a service as possible the operator has an excellent edge over competition, thus protecting his top stops.

Why Diversification Is Good Business
1. It spreads the operator's investment over different kinds of equipment, keeps him from putting all of his eggs in one basket.

2. Enables the operator to offer his locations a complete coin machine service at a minimum additional cost.

3. Makes for the fullest, most efficient use of the operator's existing service organization.

4. Where an operator has reached, or is approaching, the saturation point in a particular piece of equipment, diversification makes further expansion profitable.

5. Simplifies location decisions, and usually means greater efficiency for the operator. There are also many stops where it is possible to make a profit on sales of coin machines, but none of the machines sold has a fair return of profit, so for a phonograph.

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Check Against Losses
Without separate records, an operator might well be taking considerable losses on a particular type of machine—losses which ought to be corrected in the shortest possible time, and also be aware of the condition because the stop over all produced a profit.

For obvious reasons operators who specialize in one type of equipment tend to work in one or two metropolitan areas, while diversified operators are able to work in small cities or rural areas. Many a small-city operator, and the great majority of rural operators, would be unable to build a profitable business if they specialized in a single type of equipment.

The operator who does specialize in one type of equipment should have the necessary experience to enable him to do a peak job because he can concentrate all of his time, energy, and capital on that equipment. This argument is sound for those operators who are in a territory which offers an abundance of stops, but it is not workable where the number of potential locations are limited.

A small town with fewer than 50,000 people would not be an especially attractive proposition to an aggressive music firm. But if a music firm had a good network of good game locations it might be a particularly attractive proposition. The fact is, however, that a music firm would not be an especially attractive proposition to an aggressive music firm. But if a music firm had a good network of good game locations it might be a particularly attractive proposition.
This up-to-date listing of 'distributors', classified according to the manufacturers they represent, is prepared regularly checked and compiled by the manufacturers to make certain that the lists are as accurate as possible. The manufacturers have been furnished by the manufacturer indicated to buy at distributor's prices for resale to the operator. The Directory of Dealers is constantly being revised. This list incorporates many important changes. Omissions in the listing means either that the manufacturer has failed to report his distributors or that he is unable to list his sales firms because of changes and additions currently being made.

**Manufacturers**

**Distributors**

ABT Manufacturing Corp. 715 N. Kedsie Ave., Chicago 12

ATLANTA—H. & L. Distributors, Inc., 2030 Peachtree St. N. E.

Baltimore—General Vending Sales Co., 212 W. Pratt St.

Biloxi. Miss.—United Novelty Co., De Launey & Division Sts.

Bonneville—Compact Coin Machine Co., 40 Waltham St.

Buffalo 2—Alfred Sales Co., 1066 Main St.

Chicago 47—Atlas Novelty Co., 2290 N. Throop St.


Cincinnati—Skating, Inc., 1401 Central Ave.

Cleveland—Cleveland Coin Machine Co., 1307 E. 105th St., Markay, Inc., 3639 Carnegie Ave., Continental Coin, 630 May 8th St.

Denver 2—Modern Distributing Co., 1810 Sunset Blvd.

Duluth—Twin Pour Sales Co., 239 Lake Ave.

Los Angeles 13—R. B. Clapp Co., 2148 S. Spring St.

Louisville—Ohio Specialty Co., 550 S. Third St.


Miami—Automobile Sales Co., 431 Broadway.

Hermitage Music Co., 433 Broadway.

NEW ORLEANS—New Orleans Novelty Co., 115 Magazine St.

NEW YORK—Neumann Bros., 510 W. 24th St.

Chicago 3—Worldwide Distributing Co., 612 16th Ave.


Philadelphia Distributors, 614 Arch St.

Pittsburgh 4—O. L. Lazar Co., 1035 Fifth Ave.

PORTLAND 8—Western Distributors, 1526 S. 11th St.

POWELL—N. Y.—Square Amusement Co., 8 East 42nd St.

ROCHESTER 8—N. Y.—Eastern Sales, 1244 Main St. E.

ST. LOUIS—Ideal Noveltv Co., 2833 Locust St.

Standard Scale Co., 715 N. Kingshighway, M. 

V. P. Distributing Co., 2315 0live St.

W. P. Distributing & Toy Co., 1407 W. Main St.

ST. LOUIS—Ideal Novelty Co., 2833 Locust St.


PHOENIX, Ariz.—Gurkian Sales, 911 W. Washington.

Philadelphia—Fred Stumm, 373 Warren St.


SACRAMENTO—Alden & Airline Sales & Service Co., 1435 S. 9th St. 54th Ave.

SACRAMENTO—Don Wright Co., 111 07th St.

SAN ANTONIO—Renault Sales Co., 810 Alamo St.

SAN FRANCISCO—Hallard Co., 307 Sumner St.

SALT LAKE CITY—C. Mayflower Distributors, 815 North Broad St.

SAYRE—S. W. Edmonston Co., 112 5th Ave.

Sacramento—Don Wright Co., 111 07th St.

SAN ANTONIO—Central Service Sales, 219 West Jackson Ave.

SAN ANTONIO—Heinie Williams Co., 122 West 1st St.

SALEM—Western Distributors, 822 Elliott Ave.

SALT LAKE CITY—Coin Machine Sales Co., 156 East Third South.

SALT LAKE CITY—H. W. Dolph Distributing Co., 222 East 2nd Ave.

SALT LAKE CITY—H. W. Dolph Distributing Co., 222 East 2nd Ave.

SALT LAKE CITY—H. W. Dolph Distributing Co., 222 East 2nd Ave.

Bally Manufacturing Co.

2540 Belmont

ALLENTOWN, Pa.—Redd Dist Co., 286 Lincoln St.


BALTIMORE—Orla Novelty Co., 806 St.

Burlington—Alfred Sales Co., 811 Main St.

CHICAGO—Coven Distributing Co., 3281 W. 16th St.

CINCINNATI—Sinking, Inc., 1401 Central Pkwy.

CINCINNATI—Lake City Amusement Co., 1194 St.

Clair—Calcutta Sales Co., 139 Central Ave.

Cleveland 15—Atlas Distributors, 105th Ave.

CINCINNATI—2 Southern American Machine Co., 329 West 7th St.

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OUTLOOK FROM THE NATION'S CAPITAL

BY BEN ATLAS

THE nation's capital is taping off from a busy year on issues affecting the coin machine industry. The last quarter, however, are in the category of unfinished business on the Washington calendar and are the basis for outlook. Among the major items of unfinished business are proposals to wipe out the excess taxes, revive the excess profits tax, authorize vending on the Home Front, and improve generalities affecting the coin-operated business. Various coining and tax issues for the coming year are being considered by the new Congress to address these concerns.

Fractional Coins Dead

Legislation to authorize the minting of fractional coins has died in both the House and Senate Banking committees because of the strong opposition of House members to any new coins that would be made. The new bills would include the proposal to extend the 24-cent piece, 7-cent pieces and 24-cent pieces. There is some chance that the legislation could be revived in the future, but it appears unlikely this year is a year of change.

The State Department's move in aid of trade reduction may have been a step towards reducing the deficit in trade. The State Department has made a move to stimulate the sale of United States and foreign economies. The State Department's move is aimed at reducing the deficit in trade. The State Department's move is aimed at reducing the deficit in trade.

Material Stocks Available

Various materials used in the manufacturing of coin machines were in stock during the first three quarters of the year. The new legislation will place most of these in its "plentiful" category. Various materials used in the manufacturing of coin machines were in stock during the first three quarters of the year. The new legislation will place most of these in its "plentiful" category.

(See Capitol's Outlook on page 119)
Ice Cream Biz Looks to Vendors

Mfrs. Hold Up Promotional Aids for Ops Until More Machines Are in Operation

Dairy Orgs Lab Test Vendors Bar, Cup Prices Steady

Penna Tobacco Distributors To Hear Coin Vending Talk

“Voice for Venders” Offered By $50 Tape Recording Unit

Local Set-Ups Divid at WVOA Meet

Seek Hyposed Attendance

FTC Clears 33 Candy Mfrs. Dismiss Cases Which Alleged Discriminat’n

Interpretation in Error

Washing, October 1.—The Federal Trade Commission (FTC) this week announced that it had dismissed “without prejudice” and in their entirety complaints filed by FTC several months ago against 33 candy manufacturers. The complaint, which was filed by the FTC had charged the manufacturers with violating the Robinson-Patman anti-price discrimination act. The commission’s dismissal of the complaints came as a signal triumph for the candy firms which had filed motions for the dismissal. The commission, however, asserted that the action “is without prejudice to the issuance of such complaints in the future.” (See FTC CLEARS on page 111)

Victor Intros 2-Unit Topper, New Vend Wheel

NAMA Meeting

CHICAGO, Oct. 1.—Victor Vending Corporation announced offerings in the bulk vending field this week, featuring a double unit Topper model, plastic globes and a triple-duty gum and charm vending wheel. H. M. Schaeffer, president, declared the entire line-up of new items is available for immediate delivery.

The double unit Topper, with plastic globes as standard equipment, also incorporates each of the features built in the single Topper model. Each unit may be removed from the base individually, and has its own coin compartment. The dual base can be installed on a stand, counter or wall bracket. Packed two doubles are a case, the per double unit price is $22.50, or $45 per case. Quantity discounts cut cost of vendors to a low of $21 per double unit on 25 or

Victor’s new plastic globes are also obtainable on other models at a 50-cent, additional charge, at the time of purchase. The plastic globe offers an 8 per cent increase in capacity. (See Victor Intro on page 104)

FTC

CHICAGO, Oct. 1.—A “voice for vending” by Verbal Ad, Inc., recently formed firm which has been conducting tests in its sales over a six-month period. Principals of the firm are Theodore and Gene Mann, of the advertising agency, report the unit, called Verbal Ad, will be available for delivery within 60 days at a 1st price of $50. Unit, which is 7 1/2 by 8 by 8 inches in size, can be activated either by the insertion of a coin in the vending machine and by a photo-electric eye.

While sales of the device will be aimed at vending machines, it will also be offered to operators through local distributors, according to Thad. The sales message on the unit’s magnetic tape is tailored to fit the vending situation. The name of the unit and recorded by Verbal Ad for the operator or manufacturer. The tape magazine holds up to 20 minutes of recorded messages, with the maximum limit of 50 words per second. Up to eight or ten variations of a sales message may be spooled onto the tape by any one form. Electronic controls stop the message after each delivery.

Cost of the processed tape, per six minutes of sales message, is approxi- mately $2.50, with a 6 cents a minute cost of the machine itself. (See “Voice for Venders” page 104)

Licenses

There was little to report from the license department. The license situation in San Bernardino was reviewed by Slater at the request of a member. Further, in that city 20 licenses are 50 cents per machine. One operator reported being asked to take out a $25 police license in Santa Monica in addition to the 50 cent police license.

The matter of location owners “buying” equipment, in order that the operator might escape the license tax, was also discussed. Advice from the Los Angeles city license chief, according to Slater, is that “the operator should go on record.” (See Local Set-Ups, page 103)

Wage Plan

LOS ANGELES, Oct. 1.—Weymouth, of Weymouth Service, believes in the wage- centive plan for his servicemen. Each serviceman is on a regular salary, which might be a recorded drawing account, because the bonus plan does not go into effect until he has earned his check for the week. The wage will go up in the same manner, on any merchandise on the service and in the above that figure is credited. The raise is figured for work in the form of a small percentage. When the data has been paid, fields, makes his employee happy and keeps him constantly engaged in new locations.
ELECTRO, the Pioneer Electric Cigarette Vending Machine, is now in its...

5th Year of PROVEN LEadership

A leadership achieved thru a series of "firsts" unequalled in the industry, and maintained by completely proven electrical superiority.

• ELECTRO was the FIRST successful all-electric cigarette machine.
• ELECTRO was FIRST with smart, modern console design.
• ELECTRO was FIRST with a simple price adjustment mechanism.
• ELECTRO was FIRST to design and engineer a cigarette machine so perfect that since its inception not one major change in design or construction has been necessary.

ELECTRO IS FIRST FOR TODAY AND TOMORROW
SOLD THRU THE WORLD'S FINEST DISTRIBUTOR ORGANIZATION

C-Eight Laboratories, manufacturers of Electro, is America's largest and most completely equipped cigarette merchandising machine factory.

EASTERN ELECTRIC VENDING MACHINE CORP.
GENERAL MOTORS BLDG. A PRODUCT OF C-E LABORATORIES
NEW YORK 19, N.Y.
PROFIT margins for vending machine operators have been increasing over the past year. This is the direct result of a general lowering of supply costs, with a firm price policy by all major equipment manufacturers and reduction in sales volume. The operators' bettered position, profit-wise, and in equipment and supply availability, means that greater activity will take place during the coming year. Increase your profit program. The bulk prices have been further stimulated because of thousands of service stations located previously by-passed due to slim profit potentials can now be added.

From the vender's viewpoint there is an inviting future in automatic machines. A large segment of the vending business is expected to have a large increase in the near future. The postwar price increases in both machines and supply lines have been held down to a minimum by the large number of firm lists maintained by manufacturers and a general interest in supply grosses. Where any change in machine prices does take place it will be on the minus side. Automatic machines and service stations and lower prices of these machines assure the operators that the line has reached on the "plus price pattern"

Costs - More Profit
What these lower supply costs, and firm and lower vending prices, mean to the operator is a lessened burden to him. Stand-out fact for each of the major fields of automatic merchandising is the lower costs spell extra profits.

For candy operators, who already sell profit-isolated from 44-count to 110-count, the return to improved operating conditions is a definite "good business" future. With price down from the average of 125 per cent to 64 per cent over the past few years to 74, 72 and 68 cents respectively, the profit potential has increased. Potential profit has also jumped, since the supply cost reduction has mean a greater amount of capital for purposes of additional equipment.

The candy price picture has clarified the potential: Present prices are closer to those of some low-volume items, so slightly lower by year's end. However there is no reason to anticipate further general reductions in the bar line. Manufacturers apparently have cut out close to their raw ingredient, production and overhead costs, and are backed by practical bar prices on the lower scale.

Candy Units Increase
The 300,000 plus candy venders on location in the country will be increased considerably this year as a result of the change in the lower bar prices. With vending prices stabilized, purchase of new equipment will increase. A recent demand for this type merchandising is created by installations in the thousands of low-volume locations which have now become profitable stops.

On the candy vender front there will be a more modest move as well. As in other fields, however, there is a decided "up" in this type of business. A series of well-devised, quite successful vending machines now offered by Stover at $60.50. During 1950 operators look for an increased number of such standard (as opposed to the "latter day" machines to be offered in the same price range. Stable prices on larger de luxe models will make these units a profitable investment for the above-average and top-volume locations.

BULK PRICES STABLE
In the bulk vend line expansion plans of 18-month are accelerated with no fear of losing thru drastic price reductions. Prices for penny or five-cent machines, with quantity orders receiving per unit price reductions from 75 machines upward. There may be further reductions throughout the year or there may be an increase in price. Costs of glass, decals, parts have increased. Where the past year's price lists will be maintained in spite of this. One manufacturer, Northwest Vending, Inc., has raised 10 to 13 per cent on its six-model machine line.

Prices on the front are largely controlled by government supports. As of today the prices are still under trolled portion plus the tax mix factors to aid in keeping profit at a reasonable level. Altho the major vender bulk items (peanuts) have increased in the average of a penny a pound the past year, the nature of the commodity, as vended, is in a price control, permits a constant operating profit.

Gum Volume Doubles
Gum volume and price (55 cents per 100 sticks) remain unchanged. Gum here is greatly stimulated postwar appetite, and the gum industry's new gum in the market means that a year-round market is established. With gum sales high in demand and profits. Sale of penny sticks alone are expected by gum makers to increase by 200 per cent over this and next year. When it is considered that even the most conservative figures project over $400,000,000 sales of gum over prewar levels, only 10 per cent of the population chewing gum, 75 per cent of all gum sold, a constantly increasing gum vender potential is established.

Ball gum prices, down 3 to 5 cents late last year, have continued steady with manufacturers reporting prices not likely to fall further.

Cigarette Paradox
A price-cut-profit plan is entered the cigarette vendor field during the past year. Altho operations were faced with paying higher wholesale prices, their per-sale profit margin increased as a result of higher selling prices. Depending upon the State tax, operators upper their pre-pack price to an even figure and had increased (increases had been fractional) and benefited from the extra margin of a penny profit. While higher prices resulted in reduced sales for a short period, as soon as the fumes of the higher prices wore off, they were able to maintain profit margin on their regular amount of cigarettes, and earned profit operators took on an added lift.

With some $25,000,000 cigarette venders active in the vending field, each, expansion in this field is going on at a stepped-up tempo. Cigarette manufacturers, realizing that venders are responsible for between 17 and 20 per cent of all sales, are promoting their sales thru venders. Cigarettes are venders, which means that the retailer, becoming better educated to the advantage of vender-sold cigarettes, will prove a vender-sold cigarette a high margin on increasing numbers.

Press with industry estimates that over 500,000 cigarette venders will be on location within five years and there's a definite trend toward the business. It can be seen that the operator's profit potential is bright.

Cigarette vendors show no general downward price trend, but they do indicate that the top of the price line here has been reached and that prices will be firm for an indefinite period, with little falls-offs taking place. An exception was the Rowe Company's $1.50-20 price reductions last spring.

Not too much progress has been made by a "direct to location" manufacturer, Vending Manufacturing Corporation, Lawrence, Mass., which introduced its mechanical unit last year. Operators are writing off this competition, yet, by presenting their "location profit with no cash outlay" plan as the better deal for the location.

Cups Drink Expansion
Lower price and greater selectivity in the soft drink cup vending field indicates an all-out expansion program for this phase of automatic merchandising during the near few years. Four-digit price tags on cup equipment are beginning to give way to $1.00 and 1.50 plus lists, with as low as $400 for one cup. However, the larger, high-capacity selective units continue to cost the $1,000 mark.

Operators anticipate rapid advancement of cup vending with the advent of more low-price units, which will permit installation on a profitable basis in stops pulling less than 1,000 sales per week. The present annual sales of 63,000,000 drinks by 15,000 units is now over the country and compares to more than treble when lower volumes are expressed.

That cup vending design for the continued operator is a prime target of the manufacturer is seen in the great strides made to date in improved operation, appearance and efficiency as compared to pre-war models. With simplification and mass production helping to lower costs, today's cup machines offer the operator dependable earning power combined with relatively trouble-free operation.

Sip HOP Costs Range
Sirup supplies are readily available from nationally known manufacturers. Prices, which are firm at the current prices of 9 a pound to 9 a pound, depending upon the type of sirup. Sip hop supplies at the current prices of 9 a pound to 9 a pound, depending upon the type of sirup. Sip hop supplies at the current prices of 9 a pound to 9 a pound, depending upon the type of sirup. Sip hop supplies at the current prices of 9 a pound to 9 a pound, depending upon the type of sirup.
Another in the great family of 'Electro' Distributors...

R. F. JONES CO.
1263 Mission St.
San Francisco, Calif.
3131 Pearl St. 127 E. 2d South
Denver, Colo. Salt Lake City.

Distributors of Electro in Colorado,
Wyoming, Utah, New Mexico,
Nevada, Eastern Montana,
Southern Idaho and North-
ern California.

America's Finest
A.B.
Electric Cigarettes.

Another OF VENDING
There'll Be Now
Hayes St.
NEW
Peter E. Slater,
14111 Skeleton Ave.
Los Angeles, Calif.

Hayes St.
New
Rue
Eastern
Francisco,
14111

ORDER SEND relief like COINS.
You FUTURAMIC Distributors
and C010.

Machines
Breaux
P.O. Box 324
Breaux Bridge, La.

ORDER by Mail
NOW!
New! PIECES OF SILVER CHARMS
“COIN” NEW PRAYS FOR YOU!
$1.75 GR.

La Rue International, Inc.
140 Haynes St.
San Francisco, Calif.

been kept to low levels. And with the 1949 harvest promising a like con-

dition, operators can look for 1950 as another good popcorn profit year.

Popcorn prices usually vary widely,

with recent lows of $8.50 to $10 per

100 pounds f.o.b. This is a sizable drop when compared with the $13 per

100 pound price received in 1947.

Prices normally take a jump dur-

ing the fall and winter months as processors' inventories are depleted.

But even with the seasonal fluctuations in popcorn prices, operators have a

good profit cushion at the prevailing dime a bag. Even with some op-

erators turning to the nickel price, net returns are kept to a good margin.

Ice Cream Upcharge

In the ice cream field operators are experi-

encing a steady upsurge of public ac-

ceptance on a wide location front. Ma-

chine prices have settled to common-

sense levels (see ice cream vendor

feature, this issue) and models of varying capacities and design are available.

With public acceptance of ice cream as a year-round confection and with

ice cream manufacturers beginning to look upon the vendor as a de-

finitive asset to their over-all busi-

ness, prices are starting to hit better profit-making levels for the operator.

With a low of 65 cents per dozen bars by one manufacturer at $5.99 totaling

over-75-cents-per-dozen peg by most

firms is expected to move downward

as vendors get in the field.

LOCAL SET-UPS

(Continued from page 100)

soon to believe such an act as being

practiced on his route should file a

complaint. The location owner's books will then be subject to audit by the

license bureau and if the charge can be proved he will be sub-

ject to a stiff fine.

However, it was pointed out by Slater, that any location owner who

legitimately buys equipment can op-

erate under his general business li-

cense without paying additional fees.

Candy Tax

Following in the footsteps of Ohio

operators, who managed to have

candy sales tax act in their State re-

pealed, WVMOA members discussed

the best method of dispute of the law

in a meeting held in California. Candy

manufacturers have not been too interested in the problem locally, it was pointed

out, for the tax matter is strictly in the

lap of the retailer.

Members, including Slater, agreed to
give the equivalent of a year's sales
tax to fight the case.

Another point raised at the meet-

ing was the practice by some jobbers

of loading machines intended for lo-

cation sale too heavily with charms.

This practice, if continued, in the

end would destroy the value of the charms to the consumers, operators felt.

Among those attending were Presi-

dent M. L. Slater, Vice-President J. C.

Pruinner, Secretary Bob Leiderberger,
Treasurer Marvin Drenkow, Preston

Crombie, Jack Ott, A. J. Nickels,

Leland, Pete Kenney and Park Ham-

mers.

The next meeting will be held the

last Tuesday in October.

No Magic Lamp

WASHINGTON, Oct. 1

"There is no magic lamp in the
cigarette vending business," de-

clared Aaron Goldman, R. H.

Macke Corporation. He stated that

"the only way we can in-

crease our business is to secure

more locations." He added: "I
certainly don't want to make this business sound easy. It's not. We suffer from
day to day and hope to show an up-

selling of a steady rate only

at the end of a season."

On many machines, Macke
does use a small arrow pointing
to the Old Gold slot. Goldman

said this results in an increase of

sales for the brand but added that

"this helps Old Gold, not us."

ACORN 1c & 5c
ALL PURPOSE BULK
MERCHANDISER

WE'RE SHIPPING MORE
AND MORE EVERY DAY!

HAVE YOU
ORDERED YOURS?

Look at These

OUTSTANDING

Service Head Features

m One can be the faster, more
through cleaning job on your
merchandise compartment.

m Allows you to service charms
so you won't become disinterested
on location, because the Acorn
merchandiser is designed to sel-

d out.

Write for complete details today!

ADVANCE
DUPLEX-E
SANITARY VENDOR
IMMEDIATE DELIVERY

Order Sample today!
Write For Quantity Prices!
Other Sanitary Machines Available

LISTO SANITARY
NAPKINS
SAMPLES AND PRICES ON REQUEST
MANUFACTURER AND DISTRIBUTOR

J. SCHOENBACH, 1614 Bedford Ave., Brooklyn 25, N. Y.

MILLS FAMOUS
DISPLAY PENNY GUM VENDER
Dispensing Denteye, Beeman's
Pepsi and Peppermint, Spearmint
and Cinnamon Chiclets.

SOME FACTORY RECONDITIONED
AND GUARANTEED MACHINES
AVAILABLE.

HAL R. MEKES
National Distributor
85 W. 42nd STREET NEW YORK 18, N. Y.
Rowe Making Console Cig Merchandiser

Price Competitive

NEW YORK, Oct. 1.—The Rowe Corporation has started initial deliveries of its new Diplomat Console, developed to fit into smaller locations and adaptable to a wide variety of finishes. Robert Z. Greene, president, announced this week. With the first model a manual model, the firm also expects to bow an electric version before the end of the year. Production of the standard Diplomat line will be continued, it was stressed.

While retaining the same basic mechanism as the earlier and larger machine, the new unit has shorter loading trays, with the cabinet fabricated in one piece. No stand is used. A seven-column unit, the machine has a capacity of 288 cigarettes packs. Cigarettes are loaded from the top, with the first package in being the first dispensed. Merchandise may be viewed by the customer thru a glass display panel. A recessed delivery tray is said to provide easy access to purchased cigarettes.

Leatherette Cover

The larger part of the cabinet is covered with a leather-type fabric, said to be non-woven and easily cleaned. Named Leatherette by the company, the fabric is available in various different colors to meet the decorative demands of most locations. Greene predicted this versatility of finish will aid placement of the unit. He pointed out that operators can carry swatches of the fabric to locations and allow the location owner to indicate his preference. Any special fabric will be applied to the machine at the Rowe factory if the material furnished by the operator.

While the list price of the smaller machine was disclosed, Greene claimed it was substantially lower in cost than the standard Diplomat.

Canada Dry Syrup

Post to J. Lyons

NEW YORK, Oct. 1.—Joseph R. Lyons has been named national syrup manager for Canada Dry Ginger Ale, Inc., it was learned here this week. The former head of the firm’s Cleveland division will be responsible for implementing Canada Dry’s vending program.

"VOICE FOR VENDORS" (Continued from page 100)

charged for additional presentations. Processed tape, for which the operator no longer has use, may be returned and applied on cost of new tape.

Verbal Ad has a number of test units on location in soft drink, ice cream and popcorn vending, according to Thad. Two basic types of message are used, one which draws attention to the product itself and another which is a "courtesy" gesture. Latter thanks the customer for his patronage after a sale has been made.

"The Verbal Ad unit takes the vendor out of the "silent salesman" category," Thad states.

VICTOR INTROS

"Continued from page 100"

and uses "clear as glass" construction.

The new vending wheel, which will dispense 10¢, 37½ and 50¢ count ball gum without adjustment, is standard equipment on the double unit Topper. It also vends a combination of the three-ball gum sizes, mint and bubble gum, with free-flow action.

Eppy Making Console Cig Merchandiser

Adams 1c Vending Gum

Gum Vending Corp.

Give to the Damoz Runyon Cancer Fund

Eppy Charms

ATTRACT THE KIDS!

Famous 1 Charms

Plastic—.52 ass't charms $1.50
Metal-Plated—.52 ass't charms 4.50

BIG Famous 12 Charms

Plastic—another .52 ass't $3.00
Metal-Plated—another .52 ass't 2.75

Boxing Glove Charms

Plastic—30 Engraved Charms 5.00
Metal-Plated—30 Engraved Charms 7.50

Football Charms

Plastic—30 Engraved Colored 7.50
Metal-Plated—30 Engraved Colored 10.00

Baseball Charms

Plastic—30 Engraved Names 6.00
Metal-Plated—30 Engraved Names 10.00

A to Z Alphabet Charms

Plastic—Scientific ass't 2.00

Funny Face Charms

(Dinosaurs, Devil, Skull, Can- nibal, Clown & Pirate) 4.00

Plastic—5.00
Plastic—Rhinestones Eyes 8.50
Metal-Plated—Rhine-
stones Eyes 12.50

Ring Charms

Plastic—20 Styles 2.50
Metal-Plated—20 Styles 6.00

Jingle Bells

50¢—No Colors 5.00
75¢—All Colors 6.00

Fortune Ball Prizes

With Picture Buttons 10.00
With Lucky Elephants 10.00
With Skill Balls 10.00
With Jewels 10.00
With Gold Pearls 10.00
With Dice 12.50
With Radishes 14.00
With Key Chains, Undone 16.50
With Tissue Packaging 5.50

Metal Picture Buttons

60 Ass't Subjects 4.50

Color Plated Charms

Series #1 4.75
Series #2 5.75

34¢ Gold-Plated and 100¢ Silver-Plated Charms

Series #1 5.75
Series #2 6.75

Coming Soon—Three terrific new items will be released in next 60 days. Ten more in the works. Get an advance list—so we can send you samples of our new items.

America's Largest Charm Mfg.

Eppy Co., Inc.

173-01 110 St. Ave., Richmond Hill 11, L. I., N. Y.

Silver Kings

King of Vendors

Silver and Ball Gum, Candy, Charms Vendors, 1¢-2c. S. and Foreign Coins. "Hot Net" Vendors. - -

Silver Kings or "Charm Kings"

Ball Gum Vendor

Syrup for sale, for sales, for sale!

100c quantities $10.55

10c quantities $12.50

Specify flavor.

Syrup for sale, for sales, for sale!

Syrup for sale, for sales, for sale!

THE BILLBOARD

October 8, 1949

Vending Machines

Eppy Charms

ATTRACT THE KIDS!
TO MAKE MORE MONEY... WITH MILK VENDORS

Complex problems in this field do not stop ops from finding the $44 answers

THE OPERATOR who casts an acquisitive eye at the largely unexploited milk vending potential, will pause to discover the extent of his knowledge of the milk industry. For, while all phases of vending are merchandising, there are their overlapping inheritances of "know how" and accumulated experience, milk vending poses a few distinct problems to itself.

This does not mean that operators should quickly eliminate milk routes as means of expanding their distribution functions. Far from it. Operators are making good money in milk today. They will make more tomorrow, and the same can be said for vending as a whole. This is backed up by continued experimentation on the part of equipment manufacturers to turn out improved milk machines, as well as the watchfulness with which dairies keep abreast of developments in the field.

Check Health Authorities

Operators wishing to sell milk thru machines had better first consult with their local health departments. The control exercised over the sale and handling of milk is strict throughout the country. And it varies from state to city to city. Health departments, even those that have operational blueprint secured in advance of sizable investments, are the aspiring milk op-erators' main headaches, plus a bundle of cash.

It is in the game, the prospectue milk operator will have to decide whether he will tie in with a dairy company, set up facilities for the complete processing of milk from the time he purchases raw milk from the farmer to the filling of specially designed cartons. Altho the latter plan means one far-fetched to the average candy or cigarette operator, it should be pointed out that such operations can be carried on with small outlays.

One such operator in the East, who has conducted a milk route for a couple of years, has a prospect. He considered a model by many large milk companies. City Milk Company of New York, has learned how to buy milk, pasteurize it, fabricate its own cartons to practice the existing techniques needed for the handling of milk.

But the newcomer to automated milk merchandising might do better in making a deal with one of his local milk companies. Such arrangements have worked out very well for many operators. It is often possible to get milk companies to use their distribution facilities to deliver bottled or bottled milk to locations and even, in some cases, to have the milkman fill the venders. This leads back to the operator maintenance of equipment and location soliciting, things he knows well.

The milk vender will find that commissions to locations is a minor problem indeed. Milk vending can be added to location management purely on the basis of service. Only rarely are commissions demanded, and then they are usually small. It is, a long time, especially if he operates in a metropolitan area, he will be in the favorable position of selecting his locations. Milk venders are still spread thin in all sections of the country, and for some time to come the average operator will not be able to make the competition to work maximal stops.

In contrast to other products, milk vending machines offer the retailed-over-the-counter prices, which often fluctuate, have little effect on patron acceptance of the milk product. While quart milk prices may vary, what is important, they say, is the price of the day, as sold in a chain restaurant or cafe-teria. These are usually very stable. A price may therefore be set for selling and maintained for indefinite periods.

Daily Service Needed

The milk operator will find that, in almost all cases, he will have to service locations every day. This is not because milk will spoil if kept properly refrigerated for two days, but because the customer likes to see his milkman daily. Consumers are conditioned to daily milk service and feel they are not getting a fresh product if a day is missed by the operator. Too, the danger is over-present that current failure to make the interval pulling of a plug will der

Write for our NEW PRICE POLICY (effective in many states)

1. You MAKE MONEY vending popc.
2. You can now buy a new 'Pop' Corn Sea Vender for LESS! SMALLER INVEST-
   MENT gives you BIGGER PROFIT.
3. You INCREASE SALES by adding to your 
   present routes.
4. You MAKE MORE MONEY when you 
   diversify with 'Pop' Corn Sea.
5. You vend a LONDON PROFIT item when you 
   vend 'Pop' Corn Sea popc.
6. You have LOWER SERVICING COSTS with a 'Pop' Corn Sea vender.
7. You MAKE MORE MONEY with trouble-
   free 'Pop' Corn Sea venders.

WHILE THEY LAST!

A special lot of NEW venders at almost our cost price if 
you refer to this ad in your reply!
PERATORS looking to expand their routes thru the addition of new venders have been assured satisfaction the movement on the part of manufacturers to present equip- ment carrying lower price tags. The movement, accelerating during the past year, marks a tacit acceptance of the trend. And cheaper machines are opening new categories of locations.

Carbonated beverages are not the average American's most popular refreshment, but consumers can be expected to grasp quickly the chance to diversify their routes by adding new drinks when they are convinced the machines are not too ex- pensive to return a profit. There is little mounting over the immediate postwar era, when $1,600 was not an automatic dispenser.

Today there are at least a dozen machines, currently being delivered, or on which delivery seems imminent, giving prospective cup operators many choices. They range from single-drink units, both pre-mix and premixed, thru dual-flavor and tri- ple-flavor jobs. An important recent development is the increasing availability of equipment offering hot drinks and cold carbonated beverages out of the same machine.

Franchise Deals Fade

Also of concern to the operator who wishes to place a few units, inter- spersed perhaps between other ma- chines on his route, is the trend away from exclusive franchise deals on the part of manufacturers. It is now more feasible to buy a few machines, whether intended as a small but in- tegral part of a large "candy route or as a nucleus of a major drink opera- tion, without making an over-all com- mitment with one producer.

Good locations, which seemed to have been blanketed by cup equipment, when $1,000 plus machines were the only ones readily available, appear to crop up out of nowhere when the prices of units decrease. The operator can afford to sell less and still show a profit, if his initial outlay is smaller. It is a truism that the cheaper the equipment, the greater the location potential.

Current prices of cup equipment vary from just under $500 to a little over $1,000. And in general, the operator will get performance from a machine varying in popu- lation to the price paid. Pre-mix machines are cheaper. Carbonated units, serving drinks which have the greatest public acceptance, and hous- ing more complicated mechanisms, are higher price. Too, price differ- enials seem conditioned, as well, by the thousand cup unit, requiring less in service, costs more.

Commission Battles

With top spots in metropolitan areas well covered, competition via com- mission inducements is keen. But lower priced machines can also be installed in locations by-passed by operators of high-cost units. Many of these locations have often re- quested cup venders. When the owner of a cheaper vender finally finds a niche, he probably can secure more favorable commission terms.

But locations with top earning po- tentials still abound. A number of the larger chains are held against the automatic merchandising machines. Operators who can invent the sales arguments to acquire these locations are assured of going business.

The operator of candy, biscuit or cigarete equipment who ventures into this vending will soon discover he needs a nucleus of trained personnel to handle that phase of his opera- tion. Cotimer maintenance is a specialized job. Special training is not hard. Too, the operator soon learns he is under closer supervision by health authorities than if his route were composed to candy machines.

Multiple Service Advantage

But the operator who goes in for diversification finds a vast market. He discovers he is in a better bargaining position than those serviced by a single machine competitor. Locations like to deal with one operator, if possible, and those with more equipment to offer may wean away from the specialist. Conversely, it is also possible to retain stops that might other- wise be lost, because of the multiple service.

Multiple service also can result in other advantages. It has been proven on the dual-drink machine, for instance, will do a bigger volume if the drinks are installed alongside each other. The reverse is also true. The operator of cookie machines, understand- ably, would like to have a machine which served drinks.

While top-brand syrup producers drink in the buckets, more people buy, the new beverage operator soon takes up the opinion of "making his own." The off brands won't sell as well, but they are often used as alternate choices in multiple flavor machines.

Equipment Available

These are the manufacturers who are currently producing cup vend- ing machines:

Automatic Products Co., 250 West 57th Street, New York.—Pre-mix and single-flavor units. Prices of non-carbonated drink preparations, with the Frooste brand.


Carlyle, Edlund & Corp., 39 South La Street, Chicago.—Single and multi-flavor venders.

Hopley Corp., Refrigeration Produc-

tis Division, 1290 West 76th Street, Chicago.—Single-flavor, in-seed, and cold carbonated machine.

Lymo Industries, Inc., 223 West 57th Street, New York, N.Y.—Pre-mix and single-flavor carbonated units. Prices of non-carbonated drink preparations, with the Frooste brand.

Chase & Edlund, 311-317 East 55th Street, New York, N.Y.—Pre-mix and single-flavor carbonated drink machines.

Budd-Mellikin, Inc., 1447 North Howard Street, Philadelphia.—Combina- tion hot coffee and carbonated beverage vender. Sold currently only to franchise operators.


Super-drink Corp., 305 Cedar Springs, Dallas.—Three-flavor (carbon- ated). Sold currently to franchise operators.


Cutting edge vender, like other oper- ators, needs a nucleus of trained personnel.
COFFEE VENDING, one of the newer phases of automatic merchandising, looks ahead with perhaps the best of optimism for rapid expansion during the next few years. Coffee consumption in the United States is tremendous and automatic coffee dispensers seem destined to do a valuable part in satisfying the demand.

A postwar development, coffee vending has been dominated for several years by a single manufacturer and many machine operators. But the excitement of participating in pioneer endeavor and the lure of profits possible from a rapidly expanding industry have led to active experimentation by a number of other companies. At present there are at least five concerns, in addition to Rudd-Mellikan, Inc., which have delivered equipment. And, as often happens in new industries, several different paths are being explored.

Three Methods Used
Three separate methods of coffee production have been tried in machines currently being operated—liquid concentrates, powdered coffee and decaffeinated and pressed powder pellets. Whether one method will eventually supersede the others, it is thought the will find separate niches in the coin coffee business, remains for the future to decide.

To date, the backlog of operator experimentation has been accumulated by Kwik-Kafe (Rudd-Mellikan) operators. They operate on the route first and are still the most numerous. They have proved that money can be made in coffee vending. While it has been a slow process, coffee vending also has its special rewards.

Coffee machines are thinly spread throughout the country. No more than 2,500 units are being operated at present. Thus, operators are still in the enviable position of being able to pick and choose among spots, measuring their potential volume before installing equipment.

On the other hand, there still exist a good amount of public hesitancy in accepting machine-made Java. But this is being overcome as coffee concentrations are being perfected which do make tastier brews. With the coffee industry generally aware of the potential in the market coffee, most major producers have invested in research to this end, and the major companies are already manufacturing producing concentrations.

Plant management, too, is proving an ally of the young industry. Handling coffee machines as an important in-plant service to employees, they request, as a rule, only token commisions. And these are usually turned over to an employees' fund.

In a number of cases, small plants, which normally could not support coffee venders, have partly subsidized the machines by guaranteeing the operators a minimum number of sales. They have found that readily available coffee on the premises will keep employees from taking off at intervals to the corner diner.

Seasonal Sales Pattern
Operators of coffee equipment report that seasonal changes do not seriously affect volume. While sales do drop in hot weather, the dips are not severe, they say, and growth remains fairly steady. At the very least, the variations are not as extreme as with soft drink machines. And now, one manufacturer has come out with a combination unit that offers a soft drink, as well as coffee, serving further to level off gross volume.

As complementary units to cookie or sandwich machines, coffee venders seem to be particularly suited. Coffee route owners have actively pioneered in this field, and the machine is often unfitted for the job. They have pioneered with doughnut, pie and sandwich machines, including modifying candy and cracker machines. In some cases, they have also developed new machines in various niches, baked in small sizes and unique shapes, suitable for use by standard venders.

Admittedly squeezed by the nickel vending price, many coffee operators have resorted to dime sales. While this has had a limiting effect on getting and holding new locations, these operators have relatively high percentages of repeat business and low no-shows. Fortunately for them, the absence of change is one of the main characteristics that make this machine particularly suited for vending. Theke Economist, used for us in the case of using a delivery for the price of the hot cup, now about twice as costly as the soft drink cup, seemed assured at some future date.

Equipment Available
Manufacturers who have produced coffee vending equipment include:

- American National Dispensing Co., Indianapolis, Ind.—powdered ingredients, vending on can or cup for cold and hot.
- Coffee Machine Co., Huntington, Ind.—powdered ingredients;
- Kwik-Kafe (Rudd-Mellikan) Inc., New York—powdered ingredients;
- Piedmont Vending Machine Co., New York—powdered ingredients;
- InterState Associates, 6001 S. Main St., Los Angeles, Calif.—liquid ingredients;
- L & G Distributor Co., Miami, Fla.—liquid ingredients; vending on can or cup for cold and hot.
- MasterChef Automatic Machines, Inc., 21520 Commerce Building, Kansas City, Mo.—ingredients in pellet form.
- Victor Vending Corp., Chicago—ingredients in can; vending on can or cup for cold and hot.
- B & B Vending Co., Columbus, Ohio—ingredients in can; vending on can or cup for cold and hot.
- Riddit-Mellikan, Inc., 1447 North Western Ave., Chicago—liquid ingredients.

Firm's new model is a combination hot coffee-carbonated drink machine. Both Vending machine are the pattern here.
**Victor Announces**

**Big Steps Forward in Bulk Vending**

1. Double Unit Topper
2. New Plastic Globe
3. New Ball Gum and Charm Vending Wheel

**Double Unit Topper...**
Will feature the New Plastic Globe as standard equipment and, of course, will enjoy all of the sensational features built into the single-unit TOPPER. The base is strong, compact and attractive and can be installed on counter, stand or wall bracket. Each unit can be removed from base individually and has individual cash compartment.

**New Plastic Globe...**
After exhaustive research, experimentation and heavy expenditures amounting to thousands of dollars, VICTOR is now happy to offer the bulk vending trade its New Plastic Globe... designed solely for the purpose of saving operators many more thousands of dollars in breakage and loss of merchandise. It is clear as glass and increases the capacity 8%. This globe is available on all VICTOR models at the sensational low extra charge of only 50c per single unit—at time of machine purchase.

**New Ball Gum and Charm Vending Wheel...**
Unerringly vends ball gum and charms, plus the fact it also, vends 5/4", 170 and 210 count ball gum (with charms) without the necessity of any adjustment. Also vends a combination of the three sizes, with or without charms.

**Packed 2 Double Units to Case**

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<th>Cases</th>
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<td>1 to 5</td>
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<td>25 cases or more</td>
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**Outstanding Topper Features:**
The new TOPPER features new and practical ideas which are typical and original in Victor products... and outstanding in the vending field! Yet this quality vendor is so LOW IN PRICE that it can make its cost out of profits in just a few weeks of operation.

- Vends the combination of ball gum and charms like magic.
- Also efficiently vends all other kinds of bulk merchandise.
- Gumballs can be cleaned and refilled at home or shop and can be exchanged and installed on location in 30 seconds.
- Finished in red and black enamel (baked on), trimmed in beautiful chrome.
- The new TOPPER comes in 3 colors.

**Victor Vending Corporation**
5701-13, W. Grand Avenue
Chicago 39, Ill.
How to Make More Money ... With Ice Cream Vendors

Constant improvement in equipment has placed machines on higher profit level

With over 6,000 ice cream vendors, the vending machine industry is one of the most profitable and important in the country. United States, this phase of automatic merchandising now has the advantages of high production, merchandise and profit, and at the same time offering a plus potential. Constant experimentation and improvement of vending machines to handle the frozen confection, especially over the last two years, has resulted in product and machine standards which place ice cream vendor operation on profit and equipment levels with that of any other types of machines (candy, soft drink, cigarette). Ice cream vendor operation has evolved into a straight dime price business. Altho at present the cup type package leads, in amount of sales, this is because one vendor manufacturer has led the field in production with its cup type machine, of which over 4,000 are in operation. Being the standard among the other nine firms in various stages of production is the chocolate-covered bar-on-stick form, available both in box and standard paper wrappers. Bars without sticks come third, with sandwich and roll-type push-up forms also available. The sandwich type appears to be gaining increased acceptance.

Averages of individual vendors in captive industrial locations are up to 6,509 sales per day, with a profit 15 cents per dozen bars by one Wisconsin ice cream maker, that produces chocolate-covered bars from a box of 63 cents per dozen bars at present.

Quantity prices, figured on the 12-bar pack, differ in various States and localities, depending upon State but few retail requirements (prices go up with amount of butterfat required) and the individual dairy or ice cream producer. From a low of $.05 cents per dozen bars by one Wisconsin ice cream maker, that produces chocolate-covered bars from a box of 63 cents per dozen bars at present.

Available Equipment

Description of available equipment follows.

American Fitting Company, Elmhurst, Calif., in limited production, has up to now confined its output to the California area only. Vender, priced at $195, has been designed to handle non-boxed bars only. It is a single flavor, 150-bar capacity unit.

Arctic Vendor Sales Company, Appleton, Wisc., is in production of a $395 Model D-150 machine at over 60 units a month. Non-selective, 151-bar capacity, with 100-bar "storage sleeve" optional at $3 extra. Unit will also vend ice cream in sandwich form.

Craig Vendor Machine Company, New Bedford, Mass., in quantity production according to officials, has a six-flavor machine at $902. Features 325-bar capacity and can change standard equipment.


FHC Corporation, Franklin Park, Ill., in pilot production on its eight-selection machine, listing for $495. Capacity in 160 bars.

Frosted Food-o-Mat, Inc., Oakland, Calif., starting production this year offers a six-flavor vendor at $955. Called Ice-Cream-o-Mat, unit has 175-bar vending capacity, 190-bar storage capacity.

Fosill-Sioneer Corporation, San Diego, Calif., in production on a two-flavor, 72-bar capacity machine at $450.

National Service, Inc., Little Falls, N. J., started pilot production in May on its six-flavor vendor at $900. Machine features 120-bar vending capacity with space for an additional 120 bars in storage space.

Polar-Treat Vendor Company, Chicago, in production at an unannounced rate on its three-flavor machine listing for $700. Vendor capacity is 111 bars, with 150-bar storage space.

Revco, Inc., Deerfield, Mich., on its five-flavor No. 3998 has 121-bar capacity. Unit lists has 280-bar vending capacity with space for an additional 120 bars in storage space.

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American Scale Mfg. Co., 3206 Grace St., N. W., Washington 7, D. C.

MAIL THIS COUPON TODAY

Check one of the following:

□ Attached find check for $25 deposit on one Model 403

□ Please send me further details at once.

NAME

ADDRESS

CITY

ZONE STATE

CHARMS-PROVEN SALES BOOSTERS

Colorful Plastic .......... $3.75 M
Brown Plastic .......... $3.75 M
Gold or Silver Plated .. $7.00 M
Copper Plated .......... $6.00 M

NEW!!! $50 CHARMS

$9.97 M
$9.97 M
$9.97 M
$9.97 M
$9.97 M
$9.97 M
$9.97 M

$3.25 M

14 oz. Small Plastic Charms . . $2.50 M
14 oz. Small Metal Plated Charms . . 4.50 M
4 oz. Small Plastic Charms . . 4.50 M
4 oz. Small Metal Plated Charms . . 4.50 M

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KARL GUGGENHEIM, INC.
33 Union Square
New York 3, N. Y.

ABC POPCORN CO., INC.
Manufacturers of the Original French Boy Dispenser

Also at $45.00 each F.O.B. Chicago, NOW makes available to all operators French Boy Popcorn shipped in moisture-proof bags anywhere in U. S.

Write to DEPT. 5-3

3441 W. North Ave.
Chicago, Ill.

CHARMS
NEW PLATED FOOTBALLS EMBOSSED WITH NAMES OF COLLEGE TEAMS

COPPER PLATED FOOTBALLS . . . $6.00 per M
GOLD PLATED FOOTBALLS . . . . $10.00 per M

Penny King Company

415 Neptune Street
Pittsburgh 20, Pa.
The New 1950
ATLAS
Bantam
TRAY VENDOR

America's Finest 5¢ Bulk Vendor!
Mechanically perfect! Completely die-cast. Beautiful, mirror-like polished aluminum finish which prevents rust and corrosion. Vends almonds, pistachios, candies and nuts. Simplified portion adjuster, and many other important new improvements. A real profit-maker! Easy to service! Covered by largest insurance in vending industry, to protect you against liabilities. No other vendor can compare with its looks, performance, and profit-making features. Immediate delivery. Write or wire today for complete details.

ATLAS VENDOR BRAND ALMONDS
FOR BIGGER PROFITS!
Freshly roasted, and salted just right, with a tantalizing flavor that can't be resisted—soureased at your own request. Always fresh because they're vacuum-packed in metal containers. Send for prices today.

TERRITORIES OPEN FOR DISTRIBUTORS

THE ATLAS MANUFACTURING & SALES CORP.
12220 Triskett Road
Cleveland 11, Ohio

Futuramic Tools
For Production
On 1950 Models

NEW YORK, Oct. 1—Futuramic Machines, Inc., is looking up for production of its 1950 Coffee King Model, with the new unit due for introduction to the trade on or shortly before the National Automatic Merchandising Association (NAMA) convention late in November. It was announced this week by Charles Gon- dollo, president. The firm has also acquired a large plant in Brooklyn to speed quantity output, he said. While details of the new model were not disclosed, it was believed the machine would be housed in a newly designed cabinet. Several changes have also been made in the interior mechanism. The completed machine is said to have undergone extensive location tests.

Meanwhile it was learned that Futuramic's sales department is being reorganized. Frank Q. Doyle, Leo Dobbs and George Young, who formerly held sales posts with the company, are no longer connected with Futuramic.

Weymouth Sets
C-8 Showing

LOS ANGELES, Oct. 1—Weymouth Service Company will hold a formal showing of the C-Eight Electric Cigarette vendor at the Billmore Hotel here next Wednesday (15) it was announced this week. At Weymouth, head of the distributing organization, C-Eights, finished in chrome, will be given away as a door prize. Machines will be shown in several different color combinations.

ABC Names City Sales Mgr.

CHICAGO, Oct. 1—ABC Popcorna Company, Inc., this week appointed Sidney Chandler as city sales manager for Chicago, it was announced by T. P. Brady, firm's sales manager. ABC, manufacturer of the Giant Hot Popcorn unit, is now operating 1,400 units locally, and the appointment of Chandler was made in order to further expand this operation.

Chandler was formerly route supervisor for Coca-Cola Bottling Company here and prior to that was associated with Sitter Bros. and the Moran Bros. Beverage Company as city sales manager.

Clean Machines

WASHINGTON, Oct. 1—"Keeping machines clean and attractive is one of the best ideas anyone can get and hang onto," stated Bayne Phipps, Spacarb of Washington. "This means frequent servicing and it means good servicing."

A deal with the location to draw as much attention to a vendor as possible is also an excellent way to increase grosses, Phipps said. Spacarb's giant cup dispenser in the lobby of the Ritz-Carlton, machine which has been doing excellent business in an out-of-the-way corner, is being moved up a spot where it is the first thing a customer sees when he enters the lobby.

A special carpet, for the dispenser to rest on is being provided, and the machine is to be placed up with colored flood lights. Phipps said that close and cordial relations with the theater management was responsible for the great play being given the dispenser.
Ice Cream Proven Health Aid; Dairy Council Tells Why

CHICAGO, Oct. 1. — National Dairy Council (90 per cent of the ice cream industry produces) has come up with some answers on the health aspect of the popular food. With annual consumption at $4 billion plus, the council points out that when distributed among the 148,000,000 population, each person eats 2.3 pounds a year. This is more than three times the one pound a year consumption of 28 years ago, reports the council.

Some of the reasons for the popularity of ice cream as a nutritional food, outside of the taste appeal, include the following:

1. It is a rich source of vitamin A, a nutrient needed for growth, good vision, and for health of all vital tissues; it contains a large amount of carbohydrates, a B-vitamin which stimulates better health and greater vigor; it is high in calcium, a requirement of all age groups, to build and maintain strong bones and healthy teeth.

Stressing such health benefits, operators find placement of ice cream in schools, industrial plants, and office buildings is welcomed.

Ky. Vender Tax Found Invalid

FRANKFORT, Ky., Oct. 1.—Lexington's State tax on vending machines declared invalid by Circuit Judge W. B. Ardeny upheld the claim of operators that the 1946 act, taxing some products and exempting others in an automatic vending machine, would lead to discriminatory in a manner forbidden by the State constitution.

Payment of the tax has been held up by injunction since the suit was filed here June 1. The court pointed out that machines dispensing candy, Biscuit, and milk from the same fees and that this merchandise was sold in competition with taxed and untaxed items, and which might be held to be affected by the tax.

Ames, Coo. Dairy, Inc., and two other Frankfort agencies, F. E. Butler, Jr., soft drinks and coffee, and C. D. Dodson, milk, and George Potash, and five (all of Louisville) and Edgerton Cigarette Service Company, Lexington.

WE'VE TRIED THE REST—NOW WE'VE GOT THE BEST!

ACORN

164 S. All-Purpose Non-Greasy Sandwiches at just 23 Cents

NOW! A NEW GROWTH PAPER IN CHICAGO & BATTLE CREEK

WRITE FOR PRICES!

AMERICAN DISTRIBUTORS

1295 Ninth Ave., Pittsburgh, Pa.

The Exhibitors Directory

For hotels, restaurants, etc., and addresses of manufacturers and dealers.

New Low Prices U-SELECT-IT CANDY MACHINES

U-Select-It 8-18, 54.00. Case 20, 100.00

Cigarette Machines

D. Greenfield 7-C, Col., Like New $40.00

To Brebeuf 8-C, Col., Like New 65.00

Violette, Monarch 6-C, Col., Like New 70.00

Ike, Counter Model 7-C, 17.00

Half Dime Dispenser 6-C, Col., Like New 12.50

SPECIAL! HARRY'S BUBBLE BALL GUMBALL MACHINE

1/2 Cent 410.25, 1/2 361.00, 25 Cents 261.00

24 LB. VICTOR'S NEW MONEY MAKER

Hot-Pop Pop Corn Machine

On Sale at 1.50

OPERATOR MAKES $4.20

HARRIS VENDING

Ice Cream Cone Vender Debuted At Chi Showing

CHICAGO, Oct. 1.—Proposed production and operational plans for an ice cream cone vending machine were revealed by its designer, Robert G. Tar, during a special showing of the unit here this week. While a definite program has not yet been set, it was indicated that the machine would not be sold outright but would be rented to ice cream manufacturers, distributors and operators on a basis of about 20 cents for each gallon of ice cream sold.

The hand-built model displayed will be followed by 19 pilot machines which will be test-operated by Beloit Dairy over a six-month period. Tar stated, Called Magicon, the vender will either nickel of dime coin, with the automatic scoop set to deliver 1¼ or 2½-ounce portions.

See Operation

Operation of the dispensing mechanism may be seen behind an insulated glass window. An empty cone drops into a hopper which moves it under the ice cream container; a scraper in the neck of the container spout then oscillates to deliver the correct portion of ice cream into the scoop, and the scoop is then inserted into the cone. The cone is then carried into reaching-delivery position for the customer.

The machine, which is 6 feet high, 26 inches wide and 12 inches deep, sells from a five gallon container of ice cream. A storage space for two additional five-gallon containers is also provided. Temperatures of zero to 19 degrees above zero are maintained within the machine.

Eight cone tubes, holding 25 cones each, provide a 200 unit capacity. Shipping weight of the vender is approximately 300 pounds.

Tar also has a working model of a non-coin ice cream dispenser for use by some food stores, called Saniscope. It delivers ice cream into conventional frozen food show cases held in place by an attendant.

American Chicle Reintros Fruit Gum in Venders

NEW YORK, Oct. 1.—The American Chicle Company, which had taken over operation of several thousand venders in city subway stations, has introduced into its line of fruit gums for the formal reintroduction of its line of California Fruit a presale World War I top selling brand. With its use in the subway vending introducing the flavor of the fruit to a new generation of gum chewers, American Chicle claimed it will launch a campaign to recover for the brand the popularity it enjoyed many years ago.

First made in the early 1900’s, California Fruit was sold nationwide by 1906, according to Robert B. Kyle, American Chicle sales promotion manager. But it was dropped after the rise of mint flavors after the first World War.

The company plans to have California Fruit vender thru all its machines in theIRT and BMT divisions of the subway system. It will share its 1800 venders with three other gum flavors.

Sweetest Day

DETROIT, Oct. 1.—Celebration of Sweetest Day October 10 has been scheduled in over 300 cities this year, according to Charles H. Welch, of the Fred Sanders Company here, and president of the national council for promotion of the event.

The promotion period is being set this year by groups in New York, Chicago, Philadelphia, Detroit, St. Louis, Cleveland, Columbus, Cinncinati, Toledo, Dayton, O.; Buffalo, Pittsburgh, Rochester, N. Y.; Birmingham and Fargo, N. D. Local Sweetest Day committees have reported raising funds varying from $1,000 to $25,000 to be used for promotional and publicity purposes, Welch stated. Additional tie-in advertising is expected to run into thousands of dollars said.

“Milk” Bar Unpopular

Use of the milk bar, which has less butter content than that prescribed for true ice cream by various States, has been largely discarded by operators. After initial promotion on this type of low-cost bar (usually 45 cents or less per dozen on dime-size ¾-inch ounce bars) showed, that public acceptance was relatively poor and ice cream companies and operators withdrew from its use.

Because of the predominance of the cup-type vender in the field, ice cream makers have had greater control of the cup-type business, he said. The firms do not supply bars, concern themselves with cup-type packaging instead. With the increased placement of bar-type machines over the past years, the ice cream rights of goods by individual companies is exposed from the operator to the consumer.

Price-wise, ice cream bars and cups are stable. Except for recent hikes in sugar prices, cost per dozen has remained about the same for several companies; prices have remained firm. After an initial post-war increase to 10 cents a dozen, ice cream sold at 24 cents a dozen in 1947, ice cream has not been subjected to any large price increases in the hands of the wholesalers, manufacturers or retailers of small units.

Price-wise, 25 cents a dozen is about the price for a milk bar, he said. The 45-cent ice cream bar, with its lower price per ounce, is being rapidly replacing the 10-cent ice cream bar, which costs about 10 cents a pound, he said. In 1946, the price of a ten-cent bar was 10 cents a pound and the cost of a 5-cent bar was 8 cents a pound.

special Bar Loader

In Appleton, Wis., the Gordon Ice Cream Company (who’s owner, Gordon Hase, also manufactures an ice cream bar vender) sells a dozen 3½-inch ice cream bars for 10 cents. The machine, which sells a 100-mile area about Appleton, has also capitalized on the “loader” carton (The Billboard, September 24) which enables the operator to deliver one dozen bars as a unit, eliminating hand loading of single bars. Each carton holds 25 bars.

A check of ice cream bar venders in Dallas revealed little or no activity in this type of machine and the only bar loader here is not considered a quantity machine for the smaller firms in the city. Most of the venders have their bowsed, at 45 cents per dozen, are selling or have advertised for the purpose of deep stock purity cream and operators.

San Francisco operators are paying the same price for their bars and cups and the cup-type vender (in the tremendous number of machines in use) is the most prevalent. San Francisco has reported a larger number of bar machines than in isolated test installations. Wholesalers price per dozen 3-inch and 4-inch bars, although no great price difference is shown. San Francisco has reported a larger number of bar machines than in any single city, the dime cups of the one with more than a dozen operators.

Topps Promotes Zubrin

NEW YORK, Oct. 1.—Charles Zubrin, merchandising manager of Topps Chewing Gum Company, has been named director of sales of the firm’s newly created Automatic Merchandising Division. It was announced this week by Joseph E. Shorin, president.

Zubrin, who has supervised the development of Topps’ vending program for the past two years, said the company plans to introduce new gum products at the National Automatic Merchandising Association show in Atlantic City November 27-30.

Ice Cream Cone Looks to Vender; Holds Up Protonosh

(Continued from page 160.

This is beginning to make itself felt as this new outlet for his product becomes more important. Too much emphasis on this one sale for ice cream which has removed the competition from the street vendor category, lends added impetus to the development of the vender.

Costs are high. Operators, in order to get low, on ice cream ranges from a low of 45 cents for 3-cent, nickel-price cup, to $9.99 cents for dime cup. Average price to the operator is around 45 cents per dozen for promotional and publicity purposes.

While the vender has been in operation for about two years, it is not yet currently holding on to the public.

This Sweetest Day, October 10, is expected to be the vender’s first real promotion. The idea is to catch the public’s attention to the vender and the Public Service Ice Company.

“SWEETEST DAY” comes to the public through the vender, according to the manufacturers.

STICKERS

NEW YORK, Oct. 1.—A simple method of giving away free new toys to new items in his biscuit machines has paid off in extra sales, according to Leon Berk, president of Statler Vending Company, New York City.

Nicks biscuit is stored in a vender, Reiss’s routine places a new item on the machine. The sticker, shaped like an arrow, points to the new item, as also in the display window, and, combining 1 by 3 inches, it is attractive and good advertising and carries the legend: “New item inside.”

Reiss started using the stickers two months ago. They were made up special by his dealer and he said: "They have more than justified the trifling extra cost.

This manner by one ice cream firm, Iris Wilson & Sons: “Anything which promotes the sale of ice cream is to the manufacturer’s interest.” To date, emphasis should not yet be placed on this new outlet, it is not yet currently holding on to the public.

Major ice cream firms in the Chicago area follow a like price pattern. Bowman, for instance, said he will sell to independent operators, but the Burden Milk Company offers the same 60 per cent premium to cup price to Chicago operators. Burden’s does not sell bars, but does offer cup companies here offer cups and bars from the 60 to “above 70-cent” per dozen pegs, depending on the quantity purchased and the business of the firm.

Frenetic Placement

Every market in the country, according to the Burden Milk Company, has its own peculiarities, and the firms in some instances are trying to adapt their pricing for this local variation. The requirement of the vender, the Burden Milk Company said, is that the cup should be placed first and the bar is the supplementary.

One of the developments in this field is the use of the automatic dispenser in vending machines which are installed in the large department stores and in the drug houses.

Some of the venders are being equipped with an operator who is charged with placing the cup first, and the bar is the supplementary. The vender is thus a matter of convenience to the operator and the public.

In addition, the vender is a matter of convenience to the public, who are familiar with this type of machine for the distribution of newspapers and other small items. The idea is to catch the public’s attention to the vender and the Public Service Ice Company.

“SWEETEST DAY” comes to the public through the vender, according to the manufacturers.

STICKERS

NEW YORK, Oct. 1.—A simple method of giving away free new toys to new items in his biscuit machines has paid off in extra sales, according to Leon Berk, president of Statler Vending Company, New York City.
# Turning Back the Clock

15 Years Ago This Week

CHICAGO, Sept. 29, 1934.—New York City pin operators rejoiced over a court decision which clarified the legitimacy of amusement games. Most of the credit for the favorable decision was accorded to attorney Theodore Black of Chicago, who represented several operators. A brief prepared by him traced the history of pins and pointed out that there were not gaming machines under the city’s ordinance. From the time it took for the next several years the amusement game grew steadily. The Eighth Avenue subway in New York tried a new return system for gun venders. Any patron who did not receive a stick of gum after inserting his penny could go to the counter man in the station and receive a free stick. This policy lasted for only a few weeks as the firm operating the machines soon found out that it was more profitable to locate newer equipment with an automatic coin return.

An ordinance permitting prizes for high scores on games was passed in Detroit. Immediately after its passage operators from all parts of the country started studying the ordinance. Babe Kaufman, one of the few women in the coin field in 1934, bought an estate in highlands, N. J., Jack Rabbit, a new table game, was introduced by Century Machine Company, at the time led by the export leader in the game field and headed by Bud Lieberman.

In the times of September, 1934, were Love In Bloom, I Saw Two Cigarettes in the Dark, I Only Have Eyes for You, Lost in a Fog and Fools. All We Know. The big thing in vending was theater locations and operators, who had previously passed up this type of location, were virtual successes all over each other to get movie locations... Sara Gottlieb, sister of Dave Gottlieb, recently appointed manager of the Dallas D. Gottlieb & Company branch office... A. H. Shaw, resigned as manager of the South Coast Amusement Company, Houston, to form the Coin Machine Sales Company. Among the hot games was Torpedo, made by the Dudley-Clark Company, Chicago, and listed at $29.50. Other games drawing well on location were Gene’s Bubble gum, Smith’s Signal, Champion and Spark Plug: Gottlieb’s Merry-Go-Round and Flying Tramps, and Exhibit Supply’s Double Profits.

# Vendex Corp. To Op Frozen Food Vendors In N.Y. and N.J.

NEW YORK, Oct. 1—Sale of produce and frozen foods thru vending machines will be undertaken by the newly formed Vendex Corporation here, according to an announcement of Thomas E. Murray, board of directors. The firm expects to have over 3,000 such machines in operation by the end of 1934, he declared.

Coincident with Murray’s statement, C. W. McColl, chairman of Snow Maid Markets, Inc., announced that Vendex had been given a national franchise exclusive for frozen fruit juice concentrates thru its equipment in greater New York and much of New Jersey.

# The Billboard

VENDING MACHINES

FOR GREATER PROFITS IN VENDING MACHINES AND PACKAGES

ask for ZALOOM'S

3 STAR "BUDS" and 4 STAR "JUMBO" Perfect. The Fastest and Most Profitable Refer to Advertisements. Red and White. DELICIOUSLY ROASTED & SALTED

Also ask for ZALOOM'S INDIAN NUTS Golden Polished. DELICIOUSLY ROASTED.

Packed 5 lb. Moisture-Proof Bags 12.5 lb. Bags to Carton

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY

ZALOOM PRODUCTS

JOS. A. ZALOOM & CO.
America's Original Makers in Roasting and Salting at Wholesale Prices.
8 JAY ST. NEW YORK E. 13th

NEW! ACON VENDOR

This new 1/4 or 1/2 bulk merchandise vendor is automatically easy to operate... vends any type of merchandise. Beautifully and quietly operated.

Order Today

$13.95 F.A.S.

Quantity discounts granted

DANCO COIN MACHINE CO.
1302 E. 13th St., Baltimore 31, Md.

CIGARETTE MACHINES

NATIONAL ELECTRIC, 9 Cals. $109.50
UNEEDA, 8 Cals. $135.00
UNEEDA, 6 Cals. $25.00
UNEEDA, Model 500, 9 Cal. 350 Pack Case $36.50
UNEEDA Model A, 9 Cal. 270 Pack Case $75.00
National Electric, 9 Cal. 270 Pack Case $25.00
National Electric, 8 Cal. 150 Pack Case $15.00
ROWE PRESIDENT, 10 Cal. $55.00
ROYAL, 10 Cal., 400 Pack Case $75.00
ROYAL, 10 Cal., 200 Pack Case $75.00
ROWE IMPERIAL 8 Cal. 240 Pack Case $75.00
Special 8 Cal., 150 Pack Case $60.00
Special 6 Cal. DuGrenier, 100 Pack Case $50.00

ATTENTION—25 & 30¢ CONVERSIONS
Silver, Quarter or combination Nickels Guaranteed Parts. Export man.

SALE
$65.00
DuGrenier

CANDY MACHINES

BOWE, 120 Cal. 4.15 $5.00
BOWE, 150 Cal. 4.15 $6.50
BOWE, 5 Cal. 1c GUM VENDING 15.00
BOWE, 7 Cal. 1c GUM VENDING 18.75
BOWE, 10 Cal. 2c GUM VENDING 25.00
BOWE, 12 Cal. 3c GUM VENDING 35.00
BOWE, 15 Cal. 4c GUM VENDING 50.00
BOWE, 16 Cal. 5c GUM VENDING 85.00
BOWE, 5 Cal. 1c GUM VENDING 15.00

CANDY MACHINES

TOP EQUIPMENT CONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WILL GUARANTEE WHOLE MACHINE. Extra Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVAGRENE 7-4686
BROOKLYN 11, NEW YORK

HART BALL BUBBLE GUM, 25¢ Cents
140-170-210 Count, 25c per lb. Freight prepaid 140-210 or more. Lower amounts, 25c. All orders must be for 100 or more pieces. Highball 9¢ premium Non Refundable. Short or Overage Charges subject to 15% deduction. Perfectly fresh and full. One care center, 20 lbs. or more. OP. on request. A. H. Shaw, 570 West 32nd St., New York City.

KOFFEE KING

NEW FUTURISTIC HOT COFFEE MACHINE IS COMING!
South Dakota Ready for Fall

Ops Optimism

Key to SDPA Meet in Huron

Mfrs, Distribrs Attend

By Tom McDonough

HURON, S. D., Oct. 1.—Pointing up the steady growth of the industry, on a solid foundation in this State, the South Dakota Phonograph Association (SDPA) held its fall meeting this week at the Marvin Hotel here. In addition to a heavy turnout of manufacturers and their wives, representatives of the Coin Machine Institute (CMI), manufacturers and distributors of phonographs, and three pieces of equipment were on display.

The three-day conference got underway on Sunday afternoon (23) with informal operator sessions in the hotel's conference room followed by a buffet dinner in the adjacent banquet room with members, wives participating. Remaining on the evening was an informal hour where all were given over to entertainment and refreshments. The operators pointed out that so many of the members had to travel as much as 200 and 300 miles to attend, making many of them arrive not until Monday morning and therefore actual business sessions were delayed until that time.

Jim Chairman

Serving as chairman, Jim reviewed SDPA progress since the last quarterly meeting, which followed a capsule report on the Music Operators of America (MOA) program at the Chicago convention in mid-September. He pointed out that because members of the South Dakota association had worked to faithfully to build goodwill, SDPA's reputation has continued to grow, and they are well worthwhile meetings that many did not arrive until Monday morning and therefore actual business sessions were delayed until that time.

SDPA Huron Meeting

Juggling by the operators attending the SDPA meet in Huron, the music business appears to be on the rise. On October 3 a group of South Dakota's largest city has been enjoying a postwar boom and the city's permanent population increased noticeably. Fred Gekke, father of an attorney, is an industrialist and one of the city's leading citizens. He was on hand for the Tuesday night (27) banquet and when called on for a few words said that some large federal projects about to get under way in South Dakota should see improved business conditions. Fred was the man who straightened out the Sioux Falls Army Air Base coal problem during the war.

Mike Bimig hopes to add Yakonton to the State's already established wrestling circuit. Yakonton is extremely popular and sponsored a semi-amateur baseball program this summer, and will soon be the Ice Capeades.

...before being reinstated to the National League this summer, Mickey Mantle played for the Chicago Cubs' second baseman and played with the White Sox. In that capacity he played for the State and county and other teams.

SDPA Huron Meeting

Mike Bimig hopes to add Yakonton to the State's already established wrestling circuit. Yakonton is extremely popular and sponsored a semi-amateur baseball program this summer, and will soon be the Ice Capeades. The following SDPA meet Traucano caught a commuter train to the White Sox and had plans to fly back late that night to Deadwood City. It was stated that Mike Bimig, managing editor, would have missed Tony most of the week to do the same... Walt Van Steenberghe, Mitchell, is all set for the postwar season and wished it were a little longer. In 1945 some counties had up to 120 days set aside for phonograph hunting but now the longest season is 60 days. The railroads have been very helpful as well. The Alton technical difficulties prevented Lee Rogolet, Lieberman Music House, from playing the bugle on the firm's new shuffleboard in action, he will then be back in action. (See SDPA Huron Meet on page 121)

CPMA Elects

Cohen Prexy

For 5th Term

Also Appoint Ross, Levine

CLEVELAND, Oct. 1.—For the fifth successive year the membership of the Cleveland Phonograph Merchants Association (CPMA) has elected Jack Cohen to serve as its president. Election was held this week at a special meeting of the group. Other officers nominated are James J. Rose, vice-president, and Sanford Levine, secretary-treasurer.

At the same session members elected the following to serve as members of the board of directors for the coming year: Harry Hig, Joseph Solomon, James Burke, Edward Kenney, D. F. McNeil, and Sanford Levine, secretary-treasurer.

The CPMA has been conducting a strong promotional program in behalf of its music machines and is expected to continue the program in the coming year, again under Cohen's direction.

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

DISKERS SHARPEN SANTA CLAWS. With special promotions the push is getting underway for the Christmas season with new songs and repeating.

PINZA TO WAX REAL POP DISKS. Erwin Pinza, long-time musical star, will turn to regular pop pairings.

BULLET REJECTS CAUGHT IN TRASH DEPARTMENT. Jim Bullett, forced to suspend operations because of illness, will reactivate his disk labels.

CLEVELAND INKS BLUEBIRD WAX PACT. Jack Lawrence signs contract on strength of his waxing of own hits, which caught on.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new Billboard feature—a page devoted to new Silverchords and re-chorders.

New Equipment

BRIDGEPORT, Conn., Oct. 1—C. J. Morris, operating the Automatic Amusement Company, was present for the past three months as distributor of music and pinball machines. In this territory, spread unemployment in this vicinity, is cutting into receipts from all operators. The agreement is keeping business running smoothly.

Morris’s answer to this is to work harder and keep his machines in good order, also to install new equipment as much as possible. He is specializing on 100-record machines and is putting in new equipment with guarantees of the first $15 and a 50-50 commission thereafter.

Design Vendor To Play, Sell PhonoRecords

NEW YORK, Oct. 1.—A conspicuous machine man, with record reproducing and phonograph, as well as add, as give away the opportunity to hear new records, has been developed here and may be introduced to the trade sometime soon. The machine, with the machine in the experimental stage for the past three weeks at the Discom Corporation, 1250 Sixth Avenue, claimed the unit has now been completed. Once that facilities to build and market it" are ready we are indeed hopeful of a future.

While details of the record vender were not divulged, it is believed to have been made to prevent upward prices, and this as a 12:70 second device, with the windows, the real heavy work, phonograph record, has been associated with the project since its inception.

Rock-Ola Names Fort Wayne Rep

FORT WAYNE, Ind., Oct. 1.—The Rock-Ola Distributing Company, which was recently appointed distributor for the entire Rock-Ola line of phonographs, shuffleboards, etc., in this territory, held that Fort Wayne family celebration October 5, 6 and 7. Harry Hinn, president of the Rock-Ola line of phonographs, shuffleboards, etc., has been invited to attend the three-day celebration and added that officials of Rock-Ola also would be present.

Rock-Ola will continue a complete service and will be able to offer the Rock-Ola products, including Rock-Ola products, in this area.
Hyped promotion program helps biz start the long road back, and better business practices, learned the hard way, make the future bright

MUSIC OPS FIND KEYS TO INCREASED $*

By NORMAN WEISER

MUSIC MACHINES

A MAKE MORE MONEY FEATURE

October 8, 1949

The Billboard

115

$-

NE year ago, as the coin-opated phonograph business was emerging from the black cloud of war, it was a timorous summer season, operators throughout the country were concerned about the black cloud that hung over them—how to exist until the pendulum swung back to the music business. At that time, there was not a general form of competition because of its limited coverage, and it was one of the most difficult of all problems to deal with in those cities where it was in operation.

In order to make more money, it was obvious that these problems would have to be overcome, and many other smaller ones which plagued the industry as a whole. Many operators were just reaching the end of their payments on the first lead of post-war machines, which they had purchased approximately 18 months earlier. With grosses down to the point of interest, and many others taking on a new financial burden, there were many who were jumping up and labor costs, as well as rents, to be met by the old head, were rapidly reaching the prohibitive stage.

Action Begins

Without condition at such a low ebb, there was little hope to be. By late fall, when grosses should normally have been vaulting up after the summer season, operators had little hope of doing anything to increase their grosses, not merely to break even, but to show a consistent profit.

The general economic picture one year ago was one of confusion. From the basic, big money days of 1948 and 1949, the trend suddenly switched to a trend of conservatism. Hardware, available only for a matter of months after the long war drought, was still in demand, and production was rapidly catching up with that demand. Furthermore, in high and factory in Chicago, Pittsburgh, Cleveland and other industrial centers were beginning to catch up with the demand. The used car market, which had made millions of men, was beginning to break down, and those who had been involved in this business for the past six months were those dropping their assets to seek new and greener fields.

None of the conditions, multiplied a hundredfold in other industries, was prevalent when the juke box operator began his fight for survival, a fight made even more difficult by many areas by the advent of television, the worst competition the music machine industry had ever met face to face.

The operator's problem was a simple one—at least it appeared simple, but increase the weekly income on each music machine on location. But the problem was one of problem, and there was an answer. There were so many intangible factors involved. Areas differed, therefore, a promotion which might work in Yankton, S. D., probably would be disastrous if attempted in Newark, N. J. Types of location, age, tastes of patrons in the spots. One location might have 25 machines on location, another would have 150. Each had a separate problem.

There were locations in practically every city, where there were no opportunities to change the equipment. Some of these demands were met by cutting in to their weekly grosses, which face every business man who is dependent on others for the display of his item. Special records to fit the needs of various locations was something to be desired. And telegrams could not be sent, because of the limited coverage, and one of the most difficult of all problems to deal with in those cities, where they were in operation.

In order to make more money, it was obvious that these problems would have to be overcome, and many other smaller ones which plagued the industry as a whole. Many operators were just reaching the end of their payments on the first lead of post-war machines, which they had purchased approximately 18 months earlier. With grosses down to the point of interest, and many others taking on a new financial burden, there were many who were jumping up and labor costs, as well as rents, to be met by the old head, were rapidly reaching the prohibitive stage.

CIVIC ACTIVITIES PROVIDE MIKE IMIG, YANKTON, S. D., WITH A MEANS OF HELPING OUT LOCALS AND AT THE SAME TIME PROMOTING HIS ROUTE OF MUSICAL MACHINES.

As one of the commissioners of the Yankton baseball set-up, Mike sponsored the above-pictured team in the junior, junior competition, and the boys rewarded Mike by winning the championship.

Nationalities, and this star an Indian lad who pitched the team into the play-offs.

Better Business

More important from the operator standpoint than the record promotions have been the better business practices developed during the past year. These improvements have been evidenced in many different ways, differing according to the scope of the individual operations. But they have been responsible for much of the increase in grosses and sales in recent months in the industry.

Consolidation of routes was one important development. Laying, and, in some cases, even marginal stops were dropped, and the equipment realigned in remaining locations. Older pieces were then either sold or stored.

Bookkeeping methods were revised to give the operator a clearer picture of his day-by-day financial status and income. Time studies were made to find the extra savings which were possible in labor costs. Too, with payments winding up on equipment purchased previously, operators who required new machines for some locations were able to figure their paper more closely, using some of the savings in their previous payments to help defray overhead. Thus, while grosses remained low, the net began to slowly rise.

One other development of significance noted during the past 12 months was the definite effort on the part of the operator to improve his location relations. Closer contact with the location owner, and even with the patrons, was seen to be of advantage. And as of this date, the trend is growing.

Conclusion

As the music business heads into a new season, there is cause for optimism. Grosses are slowly improving, and the financial position of the operator is improving. There is a long struggle ahead, but good faith of the industry feel they are on the right road this time, and that before too many months have passed, they will be seeing daylight once more.

Personal Touch

BRIDGEPORT, Conn., Oct. 1.—V. Fitzpatrick, one of this city's oldest operators, handling music and pinball machines, is holding his own, all this despite terrific competition, and also the combination of wide unemployment in this locality and television.

Fitzpatrick handles Seeburg machines, and also conducts a studio at Cannon Street, where girls play records by request of patrons in various locations. Fitzpatrick has his girls add the personal touch and keeps his name before the public by having girls tee off with "Good evening, Mr. Fitzpatrick, you this song (name of song) is dedicated to you by Mr. Fitzpatrick." He finds that the personal touch is a great business builder, and tends toward repeat patronage.

Fitzpatrick is the only operator of studio record playing in city.
**LOCATION TELE INTEREST HITS SAYS**

**October 3, 1949**
**The Billboard**

Increased juke promotion, new equipment, home set sales, help woo customers away from public video; coin-operated tele sets are still scarce

**Check List**

Following a re~suggestions from the experience of others, there might be value to those operators who will soon have their locations, for the first time:

1. Few locations, better and more complete service, including the latest records, clean machines and quick action when repairs are needed.
2. Introduction special promotions, such as "Mystery Tunes" on the boxes; window posters; interior signs; die-ins, etc.
3. Try to convince the location owner that the video and juke box can be operated simultaneously by merely regulating the volume on each piece. Thus the juke box patron can enjoy the music, while the video patrons can both be served.
4. Stress the value of the added income, which accrues to the location from the music unit. This is especially important in view of current economic trends.
5. In some areas operators now streaming shows or attracting customers by having them install new equipment in their locations. By taking an adequate income from the box.
6. Baseball, played on a daily (or nightly) basis, means more competition in the summer, as football cutbacks are on the peak Saturday and Sunday afternoon hours.
7. Taverns, after six months to two years, find interest in tele commercials slowly off, and after remove the sets entirely or turn them on only by request.
8. Two years, find a major objection to video in the slowdown down by sales with patrons watching the video sets.
9. After two years the city is not so fair to the box with home sets, and at the end of three years the loss in box business becomes devastating, with television, is estimated at 20 per cent maximum.
10. On the less optimistic side is the fact that television definitely continues to affect a portion of the available juke box time within a location and, even after six months of programming, and telecasting, operators in the four major tele centers report their grosses are down 25 per cent because of television. Too, while removing the television set entirely, cutting down the amount of time it is turned on, and even leaving the juke box on when the location is in operation are trends, they are no means general in nature, and cannot be counted on by juke box owners as a link in the chain of events following the introduction of video.

**Tavern Dia**

As television made its debut in New York, Philadelphia, Chicago and California, there was much-~do~almost no anticipation whatever which would be attracted to a video equipment setup. In the Midwest, there was little doubt that the operation of television within a spot did attract a large number of people, of them coming in as new customers. But as time passed another factor became obvious. Many of those so-called new customers were transients, people who rarely returned to a spot but, instead, drifted from one tavern to another. Other newcomers came to war hoo customers away from public video; coin-operated teles sets are still scarce.

**Capitals Outlook**

(Continued from page 99)

Production and dwindling demand caused the Administration to drop any plans to keep the voluntary agreement to have been in effect at the expiration date of September 20.
AS MODERN AS NEXT YEAR’S AUTOMOBILES

From present indications it may be years before the industry ever catches up with the ultra-modern styling of this sensational new phonograph.

This amazing phonograph has never been equalled. Today more 1100s are being sold than any other make. One look will tell you that its modernistic design may never be outmoded.

You can buy it with confidence—secure in the knowledge that it will be a long time before any other phonograph will equal the eye-appeal and play-appeal of its smart styling, Sky-Top Turret Window, Encore Program Selector and fascinating moving illumination.

Yet it is the lowest priced deluxe phonograph on the market today—the greatest phonograph value that has been offered in years—a value that may not be duplicated for a long time to come.

Visit your nearest Wurlitzer Distributor. Let him explain what an attractive financing plan and generous trade-in allowance he is in a position to offer you. The Rudolph Wurlitzer Company, North Tonawanda, New York.

THE WURLITZER 1100

SEE YOUR WURLITZER DISTRIBUTOR FOR FINANCING, TRADE-IN ALLOWANCES AND DELIVERY DETAILS

Active Amusement Machines Co., 444 N. Broad St., Philadelphia 30, Penna.
Alfred Sales, Inc., 841 Main St., Buffalo 3, N. Y.
Angott Distributing Co., Inc., 3348 Ft. Irwin Ave., Denver 21, Colo.
Bredy Distributing Co., 123 E. Trade St., Charleston, W. Va.
Brent Distributing Co., Inc., 1101 Olive St., St. Louis 3, Mo.
Bush Distributing Co., 311 N. N. W. Main St., Oklahoma City 1, Okla.
Cafe-Bellowsette Motors, 1227 Broad Ave., Nashville, Tenn.
Central Music Distributing Co., Inc., 1727 Grand Ave., Toronto 1, Ont.
Cleveland Coin Mach. Exchange, Inc., 2021 Prospect Ave., Cleveland, Ohio.
Commercial Music Co., Inc., 724 N. E. 80th St., Kansas City 8, Mo.
Crane Distributing Co., Inc., 133 Virginia St., W., Richmond, Va.
Dame Distributors, 3181 N. C. 3, Minnona, Fla.
Davidson Distributors, 2629 W. 26th St., Dallas 15, Tex.
Dewey Sales Company, 2002 West Holmes Ave., Denver 8., Colo.
Easley Distributing Co., 1727 1/2 First St., Columbus, 0.
Eveland Distributing Co., 901 East Ave., W., Seattle 99, Wash.
Errest Harmon Music Co., Inc., 332 Central Ave., Albany, N. Y.
Ewel Music Distributors, Inc., 724 North St., E. Moline 1, Ileoe.
Franklin Music Company, Inc., 117 W. Madison Ave., Des Moines, Iowa.
Freida Music Co., 417 North Main St., Indianapolis, Ind.
Gable Distributing Co., Inc., 439 N. Craig St., Pittsburgh 13, Penna.
Moore Distributing Co., 220 E. York Blvd., Chicago 5, Ill.
National Distributing Co., 101 N. Wabash Ave., Chicago 2, Ill.
Olds Distributing Co., 335 W. Main St., Topeka 1, Kansas.
O’Connor Distributors, Inc., 3620 W. 9th St., Richmond, Va.
O’Reilly Distributing Co., 450 W. 26th St., Fort Worth, Va.
Redd Distributing Co., 276 Lincoln St., Altoona 24, Iowa.
Sickling, Inc., 1821 Central Parkway, Cincinnati 14, Ohio.
Singel Distributing Co., Ltd., 279 West St., Ultimate, Ohio.
Tindall Distributing Co., 430 J. B. St., St. Louis 6, Mo.
Turley Distributing Co., 13160 Eighth Ave., Savannah, Ga.
Weston Distributing Co., 3700 Forest Ave., Brookline 6, Pa.
White Distributing Co., 1126 E. Prospect Ave., Milwaukee 5, Wis.
Wurlitzer Distributors, Inc., 3533 S. Sherman Blvd., Los Angeles 6, Calif.
Wurlitzer Distributing Co., 3503 Louisiana St., Rondo, Texas.
Starting Service, 5341 N. Central Ave., Chicago 29, Ill.
Walker Givens, 4115 N. Florida Ave., Tampa 2, Fla.
Williams Distributing Co., 1101 South Ave., Lansing 5, Texas.
W. A. Distributing Co., 17th St., South Bend 15, Ind.
W. J. Young Distributing, Inc., 72 W. 8th St., New York 18, N. Y.

The Wurlitzer 1060 Personalized with location name at the top at no extra cost to you. Lowest priced quality phonograph on the market.
THE RECORD OUTLOOK

By PAUL ACKERMAN

THE record business is currently in a state of flux, but future is looking up as public confusion over various types of speeds disappears.

Advances are being made in the field of stereophonic listening and the records are being manufactured to take advantage of these new developments. RCA Victor is using these developments to its advantage and has announced a series of records which are designed to take advantage of the new stereo equipment.

The new developments are not only limited to the recording industry, but also extend to the field of phonograph record production. The use of new materials and techniques has made it possible to produce records with a higher quality of sound than ever before.

The old-fashioned 78 rpm records are being phased out, and 45 rpm records are becoming more popular. This is due to the fact that 45 rpm records allow for a longer playing time without the need for frequent changes.

In addition, the use of vinyl records has increased significantly. Vinyl records are more durable and have a longer playing time than the traditional wax records.

The record industry is also making efforts to diversify its product line. This includes the production of records for specific markets, such as children's records, dance records, and religious records.

The record industry is also facing challenges, such as the rise of digital music and the decline of physical record sales. However, the industry is adapting to these changes and continuing to produce high-quality records that meet the needs of consumers.
### AMI Music Machines

**Where You Get It:**

<table>
<thead>
<tr>
<th>Distributor</th>
<th>Address</th>
<th>Phone Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AMERICAN NATIONAL</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>Atlantic Distributors</strong></td>
<td>206 North Milwaukee Avenue, Chicago, Illinois Phone: Chesapeake 3-4900</td>
<td></td>
</tr>
<tr>
<td><strong>Automatic Phonograph Distrib. Co.</strong></td>
<td>206 North Milwaukee Avenue, Chicago, Illinois Phone: Chesapeake 3-4900</td>
<td></td>
</tr>
<tr>
<td><strong>Banner Specialty Company</strong></td>
<td>1500 Fifth Avenue, Pittsburgh, Pennsylvania Phone: Grant 1373</td>
<td></td>
</tr>
<tr>
<td><strong>Birmingham Vending Company</strong></td>
<td>2117 Third Avenue, North, Birmingham, Ala. Phone: 5-5013</td>
<td></td>
</tr>
<tr>
<td><strong>Central Ohio Coin Machine Exchange</strong></td>
<td>525 South High Street, Columbus, Ohio Phone: Adams 7254</td>
<td></td>
</tr>
<tr>
<td><strong>Chris Novelty Co.</strong></td>
<td>806 St. Paul Street, Baltimore, Maryland Phones: Mulberry 3167 or 8722</td>
<td></td>
</tr>
<tr>
<td><strong>Cia Distribuidora, Pan-Americana, S.A.</strong></td>
<td>Cardenas 209, Havana, Cuba</td>
<td></td>
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<tr>
<td><strong>Coin Machine Sales Company</strong></td>
<td>186 East Third South St., Salt Lake City, Utah Phone: 9-0222</td>
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<thead>
<tr>
<th>Distributor</th>
<th>Address</th>
<th>Phone Numbers</th>
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<tbody>
<tr>
<td><strong>Dixie Coin Machine Co.</strong></td>
<td>912 Poydras Street, New Orleans, Louisiana Phone: Magnolia 3931</td>
<td></td>
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<tr>
<td><strong>H. W. Dolph Distributing Co.</strong></td>
<td>222 East Fourth Street, Tulsa, Oklahoma Phone: 3-9025</td>
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<tr>
<td><strong>Fort Worth Amusement Co.</strong></td>
<td>110 S. Jennings Avenue, Fort Worth, Texas Phone: 3-9427</td>
<td></td>
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<tr>
<td><strong>Hanna Distributing Co.</strong></td>
<td>408 First Street, Utica, New York Phone: 2-5732</td>
<td></td>
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<tr>
<td><strong>Hankin Distributors</strong></td>
<td>708 Spring Street, N.W., Atlanta, Georgia Phone: Vernon 3567</td>
<td></td>
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<tr>
<td><strong>Koers Distributing Co.</strong></td>
<td>613 Eighth Street, Rapid City, South Dakota Phone: 539</td>
<td></td>
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<tr>
<td><strong>Lief Music Distributing Co.</strong></td>
<td>1640 Payne Avenue, Cleveland, Ohio Phone: Main 2545</td>
<td></td>
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<tr>
<td><strong>Marston Distributing Co.</strong></td>
<td>20 West Alexander St., Detroit, Michigan Phone: Temple 3-4403 or 3-4404</td>
<td></td>
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<tr>
<td><strong>Mayflower Distributing Corp.</strong></td>
<td>1209 Douglas Street, Omaha, Nebraska Phone: Atlantic 3407</td>
<td></td>
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<tr>
<td><strong>Miller Vending Co.</strong></td>
<td>42 Fairbanks Street, N.W., Grand Rapids, Mich. Phone: 9-8642</td>
<td></td>
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<tr>
<td><strong>Paster Distributing Co.</strong></td>
<td>2218 University Avenue, St. Paul, Minnesota Phone: Neptune 7901</td>
<td></td>
</tr>
<tr>
<td><strong>J. Peskin Distributing Co.</strong></td>
<td>2663-67 West Pico Blvd., Los Angeles, California Phone: Dunkirk 8-6178</td>
<td></td>
</tr>
<tr>
<td><strong>R. Rosenfeld Co.</strong></td>
<td>3218 Olive Street, St. Louis, Missouri Phone: Lucas 2196</td>
<td></td>
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<tr>
<td><strong>Runyon Sales Co. of New York, Inc.</strong></td>
<td>593 Tenth Avenue, New York City, New York Phone: Longacre 6-1899</td>
<td></td>
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<tr>
<td><strong>Southern Amusement Company</strong></td>
<td>628 Madison Avenue, Memphis, Tennessee Phone: 5-3606 - LD 524</td>
<td></td>
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<tr>
<td><strong>Southern Automatic Music Co.</strong></td>
<td>624 South Third Street, Louisville, Kentucky Phone: Webb 4094</td>
<td></td>
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<tr>
<td><strong>Taran Distributing, Inc.</strong></td>
<td>2260 N. W. Seventh Avenue, Miami, Florida Phone: 3-7648</td>
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<tr>
<td><strong>United Amusement Company</strong></td>
<td>3410 Main Street, Kansas City, Missouri Phone: Logan 8484</td>
<td></td>
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<tr>
<td><strong>Wallace Distributing Co.</strong></td>
<td>205 Northeast First Avenue, Mineral Wells, Tex. Phone: 216</td>
<td></td>
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<tr>
<td><strong>Western Distributors</strong></td>
<td>1226 S. W. 16th Street, Portland, Oregon Phone: Asete 7565</td>
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<tr>
<td><strong>W. Runyon Co.</strong></td>
<td>855 North Broad Street, Philadelphia, Pa. Phone: Stevenson 2-2903</td>
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<tr>
<td><strong>J. Rosenfeld Co.</strong></td>
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Today and Every Day in Music...

H. C. Evans & Co. is a prime factor in maintaining operation of cola-controlled phonographs as a stable, consistently profitable venture. That's because EVANS' 20 RECORD-40 SELECTION CONSTELLATION assures dependable operation, top quality and maximum service. Next time investigate Evans' Constellation on the No. 1 Investment for your business. Your Evans Distributor can show you how, or write Factory direct.

Full Selectivity on 6 Plays for 25c!

Available Now...

Record Popularity Meter for Original Constellation.
Genuine Parts for Mills Empress, Throne of Music, Original Constellation.

H. C. EVANS & CO.
1528 W. Adams St.,
Chicago 7, Illinois

See our Coin Machine Ad on page 145

Record Reviews

(Continued from page 31)

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TUNES</th>
<th>LABEL AND NO.</th>
<th>COMMENT</th>
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</thead>
<tbody>
<tr>
<td>GEORGE MORGAN</td>
<td>Cry-Baby Heart</td>
<td>Bullet 697</td>
<td>83-84-83-82</td>
</tr>
<tr>
<td>BUDDY WALKER</td>
<td>Bordertown Fiesta</td>
<td>Arquierda AP 1001</td>
<td>65-65-67-65</td>
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<tr>
<td>AUTRY INMAN</td>
<td>Double Cross</td>
<td>Bullet 607</td>
<td>66-68-68-68</td>
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<tr>
<td>CLAUDE BOONE</td>
<td>Groundhog Blues</td>
<td>Mercury 6213</td>
<td>75-75-75-75</td>
</tr>
<tr>
<td>JOHNNY LOPEZ</td>
<td>Canta Pajaro (bola)</td>
<td>Geeco 612</td>
<td>77-78-77-77</td>
</tr>
<tr>
<td>EVA GARZA</td>
<td>Nada Se (guaraça)</td>
<td>Geeco 616</td>
<td>76-76-76-75</td>
</tr>
<tr>
<td>HNAS. LAGAY</td>
<td>En Revancha (bola)</td>
<td>Geeco 1649</td>
<td>79-80-79-79</td>
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<tr>
<td>MIGUELITO VALDES</td>
<td>Que Te Parece (bola)</td>
<td>BIMCO 1943</td>
<td>80-90-90-90</td>
</tr>
<tr>
<td>MIGUELITO VALDES</td>
<td>El Campana Del Carreton (son montuno)</td>
<td>Lina 616</td>
<td>78-78-78-78</td>
</tr>
<tr>
<td>REINALDO HENRIQUEZ</td>
<td>Te Me As Enganado (bola)</td>
<td>Lina 1,016</td>
<td>79-80-79-79</td>
</tr>
<tr>
<td>REINALDO HENRIQUEZ</td>
<td>Summertime (Afro)</td>
<td>Lina 1,018</td>
<td>81-85-80-76</td>
</tr>
<tr>
<td>CONJUNTO RIVERA</td>
<td>Sufriendo (bola)</td>
<td>Lina 616</td>
<td>81-82-80-80</td>
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<tr>
<td>MANOLO FERNANDEZ</td>
<td>No Se La Que Tienes (mambo)</td>
<td>Lina 616</td>
<td>69-70-70-70</td>
</tr>
<tr>
<td>MIGUELITO VALDES</td>
<td>El Cantinero De La Pachanga (bola)</td>
<td>BIMCO 1943</td>
<td>74-76-74-72</td>
</tr>
<tr>
<td>MIGUELITO VALDES</td>
<td>Baile De San Vito, Viva Cuba</td>
<td>Lina 618</td>
<td>75-77-77-77</td>
</tr>
</tbody>
</table>
SPDA Huron Meeting

(Related to page 114) eras. Following the meet, Les motorized to other South Dakota cities and towns but was bought by the office by the week-end... "Darwin" most well, newest association member, should prove a worth addition to the group, according to fellow Huronites. He will be assisted in his routes by his wife who is also popular with the local musical fraternity. At 10 a.m. Darwin Gaughan and Mel Pederson, who sold out to the Maxwells, will be missed, according to news that the SPDA associates. They were rated among the newest interests of the Huronites. All have other business interests.

Try Lindholm, Automatic Games Supply Company, Somersville, submitted Huron to Watertown Wednesday (28) to confer with Arnold Brovik. The latter returned to his office early Monday morning (26). Brevik must have heard about the Lindholm business when he phoned him Tuesday at 6 a.m. After his Watertown business Lindholm worked his way thru the Western part of the State. Bob Wessel, also of Automatic Games, returned to his Minneapolis office right after the final decision to go and found for some out of town coinmen who were anxious to look over Evans Repli-

NEW DEVELOPMENT
South Wind TONE ARM
Especially Designed for SEEBEA

PHONOGRAHS

LIGHT AS A SOUTHERN BREEZE

Perfect Reproduction
Easy to Install

For All Hi-Tones
All Other Models
Specify Model Desired
FULLY GUARANTEED ORDER TODAY

South Wind ARM
For All Wurlitzers
(Except Counter Models and P-121)
Specify Model When Ordered

PHILLIPS MFG. CO., INC.
2816 Aldrich St.
Minneapolis 8, Min.

LIGHTWEIGHT PICKUPS
For All Wurlitzer and Seaborgs
Perfect Tone—Easy on Records

Nothing to change—just plug it in

JACOBS MANUFACTURING CO., INC.
Stevens Point, Wisconsin

ST. THOMAS COIN SALES, LTD.
St. Thomas, Ontario, Canada

HEADQUARTERS
For All Types of COIN-OPERATED RADIOS
BRADLEY & ASSOC.
1452 N. DAVIS AVENUE
CHICAGO, ILL.

October 8, 1949
THE BILLBOARD
MUSIC MACHINES

Record Reviews

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<th>ARTIST</th>
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<th>COMMENT</th>
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</thead>
<tbody>
<tr>
<td>ULRICO TRUERO</td>
<td>&quot;RUJADRA&quot;</td>
<td>Continental C-108</td>
<td>LATIN AMERICAN</td>
</tr>
<tr>
<td>BURAM, BUM, BUM (gurracha)</td>
<td>With the Mexican trio. Beautiful guitar and clear, colorful singing. Very danceable.</td>
<td>75--77--75--78</td>
<td></td>
</tr>
<tr>
<td>CARRIZO Y VAN (Son Montuno)</td>
<td>Girage rumenâtes will find this number among the best for dancing. The voices are excellent too.</td>
<td>78--80--80--75</td>
<td></td>
</tr>
<tr>
<td>PEDRO VARGAS</td>
<td>&quot;V 2-15-19&quot;</td>
<td>$8.98--8.98--8.82</td>
<td></td>
</tr>
<tr>
<td>Ay De Mi (bola)</td>
<td>New and latest Cuban cello, Olvido Perez has wrote recently by Mr. V. with his band. A trio masterpiece. A mighty satisfying number.</td>
<td>86--88--88--82</td>
<td></td>
</tr>
<tr>
<td>CANTIDADE (bola)</td>
<td>Another top try by Vargen, beautifully rec-</td>
<td>86--88--88--82</td>
<td></td>
</tr>
</tbody>
</table>

THE KOZNERA JORDAN ORK Continental C-108

INTERNATIONAL

HAPPY MILLER POLKA

Perfect "instrumental," but has Polish vocal. Good beat and lead, Polish singing.

RED HEAD POLKA

A slodno-style instrumental makes for a fast-eighty Polish polka side, with a march-

Ivan Dinzó

Czarasz-M6-47 (Hungarian)


JO KOLRAU ZEMPLINKA HUDBA Continental C-205

(Slovak)


TAD BALKICI ORK Continental C-108


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HERE'S A REAL OPPORTUNITY!

(Continued on page 132)

The manufacturers of Alum-A-Lite, the highest quality, lowest priced all-aluminum storm window on the market, offer you a chance to get into the rapidly expanding, large profit storm window field. NO INVESTMENT IS NECESSARY! We ship our windows to you knocked down, individually packed, easily assembled in your own shop. Alum-A-Lite is in three-track design window with self-storing screens and plenty of tolerance. Serve your customers successfully deliver exactly where you're looking for a new business, one with terrific possibilities, don't wait any longer, Write — wire — phone THE WEATHER-PROOF CO.

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FACTS BACK OPTIMISM

Production Lines Starting
To Hum After Summer Lull;
Shuffleboard Picture Rosy

Forecast Increased Buying Trend Continuing Into 1950

(Continued from page 96)

the summer months. As the fall season got under way, it was obvious that most shuffleboard manufacturers were counting heavily on the coin machines and that they were actually at the bottom of the line. As the weather got cooler, and as they were finally convinced that the operator could gain much wider circulation for their boards. This in turn would assure vastly increased number of players for the future. Also, the efforts of the heaviest promotional programs in the century-old history of shuffleboard are under way. Throughout the country, operators, distributors and manufacturers are joining the various regional, state, and national leagues and plan for championship tournaments. By publicising the competitive feature of shuffleboard, it is hoped to bring the game into the American spectator scene now enjoyed by bowling.

Important from the operator viewpoint, is the fact that shuffleboard has proved it can actually help the grosses on other coin-operated equipment in the same location. For instance, juke boxes, seriously affected by television, have been greatly helped by shuffleboards. Players, after an evening's game, are toned down, actually will play the box even while engaged in competitive shuffleboard. Operators have found that shuffleboard has been very advantageous in shuffleboard locations, which may shuffleboard around the country augment their feature attraction with arcade pieces.

72 Indianapolis Teams
Compete in Four Leagues

INDIANAPOLIS, Oct. 1.—The four leagues of the Indianapolis Shuffleboard Association are now in full operation. There are 20 teams in Rock-Ola League No. 1 and 20 teams in the Rock-Ola Women's League, divided into two sections, 10 teams each, to play-off between leagues for the league championship.

Rock-Ola League No. 2 is being organized to accommodate late arrivals and is scheduled to start October 22. The Indianapolis Shuffleboard Association will be composed of a total of 92 teams representing 226 players in league play, twice a week during the fall season.

Interest in shuffleboard and league play has more than doubled this year over the past season, and the speed to which they are growing cannot be adapted to by any operator to his location.

Anyone who would like a copy of this booklet will receive it free by writing to The Billboard, 180 W. Randolph Street, Chicago, Ill. Attention, Coin Machine Department.

Write for your copy today.

Eye South Dakota Expansion

See Leagues Giving Game New Interest

Cite Lack of Promotion

HUTON, S. D., Oct. 1.—Shuffleboard operators attending the fall meeting of the South Dakota Phonograph Association (SDPA) here this week agreed that it was a good time of the year that was a good time to get new players to the game and a good time for growth. There have been a number of new locations and a number of new games of shuffleboard in South Dakota, and it was felt that the increase in the number of locations and the number of games was very good.

While the future progress of the industry must be anticipated, there is visible proof that all is not guess, but that the beginning has been made. With factories stepping up their production directly, steadily and sales of new equipment, suddenly, and slowly now, the market is rapidly expanding. The straight history of the game is, as has been shown, to the petrus to the five-ball field, while 1949 model vendors and music machines will be found in strong in their respective fields.

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The keenest operators like to do business with National Shuffleboard because:

1. National’s eye appeal leads to new profits, especially the New 49er Deluxe.
2. National’s boards average from $50 to $100 per week per board.

Travel this new profit road. Send coupon today.

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PUCK PATTER

Orange, N. J.
Lee McKee, Utica, N. Y., district manager for
the National Shuffleboard Company, visited the home office here last
week with (Grif) Griffith, his gen-
eral manager... Latest appoint-
ment to National's sales staff is
Tom Browne, sales chief, include Sid
Spitzer and Len Broone... Two
free-lance writers, Catherine Broady
and L. Moberly, interviewed Paul
Kotler, National president, last week.

NEW, IMPROVED!
"SLICK" SHUFFLEBOARD WAX

Wear-tested and Proved
65% Less Abrasive

SLICK Shuffleboard Wax will make the
life of your shuffleboard top longer
and greater playing enjoyment

GUARANTEED!
SLICK Shuffleboard Wax is inexhaus-
tably compounded and always consists of
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injurious ingredients. It will not
wear, scratch or mar the
surface of ANY shuffleboard.

YOU CAN DEPEND ON THESE "SLICK" SHUFFLEBOARD PRODUCTS

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- Quick-Drying Cleaner
- Shuffleboard Puck Wax
- Brush
- Cabinet Polish
- Liquid Shuffleboard Polishing Wax and Cleaner
- Polishing Shuffleboard Weights

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"SLICK" Shuffleboard Wax —
second against leading competi-
tive products in the famous U. S.
Testing Laboratories’ 65% less
abrasive than any other wax,
Send for a copy of this report
and see the results yourself.

Sold Through Distributors Only — Territories Open

THE SLICK SHINE CO.
207-15 ASTOR ST., NEWARK, N. J. ESTABLISHED 1901
Western Representative H. Scheuberger
5225 Wilshire Blvd.,
Los Angeles 36, Calif.
LEAGUES HIT SHUFFLEBOARD JACKPOT

By TOM M. DONOUGH

The shuffleboard industry now plunging into what should be its greatest season was held up in some localities by the recent movement for increased revenue for liquor-control boards. However, the shuffleboard enthusiasts were not deterred by the prohibition to the sale of alcohol, and the game continued to enjoy great popularity.

The shuffleboard season began in many places in October, and the weather was mild enough for outdoor play. The law requires that the ball must be kept within the marked lines at all times, and any violations are subject to fines. A good shuffleboard board should have a smooth surface, free of cracks or scratches, and a ball that rolls easily. The shuffleboard court is divided into two halves, each with 10 scoring sites, and the object is to get the ball to land in the highest-scoring site in the least number of throws.

The season kicked off with the annual tournament in Springfield, which is considered one of the most prestigious events in the shuffleboard world. The tournament featured a mixture of both amateur and professional players, and the prize pool was substantial. Many of the prize money was distributed among the top players, and the event was heavily covered by the media.

As the season progressed, the shuffleboard boards were used in a variety of locations, from taverns to bars to local recreation centers. The game was enjoyed by people of all ages, and it became a popular social activity. The shuffleboard boards were often placed in high-traffic areas, such as near entrances or exits, to attract players.

The shuffleboard season was capped off with the annual jackpots, which were held in various locations throughout the country. The jackpots were a chance for players to win prize money, and they were eagerly awaited by the community. The shuffleboard boards were often decorated with colorful signs and advertisements, and the atmosphere was lively and festive.

In summary, the shuffleboard season was a time of fun and competition, with players from all over the country coming together to enjoy the game. The shuffleboard boards were a popular social activity, and they provided a way for people to come together and have a good time.
With the 1949-50 season looming as the greatest in the history of shuffleboard, the Billboard hereof presents for the first time a picture of the shuffleboard situation in key cities throughout the country. From these reports it is quickly seen that the game is enjoying an infallible growth from all machine viewpoint.

While the game of shuffleboard is several centuries old, its importance to the amusement machine field came to light only within the past year. Much will be done in the coming months to make it an even more important part of the amusement trade. Operators the world over are turning to this game because it is a new game, a game which can be introduced to the game in healthy numbers.

The potential market is great, bringing forth a demand for new types of games, improved plays, and all the other factors that will help this game to take the headlines away from pool and other popular games.

The shuffleboard companies have been quick to recognize this potential and are rapidly turning out new types of machines in anticipation of the day when shuffleboard will be the game of the future.

In the meantime, shuffleboard is doing a fine business, and the operators who have been quick to recognize its potential are enjoying a healthy return on their investment.

The shuffleboard game is a great one, and the operators who are willing to take a chance on it are bound to succeed.
October 8, 1949

For 21 years to be exact, Penn Shuffleboard Company has manufactured only the finest of shuffleboards, accepted everywhere as the standard of quality in the industry. Penn's latest achievement is the

BLACK BEAUTY

with the Patented Cosolite Playfield

THE ONLY SHUFFLEBOARD UNCONDITIONALLY GUARANTEED AGAINST WARPAGE FOR TWO FULL YEARS.

This guarantee is made possible by the fact that since our first Black Beauty was shipped fourteen months ago there has not been a single one suffer any warpage whatsoever!

FOR

Player Appeal . . .
Location Satisfaction . . .
Steady, Profitable Operation . . .

...Penn's Black Beauty has no equal

Start now to profit with Penn

PENN SHUFFLEBOARD CO.
DIVISION OF COSGROVE INDUSTRIES, INC.
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Cabinet Makers Since 1888

PENN, OF COURSE, CONTINUES TO MANUFACTURE THE FINEST MAPLE TOP BOARDS, AS WELL AS BLACK BEAUTY, FOR THOSE TERRITORIES AND OPERATORS WHO PREFER THEM.
Low Cost! Simple to Install! Servicing Near-Zero!  

* Here is the popular Keeneys Plastic Numerical Scoreboard with coin box, control buttons and hinged support all combined in a single compact unit. Just remove it from the carton, unfold it, adjust two clamps, connect scoring buttons, fasten to the shuffleboard and plug in!  

**Check THESE FEATURES:**  
- Insert 10c on 5c play and the lights step up to show "2 players." Another dime lites up "4 players." With dime play, large capacity cash box holds more coins for less frequent servicing.  
- Immediately convertible to 10c per player by adjusting one plug.  
- Cards furnished for 2 for a dime or straight 10c play. Handles up to four players.  
- Shuffleboard lights automatically controlled to turn "On" when coin is inserted and "Off" with game completed.

It's the Most Accessible, Simplest Mechanism. Self-Contained. Total Weight Approx. 50 Lbs.

WRITE—WIRE—PHONE—SEE YOUR KEENEY DISTRIBUTOR

J. H. KEENEY & CO., INC.  
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In Industry in Infamy

ALBUQUERQUE, N. M.—Approxi- 
mately 50 shuffleboards are located 
on location here. The ratio of op- 
erators to location—owned boards is about 6:30.

With no special effort put forth by operators to stimulate shuffleboard play this past summer there are no shuffleboard leagues at present and none planned for the season. No advertising was done until the Ameri- 
can Shuffleboard Sales Company opened offices here.

W. L. Orr owner of the Border ex- 
nected and Southern, and his brothers are the only promoters of shuffleboard at present in Albu- 
quero. The American Shuffleboard 
opened an office here several months ago but at present is staffed by a State representative.

Another shuffleboard parlor at present is located in the Fran- 
ces Hotel. It is called "Shuffleboard Inn." It is owned by a private group and is open to the public.

Distributors and operators feel that Albuquerquians are not paying as much as the whole shuffleboard community.  

N. Y. Looks to Leagues

NEW YORK—While shuffleboard is still enjoying a free-play attrac- 
tion in taverns of the city's five boroughs, some hope is seen for 
an eventual switch to pay-as-you-play and the establishment of an operator based on the industry. There is consider- ing this trend point to the imposition, several months ago, of a $35 annual license for arcades and small bars making free use of shuffleboards by beer dealers, which is economically for many taverns. A number of tavern owners have taken the first step by charging for play in their establishments.  

Another factor is a noticeable de- 
mand on the part of location owners who also own their boards for league play, according to reports from boards throughout the masked in many ways, league competition here has largely been com- 
pletely suppressed, with most competitive series started as "pick up" affairs by

---

British Columbia Report

VANCOUVER—In this city of ap- 
approximately 600,000 people there are but 
three shuffleboards on location. They are in three different bowling alleys, placed there by the owners on a com- 
mission basis. For some reason this form of amuse- 
ment has not caught on in Vancouver. The two largest operators of coin machines and amusement devices, James T. Wadlcy, 1126 Robson Street, and Charles Galloway, 700 Powell Street, have not touched them. The three on location, owned by private parties, have been placed as an ex- 
periment looking to further expand- 
ion. Information obtained on location, the highest weekly take is said to have been $24 by one ma- 
chine.

There has been nothing in the way of promotions attempted by the own-

ers. If shuffleboards could be placed in taverns there would have a greater 
chance of catching on. However, the Liquor Control Board of British Co- 
lumbia has a drastic set of rules which forbid music, dancing, food or games in taverns. The board is the only com-

mod-ty. on sale.

There are no shuffleboards manu-
factured in British Columbia.

---

Placements on Upgrade

BUFFALO—In surveying the shuf- 
leboard situation in the Buffalo area, Hacola, a well-known coin machine 
firm and the distributor of Rock-Ola shuffleboards, surveyed the market. 
According to G. W. MacGillion, shuffle- 
board sales manager, there are about 100 boards in this territory, mostly 
in taverns. They are 99 per cent location-owned. There are two leagues in Buffalo, one of 52 teams, the other 16 teams. The latter is sponsored by Frank Stehlin, brother of Vie Stehlin. The other is in near-by Lackawanna.

According to MacGillion board place-

ments are increasing and outlook for play is good. The Rock-Ola's were used in summer locations at the American shuffles of Lake Erie, but not outdoors. Rock-Ola is planning to start a tournament here this fall or winter. Newspaper or radio promo-

nations haven't been used as yet but it's not long, says MacGillion.

While play on other coin machines falls off a little after instal-

lation of shuffleboards, the MacGilion pointed out it doesn't hurt in the long run because players use other ma-

chines while awaiting their turns at the pucks. Some locations don't charge for playing the board, charge only a nickel. Country and small-

town locations are doing best.

---

Unemployment Hurts

BRIDGEPORT, Conn.—With the 
end of the war and the shrinking of the State here, all lines of busi-

ness, including the shuffleboard industry, have suffered. This is particu-

larly true in amusement fields.

There are approximately 18 shuf-

leboards located here, all installed by American Shuffleboard Sales Com-

pany, of Union City, N. J. Albee 
the company has no local office, Roy 
Weaving is its representative.

Boards are located in private clubs, 
taverns and restaurants, with the 
Swedish American Club, the Ger-

mania and Glory, both private clubs, 
and the American Legion, among the 
sponsoring leagues.

There are no shuffleboard parlors or 
cassins in this city and none of the 
locations advertise in any way.

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Favor Coin-Op Boards

DES MOINES—High—score coin-

operated shuffleboards appear to 
be the latest answer to Des Moines territory as shuffleboards vie for 
competition against bowling and other fall and winter indoor games.

Operators believe the peak in stand-

ard shuffleboards is over and shuffleboards in Des Moines with approximately 70 boards on location are hurting at the present time. The ratio is 74 out 
for 50 to 50 on operator and location own-

ership, respectively.

Des Moines failed to get any shuf-

leboard leagues started during the 
summer and if some operators feel the prospects are still good for league play this fall with better weather,

some feel the number of board placements is decreasing but the operators feel
that the new high-scoring, coin-operated boards will change this situation. Recent reports that shuffleboard affected the play on other coin machines and that is one of the reasons for the trend to coin-operated boards.

One shuffleboard parlor was started in the Des Moines area during the summer but failed to click largely due to its location.

The one ray of hope for Iowa operators is an anticipated spread of the boards to rural spots with the decline in farming operations this fall. Farmers as a rule have little time for any sports during the summer months when crops must be harvested, but with the winter months rural spots usually pick up in the late fall.

Many of the rural taverns expect shuffleboard to pick up with hopes the game may spread into small rural areas.

Biz Is Looking Up

SPokane. The shuffleboard picture here is looking up. A recently launched shuffleboard league is attracting sponsors and three shuffleboard parlors are in operation. Cooler weather is bringing increased play and spa and distributors alike are expecting good fall and winter business.

Business had dropped off as much as 90 per cent in some locations with arrival of the summer season and Spokane’s first shuffleboard parlor was a hot weather casualty. But in August two enterprising shuffleboard parlor operators gave the new indoor sport a shot in the arm by organizing an eight-team league.

Harold Ingham and Dick Dresien, who operate the Mixer, a parlor catering to juvenile trade, also organized teams to represent business firms. They put up cash prizes, starting with $50 for the winning team, and talked the city’s morning newspaper into running the results of league play. Two six-man teams play four nights weekly, Monday thru Thursday.

The sponsoring business houses are offering to sponsor teams and a 20-team league is planned, starting October 10. The sponsoring business men have agreed to put up $500 prize money, Ingham says. First prize will be $150 and a trophy. There will be nine other cash prizes, ranging from $100 down to $8 each.

The Mixer has American boards, a Chicago coin pistol and a refreshment bar. Only soft drinks are served. Fishing tackle also is sold, and Ingham says it’s a good side line. Arthur Kasperian, operator of Art’s Recreation in Hilliard, a Spokane suburb, also is thinking of organizing a league. He has five Olympic boards, five-ball games, a basketball game, candy vending machines and a refreshment bar selling ice cream, hot dogs, coffee and doughnuts.

The Signal Coffee Bar, a combination lunch counter, soda fountain and shuffleboard parlor, was opened in the downtown business section September 12 by Mitchell Pomery. Equipment includes two American boards, a cigarette vending machine and two pinballs. Approximately 200 shuffleboards are on location in the Spokane area, about half of them within the city limits, a survey showed. About 70 per cent reportedly are operated by the leading distributor.

One leading distributor reported that the boards have paid for themselves in the first part of the year and returns on the investments are good. One tavern owner reports an income of $140 to $150 weekly from his own boards. He contends the boards help keep his patrons sober. He also points out that only tax on shuffleboards is in the city occupation tax of 3/4 of 1 per cent of the gross. This contrasts with a combined 30 per cent city-State tax on pinballs.

Shuffleboard promotion, including amateur tournaments, is barred in taverns under State liquor board regulations.

Some radio spot announcements were used last spring to advertise non-tavern shuffleboard locations.

Ops generally agree shuffleboards reduce play on other coin machines, with possible exception of music boxes. But a minority believe play on other machines is stimulated in the long run because of increased patronage.

Twin Cities Optimistic

MINNEAPOLIS—Fall outlook for shuffleboard action in the Twin Cities is viewed as extremely bright by both distributors and operators alike.

Licensed in both cities, shuffleboard operators in St. Paul have listed 65 units in operation, while in Minneapolis the number under permit is 88. Undoubtedly there are more going into operation.

In St. Paul the license fee is $50 for the location with $5 for each board. However, if a location has a $50 license for pin games, that permit is sufficient to cover shuffleboards.

November 1 is the deadline. (See SHUFFLEBOARD on page 140)
Amusement Company, Louisville, and a shuffleboard operator for 25 years. He now reports that there are approximately 600 boards in the city with the over-all trend toward operator ownership reversed, the there are still many location owned boards in the city. With the switch to operator owned boards, average grosses are back to the $46 class, the they had dropped to as low as $10 in an alarming short time when location owned boards practically saturated the area. Now, House says, boards are being placed in new locations daily but in spots which can obviously make the board a solid paying proposition, and there will be a few hundred more going once fall league play starts.

Other recent developments which have improved the business as a whole and made money for all concerned since the operator came into the picture are such innovations as board rentals for large industrial picnics and the shifting of boards from urban to resort locations. Both types of enterprise took place this summer and resulted in profits on boards which would normally have drawn little play since the summer usually knocks shuffleboard receipts down. Two many operators were not able to take advantage of resort and picnic rentals this summer, there are many who are looking far enough ahead so that they will do either or both next summer.

Operators were also instrumental in making at least a modest success of shuffleboard parlors in the last year. In this type of play, the operator should also be set up to place batteries of amusement and vending machines in quarters which house several shuffleboards. Thus far experiments in Portland, Ore.; Green Bay, Wisc.; Wheeling, W. Va., and Knoxville, Tenn., have pointed up the possibilities of operator owned parlors and will undoubtedly get more comprehensive tests this fall. With proper handling many operators believe shuffleboard parlors can do as well as some of the leading Penny Arcades.

Florida Proof Enough

 Probably the most conclusive proof of the operator's value in helping the shuffleboard business as a whole make more money is now taking place in Miami, Miami Beach, Jacksonville and Tampa. The all four cities get their volume business in the winter when thousands of fortunate Americans flock to Florida to escape the frigid temperatures, each city is now harder and with theShuffleboard operators and players

When play started to level off in these resort cities several weeks ago, operators decided to set up play so that scoring units would work on a dime for two players and two dimes for four players. This was right in line with the general reduction in prices in Florida's off season and is now proving its value since the games are drawing steady play.

Here again is an example of the operators working on his own interest in the shuffleboard business as a whole and the results are quite encouraging.

K. C. Leagues

KANSAS CITY, Mo., Oct. 1—Eighteen taverns here contended last winter to sponsor a mammoth shuffleboard league. Four brackets were formed, and it was estimated that more than 200 persons participated in the league play. This winter the American Shuffleboard Company and the Consolidated Distributing Company will work together to make the shuffleboard operators in an effort to increase the number of taverns and teams competing in the play.

LEAGUES HIT SHUFFLEBOARD JACKPOT

(CONTINUED FROM PAGE 125)

EVE SOUTH DAKOTA

(CONTINUED FROM PAGE 122)

and he expects to get the aid of Rock-Ola Shuffleboard representatives within the next couple of weeks. Brevis says he is amazed that fellow South Dakota operators are not placed more emphasis on shuffleboards thus far.

One of the things which may give shuffleboards the impetus needed is the pleasure hunting season scheduled to get under way in most counties in mid-October. This is one of the major events of the year for each

—and many of these transients will be from areas where the game has had more exploiting and as a result are bound to keep shuffleboard locations going at a fast pace, particularly in the evening hours.
New York:
Charles Zabris, merchandising director of Topps Chewing Gum, has signed a contract with Tom Swifties, Inc., that leads the firm's automatic merchandising operations, according to Jerry Schwartz of the firm. Schwartz Bros. Inc., also has had a contract with Tom Swifties for the past year. "You're Breaking My Heart" is about "Now That I Need You." Schwartz Bros. Inc., of the Philadelphia Theaters, has increased the popularity of "The Wonder Years" at the Central Theater by selling the news to the Schwartz Bros. Schwartz Bros, on the other hand, was featured in a performance of "Detective Story." With October 29 the date of the 12th annual, inner-circle of the Automatic Merchandising Operators Association of the Western Hemisphere, official of the Chicago area, is speeding preparations for the gala event, according to a herald from the Walski-Astoria headquarters. It is said the committee is making every effort to make the event a success.

Harry Brodsky, of Harbort Automatic Music, has completed arrangements with Columbia Broadcasting System, Inc., Renee, Tuesday (4). She will marry Abe Mendelson. The ceremony will be held at the Hotel Commodore on the evening of the birthday and the Brodsky's 19th anniversary. Jack Schuyler, of Tealecoin's Tele-Juke division, was ill away from his desk.

Martin Berger, of Cigaretteman, visiting ads in Philadelphia, Baltimore and Washington last week... Kuno Hanuma, president of Alkonco & Company, New York, was reported to have shipped its first part of a large order of cigarette and hard candy vending machines to Hong Kong. He may appoint distributors in that country. Sol Groenman, who operated games and arcades in Belgium, came to the United States for a week's vacation. He may not return until next year. (See NEW YORK on page 130)

Radio Phone
MINNEAPOLIS, Oct. 1—Installation of radio telephones in his five service trucks is rated by one of the largest pin game operators in Minneapolis, as perhaps the most important money-making idea he has yet used. Leary has a large number of locations, being a veteran operator in this area. One of his biggest headaches was keeping track of his servicemen so that he could shoot them out on emergency calls whenever necessary.

A year ago Leary installed the radio telephones in each truck with the result that service calls cut down 25 per cent and are up by 20 per cent, he said. He knows within a few minutes how many service trucks are always and is able to reach them without delay. Better and quicker service that has been a result of the installation has resulted in the game being in better shape for a longer period and therefore getting more play. Location operators like the idea, for it enables the sales manager to keep a closer eye on each truck in operation and to check his salesman's report at any time. Leary claims that he can check on his men and know what they accomplished the day before.

Washington:
"That Lucky Old Sun," by Frankie Frust, was held through the week, locally, according to Harry Schwartz of Schwartz Bros. Schwartz Bros. Inc., also has had a contract with Tom Swifties for the past year. "You're Breaking My Heart" is about "Now That I Need You." Schwartz Bros. Inc., of the Philadelphia Theaters, has increased the popularity of "The Wonder Years" at the Central Theater by selling the news to the Schwartz Bros. Schwartz Bros, on the other hand, was featured in a performance of "Detective Story.

Indianapolis:
Joe Rohlild has disposed of his Record Music Company and phonograph business to Leon C. Roper, owner of the American Music Exchange Co., Wilno, Wis., and H. D. Brandon, of the Brandon-Miller Co., Indianapolis. A. E. B, Ind., was a visitor on coin row during the week buying records and equipment for the Brandon-Miller Co.

Petersen of Indianapolis, owner of the record company in Indianapolis, has held a part-time job at the Indianapolis Phonograph Co., presented the Marion County phonograph records and music in general, with used phonograph and a supply of records. Ford Barrick, a local operator, donated an additional phonograph to the popular West, of the Best Music Company, for use in conjunction with the phonograph and records of the operated phonograph.

Maurice Morris, of the M. & M. Music Company, Elwood, Ind., was on coin row buying parts and records for his company. The coin-operated phonograph is increasing visibly considering the full in business here. Tape records are selling more and more about business, due to unemployment, and in turn has an adverse effect on the business of the coin-operated phonograph.

Zenn Kaufman, merchandising director for Maurice Morris, will be one of the speakers at the Indians Tobacco and Candy Distributors' Association meeting at the Hotel Antlers. Other speakers will include Maurice Schwartz and Arthur, National Candy Wholesalers Association, Inc., and Allen A. Appel, of the A. P. Company, and several men are signed to the Alcoholic Beverage Commission of Indiana.

Indiana's new cigarette Fair Trade Protection law will be discussed at the next meeting. Climax of the season will be the October meeting at 7 p.m.

Detro1t:
Arthur Cyrowz is organizing the Belle Music Company, located in the Detroit Music Hall, to operate a new series of phonographs. Firm will specialize in professional office installation. The new installation will be the result of E. Pape's pin game route under the name of the Plazas Amusement Company, including an installation to cigarette venders and is now constructing the plans for the Plazas Cigarette Vending Company. Headquarters have been moved to Wilson Avenue.

William J. Germain, a coffee vender, has formed the Gormann Vending Company, located on Fairview Avenue, in partnership with his wife, Jean E. Germain. They are operating a small route of beverage venders, specializing in the three (See DETROIT on page 139)

Hartford, Conn.:
Fred Bowesy Jr., advertising and public relations director for Bowesy Bros. Inc., Stamford, Conn, stamp collectors and other machine manufacturers, has been appointed with nine other Connecticut businessmen as Special Assistant to the U. S. Chamber of Commerce. His job will be to help shape U. S. Chamber policies in the ensuing year.

Louis R. Ripley, of Litchfield, Connecticut, the official of The Business Machines' Association, in charge of automatic merchandising, has been elected vice-president of the Heli-Cell Corporation, Long Island City, N. Y., makers of the Automatic pin game. The Heli-Cell screw thread inserts widely used in original equipment, production sales and maintenance to prevent thread-stripping and thread wear, are supplied to the firm. Prior to his Pepsi-Cola New York connection he was president of United Cinephile Corporation

Chicago:
J. F. Frantz Manufacturing Company continues to weigh in with more New York orders. Morris John Frantz reports orders have been placed recently for a large number of units. (See CHICAGO on page 139)

Vital Statistics
Deaths
James W. Hunter, veteran Denver coinman, September 21 at the age of 65. He had been ill for some time and according to his widow, Minnie A.; his mother, Mrs. Minnie A. Hunter; two sisters, all of Denver. In- terment was at Fairmount Cemetery.
FOR THE BEST DEAL
Deal with Davis!

Roll-Up Amazing Big Profits With
Roll-A-Race Horse Racing Game

An exciting, exciting horse-racing game with instantaneous appeal to both men and women. Anyone can play it at home, club or event. An amazing money maker for race tracks and charity organizations. A proven, successful fund-raising game for fraternal and charitable organizations. Now's the time to get in on this wonderul extra money maker for Fundraoch and Coin Machine slotters and distributors. Choice exclusive territories available to qualified men.

Roll-Up and be convinced. Act now, send $2.00 for sample or write for details today!

Charles Brand Noveltv Corp.

LARGEST STOCK

Of Bell Equipment in the South

Mills Blue Fronts $37.50
Mills Brown Fronts 47.50
Mills Chrome Fronts 50.00.
Add $10.00 above if you want machine refinished in your choice of red, grey or blue hammer tone.

Mills Black Cherry Bells
Jennings Standard Chiefs
Jennings Bronze Chiefs
Jennings Light Ups, clean
Rebuilt Criss Cross (Buckley Model, Mills Mechanisms)

All machines guaranteed ready for location. Write for complete list.

CONSOLE DISTRIBUTING CO., INC.
Southern Distributors for Original Buckley Criss Cross
3425 Metairie Road
New Orleans, La.

FOR THE BEST DEAL
Deal with Davis!

Wurlitzer 1015, 5319
Wurlitzer 1000, 315
Wurlitzer 1107, 1115
Rock-Ola 1121, 219

Guaranteed

Unconditional Guarantee

WURLITZER
ROCK-O-LA
SEEBURG

Mills Empress

All New Parts Replaced
Amplifier Reconditioned

WALL BOXES

Special—Seeburg Payor 50 Wireless
Seeburg 111-116, 118, Wireless Shell $25.00
Seeburg 121-130 25.00
Seeburg 204, 3 Wire 12.50
Seeburg 602, 2/3 Wire 19.50
Seeburg W1-8, 14/25,26

ROCK-O-LA

Mills Empress

$9.95
$15.00
$10.95
$11.00
$6.00
$4.95
$3.50
$2.50
$1.95
$2.50

ALL DISTRIBUTORS WANTED

Distributors Wanted for 1110114111S

All Distributors in the Field will receive a small royalty on each machine. See us at the Convention in Atlantic City.

Wurlitzer Co.

OCTOBER 8, 1949

Record Reviews (Continued from page 121)

ARTIST
CHARLIE VENTURA ORK
PAUL ANDERSON (A RICKEY ORK)
JOSEPH BOLLY (A RICKEY ORK)
RALPH NYLAND (SAND-PERP CHORUS)
PAUL ANDERSON (A RICKEY ORK)
JOSEPH BOLLY (A RICKEY ORK AND CHORUS)

TUNES
V 30-3502
KLidite Land Kl II
KLidite Land Kl II
KLidite Land Kl II
KLidite Land Kl II
KLidite Land Kl II

COMMENT
HOT JAZZ
Legend of Sleepy Hollow (Pts. 1 & 2)
God Rest Ye Merry Gentlemen
Cinderella (P. 1 & 2)
Paul Anderson (A Rickey Ork)
Johnny Applesseed (P. 1 & 2)

LABEL AND NO.

HOT JAZZ

RATINGS

86-71-66-65
84-85-84-85
80-77-83-85
79-77-80-85
75-75-75-75
74-75-74-74
74-75-74-74
74-75-74-74
74-75-74-74
74-75-74-74
74-75-74-74
74-75-74-74
74-75-74-74

RETAILER

BYE, BYE, ROSITA

80-80-80-80
81-82-82-82
84-83-84-85
66-64-66-66

ROLL-OVER

80-80-80-80
81-82-82-82
84-83-84-85
66-64-66-66

SPIRITUAL

I Won’t Have To Cross Jordan Alone
This is a very well recorded spiritual. A definite favorite. Gaetano is excellent on this one. Best choice in the market. It’s all coming true.

90-81-79-79
90-80-80-80

MARGARET BARNES

Saviour Don’t Pass Me By
Barnes has an excellent delivery in the slight Tharp style, with congregational aspect. Previous release was the best of this type.

82-84-83-79
82-84-83-79
82-84-83-79

JACK RIVERS

Go To Church
Rivers does a very fine job in the Harold Melvin style. The Family That Prays Together

74-75-74-74
69-70-68-68
78-78-78-78
78-78-78-78
78-78-78-78
78-78-78-78
78-78-78-78
78-78-78-78
78-78-78-78
78-78-78-78
78-78-78-78
78-78-78-78
78-78-78-78

THE GOSPEL

Only A Dream
Mirek and McNeal are excellent on the Gospel singing, with a driving rhythm section and a top gospel group.

70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70

DIXIARIES

Los Xey V 12-1208

70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70
70-70-70-70

ANGELMO SACASAS ORK

ORK 20-199

84-83-84-85
84-83-84-85
84-83-84-85
84-83-84-85
84-83-84-85
84-83-84-85
84-83-84-85
84-83-84-85
84-83-84-85
R U N Z E L
Pushback Wire
18 or 20 Strand
68 Color Combinations

Immediate Delivery!
FROM STOCK:

ST. LOUIS - 3-Grice Novelty Co., 2822 Front St.
SALT LAKE CITY - R. P. Vogt Distributors, 110 E. 4th St.
SAN FRANCISCO - Advance Automatic Sales, 110 Howard St.
S R A T T L E - Western Distributors, Inc., 501 Sutter St.
SYRACUSE - Box Coin Machine Distributing Corp., 611 B. Balboa Ave.
TULSA - O. P. Glenn Co., 1408 E. First St.

O. D. Jennings & Company
4307-4339 West Lake Street, Chicago 24

CINCINNATI - Royal Dist. Co., 3800 Glenn Ave., Cincinnati 21
MEADVILLE, Pa. - J. B. Berchold, 226 Main St.
NASHVILLE - Joe Frank, 425 Broad St.
NEW ORLEANS - David Martin, 379 Esplanade Ave.
NEW YORK - Sophie Corp., 225 W. 34th St.
SAN ANTONIO, Tex. - Enka Novelty Co., 413 Court St.
SOUTH BEND, Ind. - Frank Kohr, 1600 Elwood.
TOKYO, Japan - Philippine Announcement
TUCSON - Paul W. Hawkins, 40 E. 14th St.

Distributors:
ATLANTA - Joe Betty, Box 709, 1103 E. Rankin Ave. - General Wholesale Sales Dist., 243 W. Biddle St.
RATTLEJS, Ind. - Club Dist. Co., Inc., 13 E. Water St.
COLUMBUS, O. - Garfield Novelty Co., 1104 Pennsylvania Ave.
DALLAS - Walker Sales Co., 5009 Main St.
EL DORADO, Kan. - Graham & Hall, 121 W. Main.
HOUSTON - Coin Machine Sales Co., 3094 Travis St.
INDIANAPOLIS, Ind. - Coin Machine Sales Co., 3094 Travis St.
KANSAS CITY, Mo. - Dick Distributing Co., 600 Main St.
LOS ANGELES, Calif. - C. A. Robinson & Co., 2433 Wilshire Blvd.
MIAMI - Dixie Music Co., 701 N. Miami Ave.
MINNEAPOLIS - P. L. Burgess, 704 N. 9th St.
MONTGOMERY, Ala. - P. E. Hurst Co., 1202 Poydras St.
PARKBURLING, Va. - Geo. Hotz, 1205 South St.
PHOENIX - Garrison Sales Co., 1000 W. Washington Ave.
PORTLAND, Ore. - Western Distributors, 2025 N. 10th Ave.
ST. LOUIS - J. Rosenfeld Co., 3121 Olive St.
SALT LAKE CITY - R. P. Jones Co., 1373 S. Main.
SAN ANTONIO, Tex. - San Antonio Sales Co., 925 S. Alamo.
SAN DIEGO - Advance Automatic Sales, 1350 Howard St.
SOUTHWEST - Ted Anderson, 1615 Atcham.
SPRINGFIELD, Mass. - Automatic Coin Corp., 308 Chestnut St.
J. H. Keeney & Co., Inc.

(Continued from page 99)

COLUMBUS, O. - General Ohio Coin Machine Sales, 528 Plumb St.
DALLAS - General Distributing Co., 1212 Main St.
DALLAS - Flax Distributors, 4209 Teokers, N. 10th Ave.
FARGO, N. Dak. - General Distributing Co., 3000 Alameda Ave.
FARMERS, Alaska - George Gilbertson, Pioneer Hotel.
HARRISON'S - Williams Novelty Co., 1000 Lee St.
LOS ANGELES - Burdick Sales Co., 2250 W. Prospect Blvd.
MEMPHIS, Tenn. - Williams Distributing Co., 1090 Union Ave.
MIAMI - H. R. Robinson Distributors, 1006 Poydras St.
PHILADELPHIA - Active Amusement Machine Co., 666 North Broad St.
PRIVATE SPECIALTY, 390 W. Ogard Ave.
PITTSBURGH, Pa. - Banner Specialty Co., 1595 Fifth Ave.
PORTLAND, Ore. - Western Distributors, 1226 S. 16th Ave.
ST. LOUIS - General Distributing Co., 325 E. E. 5th St.
SAN ANTONIO, Tex. - Advance Automatic Sales Co., 3830 Howard Ave.
SALT LAKE CITY - R. F. Vogt Distributors, Convention Hall, Salt Lake City.
SAN ANTONIO, Tex. - General Distributing Co., 225 E. E. 5th St.
SOUTH BEND, Ind. - Club Dist. Co., Inc., 13 E. Water St.
THOMASVILLE, N. C. - General Novelty Co., 2405 E. Market St.
TUCSON - Paul W. Hawkins, 40 E. 14th St.

A DIFFERENT TARGET GAME
"Swinging Monk"
Continued, persistent swinging motion - tantalizes players, keeps coins coming. Smooth action, aluminum cabinet and Battleship gray cabinet, rad trimped. Keep at your own risk and stand by - Wall - 35" wide - 72" deep
Contacted from Seebur
Chicken Sam
$10.95 100, 150, 100, 200
1/3 deposit with order
Send for descriptive folder.

We are now delivering
tollfree COLLEGE DAZE
Exhibit TUNNEL 2
10 Special Entry (Perfect) . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . ..
SLOTS

10 MILLIONS IN 1949!

- LOCAL DISTRIBUTORS
- BEST VALUES
- WIDE SELECTION
- CUSTOMER SATISFACTION

WE ARE EXCLUSIVE AUTHORIZED DISTRIBUTORS FOR MILLS PRODUCTS

7 BRAND NEW MILLS MODELS - 7

BELL • BLUE BELL • BLACK BEL • BLACK BEAUTY

TOKEN BELL • JEWEL BELL • MILLION BELL • BONANZA BELL

GUARANTEED FINEST!
RECONDITIONED - REPAIRED

SLOTS

AT NEW LOW BARGAIN PRICES!

Mills Sc, 10c or 25c Blue Fronts, Ea. $15.50
Mills Sc, 10c or 25c Brown Fronts, Ea. $19.50
Mills Sc, 10c or 25c Silver Crown Bell, Ea. $15.50
Mills Sc, 10c or 25c 1947 Black Cherry, Ea. $19.50
Mills 10c or 25c 1947 Golden Falls, R.L. Ea. $15.50
Mills 10c or 25c 1948 Jewel Bell, Ea. $19.50
Mills 10c or 25c 1948 Maho Bell, Ea. $15.50
Mills 10c or 25c 1948 Black Gold, R.L. Ea. $15.50

Write for Prices on Coin Changers, Coin Changers and Coin Changers, Doubled and Tripled Safe Stocks for Sots.
You'll have fewer out-of-order calls with a Jennings!

O. D. Jennings & Co.
Chicago 24, Ill.

"FRESHIE" Williams' Newest & Ball Sensation
NOW BEING DELIVERED BY TRIMOUNT
Williams'engineering skill brings you a dynamic new TILT FEATURE.
A new fast hit from Williams. Freshie will draw lots of attention—will be a sure-fire hit.

SEE IT AT TRIMOUNT TODAY!
Exclusive Williams' Distributors for New England

TRIMOUNT
40 WALTHAM STREET
BOSTON 18, MASS
Tel. Liberty 2-5955

You'll have fewer out-of-order calls with a Jennings!

O. D. Jennings & Co.
4309 W. Lake St.
Chicago 24, Ill.
COINMEN YOU KNOW

Los Angeles: (Continued from page 131)
Charlie Daniels reported his tour was going well, he said, and his coin machine was in from Montana. The tours also are under way in Los Angeles. Other out-of-towners include the following:

Chicago: (Continued from page 131)

large requests started pouring in from both Florida and Missouri. Test adds that most Miami and Miami Beach locations now have scoring units. Many local shuffleboard operators are also putting United Manufacturing's Shuffle Alley in their locations. A straight novelty game and okayed by a court order last week for Chicago, Shuffle Alley has been going well in shuffleboard spots which get heavy play. While waiting for their turn, many shuffleboard players warm up on the United game and at the same time try to run up a good score.

Nation Wide's Charlie Gillard is enthusiastic about the firm's Canadian subsidiary which has a plant at Unity, Sask. He says the W. Rudd, who is in charge of Canadian distribution, is a live wire and should win a steady following. Meanwhile, on the home front, Fred Spencer is busy getting Nation Wide's league play under way. He spent a few days in Milwaukee last week with Vic Manhardt, conferring on leagues there. Shuffleboards are one of the few amusement products making out in typical coin machine locations in Milwaukee, according to Manhardt.

Detroit: (Continued from page 131)

flavor. Cole Spa selective vendor, but German is planning to add a line of cigarette units and possibly other types of machines shortly. Tony and Maniako Vence and Alberda from Seattle to be incorporating the National Coin Company and Romy's, Inc., on John N. Street, with capitalizations of $7,000 and $10,000, respectively. Both firms will deal in coin-operated equipment.

Irving B. Ackerman, counsel of Michigan Automatic Phonograph Owners' Association, is now concentrating his activities on his law work and his route of radio radios. He disposed of his juke box interests sometime ago.

Frank Collins, president of Training Devices, Inc., manufacturers of the Quizzer, is going into the operating end of the business in Detroit. He has organized the Collins Coin Machine Company with offices on Grovewald Street. Collins is establishing a sizable diversified route of amusement devices, including shuffleboards and ray guns, as well as Quizzers.

APCO NOVELTY CO.
Power Distributing Company
3007 W. IOWA ST. * CHICAGO, ILL.

FOR SALE
SCALE ROUTE
900 Foot Route, 12 Scale, all on location. North and South only.

GENERAL DISTRIBUTING COMPANY
3014 Main Street
DALLAS, TEXAS
THE TIME IS RIPE FOR...

COVIDEO

COIN OPERATED TELEVISION

Television came... we watched.
Television developed... we waited.
Television has arrived... WE'RE READY!

Yes, we wanted to be sure there would be enough television stations... be sure there would be a wide enough variety in programming... be sure we would develop the right type of equipment capable of earning the kind of money television should earn for you.

While television was coming into its own, our engineering staff spent better than two years in research and experimentation to be sure that the COVIDEO sets would give perfect, trouble-free performance.

COVIDEO Coin-Operated Console Television Receiver

COVIDEO Coin-Operated Table Model Television Receiver

COVIDEO offers two
sizes of sets. The
table, 16" screen Con-
sole Model is designed for public place installation such as hotel lobbies, theater lobbies, terminals, waiting rooms, etc.; and, the smaller, 10" screen Table Model, in addition to its use in these public places, is ideal for private use by hotel or motel room guests. Each set is designed so that you can carry all available play.

COVIDEO COIN-OPERATED TELEVISION IS RIPE AND IT'S BACKED BY AN EXPERIENCED REPUTABLE COMPANY

Write for complete descriptive literature. Distributor Territories Available. Write-Wire-Phone.

COVIDEO, INC.
COIN-OPERATED TELEVISION
212 Broadway, New York 7, N. Y.
Phone: B.Eekman 3-0038

SHUFFLEBOARD COAST TO COAST

(Continued from page 129)

line for license renewals.

This has two license classifications. Boards operated by coin chute must pay a $37 annual license fee, with 18 new under such permit. Boards without coin chutes are taxed $30. in this classification. Licensing period expires May 1 at which time permits must be renewed.

Less than 5 per cent of the boards in the Twin Cities area are location-owned, according to Jonas Besser, of Lieberman Music Company, Rock-Ola board distributors. The reason for this, he said, is that boards got off to a proper distribution from Jobber to operator when first introduced here.

Because shuffleboard is just going into its second season, there has been no special league or tournament play as yet. However, this season should see leagues in operation. Joe Perkins, one of the largest operators in this area, has plans under way for the formation of a 46-team league to be culminated at the end of the season by tournaments. In addition, American Shuffleboard has a representative in the area talking league organization and Rock-Ola is expecting to send a man here within a couple of weeks for a similar purpose.

The Lieberman firm is in the process of preparing a four-page schedule to be sent to every coinman in the area. Other distributors, such as Archie LaBeau, of LaBeau Novelty Sales Company; Herman Pastor, of Pastor Distributing Company; Jack Karter, of Midway Coin Machine, and Bill Cohen, of Silent Sales Company, are planning special campaigns among the operators to sell more boards this season.

Summer play was way off, as much as 25 to 40 per cent depending upon location, but once the cooler weather set in play started up again. Operators were content to get by as best they could during the summer and reported no more than 1 or 2 per cent of their locations as moving out their boards. Practically all who discontinued boards during the summer now have them back again for fall and winter play.

From the beginning, shuffleboard had considerable affect on play of music and pin games. But the boards now are recognized as an integral part of the coin machine business and as such responsible for a certain amount of revenue for the operators. Among the more important operators, in addition to Perkins, are United Coin and Leo Landsberger, both of Minneapolis; Paul Atkinson, of St. Paul, and Bud Harrison, of Howard Sales Company, and Fred Krischman, St. Cloud, in the country areas.

CLOSE OUTS

New United Novelties...$135.00
New Chrome Coin Pinball...
New United Coin Pinball...
New Compete Coin Pinball...
New Chrome Coin Pinball...
New Compete Coin Pinball...
New United Coin Pinball...
New Chrome Coin Pinball...
New Compete Coin Pinball...

USED GAMES

1 Star Coin Operated...$75.00
Sally Barqew Bell, like new...$150.00
Graebner Bell, like new...$125.00
Hills G-T. St., used 1 month...$75.00
Thompson & Co. Lucky...$100.00
Collins First Commercial...$80.00

K. C. NOVELTY CO.
419 Market Street, Minneapolis 6, Minn.
Market 7-6931 or 7-6441

"SLING SHOT" BUMPERS
ARE HERE! YOU'VE HEARD ABOUT THEM—NOW YOU CAN HAVE THEM! IMMEDIATE DELIVERY!

THE NEW WAY TO BEAT COMPETITION...BOOST EARNINGS

Sling Shot automatic "Sling Shot" rubber bumper that gives your game new thrilling action. Get with this new "Wico" conversion for the most money

EASILY INSTALLED. DIAGRAM WITH EACH KIT.

$2.25 EA.

WICO CORPORATION
2913 N. PULASKI RD.
CHICAGO 41, ILLINOIS
South Dakota Ready for Ball; Ops' Optimism Keys SPD A Meet

(Continued from page 114)

reaing interest in developments in South Dakota.

Among the new business handled at the meeting was a vote by the mem-
mbers to try out the colored title strip arrangement put out by the Atlas Parade Inc., New York, and also to renew the labeling service devised by IIDPA and sold through the agency of Mr. H. G. Young, Chicago.

Other business discussed was a picture of the Minnesota fair, which is held in the spring and is expected to be one of the biggest in the state's history.

E. Mehren Presses Fractional Coinage Campaign on Coast

SAN FRANCISCO, Oct. 1.—Ed-
ward W. Mehren was here this week press ing his campaign for inter-
mediate coinage. Mehren, the Beverly Hills, Calif., beverage maker and chairman of the new national Institute for Intermediate Coinage, has been advocating that 7½-cent and 2½-cent pieces be added to the present system. The result, he believes, would be a consumer saving of $8,000,000,000 annually.

"The saving would come about," Mehren declared. "It would mean that many of the coins in smaller denominations that are of lower cost than the 5-cent piece would actually be inflationary, leading to an increase from 15 to 25 cents on the 7½-cent and 2½-cent pieces on vending machines, Mehren declared.

"Since there would be no doubt about price increases, but they would be on a basis as compared with the great number of products whose prices would be reduced to make the same level.

Some time after the first of the year, the Intermediate Coinage organiza-
tion, under the leadership introduced in Congress authorizing the new coins.

WANTED TO BUY

Witter-Watt Radio, Model 250. Will pay $10.00. K. T. Enterprises

REACH FOR READY LOCATOR

Wallis 1015 $25.00. skimage 9.75

Chester 192 8.50

Blue Top 179 11.00

Total 2330 9.00

Selling Cheap 100.80 Boston & Bow. 110.00

JIMMIE'S VENDING COMPANY

243 Third Street

Phone 2681

Macon, Georgia

COIN MACHINES

WHITE GOOD

SPECIAL 1-STEP CUSTOM

WORLD WIDE

UNITED SHUFFLE ALLEY

ANY WHOLESLES

WORLD WIDE

TELEQUIZ

WORLD WIDE SPECIAL

NEW 5 BALL UNITED MONTEREY

WORLD WIDE

MILLS

Vest Pockets

Late Models—Reconditioned

$39.50

LUMBER BASE BULBS

Our Famous 130 Volt Long Life Bulbs

Per Case of 120 Bulbs

15 Watt — $1.00 plus $1.50 Tax $1.20 Total Cost

25 Watt — $1.00 plus $1.50 Tax $1.20 Total Cost

7½ Watt — $1.30 plus $1.87 Tax $1.57 Total Cost

Outlet Ordinary Bulbs They Cost No More at Heath's

ASK ANY OPERATOR WHO HAS TRIED THEM

はずです
NEW FREE-PLAY MODEL

HOLLYCRANE

Its Sensational

New FREE-PLAY Feature Earns Biggest Profits!
- Realistic Industrial-Type Crane
- Filled with Thrills...Fun for Everyone
- Brilliantly Illuminated, Streamlined Cabinet
- Cheat-Proof, Piller-Proof Construction
- Simple, Sturdy, Trouble-Free Mechanism

The new HOLLYCRANE is one of the fastest money-makers ever developed. Its fascinating crane-type action, attractive, eye-catching design, makes it a money-producing machine. No other coin-operated equipment can compete with it. Available in Free Play Model and Standard Merchandising Model—for you now.

Write for Bulletin "B" Today!

COMO MANUFACTURING CORPORATION
2532 N. ELSTON AVE.
CHICAGO 47 ILLINOIS
Armitage 6-5647

WE GOT IT FOR YOU AT...
LESS THAN WHOLESALE

SPECIAL QUANTITY PRICES!
1. We install complete new $12.50 coin conversion on the door from top to bottom (new type slug machines, glass neck, new micro switch, etc.).
2. We install the latest type $15.00 garnet accumulators.
3. We replace the color discs.
4. We adjust all connections on the electronic selector.

SLOTS
Mills Black Cherry, $1 69.00
Mills Juvenile, 50c 49.00
Mills G. T. C., 5c 49.00
Wurlitzer Bally, 10c 49.00
Mills Vest Pocket, 10c 49.00
Wurlitzer Bally, 15c 49.00
Jenn. Black Hawk, 15c 79.00
Columbians, 25c 54.00

COUNTER MACHINES
100 Liberty, 4c 13.00
100 American Eagles, 5c 13.00
100 Marves, 5c 14.00
100 Gingers, 5c 14.00
5 Mercury, 10c 6.00
36 Switches, 20c 7.00
4 Buffalo Bills, 50c 8.00
4 Imps, 50c 7.00
3 Blackjacks, 1.00 6.00
20 Zephyrs, 1.00 15.00
Midnight, 2.00 24.00
10 Indian Dice, 7.50 3.00
5 Wild Doves, 1.00 7.00
5 B. T. Chat, Pistols 1.50 5.00
2 Fire & Smoke Pistols 1.50 6.00
2 Target Skim Pistols 1.50 8.95
24 Games 8.00 5.00

OHIO SPECIALTY COMPANY, Inc.
539 S. 2nd
WA 2645
LOUISVILLE, KENTUCKY

MILLS Bells!
We have all Mills latest Mills in stock.
FRIEDMAN AMUSEMENT COMPANY
461 Edgewood Ave, S.E., Atlanta, Ga.

$1.00 SPECIAL SALE $1.00
WITH PURCHASE OF—
A BING-A-ROLL @ $179.00
YOU CAN HAVE FOR $1.00
AN ADV. ROLL—
B-B-Roll—
TOTAL ROLL—
SPORTSMAN ROLL—
TALLY ROLL—
NAME 2ND CHOICE ON THESE
Supply limited, Not Over 2 deals to a customer.
Written-Order Fall 6-10-71
BINGHAMTON AMUSEMENT CO., Inc.
221 Main St., Binghamton, N. Y.
October 8, 1949
The Billboard

COIN MACHINES

THE GROETCHEN PROFIT LINE...

Coming your Way

BOMBSHELL

A New Legal all Mechanical Pocket Billiard Table. No electrical parts. No cue stick—uses a Turret Swivel Gun with which you can shoot in any direction accurately. Lifter delivers 5 cue balls for 5c. Rack automatically places 6 balls on triangle (shown on playing field). Live rubber frame cushion permits "banks" and "english."

Table is 16x32 with window in playing field enabling player to see the used balls.

A GAME OF SKILL

WRITE FOR PRICES

GROETCHEN TOOL & MFG. COMPANY
126 N. Union Avenue, Chicago 6, Illinois
Phone: RAndolph 6-1807

COLUMBIA EAGLE—25c or 50c
Converted on location. Hand load I.P. . . . 20 stop reels... $2.45 each

TWIN JACKPOT BELL—Fruit or cig. Gold award or Jackpot model...
$1.45 each

ATOM—Counter game. 10c play. Available in 1c or 1-5 combination. Cig. or fruit reels... $2.15 each

TWIN FALLS CONSOLE — Low priced mechanical and electrical console. 2 players. 5-10-25-50c play... $3.98 each

WINGS: 5-reel cigarette machine, POK-O-REEL: Straight Poker Game
YANKEE: Cig. and fruit reel
KLIIX: "21" Black Jack
All equipped with coin dividers, straight penny, and sickle or dime play.

$36.50 each

SKILL-TEST—Arcade or counter operation. A re-issue of the famous "Skill Jump", ... $22.50 each

WINGS: 5-reel cigarette machine, POK-O-REEL: Straight Poker Game
YANKEE: Cig. and fruit reel
KLIIX: "21" Black Jack
All equipped with coin dividers, straight penny, and sickle or dime play.

$36.50 each

CAMERA CHIEF—3-dimensional viewer. Battery or electric model.
$25.00 each

DISTRIBUTORS WANTED

SIZE
23"x48"

23"x48"

Copyrighted material
IMMEDIATE SHIPMENT
BUCKLEY
CRISS CROSS
JACKPOT BELLE
5¢ 10¢ OR 25¢

FOR MUSIC OPERATORS
BUCKLEY
WALL and BAR BOXES
AVAILABLE IN
20-24-32 RECORD SELECTIONS

NEW LOW PRICES

SLUG SPECIAL
Mills Brown Fronts, Blue Fronts, Diamond, Chrome, Bonus, Glitter Gold, Futurity, Molten Balls only $64.50

CONSOLE SPECIAL
Keeney 5¢ Super Bonus Balls, Bally Red Button Drawballs only $178.50

PHONOGRAPHICS
AMI Model "A," Late '47 $899.50
AMI Model "B," 1948 $999.50
SEEBURG 8000 $127.50
SEEBURG 80000, 8C, 11 Tone $799.50
SEEBURG 1474, 1945 $799.50
SEEBURG 1474A, 1945 $799.50
ROCK-OLA Hi-Standard $799.50
ROCK-OLA Deluxe $799.50
ROCK-OLA Blends, 1946 $799.50
ROCK-OLA Blends, 1946 $799.50
SEEBURG 11423, 1946 $799.50
WURLITZER 2300 $799.50
WURLITZER 1103 $799.50
WURLITZER 1101 Col. $799.50
WURLITZER 1080, 1945 $799.50
Wurlitzer 3202 Wallhouse $799.50
Wurlitzer 219 3-Wire Stopper $799.50
Wurlitzer 316 3-Wire Reverser $799.50
Seeburg 9W-52, 1946 $799.50
Seeburg 9W-52, 1946 $799.50

Victory Specials $39.50
Extra Heavy, Double Side @ $147.50

SEND $1 DEPOSIT.

T and L DISTRIBUTING CO.
1321 Central Parkway
Cincinnati 14, Ohio

YOU SAVE MONEY—YOU MAKE MONEY
With London Reconditioned Equipment!

PHONOGRAPHICS
Seeburg Classics $99.50
Colonial Classics $99.50
3000, 9900, 9300, RC, RC. $79.50
Selections $9.50

ARCADE
Ten Strike (High Dial) $39.50
Ten Strike (Low Dial) $39.50
Total Balls $39.50
Guards $39.50

PINBALL SPECIALS
$29.50 EA.—4 for $100.00

Flipper Games
Bermuda $65.50
Bermuda $65.50
Tennessee $49.50
Tennessee $49.50
Humanity Dump $34.50
Humanity Dump $34.50
Trade Winds $29.50
Trade Winds $29.50
Surfside $29.50
Surfside $29.50
Lady Luck $29.50
Lady Luck $29.50
Ballerina $29.50
Ballerina $29.50
Virginia $29.50
Virginia $29.50
Cross Sun $29.50
Cross Sun $29.50
Cherry $29.50
Cherry $29.50
Marri Gras $29.50
Marri Gras $29.50

Every Minute of the Day!
Yes, every minute of the day there's a quarter dropped into a CORADIO Coin-Operated Radio somewhere in the United States! Only Coradio gives this action—only Coradio is built to take this punishment!

CORADIO, INC.
Phone Blake 8-3038
212 Broadway
New York 7, N. Y.

For Immediate Delivery

Sensational Genco's Glider $295.00
A. G. SERRING CORP.
2300 W. ARMITAGE
Chicago 47, Ill.

FILM CARAVELLE
OPERATORS WHO HAVE SAY:
"IT'S GREAT!"

Only $74.50 for Complete Conversion

RAY
We now include the new and exciting
Film CAVALCADE features in converting your
TROPICANA to CLEOPATRA...
Also Only $74.50 for Complete Conversion

SHIP YOUR COMPLETE GAME VIA PREPAID MOTOR FREIGHT
NATE SCHNEIDER inc.
1427 North Broad St.

GET ON OUR MAILING LIST FOR FUTURE NASCO CONVERSIONS

100% Return privilege within 15 days.
Only factory reconditioned equipment.

DAVID ROSEN, INC.
Exclusive AMI Distributor
2007 N. Red 32
Stevenson 2-2543

SLOTS—BARGAIN PRICES
$45.00
$45.00
$45.00
$45.00
$45.00
$45.00
$45.00
$45.00
$45.00
$45.00
$45.00
$45.00
$45.00
$45.00

ACE SALES COMPANY
783 N. Yellowwood
South Bend, Ind.
Ph. 1775-W

Copyrighted image
October 8, 1949

The Billboard

UNITED'S

SHUFFLE-ALLEY

ALL THE THRILLS OF BOWLING
SCORES EXACTLY LIKE BOWLING
(Splits, Spares, Railroads, Strikes,
Doubles, Turkeys, etc.)

BOWLING SCORE
TOTALLY AUTOMATICALLY
FRAME BY FRAME
ON BRILLIANT LIGHT-UP
BACK GLASS

PUCK RETURNS
TO THE PLAYER
BY TRAVELING UNDER THE
PLAY BOARD

EQUIPPED WITH
NEW
DROP CHUTE

JUST
DROP IT IN

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 16, ILLINOIS

Invest in QT coin operated Game Tables

A REAL PERMANENT MONEY-MAKER

TAKE YOUR "CUE" FROM QT!

Start new to place QT game tables in your area and watch an avalanche of dimes flood in! You'll notch up consistently high profits, for QT has plenty of player appeal. And it's a low-cost operation to keep you busy. Only 72 inches long, 87 wide, 33 high. All accessories furnished, ready to play.

A few exclusive franchise territories still available

BEACON MANUFACTURING CO. INC.
26020 GROESBECK HIGHWAY • ROSEVILLE, MICHIGAN

Sensationally New!

CASINO BELL SR.

For Lasting Appeal . . . Dependable Earnings.
Rely on these EVANS' Features:

- Accepts 5c and 25c Coins on Same Play. Pays Out Nickels or Quarters, According to Coin Played
- Evans' Nonpareil 5-Coin Head! 5 Players! Greatest Improvement in the History of the Industry!

Now available with JUMBLED BARS or BONANZA COMBINATION

SEE YOUR DISTRIBUTOR OR WRITE DIRECT TODAY

H. C. EVANS & CO.
1538 W. Adams Street
Chicago 7, Illinois

SEE EVANS' CONSTELLATION AD ON PAGE 120
The Toast of To-Day in 5 Ball Play

Mills' New Latest Bells
Mills' New 1949 Q. T.
A Quality Bell
With Double Visible Jackpot Automatic Payout
A Pony-Size Bell
weighing only 35 pounds
For use on Mills' new Q. T. with Automatic Payout
where that new Q. T. shines out bright and cheerful in any type of location. The new Q. T. is entirely new in design and uses streamlined execution. It is "EWELL" (5c, 10c, 25c, 50c, $1) Blue and Gold in chip-proof finish. It is made to give unmatched service.
St. Play $114.50
25c. Play 137.50
Metal Base Stands for Q. T. Bells.
1/3 deposit with all orders
BLACK BEAUTY
BLUE BELL
TOKEN BELL
DONUT BELL
OVER FOR PRICES
STANDS
MILL'S NEW VEST POCKET BELL. 5 Play, Operates on 3 Drain Master Payout System 5c.
GUARANTEED RECONDITIONED MILLS BELL S
We Have in Stock at All Times
EVERY NEW COIN MACHINES MANUFACTURED
Write for Circular and Price List. 1/2 Deposit With All Orders.
SICKING, Inc.,
Associated with
SICKING DIST. CO., 803 W. Pike Biv. Los Angeles, Calif.
MILLS' NEW VEST POCKET BELL. 5 Play, Operates on 3 Drain Master Payout System 5c.

LAKE CITY AMUSEMENT CO.
1648 St. CLAIR AVENUE • Cherry 7067 • CLEVELAND 14, OHIO

SUPERIOR SECURITY!
Yes, Chicago ACE Locks do provide superior security... really keep your equipment and coin boxes safe and sound! Here's why—
- 7 pin-number ACE locking mechanism.
- Over 40,000 key changes.
- ACE round key and keyway discourages unauthorized duplication and entry.
- Registered key changes for your private use.
- Made of tough steel to resist abuse. Ask your jobber for super-security ACE locks or write for free folder B.

CHICAGO LOCK CO.
2024 N. Racine Ave., Chicago 14, Ill.

TUMBLEWEED
NEW EXCITEMENT
with Exhibit's
NEW 'TRIPLE'
(SIMULTANEOUS)
FLIPPER ACTION

WILD ACTION ARENA LOADED for BIG SCORING that create terrific exciting moments of thrills and suspense to chalk up millions even with a single ball for a win.

12 WINNING WAYS 5 WAYS with 'RANGE' SPOTTER
SEE 'TUMBLEWEED' AT YOUR DISTRIBUTOR NOW!

THE EXHIBIT SUPPLY CO.
4218-30 W. LAKE ST. • CHICAGO 24, ILL.
the Jack-in-the-Box Safe Stand for Bells!

THE WAY YOU PRESENT YOUR BELLS IS VERY IMPORTANT. If they are on a sturdy base with the machine at the proper playing level, they will make a greater profit than if you just stick them anywhere, such as on an old table or high on a counter. The Jack-In-The-Box is the ideal and most modern improvement in safe stands today. It is sturdily constructed of heavy steel with durable finish of a satin black pebbled texture. The base is wider than the ordinary safe stand; it affords greater stability, and the firm base prevents the machine from "riding" forward or backward as it is played. Mills Bells that will fit in the Jack-In-The-Box Safe Stand: Jewel, Black Gold, Melon, Bonus, Token, Bonus Handload, Blue Bell, Black Beauty, "21" Bell, Black Cherry, Golden Falls.

1. AN ATTRACTIVE PRESENTATION!
A Jack-In-The-Box stands ready for play. It's at proper playing height, offers firm foundation. Note wide ledge which can be used to hold drinks or extra coins.

2. IT DISAPPEARS LIKE MAGIC!
Press button as shown on side, but before you press it, a special crank, which is furnished with stand, allows you to release the Bell weight. The machine then...

3. GOING DOWN!
... starts to descend on its own weight, or if you wish, place your hand on top of machine and push down to increase speed of descent.

4. THE COVER UP!
Metal plate, which is a part of stand, is pulled up from back and becomes a cover. When it is dropped in place it locks automatically and securely.

5. PRESTO, IT'S GONE!
Now the Bell is out of sight, the whole action taking only about ten seconds. Jack-In-The-Box is now an innocent looking piece of furniture.

6. BACK IN BUSINESS!
When you want to bring the Bell back into play, simply insert crank in hole at side and turn. Machine rises smoothly and easily into sight.

Bell-O-Matic Corporation
WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE • CHICAGO 39, ILLINOIS
Wait! AND SEE
Chicago Coin's
BOWLING
GAME

8 FT. LONG! POPULARLY PRICED!
A FAST PUCK TYPE GAME! 1 OR 2 PLAYERS—10c AND 20c PLAY!

SKEE-BALL
REG. U.S. PAT. OFF.
PROVEN PROFITS FOR OPERATORS
EARNING $3 TO $4 PER HOUR
100% MECHANICALLY OPERATED
A LEGAL SKILL GAME
EVERYWHERE
ATTRACTIVE TO ALL LOCATIONS
MANUFACTURED AND SOLD BY
PHILADELPHIA TROPOGON CO.
120 S. Dural Street, Philadelphia 44, Pa.
Patent Assignee of National Skee-Ball & Rudolph Wurlitzer Co.

BADGER'S

GUARANTEED RECONDITIONED CONSOLES

NEW BALLY UP-BELL BELLS
NEW BALLY VELCRO BELLS
NEW BALLY DRAW BELLS
NEW ARROW BELLS
NEW KENY8 BELLS

GUARANTEED RECONDITIONED PHONOGRAPHS

NEW WURLITZER MODEL 1100
NEW WURLITZER MODEL 1106
NEW WURLITZER MODEL 1112
NEW WURLITZER MODEL 1116
NEW ROCK-OLA MODEL 1235
NEW ROCK-OLA MODEL 1245
NEW ROCK-OLA MODEL 1255

SLOTS—SAFES
New and Used
Show Bonz
%450.00
Grind Award
$399.00
Paddin' Head
$250.00
Parade
$199.00
Melody
$69.50
Triple Action
$79.50
Skee-Ball
$79.50
Tango
$69.50
Indiana Wind
$79.50
Crest Ball
$79.50
Major League Baseball
$79.50
Caribbean
$79.50
Sally
$109.50

PIN BALLS
Specials

CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. HIGH ST.
COLUMBUS 15, OHIO

ACTIVE

COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION

1/3 With Order—Balance C.O.D.

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

BADGER'S

GUARANTEED RECONDITIONED CONSOLES

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COLUMBUS 15, OHIO

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1/3 With Order—Balance C.O.D.

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

BADGER'S
NOTICE to Operators
in Southern Ohio, Kentucky & Southern Indiana

We take pleasure in announcing to you and your personnel a Special Showing of

**AMI MODEL B 20 RECORD—40 SELECTION PHONOGRAPH**
to be held at CINCINNATI and LOUISVILLE,
SUNDAY, OCTOBER 9—Noon to 5:00 P.M.

**CINCINNATI OFFICE:** 228 W. 7TH ST.
**LOUISVILLE OFFICE:** 624 THIRD ST.

Food and Drinks Will Be Served!

**SPECIAL! FOR OPERATORS ONLY!**
**ONE A.M.I. MODEL "B" PHONO-GRAPH WILL BE AWARDED TO THE OPERATOR WHO WINS DRAWING AT 4:00 P.M!**

"The House that Confidence Built"

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**
ESTABLISHED 1923

---

**SPECIAL!**
During this event, we also will exhibit all the newest type amusement machines which we have been testing. Some of these remarkable new type games will be earning money for you for a long time to come!

- **ATTEND SHOWING AT WHICHEVER OF THE TWO OFFICES IS MOST CONVENIENT**

**We'll Be Looking for You Sunday, October 9!**

228 W. 7th St.
Cincinnati, O.

624 Third St.
Louisville, Ky.
EVERYTHING IN COIN MACHINES

NEW PIN GAMES
EXH. TUNESWEEDES BOTT. COLLEGE DAZE RAMONA ................................ $37.50

PLASTIC CHARMS
SOMETHING NEW! SPECIAL WALT DISNEY CHARACTERS ... $127.00 each

NEW ONE BALLS
UNIV. PHOTO FINISH 645 $20.00
BALLY KENTUCKY 645 $20.00

New Phone Special
WRL. 1080 $45.00 OLD NO. 1080 WRITE
EVANS Constellation WRITE

NEW SKILL GAMES
UN. SHUFFLE ALL WAY 329 50c
SUPER GLIDER 355 50c
UN. SHUFFLE ALL WAY 355 75c
BEER 25c-3oz. BOTTLE 35c
BY YAT-KASCORE 75c
CHICKEN PICKUP 75c
TARANTULA 55c

CLOSEOUT
NEW HANKEYE POPCORN WAMER While They Last ... $45.00

WANTED TO BUY
LEXINGTONS — CITATIONS — LATE FLIPPER GAMES — KENNEDY BONUS SUPER BELLS, ALL MODELS — BLACK CHERRIES — JEWEL BELLS.

NEW ROLL DOWNS
TOTAL ROLL 6 49.50
ADENSIONS ROLL 8 49.50
ESSO ARROWS 8 75.50
BOX SCORE 110.50

NEW SLOTS
MILLS BLACK BEAUTY, H. L. BLACK GOLD, H. L. BLUE CONNECTIONS, STANDARD CHIEF, LITE-UP CHIEF VEST POCKETS 65.00 G.T. $115.00; $55.00; $125.00
MILLS Patches 50.00

NEW SLOTS
MILLS BLACK BEAUTY, H. L. BLACK GOLD, H. L. BLUE CONNECTIONS, STANDARD CHIEF, LITE-UP CHIEF VEST POCKETS 65.00 G.T. $115.00; $55.00; $125.00

NEW CONSOLES
UNIV. ARROW BELLE 900.00
MILLS BELLE 995.00
HYPO BELLE 850.00
SMALL BELLE 700.00

NEW EXHIBIT HOCKEY KICKER BALLY Q.T., IN JEWEL BLACK CIGAROLA A 3-WAY SKILL PHOTO 6 $1012-14

NEW WAXED-GAY RECORDO-GRAM $249.50
STEEL BALL ROLL DOWNS 39.50

NEW WILCOX-GAY RECORDO-GRAM $249.50
STEEL BALL ROLL DOWNS 39.50

NEW REBUILT SLOTS
BLUE BELL BLACK BEAUTY, H. L. JENNINGS 5-10-254 $145.00 Ea.

FLIPPER TYPE 5 BALLS
Sharpsbary $165.00
Jack 'N Jill $9.50
Black Gold 150.00
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