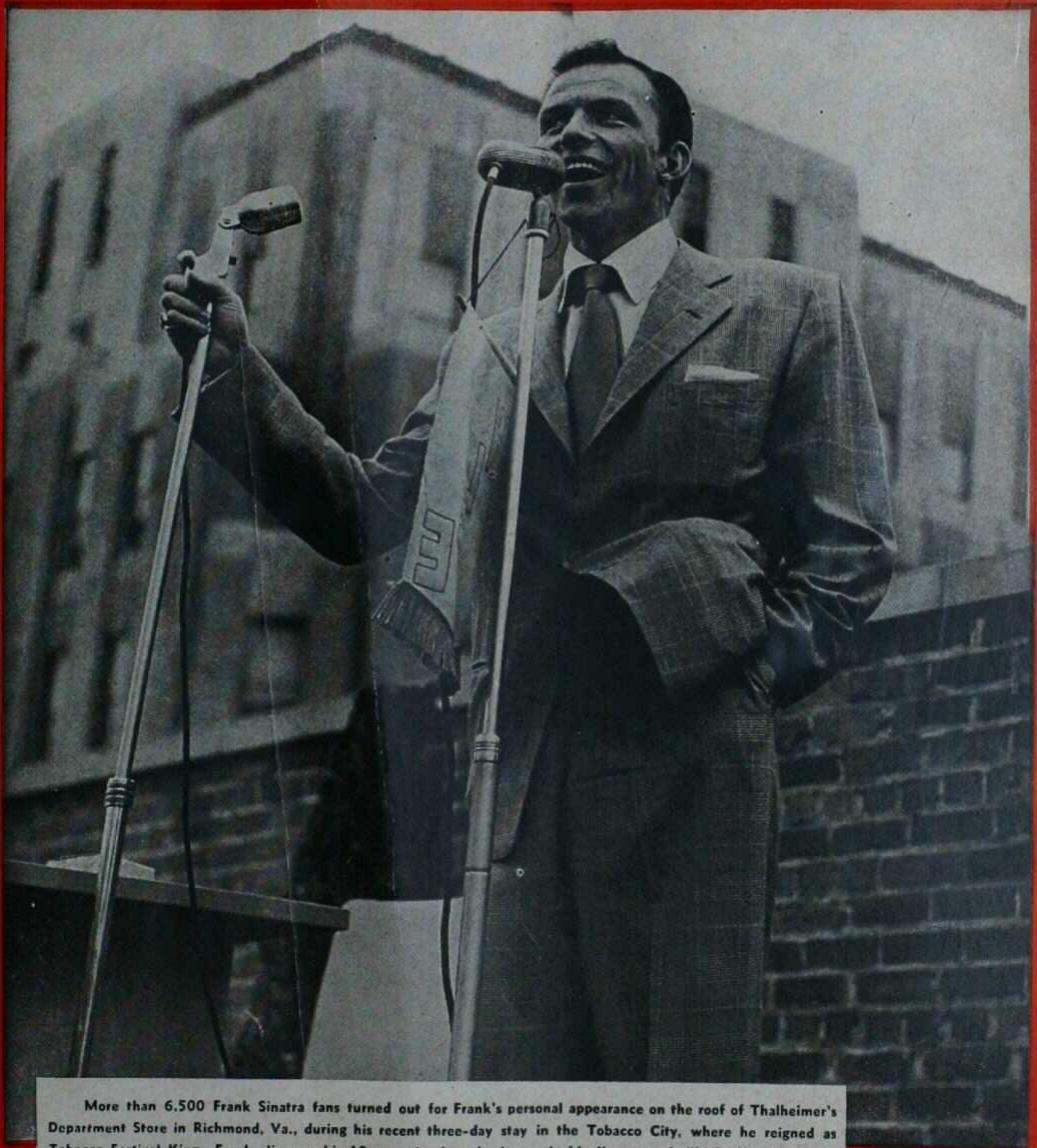


The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

NOVEMBER 12, 1949



More than 6,500 Frank Sinatra fans turned out for Frank's personal appearance on the roof of Thalheimer's Department Store in Richmond, Va., during his recent three-day stay in the Tobacco City, where he reigned as Tobacco Festival King. Frank climaxes his 10 years in show business via his five-a-week "Light-Up Time" for American Tobacco's Lucky Strike Cigarettes over the National Broadcasting Company (NBC); his current Columbia best-sellers, "Stromboli," "If I Ever Love Again"; "Don't Cry, Joe"; "Bye-Bye Baby" and "That Lucky Old Sun," and his forthcoming pictures, MGM's "On the Town" and RKO's "It's Only Money."



NO. 1 STAR OF
GRAND OLE OPRY
WSM-NBC

BEST SELLER ON
DECCA RECORDS

A NATURAL
FOR P. A.*
PERSONAL APPEARANCES

Mr. Versatile

RED FOLEY

"THE HIT MAKER"

"OUR CHRISTMAS WALTZ"
"HERE COMES SANTA CLAUS"
Decca No. 46185

"SUNDAY DOWN IN TENNESSEE"
"EVERY STEP OF THE WAY"

"TENNESSEE POLKA"
Decca 46170

"I'M THROWING RICE AT THE GIRL I LOVE"
Decca 46170

"TENNESSEE SATURDAY NIGHT"
Decca 46136

DECCA
RECORDS

*Now...
A Children's
Christmas Album
Sensation*



Watch for

"THE PRETTIEST
SONG
IN THE WORLD"

AFFILIATED WITH HILL & RANGE SONGS

MANAGEMENT: **BILL ELLSWORTH** 75 E. WACKER DRIVE, CHICAGO, ILLINOIS

AM UP OFF CANVAS VS. TV

Gobs of Jobs For Vauders On High Seas

40 Cruises, Lotsa Work

NEW YORK, Nov. 5. — Ships' cruises which used to be big before the war and were capable of giving performers a lot of extra work are booming again. There are about 40 cruises set for the season of 1949-'50, with each one spending on an average of \$5,000 for talent, or a total of about \$200,000.

The biggest talent buyer is still Nat Abramson, who operates thru the WOR Artist Bureau and hires seven to eight performers for as much as \$0 some odd ships working under charter to such travel agencies as Cooks, Raymond & Whitcom, etc. At present Abramson has 31 of the 40 cruises set for the season.

Acts used on these trips stay away (See GOBS OF JOBS on page 42)

Campuses Rally Against Steep Fees of Orks

CHICAGO, Nov. 5.—A rebellion against "exorbitant prices" for name bands, which shows signs of engulfing the 163 colleges and universities in the Association of College Unions (ACU), was instigated two weeks ago at University of Nebraska, Lincoln. Duane E. Lake, managing director (See Rah, Rabs Sound on page 16)

Million Deal for 7 World Series

MBS, Gillette In Long-Term Diamond Pact

All-Star Games Included

NEW YORK, Nov. 5.—A deal set by baseball Commissioner Happy Chandler, Frank White, Mutual (MBS) president, and Joe Spang, president of Gillette Razors, whereby Gillette will sponsor the radio coverage of the World Series for the next seven years, it is said to involve a total of over \$1,000,000. The contract also gives Gillette the annual inter-league All-Star game.

Mutual and Gillette also were granted first refusal on the series tele rights, giving them an opportunity to meet any bid from a competitor. This move followed a ruckus over this year's series tele coverage. The National Broadcasting Company (See MBS, Gillette Slide on page 5)

That's Music the Koblbers Play, Says Melchior; Court Lets 'Em Go

By Jerry Wexler

NEW YORK, Nov. 5.—Assured by no less an authority than Lauritz Melchior that the sounds produced by the Korn Koblbers are music, not noise, Magistrate John Starkey yesterday (4) exonerated the bucolic balladeers of a charge of disturbing the peace.

The rustic revelers had been hailed into mid-town court by Patrolman William Gilroy, who apprehended them riding down Broadway in a hay wagon one day last week. They were giving out with their own peculiar brand of washboard-jug-cowbell-whistle harmony, with a flock of toothsome wenches aboard to lend visual tone to the venture.

Their personal rep, Hal Halpern, and MGM flack Sol Handwerker, who

had arranged the alfresco concertizing, could hardly have been less mortified by the arrest. They did let it leak out that the occasion for the junket was the opening of the Koblbers at the Iceland restaurant.

Pipers Stamped Valid

When the pastoral pipers appeared in court yesterday, they were but—(See THAT'S MUSIC on page 19)

Senate Heat Is on To Let Color TV In

Sen. Johnson Leads Drive

WASHINGTON, Nov. 5.—Sen. Edwin C. Johnson (D., Colo.), chairman of the powerful Senate Interstate and Foreign Commerce Committee, declared this week that the Federal Communications Commission (FCC) in deciding the color television issue would be justified in issuing "only general standards for the time being and letting the public decide which color system is best." Johnson said he would be content to see color standards limited at first to a sole specification that color TV operate in a six-megacycle width band.

Johnson's views on color TV, the first he has expressed since the FCC (See HEAT IS ON on page 8)

Video in Nitery Will Carry Show To Patron's Table

DETROIT, Nov. 5.—Plans for a new system of chain or closed circuit television installation to present a stage or floor show simultaneously to all patrons in a night club were unveiled Wednesday by Raymond Scott, composer-conductor who has been fronting his own quintet at the London Chop House here. Designed initially for a night club installation, the system is readily adaptable to a theater or multiple hall or room installation of any type, and is con—(See Video in Nitery on page 42)

Spike Jones Takes You on Guided Tour of Wax Session

By Spike Jones

So many people have asked me how a Spike Jones record gets that way, that I've decided to take you to a typical City Slicker recording session.

The building where we record is shaped like an old-fashioned phonograph horn, with a little white dog sitting out in front listening to his master's voice.

Each artist is given a studio in keeping with his importance. Perry Como has a gold studio. The Masked Spoooner's is silver. The City Slickers have a gray studio. It makes the mops more inconspicuous.

Head-Counting

The musicians report for work at 9 o'clock in the morning. First, I check to see if they are all present. This is easy to do. I count heads and then divide by two.

Next, I inspect the instruments. When I started I had 65 (two 32-caliber pistols and a washboard). Today,

there are over 300 instruments, ranging from a cowbell to a bathtub with an E flat drain pipe.

I tap the conductor's stand for attention. The orchestra seats itself. Our seating arrangement is similar to that used by Toscanini (there the resemblance ends). Farthest away from the conductor's stand, and facing it, is the brass section. This is composed of two trumpets, a trombone, and an ashtray. This last is played by our first ashtrayist, Sir Frederic Gas. Sir Frederic was first ashtrayist with the London Philharmonic. I obtained him in a shrewd trade for two bloaters and a bottle of monocle polish.

Absentee Woodwinds

In front of the brass section are the woodwinds. These seats are empty because nobody in the band knows what a woodwind is. To the left of the conductor's stand is the (See Spike Jones Takes on page 10)

AM Winning Over Video's Threat of KO

Costs No. 1 of 5 Factors

NEW YORK, Nov. 5.—The terrific emphasis which has been placed on television in advertising and broadcasting circles for the past year has come to a definite end, according to agency and network executives, and therefore many trade observers are forecasting that "the swing is now back to radio." As a result, where eager beaver tele enthusiasts were freely forecasting radio's early doom not so long ago, the feeling now is, "Seems radio is here to stay."

There are five major reasons advanced for the back-to-the-radio-earth movement, plus several tributary reasons. Most of the reasons are economic, and involve hard dollar-and-sense thinking.

Big TV Cost Factor

Point 1 is the fabulous TV cost factor. Tele costs are skyrocketing, and despite its great circulation gains, tele is light years away from being a national medium. And when it (See AM Winning Over on page 12)

4A's After TV Pacts, With or Without SAG

Vote in 12 Cities Nov. 10

NEW YORK, Nov. 5.—Execs of the Associated Actors and Artistes of America (Four A's) this week unofficially decided that whatever the outcome of the current membership meetings to be held November 10 in 12 key cities thruout the country, the Performers' International Union will go ahead with its plan for setting up the Television Authority (TA), then immediately enter into negotiations with the webs to set up wages and working conditions for entertainers working in TV. This move is expected to be made with or without the consent of the Screen Actors' Guild (SAG) which has refused to participate in TA.

The thinking behind this strategy (See 4A's AFTER TV on page 48)

In This Issue

Burlesque	48	Music Machines	55
Carnival	54	Music Post Charts	29
Circus	58	Night Clubs	42
Classified Ads	73	Parks and Pools	60
Coin Machines	85	Pipes for Pitchmen	81
Fairs & Expositions	62	Radio-Television	5
Final Curtain	50	Repertoire	49
General Outlook	51	Rinks and Skaters	71
Honor Roll of Hits	22	Roadshow Films	49
Legitimate	45	Routes	56
Letter List	78	Salesboards	84
Magic	48	Shuffleboards	101
Merchandise	73	Vaudeville	42
Music	16	Vending Machines	87

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Operas and Musicals for Sesqui

Gallo Would Stage "Okla." And Longhair

Outdoor Exhibits Lining Up

WASHINGTON, Nov. 5.—A succession of operas and musical shows is in the works for next year's mammoth sesquicentennial fair, it was disclosed this week in the wake of a confab between sesqui officials and opera impresario Fortune Gallo. Meanwhile, showbiz interest in the capital's Freedom Fair is reaching a new peak as evidenced by scores of letters offering to exhibit everything from a water ballet to a half-man, half-monkey.

Gallo, sesqui officials said, is trying to get the Sesquicentennial Commission to sponsor a series of operas as well as Oklahoma and a string of Shubert musicals. Gallo told officials that if the commission doesn't care to provide a building and sponsor the shows, he will erect a tent around a stage and promote them himself.

Life of George Washington

Definitely set as a feature of the fair is a "symphonic drama" of George Washington's life now being penned by Paul Green. The playwright is due in town next week to give sesqui officials his ideas on casting the show. Top parts are to be available for a half-dozen Broadwayites, with supers to be recruited from local drama groups.

Letters from showfolk anxious to display their wares in the midway area of the fair are already bulging a special file.

A Chicago organizer wrote that he is willing to recruit a troop of show (See Outdoor Biz Floods on page 51)

3 Nets Nearing Scripter Pact

NEW YORK, Nov. 5.—The American Broadcasting Company (ABC), the Columbia Broadcasting System (CBS) and the National Broadcasting Company (NBC) this week came up with a compromise proposal to settle contract difficulties with the Radio Writers' Guild (RWG) over news and continuity scripters at the webs. The proposal was made thru federal mediator J. R. Mandelbaum at a Friday (4) meeting. The RWG meets with the mediator Monday (7) to consider the proposal.

It is said that the plan is a package deal that would wrap up the entire negotiations. The chief RWG demand is for more security for its members. The RWG this week received a unanimous vote from its members working at the webs to take strike action unless a settlement was affected.

Or Alabama?

WASHINGTON, Nov. 5.—The difference between U. S. living standards and Guatemala's was graphically demonstrated by the Commerce Department this week with the announcement that while a question in the 1950 U. S. census reads "Is there a television set in these premises?", a key question in a forthcoming Guatemala census will be, "Do you wear shoes?"

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits
THAT LUCKY OLD SUN
- No. 1 Sheet Music Seller
THAT LUCKY OLD SUN
- No. 1 Most Played on Disk Jockey Shows
THAT LUCKY OLD SUN, F. Laine, Mercury 5316
- No. 1 Disk via Dealer Sales
THAT LUCKY OLD SUN, F. Laine, Mercury 5316
- No. 1 Disk in the Nation's Juke Boxes
THAT LUCKY OLD SUN, F. Laine, Mercury 5316
- No. 1 Most Played Juke Box Country and Western Record
SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224
- No. 1 Best Selling Retail Country and Western Record
SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224
- No. 1 Most Played Juke Box Blues and Rhythm Record
SATURDAY NIGHT FISH FRY, L. Jordan, D 24725
- No. 1 Best Selling Retail Blues and Rhythm Record
SATURDAY NIGHT FISH FRY, L. Jordan, D 24725
- No. 1 Sheet Music Seller in England
I DON'T SEE ME IN YOUR EYES ANYMORE

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 38.

CBS-TV To Rebate 75% When Screen Fails, 25% When Voice

NEW YORK, Nov. 5.—The Columbia Broadcasting System (CBS) has established a new policy to apply to video rebates in the event of transmission failures. Believing that the medium is primarily visual, CBS-TV

has decided that in the event the video signal fails, the sponsor is entitled to a 75 per cent rebate. Failure of the audio signal entitles a sponsor to a 25 per cent return on the time cost, presupposing the picture signal continues okay.

ABC's Budget Cuts Lasting Late in Week

NEW YORK, Nov. 5.—Execs at the American Broadcasting Company (ABC) this week were burning candles late into the night in an effort to whip together a final budget for a meeting yesterday (4), but the balance sheet will not be completed until late next week. All personnel cut in the 20 per cent TV purge already has been notified, with time of dismissals dependent upon the final dates of shows being cancelled out. The new budget will merely extend de jure recognition to the slashes and break down the proportion between staff and service cuts.

Of the web's owned-and-operated stations, WJZ-TV will black out completely Mondays and Tuesdays. However, the outlets in Chicago and Detroit will remain on a seven-day sked, while KECA-TV, Los Angeles, is about to expand from a five to a seven-day operation. These outlets will operate Mondays and Tuesdays with local shows and business, with the coast station just selling two commercial remotes which will make it profitable to keep the facilities open on those two days.

Koelker Quits Chi Office

CHICAGO, Nov. 5.—Tony Koelker this week ankleed the American Broadcasting Company (ABC) offices here when the web eliminated the central division relations department, which he headed. The slash was part of the web's current pruning activities, with Koelker's duties now slated to be handled by ABC's New York office.

ABC Chicago execs stated, however, that there were "only a few" dismissals in the AM operation, and none in TV under the budget slashing.

ABC is also eliminating Monday and Tuesday evening TV originations from Chicago, dropping Mr. Black and Barn Dance with sustainers.

These TV rebate percentages differ from radio, which is solely an audio medium, and where the entire time cost is refunded if the sound fails. If an interruption occurs during the time of a video show devoted to a commercial and extends into the program time, the web, upon demand by the bankroller, will re-evaluate the rebate percentages allowed for the commercial. The reasoning here is that the commercial, naturally, is of prime importance to the sponsor and therefore deserves an extra allowance.

Policy Flexible

The web's policy on TV spots is flexible and subject to negotiation, tho the same percentages apply. However, CBS-TV can cope with signal difficulties much more easily for spots in that it can offer equivalent time.

These percentages also apply for CBS-TV affiliates. But since most of the CBS-TV outlets use kine, if a film transcription of the program is available, and the sponsor agrees, these affiliates offer alternate time. This is called "make-good time."

The entire question of rebates was recently highlighted by the failure of the video signal on Tonight on Broadway, which is presented on CBS-TV every Sunday night by Esso gasoline. In that case the net returned the entire cost of the time to the sponsor because of special conditions.

All Niteries Okayed By Detroit Censors

DETROIT, Nov. 5.—Local night clubs escaped the impact of the censor's scissors for almost the first time in memory during October, according to Lieut. Howard Stewart, chief of the Police Censorship Bureau. This record of no material requiring cuts was set despite the highest number of visits to night spots by the censor's men in at least eight months—219 individual inspection visits.

In the theater field, 51 visits were made to all types of houses and two cuts were ordered—both in legit productions. Burlesque and vaude shows got by unscathed.

Tele Rights Up Threefold for Chi Cub Games

CHICAGO, Nov. 5.—Telecast rights for home games of the Chicago Cubs, National League baseball team, next year will be about three times more than the sum paid this year, it was learned after a meeting of the team's management and local station managers last week. Whereas the Cubs got about \$20,000 total from WGN-TV, WENR-TV and WBKB last year, the figure next year will be a \$60,000 total if more than one station carries and \$75,000 if games are telecast on an exclusive basis.

Altho the figure is being increased, none of the station managers at the meeting objected. For one reason, the price is considered to be fair and is lower than that being asked by the White Sox, local American League team. Also, Philip Wrigley, Cubs owner, has always been co-operative with telecasters, having given initial TV rights a few years ago for no charge at all.

The White Sox last year got about \$60,000 from WGN-TV, which had games on an exclusive basis. Team originally asked about \$75,000 last year. This year, altho negotiations have not got under way officially, Sox management is tentatively stating telecasts rights will go for \$130,000 on an exclusive basis.

According to developments to date, it appears as if WGN-TV and WBKB will be the only stations carrying the Cubs games. Team gave stations until December 15 to accept or reject terms, but at the meeting John Norton, local vice-president of the American Broadcasting Company, owner of WENR-TV, asked for a February 1 deadline and said he would not know until then whether network shows will interfere with baseball airings. Norton also requested right to air less than all the home games in case network commitments prevented telecasting of all, but Wrigley stated that he wanted games aired on an "all or none" basis.

The Billboard

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NBC EYES NEW LOOK FOR YEAR

Execs Huddle, Hunt Hypo for 'Show Business'

NEW YORK, Nov. 5.—Benton & Bowles, advertising agency for Crosley radios (Avco Manufacturing Company), this week huddled with program execs of the Columbia Broadcasting System (CBS) as to what steps could be taken to hypo *This is Show Business*, which the company sponsors on CBS-TV. The program airs Sunday nights.

Both Crosley and Benton & Bowles feel, it is said, that the show lacks pace and has too much palaver on it. They want to emphasize the guest talent on the show, rather than emcee Clifton Fadiman and the panel of showbiz authorities who deal out "advice" to the guests.

There's also some talk that the panel of three may be cut down to two, George S. Kaufman and Abe Burrows, on the theory that these two pack ample punch and that a third guest savant, usually a fem, only slows up the works.

CBS May Lose Miles Lab; Tests Kellogg Kidstrip

NEW YORK, Nov. 5.—Columbia Broadcasting System (CBS) this week was seen likely to lose the five weekly quarter hours bankrolled by Miles Laboratories, but is auditioning a new kidstrip for Kellogg shortly which may take over the same time slot. Skedded to leave when its cycle runs out December 23 is the Curt Massey show for Alka Seltzer, which airs across the board from 5:45 to 6 p.m.

The new CBS moppet stanza is titled *Flying With Flip Cochran*, said to be based on the character Flip Corcoran in the comic strip *Terry*, in *The New York Daily News*, with the name modified because rights for the cartoon character remain with the paper. Kellogg biggies are having a listen and may pick up the stanza, since they have been off the air for some months now. If CBS manages to salvage the Miles business, the kid show probably will precede it in the 5:30 to 5:45 p.m. slot across the board.

Frey Heads NBC TV Sales; Hitz, Scott in Shifts

NEW YORK, Nov. 5.—National Broadcasting Company (NBC) is momentarily expected to announce the reorganization of its sales department into two distinct units, one for radio and one for television. George Frey, now director of sales for both media, will become head of TV sales, reporting to Pat Weaver, NBC veepee in charge of television. Frey now reports to Harry C. Kopf, NBC veepee in charge of sales.

Coincidental with Frey's shift, Walter Scott and Ed Hitz also will be assigned to new jobs. Hitz will become Eastern director of television sales, and Scott Eastern director of radio sales. Salesmen on the NBC staff will be assigned to AM and TV on the basis of six to each.

Brief and Important Last-Minute Digest of AM-TV News

GE Studies Y&R Shows for AM Return

General Electric last week was looking over a list of proposed radio shows submitted by Young & Rubicam (Y&R). The electric firm is said to be hot for a return to radio, with nothing on the kilocycles at present. GE last season bankrolled "Houseparty" across the board daytime on American Broadcasting Company and Fred Waring on National Broadcasting Company. The decision is expected shortly. The company now has Waring on CBS-TV.

Luckies Mulls TV Version of "Light Up Time"

American Tobacco Company last week was considering a video counterpart to its radio strip, "Light Up Time," which stars Frank Sinatra. The tele strip, a five-a-week 15-minute show, would feature Benny Goodman and his band and would be directed mainly at a fairly youthful audience. The show was submitted by N. W. Ayer, with no network selected yet.

"Screen Directors' Playhouse" for RCA, January 6

Radio Corporation of America (RCA) this week set January 6 as the starting date for its sponsorship of "Screen Directors' Playhouse" on National Broadcasting Company (NBC). The show will switch next week to the 10 p.m. Friday slot from its current period of 10 p.m., Mondays, and will continue on a sustaining basis until RCA picks up the tab. Business was placed thru J. Walter Thompson. The show is an NBC package.

Al Bernie Package Eyed for CBS 9:30 Wednesday

The Al Bernie comedy-variety video show which the Columbia Broadcasting System (CBS) is packaging is set to move into the 9:30-10 p.m. Wednesday evening slot. Its actual starting date is not set, but it will tee off before the end of November. Tony Rakber is the executive-producer and Paul Monroe the director. Meanwhile, the Robert Q. Lewis TV program has tentatively been slotted in the 9:30-10 p.m. slot Thursdays following Ed Wynn. Dick Linkroum will direct.

CBS Mulls "Stage Door" Kine, Peddles Others

Columbia Broadcasting System (CBS)-TV packaging operation is now preparing a half-hour kine version of the Edna Ferber-George S. Kaufman legit success, "Stage Door." CBS-TV is also mulling making a TV program out of "Escape," the web's current radio sustainer. Meanwhile, CBS is peddling a kine of "The Little Revue," a video adaptation of "The Little Show," a Broadway musical success of the 1920's.

Quinn Dramatizes Great Poems for TV Film

Legit actor Anthony Quinn this week started preparation for a series of 15-minute video films he is producing, based on dramatizations of great poems. Quinn, now on Broadway in "A Streetcar Named Desire," will not act in any of the films.

Crime Club Books, "Wizard of Oz" in TV Packages

Two of the more important video packages now being peddled consist of hour-long adaptations of Crime Club novels and an adaptation of "The Wizard of Oz" titled "The Wonderful Land of Oz." There is a backlog of 1,300 novels for material for the mystery series. As for the other package, the Columbia Broadcasting System (CBS) was interested in it but couldn't make a deal with packager Al Levy, who is now putting the program together himself. The show can be a 15-minute across-the-board program or a half-hour length.

Honey Dreamers Leave Chi for New York

"Honey Dreamers," radio-TV vocal group on Chi-originated net the past two years, are moving to New York. Group, most recently seen on the NBC-Dave Garroway TV show, will join the "Salute to Cole Porter" nitery show at the Hotel New Yorker November 17, and are negotiating to appear on Manhattan radio and TV shows. Quintet will continue to record for RCA Bluebird.

CIO Fight May Cost ABC UE Biz

NEW YORK, Nov. 5.—The internecine warfare in the Congress of Industrial Organizations (CIO) this week was seen likely to cost American Broadcasting Company (ABC) a piece of commercial business. The Arthur Gaeth commentary show, airing at 10 p.m. Mondays, was regarded as certain to cancel when the cycle winds up on January 9. The show is sponsored by the United Electrical Workers (UE), which this week was expelled from the CIO over the communist issue.

The UE is understood to be shoring up its resources for an all-out fight to stay in existence, and may be forced to forgo such luxuries as a radio show.

FM Net Via Tape

NEW YORK, Nov. 6.—A local FM station got itself virtual network coverage via tape recording today (Sunday) when WFDR aired a State-wide political analysis of the forthcoming elections in New York State. The station set up a deal by which it got a brief analysis and forecast from stations in seven different up-State cities and had its special events director, Lou Franke, introduce each segment with local commentary.

Stations co-operating with WFDR were WJTN, Jamestown; WGR, Buffalo; WIBX, Utica; WVCU, Ithaca; WSYR, Syracuse; WPTR, Albany, and WHLI, Hempstead, Long Island.

Put Emphasis Upon Creative Talent for '50

Will Build Up Junkin

NEW YORK, Nov. 5.—National Broadcasting Company (NBC), now planning its program and package development schedule for 1950, may undertake a type of operation completely new for that web. Essentially, NBC, should its plan materialize, will emphasize creative talent — talent now in the house and to be acquired — plus shows which NBC hopes will add up to a salable supply of new faces. The payoff, the web hopes, will be to give it a new look, sustaining program-wise.

NBC's thinking is that on the creative side the nod has invariably gone to its top competitor, Columbia Broadcasting System (CBS), but that it sees no reason why CBS should be regarded as having cornered that market. NBC points to its success this year in developing *Dragnet*, *Halls of Ivy*, *Who Said That?* and *Screen Directors' Playhouse*, among others, for commercial sale and sees no reason why it can't expand next season.

Build-Up for Junkin

First creative toiler in the NBC vineyard to come in for a build-up will be Larry Junkin, whom NBC regards as one of the hottest talents currently available. Junkin, a writer-director from Canada (as was CBS's one-time wonder boy, Fletcher Markle), now produces *Radio City Playhouse*. In turn NBC argues that *Playhouse* represents one of the very few shows in radio today where any experimental and creative writing-production is being undertaken. Another staffer who may come in for a build-up is Don Gillis, NBC's top longhair music producer and composer, while in addition the web is hopeful of being able to hire top producers.

NBC is also studying another possibility, by which it would be enabled to give opportunities to staffers other than directors to show what they can do in creating program properties. A principal problem in this direction, however, is posed by various union contracts under which NBC is now operating. If these can be adjusted NBC may experiment with a "school of talent" idea.

The network is also busily exploring a number of new dramatic packages. (See *NBC Eyes New Look* on page 48)

MBS, Gillette Slide Home in Series, 7 Years

(Continued from page 3)

(NBC) offered to air the game free on its TV network. Other stations then virtually had no recourse but to follow suit. It's considered a certainty that no cuffo tele will be given Gillette next year. Mutual, however, has no tele network of its own, altho a number of its stockholder stations have video stations.

Reports say that Gillette is paying \$175,000 and \$150,000 for the AM rights, in alternate years, starting in 1950. This year's radio rights cost them \$150,000 and the TV exclusive, \$200,000. The latter figure will undoubtedly go much higher next year and thereafter.

Futures of BAB and BMB Top NAB Board Meet Agenda

WASHINGTON, Nov. 5.—The National Association of Broadcasters' (NAB) plans for a record-thumping membership drive will be a major part of the agenda at the November 14-16 meeting here of the NAB board of directors, which will also take up such top-flight issues as the fate of the Broadcast Measurement Bureau, Inc. (BMB), the question of further streamlining of NAB, and the problem of whether the Broadcast Advertising Bureau (BAB) will be kept as an integral part of NAB or be given independent status.

The board is expected to give a formal go-ahead for NAB's biggest membership drive, which has been in a blueprint stage for some time. The board is prepared to grant board representation for the first time to television members on the basis of recent gains in TV membership, gains which have emphasized NAB's expansion in video activities and rivalry with the Television Broadcasters' Association (TBA).

Structural Changes?

Despite favorable signs for possible expansion of the NAB based on membership growth, there is some possibility that the structural committee, which will report to the NAB board on how the recently instituted streamline program is operating, will suggest some additional revision. NAB-ers, however, do not expect changes anywhere near as drastic as those already made. Tied in with deliberations on structural changes will be the board's pondering on a report by the financial committee, which is expected to recommend a budget close to the present one of about \$800,000.

A major problem for the board at the upcoming meeting will be the future of BMB and BAB. As for BAB, the agency is highly popular but there is indecision as to whether it should stay as an integral part of NAB or whether, in accordance with policy previously proposed, it should be divorced so as to attain independent status. As a result of a move already made in the latter direction, BAB chief Maurice Mitchell has an executive capacity directly answerable to NAB Prexy Justin Miller.

The financial plight of BMB will be an important factor in the NAB's deliberations. The BMB is already in debt to NAB to the tune of a \$75,000 loan. BMB could get some relief, however, if it wins its current tax bout with the Bureau of Internal

Revenue on the issue of whether BMB is a tax-free non-profit outfit or whether it is competitive, profit-making and, therefore, taxable. A wad of \$100,000 has been set aside by BMB in the event that the tax decision goes against the organization.

Day Tele Test Film Studied by Colgate

HOLLYWOOD, Nov. 5.—Test tele film of Dennis Day's air show was completed this week in anticipation of Day's debut into video. Film, shot at Jerry Fairbanks' studios here was financed by Colgate and will be used by the bankroller to study the potential format.

Altho no starting date is set for Day's video plunge, the sponsor is understood to be anxious to kick off the tele version of the successful radio show if costs and production can be held to current budget limits.

Brief and Important Last-Minute Digest of AM-TV News

Bloomberg Is Named WLLH National Sales Rep

WLLH, Lowell, Mass., has a new national sales rep, **Haskell Bloomberg**, a former practicing attorney and WLLH's local sales rep for the past 15 years. Bloomberg replaced the Edward Petry Company.

Kate Smith Reduced

Kate Smith this week had 45 minutes boiled off her 105-minute stint Monday nights on the "Kate Smith Calls" giveaway show over American Broadcasting Company. The show formerly aired from 9 to 10, then resumed from 10:15 to 11 p.m. The web has decided to institute the change immediately, starting with the November program.

ABC Gets 5-Year Ex on "Majority"

ABC last week signed a five-year exclusive radio and TV contract with owners of the quizzer, "Majority Rules." Show, owned by Dawson & Gingrich Productions, is aired sustaining Sunday nights on ABC-TV web.

Midwest Stores Buys "Shopping Is Fun on WBKB"

Midwest Stores, first Chicago grocery chain to use TV on a regular basis, November 11 will begin sponsoring a new program, "Shopping Is Fun on WBKB." Program of co-operative chain of over 500 stores will be aired Fridays from 9:30 to 10 p.m. Show will be produced by Service, Unlimited, with billing thru Presba, Fellers & Presba.

Weitzel Set for Five-a-Week on WBBM

Tony Weitzel, columnist for The Chicago Daily News, November 14 will begin a new five-a-week program on WBBM. Packaged by Herb Bailey Associates and sponsored by Nelson Bros., furniture stores, program will be aired Monday thru Friday from 10:55 to 11 p.m. Weitzel was on radio shows in Detroit for eight years before joining The News a few months ago. A TV program featuring the columnist also is being prepared.

CBS Tests "Half Way to Heaven" Radio Series

The Columbia Broadcasting System (CBS) is auditioning a new dramatic radio series called "Halfway to Heaven," scripted and packaged by **Martha Alexander**. The program can be a half hour show or a 15-minute across-the-board strip for a daytime slot. Several sponsors are believed already interested.

NBC Points to CBS UN Sale As Need for "Separation"

NEW YORK, Nov. 5.—Last week's sale by Columbia Broadcasting System (CBS) of a United Nations series to Ford Motors this week became a matter of interest to National Broadcasting Company (NBC) when it was used by NBC as an illustration of the need of separation of AM and TV activities at that network. Following news of the sale, Joseph H. McConnell, NBC's president, called a special meeting of some of his department heads to discuss the Ford-CBS deal.

The position taken by the NBC head, according to report, was that NBC should have been on top of the situation from the very start. However, in the light of the present policy of radio-television integration still

DL Relents, Gives Jocks Green Light

HOLLYWOOD, Nov. 5.—Once dead set against disk jockey shows, Don Lee Broadcasting System's (DLBS) key station, KHJ, Los Angeles, has done an about-face and will build top Don Lee voices into featured platter pilots. Move precludes Don Lee's bid for lucrative spot biz now centralized on indie stations boasting batteries of wax whirlers. KHJ will try its wings with a daily seg beginning Monday (7).

To promote the new programing the station has cooked up a listener contest, with announcer Bob Moon, Harold Ross and Gene Baker "competing" for audience favor over a two-week period. Winner, according to home listener reaction, will get a permanent berth as featured jockey.

Station will merchandise the daily afternoon block with spot advertisers and hold the rein on program content by nixing bebop, jump, longhair or out-and-out hillbilly platters.

KFI Planning Indie Set-Up If NBC Exits

50-Kw. To Help Station

HOLLYWOOD, Nov. 5.—Altho officially "surprised" at disclosure of the National Broadcasting Company (NBC) deal to buy G. A. Richards' KMPC, KFI began laying plans this week to convert to a 50,000 watt indie should the NBC-KMPC deal end its 20-odd year web affiliation. Pointing to the fact it is a clear-channel, 50 kw. indie outlet, KFI programers would mirror the urban operations of WNEW, New York, and rural coverage featured by WLS, Chicago. As such, the station would count heavily on its power and coverage to reach wide areas, bringing into play such new programing ideas as live shows aimed at farmers, disk jockey stanzas, and local, house-built packages, all of which have heretofore been minimized due to network time options.

Changeover would mean reduction in rates and increase in costs, but station ops claim profits can increase even tho the rates are slashed. Spokesman claimed that local agency reps have flooded station with queries on time availabilities "after you go indie," with indications that the 50 kw. selling point should find KFI in a key position to snag biz from other indies. Should KMPC switch to NBC much of KMPC's indie biz would necessarily be replaced by network originations and local clients would be open to raiding by KFI. It is also pointed out that KMPC's directional antenna limits coverage to a restricted area, thus forcing NBC to add new basic stations to its Western network to match KFI's coverage, a point conceded by NBC toppers, who hold that getting new affiliates will pose no problem, either for network or advertisers.

Meanwhile KFI's coolness toward the network since KMPC announcement became more apparent this week. Indicative was sudden and unnoticed "suspension" of its ad campaign in metropolitan newspapers. Altho KFI had contracted for 2 newspaper ads daily for 13 weeks at a cost of \$1,200 per week, the campaign was quietly shelved this week. Move obviously highlighted KFI's unwillingness to plug NBC shows if the station was soon to lose affiliation. KFI also was reported taking no pains in rushing time clearances for NBC originations, electing to hold on to local biz as long as possible rather than pre-empting time for net options as in the past.

There still remain several important factors to be settled, however, before KFI concedes loss of net affiliation. First and foremost is question of how soon (and in what direction) the Federal Communications Commission (FCC) will act on NBC's pitch for KMPC. The KFI-NBC contract expires at the end of the year and many tradesters speculate that NBC cannot hope to swing deal that soon, thus forcing web to negotiate some interim renewal with Earle C. Anthony's KFI.

Another factor is reported negotiations between Anthony and Columbia Broadcasting System (CBS) for sale of KFI-TV to the network which may possibly spur Anthony to unload KFI-AM as well. There is also understood to be a standing offer from NBC to buy KFI which was made to Anthony several years ago by NBC Prexy Niles Trammel but never followed thru because of Anthony's high asking price. Some tradesters believe now, however, that Anthony might have had a change of heart and lower price to meet NBC's bid. This is denied, however, by sources close to Anthony, who insist that the veteran radio op has never indicated he would sell KFI for anything but top price, reportedly well over \$2,500,000.

JUDY CANOVA

AMERICA'S No. 1
COMEDIENNE



WM. H. KING
EXCLUSIVE MANAGEMENT
2025 No. Argyle Avenue
Hollywood 28, Calif.

Bonfig Chills Idea of Early Color in Tele

Aimed at CBS's System

CHICAGO, Nov. 5.—A strong blast against the hopes for color television in the near future and especially at the Columbia Broadcasting System's mechanical color system, was delivered this week by H. C. Bonfig, vice-president of the Zenith Radio Corporation, at a meeting of the Kansas City (Mo.) Co-Op Club. Bonfig stated that no color system with which the "public and the industry could live" had yet been developed and that there is no answer at present as to when this country would have color television on a mass scale.

Official anti-color statement of one of the top execs of Zenith, one of the strongest backers of color in the past, caused great speculation in the trade here. Altho no exec of the company would comment, it was reasoned in the trade that Bonfig's remarks were an expression of the ill-feelings between Zenith and CBS, existing since the manufacturing org played down the future of the CBS system at a medical convention in Atlantic City a few months ago. At that time one of Zenith's execs warned the doctors that, altho they were witnessing a color TV demonstration, they should not get the idea that color for the public was just

(See Zenith's Bonfig on page 14)

2 Unions in Strike Vs. WLIP, Kenosha

NEW YORK, Nov. 5.—The International Electrical Workers and the American Federation of Radio Artists (AFRA) Wednesday (2) struck against WLIP, Kenosha, Wis. Involving 12 to 15 of the station's personnel, the strike resulted because management and labor could not agree as to the personnel to be included in units to be set up for a National Labor Relations Board (NLRB) election. In addition, WLIP this week also fired the announcer who headed the AFRA members at the outlet.

AFRA claims that management wanted salesmen, stenographers and janitors included in the announcers' unit as well as the company lawyer who occasionally did a commentary program. The station was off the air for some time on Wednesday.

From the AFRA point of view the strike has significance beyond the usual. The union says that management, during the interval between calling of an NLRB election and the holding of the election usually applies pressure. These tactics are applied, AFRA says, to swing the election in favor of management.

The union sees the firing of its leader in Kenosha as evidence that this practice is being carried out there. AFRA execs have received the green light from the national executive board to take drastic action whenever they desire in such situations.

RTDG Waits DuMont Bargaining Agent OK

NEW YORK, Nov. 5.—The Radio and Television Directors Guild (RTDG) this week was waiting to see whether the DuMont television network would recognize the union as the bargaining agent at DuMont's local outlet, WABD. The RTDG made the pitch only last week.

The megger's labor org also expects to start negotiations shortly for new pacts covering staff directors at the AM and TV networks. All the contracts wind up together about November 26.

Ripley Gets WPTR Post; Asch Resigns

ALBANY, N. Y., Nov. 5.—Leonard L. Asch resigned October 26 as general manager of the Patroon Broadcasting Company and local independent 50,000-watt radio station WPTR, in which the Schine Theater account is the principal stockholder.

Fred R. Ripley, Cleveland, one of the founders of radio station WTRY, Troy, N. Y., has succeeded Asch as general manager. Asch will continue as a director and stockholder in the company and as president of affiliated WBCA-FM, Schenectady, N. Y.

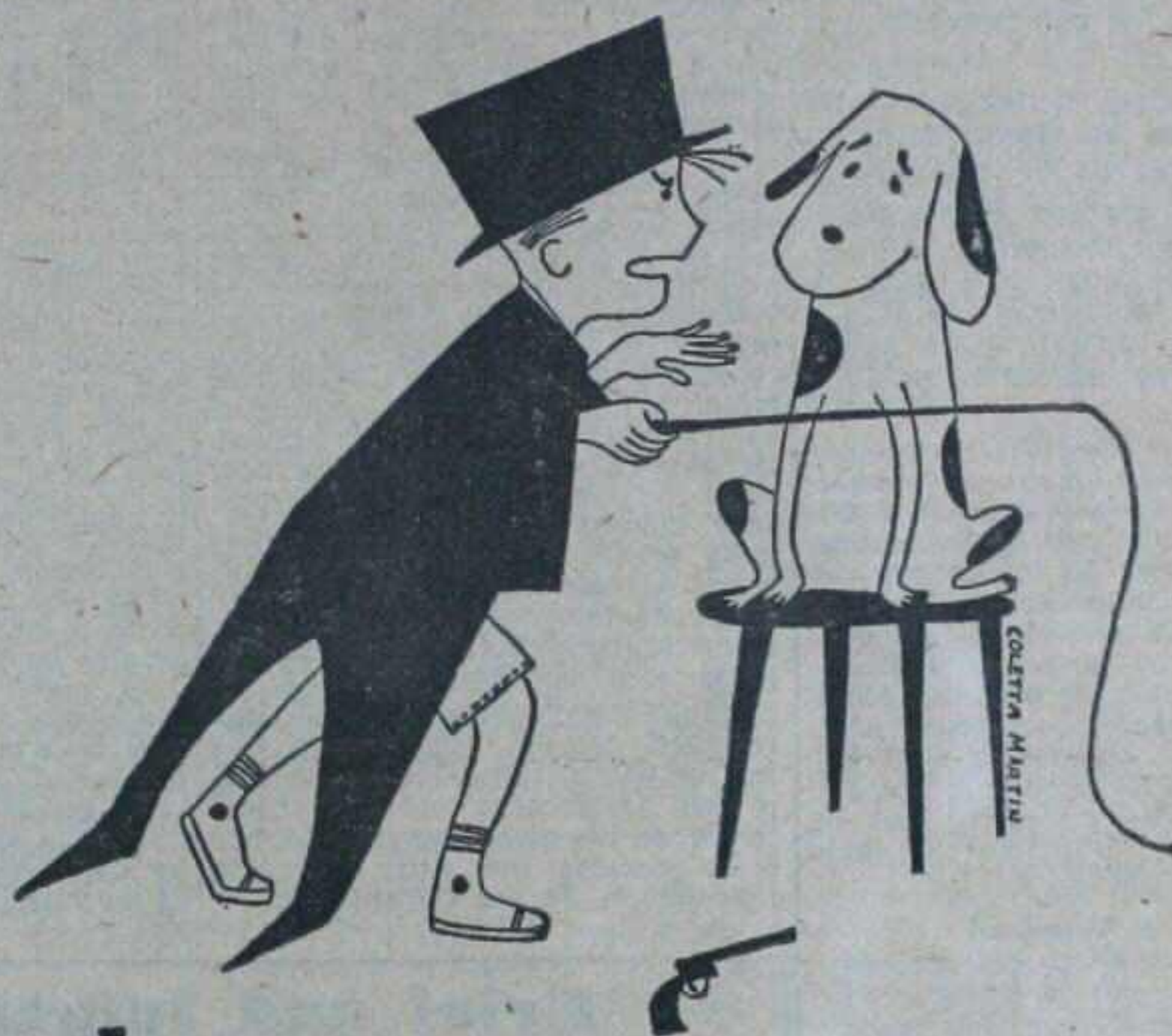
New MBS Ad Drive Means White's "House in Order"

NEW YORK, Nov. 5.—The Mutual Broadcasting System (MBS) will shortly start on an extensive advertising and promotion campaign, and its tee-off is being interpreted within the industry and by Mutual execs themselves as indicating a major change in the web's operation since Frank White became its president. The change marks a transition for White, one which takes him out of "housekeeping" into a full-fledged sales drive.

Since he became president of Mutual, White has been putting his house

in order and realigning and refurbishing his top echelon. Among other things, he now has new veepees for programing, sales, station relations and promotion, respectively, Bill Fineshriber, Ade Hult, Pete Johnson and Bob Schmid. It is generally believed that White plans no further cabinet shifts.

It is also interpreted that White has selected the sale motif which will characterize Mutual's upcoming campaign. Geared to this theme will be that, by virtue of the fact that (See MBS Ad Drive on page 12)



That's dominance



Of the 3,644,800 radio homes in this area, WLW reached 80.7% between 6 a.m. and midnight. That's coverage.

Of the 258 stations heard in WLW-land, The Nation's Station received one-sixth of all listening to all stations. During a 4-week's period*, WLW's share was . . .

- 15.6% between 6 AM and 6 PM
- 18.1% between 6 PM and Midnight
- 16.6% between 6 AM and Midnight

AND THAT'S DOMINANCE!

Write or call any of the following WLW Sales Offices for complete information:

- 140 West 9th St., Cincinnati 2, Ohio
- 360 N. Michigan, Chicago 1, Ill.
- 630 Fifth Avenue, New York 20, N. Y.
- 6381 Hollywood Blvd., Hollywood 28, Calif.

*Nielsen Radio Index February-March, 1949

when you want dominance you want



the nation's most merchandise-able station

TV PACKAGERS' TOUGH TIMES

They're Near Ready To Flee Back to Radio

New Body Blow by NBC

NEW YORK, Nov. 5.—Hard times are descending upon the packagers of television programs. Every network turned to by the packager finds him confronted with a different problem, and the end result is that many packagers are beginning to wonder whether it might not be better to turn all efforts back to radio and leave TV for the pure of heart. Latest stunner is the move instituted by the National Broadcasting Company (NBC) this week in requesting a couple of established packagers to kick in from \$1,000 upward toward cost of auditioning shows.

With word of the NBC "share-the-cost" plan beginning to get around, a top exec of another web stated that his second thought on the matter, after getting over his initial surprise was that it is not at all illogical. "Some of these packagers," he said "are into me for thousands of dollar for auditions over the past few years. When I balance the books, after totting up the clinkers, I find I'm not into them for anything, but I'm out a lot." He indicated that he might well try to follow the same line himself in the future.

CBS a Wasteland

The Columbia Broadcasting System (CBS) is regarded as wasteland for packagers these days for several reasons. The most pressing is the web's policy of owning, wherever possible, all or a piece of everything aired on its facilities. To get a show on CBS, packagers cry that they have to give the web plenty, sometimes majority control of a show.

The American Broadcasting Company (ABC), to packagers, offers a contradiction. Prior to the current budget slashes, the web was considered a fruitful place to spring ideas, since its execs indicated a willingness to listen to almost any proposition with commercial possibilities. Now, of course, chances of getting a sustainer on ABC are regarded as virtually nil. If a show does get on, it is flanked by little in the way of programs with any audience to carry over. ABC's five o-and-o stations offer a good basis for spreading a show among stations, but other affiliates are tougher to deliver.

DuMont Also Tough

DuMont, because of its loathness to part with coin and its difficulty in clearing stations, also is tough on packagers.

The result is that with the networks turning thumbs down on sustaining packages, packagers are having a tough time trying to sell their product. They can't peddle shows, at TV's climbing costs, from presentations alone and have no means of showing them to prospective buyers, since they can't be transcribed as can radio shows. The alternative is to film each show, but this costs anywhere from \$1,000 to \$10,000, which is more in the way of liquid assets than most packagers can part with.

Bus Radio Ruling Due Soon in D. C.; Cities Wait Decish

WASHINGTON, Nov. 5. — The Public Utilities Commission (PUC) here is likely to issue an early ruling on whether transit radio will stay in Washington, and the ruling will be watched closely by cities in various parts of the land where bus and trolley radio is a going business. Right now the guess is that the PUC will rule in favor of transit radio. Local foes of bus radio got their licks in at a noisy hearing here last week.

Smashing the front pages of the local press for more space and better play than was given to the firing of Admiral Denfeld, the hearings drew unusual attention.

The PUC was informed that the Capital Transit Company busses which are equipped with radio get a big stake of revenue from the air advertising and are guaranteed \$6 a month per bus even if there were no revenue from advertising. One effect, according to supporters of transit radio, was to help fend off higher bus rates for passengers. Testimony also showed that two opinion surveys made by Edward G. Doody & Company showed an overwhelming majority of bus passengers in favor of radio on the vehicles, and police traffic studies were offered in evidence showing that radio-equipped busses were not traffic hazards.

Franklin S. Pollack, a Justice Department legalist who emphasized that he was not appearing in behalf of the government but was completely on his own, charged that bus radio violates the fifth and 14th amendments of the Constitution.

Heat Is On in Senate To Let Bars Down on Color Video; "Let Public Rule" — Johnson

(Continued from page 3)
began its color hearings, back considerable weight with the FCC. The senator's demands earlier in the year that something be done to get color TV started are considered chiefly responsible for bringing about the FCC's present color hearings.

A Break for RCA

The system of the Radio Corporation of America (RCA) would gain most from minimum specifications suggested by Johnson, even tho the senator's earlier admonitions for FCC action had given the Columbia Broadcasting System (CBS) an initial advantage in the hearings. CBS has been the only industry outfit claiming it has a color system immediately ready for commercial application. CBS has been urging the FCC to set "complete and final" standards for color TV while RCA has been recommending that the FCC confine itself to "preliminary" minimum standards.

The Senate committee chairman also said he was resigned to the prospect that there would be no lifting of the freeze on television applications before next fall. "I don't see how the commission can get the problems of allocations deliberated fully before April or May, and it may take several months beyond that," he said.

In reviewing the color situation since the hearings began, Johnson said he was withholding final judgment and would be guided finally by a report which will be made to him by a special committee, headed by Dr. Edward U. Condon, director of the National Bureau of Standards.

This committee will not offer its report until after the February 8 demonstrations.

Ace in the Hole

"If the FCC's findings turn out to be counter to the recommendations made by the Condon committee," Johnson said, "the Senate Interstate and Foreign Commerce Committee will be sure to go into action to find out why."

The Condon committee, added Johnson, "is our ace in the hole."

If the FCC climaxes its color TV inquiry with specifications calling merely for 6-mc. width and leaving such questions as the definition of the number of lines to a later date, it is believed that widespread commercial color TV would be several years off, a lengthy period of field-testing would be sure to ensue, and since CBS's color system of 405 lines definition is not compatible with black-white receivers of 525 lines definition, CBS would be expected to find little incentive for trying to introduce converters. RCA, however, which has a 525-line color system, would be expected to profit by the time lag for development.

"I'm convinced," said Johnson, "that there's enough evidence to show that there ought to be some sort of go-ahead for the rival systems—and I think the public's ready for color now. From what I've seen of it, I like it. I say, let the bars down and let the people decide which is the best picture."

Brief and Important Last-Minute Digest of AM-TV News

Grant's Stores Show To Bow on WHEN-TV

WHEN-TV, Syracuse, preems a new fem program tagged "What's New at Grant's," sponsored by the local W. T. Grant Store, November 11 at 8:45 p.m. The weekly 15-minute show features Jean M. Slade, WHEN women's director, and Grant employees.

All Nets Pitch for AM Series Campbell Has in Mind

Campbell Soups last week was looking over several packages as prospects for a new radio series it is planning. All webs are pitching for the business. It is believed the show, when selected, will air in addition to the sponsor's current daytimer, "Double or Nothing," which goes across the board at 2 p.m. over the National Broadcasting Company (NBC), altho Campbell's is said to be none too happy over the quizzier's current ratings.

Postum, Jello Hunt Radio Shows Via Y&R

Two divisions of General Foods last week were on the prowl for new radio shows. Postum and Jello, thru the Young & Rubicam (Y&R) Agency, were glomming scripts and formats. Postum was reported interested in the 2:55 to 3 p.m. across-the-board slot on the American Broadcasting Company (ABC), while Sterling Drugs is lopping off its 30-minute "Bride and Groom" show, starting January 2. Sterling's shrinkage is an economy move, designed to save it some 16 per cent of its expenditure. What Postum plans to put into the period has not been decided.

Lester Ankles Ken Dolan Agency

Herman Lester, long associated in the Ken Dolan Agency, Hollywood, will leave the percenter December 1 for a new affiliation. Dolan office handles top radio talent, including Dennis Day. Lester's new berth is still unknown.

Lever Nixes Hope's Pitch for Tape

Bob Hope has been turned down again on his request to tape air shows. Altho Lever Bros. allowed the comic to Ampex one show during his recent trek, sponsor, nevertheless, nixed the pitch for continued waxing on grounds that they purchased Hope live—and wanted him that way only.

15 Dept. Stores, 30 Mfrs. Bid For TV Show

NEW YORK, Nov. 5.—A deal was in the works this week for a network show to be sponsored co-operatively by 15 department stores in different markets and by some 30 manufacturers whose wares are sold thru the stores. Masterminding the operation is the Lamb & Keen Ad Agency of Philadelphia. The combine of stores, which met this week to set up plans, is dickering with the Columbia Broadcasting System for sponsorship of the Ken Murray Blackouts video show.

Backbone of the plan is the Wanamaker Stores of Philadelphia and New York, with some 13 other markets available on the cable, also represented. The manufacturers are firms turning out varied products, from wearing apparel to household merchandise.

Plan is for the stores to foot the bill for time and facilities charges, pro-rated at about \$200 per week per store. The manufacturers are to split the costs on talent, each getting up about \$10,000 for a 26-week period. Further meetings will make final decision on program and network.

It is interesting to note that the entire system of network co-operative broadcasts started some years ago via a co-op on the Mutual Broadcasting System (MBS), which was also sponsored by a different department store in each city. The late Ben Rocke originated the idea, together with Norman Livingston, now assistant program head at WOR, New York.

You Bet Your Life

Reviewed Wednesday (5) 9-9:30 EST. Sponsored by Elgin American Division of Illinois Watch Case Company, thru Weiss and Celler, Inc., via the Columbia Broadcasting System (CBS), Hollywood. Style; comedy-quiz. Producer, John Guedel. Directors, Bob Dwan, Bernie Smith. Writers, Hy Freedman, Ed Tyler, Eddie Mills, Emsee, Groucho Marx. Music, Jerry Fielding. Announcer, George Fenneman.

This is one giveaway show where the gifts are secondary to the emcee. With Groucho Marx presiding as a madhatter quiz master, the bright, fast-moving free-for-all adds up to wonderful entertainment. His tongue-in-cheek approach to the contestants, and astute sense of the apt ad lib gave the show a sharpness rarely associated with audience participation airers.

Judging by their repartee, most of the contestants were chosen for their non-sensitive qualities. However, a few of the comedian's rapier-like thrusts cut a bit deep. For instance, when a new bride spoke in glowing terms of her taciturn husband, Marx cracked: "Anything to say or just going to stand there and sinner?" In a kinder vein, he asked a librarian if she'd started out as a "bookie" and then punned, "Married? . . . or are you a circulating librarian?"

Graveyard Romance

The most colorful contestant was an uninhibited housewife who calmly gave her husband's profession as "gravedigger." She'd met him while taking a "short cut thru the cemetery" to follow her "hobby of reading epitaphs." Groucho's comeback: "Bet you knocked him dead."

Since all the giveaway prizes were of Elgin-American derivation, the stanza was more than commercial-happy, with the gratis adjectives of the giftees added to the regular plugs. Groucho steered a respectful distance from these pitches. And, in view of the cloying copy, it's probably just as well. Every show needs a sponsor. *June Bundy.*

Behind the Story

Reviewed Tuesday (1), 9:15-9:30 a.m. EST. Sustaining via the Mutual Broadcasting Company. Producer-director, Bill Gordon; writer, Ken Houston; narrator, Marvin Miller.

Behind the Story is another tour de force for that breakfast balladeer Marvin Miller. His homey once-upon-a-time style should provide a soothing yet stimulating a.m. audio accompaniment for that second cup of coffee.

Utilizing a quietly dramatic technique and simple wordage, Miller related two human interest yarns from his "American Picture Gallery" on Tuesday's (1) broadcast. The first concerned the Reverend Webb, who plays father to 66 kids as the paternal head of a Cushing, Okla., orphanage. The second revolved around a soft-hearted cop who took a 15-year-old boy into personal custody instead of turning him in for petty theft. The surprise tag was that today the youngster heads a big trucking outfit and has made his benefactor vice-president.

These interesting but relatively unimportant biography notes were effectively showcased by Miller's adroit vocal impersonations of the various characters and such incidental sound effects as children playing, a storm, footsteps and traffic noises. For the most part Miller's one-man show was in excellent taste. However, his high-pitched mimicking of a little girl was neither convincing nor amusing.

Three painless public service announcements were plugged during the show, including a request for veterans to be accurate when they fill out life insurance applications, a plea for "willing acceptance of jury duty" and a pitch for CARE contributions. *June Bundy.*



Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

Sisters of the Skillet

Reviewed Thursday (27), 7-7:30 p.m. Sustaining via KNBH (NBC), Hollywood. Producer-director, Jack Lyman. Writers, Ed East and Ralph Dumke. Cast: East and Dumke.

Altho Ed East and Ralph Dumke (Sisters of the Skillet) haven't worked as a team for 10 years, the radio vets' reunion on video proved that the sisters still know how to cook on the front burner. Tele show idea preemed here boasts all the good humor and informality of the old radio days plus a flavor-some recipe of new ingredients which bears promise of catching on. Show boasts enough nostalgia and sentiment so that the middle aged housewife will remember the team from the old days, plus the more direct contact offered thru the new visual medium.

There's little format or novelty in the show since standard audience interviews, contestants on stage and song sessions are integral parts of the program. Big stunt is the "listener's problem" clinic, in which the boys gag up so-called problems sent by listeners and interview letter writers. On the show caught the problems centered around a husband who wouldn't acknowledge his wife's culinary talents and the wife who complained that her husband ate his meals too quickly. Stunts and situations were on the silly side but well executed. Giving seat sitters a chance at the mike and lens and awarding goofy prizes was another light touch.

Team showed surprisingly little stiffness despite their relative inexperience in video. Showmanship and delivery perfected thru the years served the lads well, especially East, who dominated the work. Dumke, however, ably held his own.

Show will never be a great epic, but for family type entertainment Sisters is bound to win friends and may snag early sponsorship. *Alan Fischler.*

Catalog Quiz

Reviewed Monday (10), 6:30-6:45 p.m. Sponsored by the Spiegel mail order house on WGN-TV, Chicago. Producer-director, Barry McKinley; writer, Louise Slobe. Agency, Schwimmer & Scott. Cast: Eddie Hubbard and Eleanor Engle. Aired Monday thru Friday at same time.

This is the kind of program which indicates the overcommercialism of some AM shows is finding a counterpart in TV. It proves that altho the NAB has never been able to successfully police radio and reduce commercial announcements in all quarters, it ought to start going after telecasters, too. Except for a couple of songs by Eddie Hubbard, program's co-conductor and local radio disk jockey, the program is a straight commercial.

The fact that some time is devoted to conversations with viewers participating in a giveaway quiz doesn't make it any less commercial, because thruout each conversation there are plenty of references to the sponsor's products.

Show is built around the giveaway (it needs a giveaway to pull viewers), demonstration of Spiegel products and references to the fact that viewers may receive a mail-order catalog by calling a certain number.

About the only thing in value is Hubbard's singing and clowning. Miss Engle is too cloyish and attempts to be too charming. Planning is ultra simple. The pair

Lionel Barrymore at Home

Reviewed Tuesday (25), 7:15-7:30 p.m. E.S.T. Aired Tuesday, Thursday and Saturday. Sustaining via WMGM, New York. Director, Paula Stone; writer, Robert Eisenbach; announcer, Dick Simmons; commentator, Lionel Barrymore.

At Home With Lionel Barrymore is one of the best shows in MGM's line-up of "movie name" radio transcriptions. The thrice-weekly series, which alternates with George Murphy's *Good News From Hollywood*, has a homespun folksy quality, and should have strong listening appeal for family audiences.

Barrymore, a top flight flicker star who is equally at home in radio, gave the intelligent, tightly written script a masterly reading. Rambling along in his familiar gruff-exterior-with-a-heart-of-gold style delivery, the veteran actor waxed philosophical about the relative beauty of the view from his window (the Glendale garbage dump) and a painting by Picasso; advised a would-be actress that heredity has nothing to do with success ("Actors are born. Everyone is born, so everyone must be an actor"), and quoted a homey verse about the joy of spending an evening at home.

None of it was very profound, but the actor's relaxed assurance and artful timing gave his words an authoritative ring. However, the sincerity of the Barrymore pitch was somewhat marred by his obviously contrived, tho effective, grunts, chuckles and other sub-vocal utterances. *June Bundy.*

enter thru a blow-up of a catalog cover, sit at a desk for most of the show and back out the way they came in. The only trouble is that they back out about 15 minutes too late. *Cy Wagner.*

Armed Forces Hour

Reviewed Sunday (30), 5-5:30 p.m. EST. Sustaining over National Broadcasting Company (NBC). Writers-producers for the armed forces, Maj. Robert Keim, USAF, and Lieut. Ben Greenberg, USN; NBC producer-director, Charles Christensen; technical director, L. A. McClelland; announcer, Lieut. Casimer Bielski. Cast: Corp. Jim Danielson, USAF; Yeoman 1/e Wilma Marshall, USN; speakers, Stephen T. Early, Wilfred J. McNeil, Tracy Voorhees, John T. Koehler, Eugene M. Zuckert, William Frye.

This new series is dedicated to informing the populace about the workings of the Department of Defense, or where has that tax money gone, anyway? The initial opus was directed at clarifying just how the armed forces have been able to spend \$13,000,000,000 in taxes this year, and why they should get more from the average guy come next March 15. As a documentary effort at disclosing how the cash goes, it was quite satisfactory. As a means of convincing the public that it won't hurt a bit when the next tax forms have to be filled out, it was somewhat less successful.

Film was utilized in showing the manifold activities of each department, all of which require cash. The Messrs. Voorhees, Koehler and Zuckert, respectively the Assistant Secretary of Army, Navy and Air Force, read their pieces on why each service is worth every cent it gets. It sounded as tho the boys were carrying their competitive feud right onto the program.

Too Talky

One device used well was a pie chart, showing the split-up of each service's dollar into the varying percentages used for its different needs. As each slice was explained, film was worked in showing that particular operation.

All in all, however, the show was much too talky, with some of the participants cursed with uncertain or halting delivery, and others just plain dull. It is clear that a show of this type is considered good public relations by the department of the government which takes one-third of the total budget. But the techniques employed are too ordinary and unimaginative to hold the typical viewer's attention. And without that, the sales job attempted cannot succeed. *Sam Chase.*

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Headquarters

Reviewed Friday (28), 7:30-8 p.m., EST. Sustaining via WPIX. Producers, Chick Vincent and Gerald Law. Directors, Carl Eastman and Cledge Roberts. Writer, Charles Speer. Cast: Chester Stratton, Frank Thomas, Casey Allen, Elaine Rost, Nel Harrison.

Headquarters, a new mystery series written by Charles Speer, has good dialog and competent thesping, but these virtues were overshadowed on the preem broadcast by uneven pacing, dull stag'ing and unimaginative camera work. Author Speer was partly to blame, since his talky script, which provided little or no action, was poor television. Last Friday's story hinged on a rather flimsy plot premise. An old miser was killed, and his whimsical murderer gave headquarters an advance tip, via a phone call, so the police could listen in on the actual shooting. The series' hero, Inspector Hammond (Chester Stratton), rushed right over, of course, and the remainder of the play followed thru on his interrogation of the suspects—a white-haired old lady, the victim's sister-in-law (Nel Harrison); a nasty nephew (Casey Allen); a pretty niece (Elaine Rost) and her fiance (Frank Thomas.) The fiance was the voice on the phone, and was pegged as the main suspect by Hammond. The message turned out to be a phony, tho (he'd made a recording for a church play!), and the nephew was finally spotted as the killer. The sweet little old lady provided a melodramatic finish by shooting the nephew, then gasped out a hammy death-bed confession and expired of a convenient heart attack.

Casey Allen Stars

Static lensing forced the cast to rely far too much on mugging for plot motivation. Top acting honors, tho, went to the champion mugger, Casey Allen, for his slimy savoir faire as

News Viewpoints

Reviewed Monday (24), 8:15-8:30 p.m. Sponsored by the Uhlemann Optical Company on WGN-TV, Chicago. Agency, George Hartman. Moderator, Spencer Allen. Producer, Lloyd Ellington. Guests, Maurice Franks, editor, Partners Magazine; Bob Siegrist, WGN news analyst.

This show seems to suffer from one fault: It's not long enough. Program's subject matter was devoted to a discussion of current controversy over contributory vs. non-contributory pensions for union labor and was treated in a sketchy manner. At show's end there were still many questions unanswered.

Show is simple in format and production. Two experts, moderated by Spencer Allen, engage in discussion of newsworthy topics. Camera work and direction is simple and consists of getting pictures of debaters in action.

Altho this in itself does not constitute excellent visual material, results of adding pix to sound give added impact to a basically radio idea.

Maurice Franks, *Partners Magazine* editor, was especially effective in upholding his viewpoint that non-contributory pensions were socially and economically sound. Bob Siegrist, WGN news analyst, was far more ineffective.

To be educational or stimulating a show of this type should run at least a half hour. *Cy Wagner.*

the smiling heel of a nephew. The show's incongruous ad-lib tag was its brightest spot. With five minutes still to go, buoyant John Tillman, WPIX's chief announcer, casually strolled onto the corpse-strewn stage and curtain-called the entire cast, dead 'uns and all. On paper it sounds like an ungodly idea, but the telegenic Tillman carried it off with such spectacular success that the stunt may be incorporated as a regular part of the series. *June Bundy.*

Tropic Holiday

Reviewed Friday (28), 11:20-11:50 p.m. EST. Sponsored by Winston Television Stores, thru Sternfield-Godley Agency via the National Broadcasting Company. Producer, Lew Dahlman; director, Lew Dahlman; writer, Jesse Marks; narrator, Sandy Bickert. Cast: Esy Morales and orchestra, Lenore, Cordova, others.

Tropic Holiday is an ambitious little low budgeter which still hasn't realized the full potentialities of its fiery Latin-American talent line-up, headed by Esy Morales' band and a troupe of uninhibited dancers.

Last Friday's show was so tightly programed with the agile hipswinging antics of the latter that the Morales aggregation was virtually reduced (visually at least) to "playing the show." With the exception of one brief close-up (superimposed at that) of flutest Morales, the camera completely ignored the band which, considering the fact that Morales is the only real "name" on the bill, was strange staging strategy.

Bright Pacing

Musically, tho, the Latin maestro was always with it, and his exuberant tempos sparked brisk, bright pacing for some of the sexiest terping ever seen on television. Comedy honors went to a chunky Cuban cutie with a Clara Bow hair-do and her pint-sized escort. However, the effectiveness of this frenzied terping was frequently marred by the dancers' tendency to prance right out of camera range.

The tropical motif was carried out via a variety of inexpensive beach settings, projected slide transparencies, an urban beachcomber as narrator and credits etched on parchment map paper. The illusion sets looked like the real thing and one of them, a glowing sun-lit cloud formation, was strikingly beautiful.

Bickert Narrates

Narrator Sandy Bickert's lazy delivery was in the best romantic tradition of the travelog, but he should curb those references to a hidden script. They shatter the illusion.

In dubious contrast to the show's Latin-American theme, the Winston Television Stores commercials were strictly U. S. A. in style. A collegiate-looking serviceman pointed out the technical features of various Stromberg-Carlson TV sets to a shrill-voiced fem customer, with appropriate camera close-ups of the models. The lad was quite tele-wise, but the gal's gush was too obviously phony for a convincing sales pitch.

June Bundy.

Hollywood Premiere Theater

Reviewed Thursday (20), 8-8:30 p.m. EST. Sustaining via National Broadcasting Company (NBC)-TV. Producer-director, "A Doctor's Patience," John Gaunt; scripter, Arlene Harris. Cast: Arlene Harris and Ken Christy. Producer-director, "Hey, Sweeney," John Gaunt; scripter, Sid Dorfman. Cast: Bob Sweeney, Jody Gilbert and Danny Richards Jr.

The National Broadcasting Company (NBC) will have to produce stronger programing in the prime 8-8:30 Thursday night slot, if it wishes to build an audience for the time. The fact is that the two 15-minute films on the *Hollywood Premiere Theater* hardly rated showing on a top TV station in this day of higher standard video programing.

The first, called *A Doctor's Patience*, may well have been renamed *An Audience's Patience*. The oft used Shakespearean title, "much ado about nothing," about sums this one up. The story, what there is of it, concerns itself with a doctor's wife who finds that her husband can't go to the theater because, as usual, he has to take care of a patient. What few gags there were got lost in the shuffle of dull dialog. Tho 15 minutes is short to develop a story line, it is a job that TV scripters must face. (See *Hollywood Premiere* on page 12)

Hold That Curtain

Reviewed Wednesday (27), 9:30-10:30 p.m. Sponsored by Trav-ler Radio Corporation over KLAS-TV. Sold direct to dealers. Co-producers, Al Gillis and Ken Edwards. Director, Al Gillis. Camera director, Joe Landis. Cast: Benny Rubin and amateur talent. Guest judges this show: Pat Hogan, Jack Bailey, Estelle Taylor.

This show went nowhere and took a tedious hour to make the trip! Nothing more than a warmed over version of standard amateur talent shows, *Curtain* holds little claim to originality and offers almost no production. All that saved it from being a debacle was the strained presence of Benny Rubin, as emcee, who tried valiantly to make the show move.

Gimmick in the show is substitution of a curtain for the more familiar gong, and addition of a panel of judges who voted winners. Fact that talent was mediocre for the most part didn't help matters, added to the obvious lack of rehearsal and camera plotting. Time and again Rubin was forced to ask, "Will the camera follow me over here?" indicating either lack of confidence in the production staff or prior knowledge that the show had been poorly plotted.

Indicative of uncertainty of the show's potential was the fact that the producers had to bring in a professional performer who deliberately did a turn poorly and got the curtain. Naturally, act was brought back later to vindicate himself. This phony device went out during the old Major Bowes days and has no place in video.

Plugs for Trav-ler tele sets were done live twice during the show, augmented by local dealer plugs worked in by having each act "sponsored" by a radio-tele dealer. Act came on carrying a placard with dealer's name and biz location. Gimmick was okay for a while but became tiresome near the show's end. Camerawork, production and musical background were under par. *Alan Fischler.*

The Ford Theater

Reviewed Friday (4), 9-10 p.m. EST. Sponsored by the Ford Motor Company, thru Kenyon G Eckhardt, via the Columbia Broadcasting System. Producer, Garth Montgomery; director, Mark Daniels; adaptation, Max Wilk; settings, Sam Leve; music, Cy Beuer; announcer, Nelson Case. Cast: Judy Holliday, Paul Stewart, Marsha Hunt, Richard Hart, Chester Stratton, Robert Pike, William Brower, Salem Ludwig, Lawrence Fletcher, Ruth McDevitt, Martin Tarby, Roland Wood, John Becher, Elizabeth Eustice, Rodelle Heller, Logan Ramsey, others.

Smooth, slick and zippily paced, *Ford Theater's* video version of *She Loves Me Not*, starring Judy Holliday, could hold its own against the best offered by films or legit.

The mechanical side of the elaborate production was so well oiled that audiences were accorded the unique experience of viewing the tele-play as pure entertainment, without the distraction of awkward scene changes, worried actors, miscues or nervous lensing, conclusive proof that TV has graduated from the freak novelty class to become a first-class art medium in its own right.

Back in the early '30s *She Loves Me Not* was first a legit play, then a movie with Bing Crosby and Kitty Carlisle. However, Howard Lindsay's breezy comedy about a chorus girl demoralizing the Princeton campus might have been specially written for Judy Holliday, who televises like Lana Turner with a "Miss Duffy" sound track. As the dizzy blonde night club canary, who took refuge in a Princeton frat house after she's been eye witness to a gang murder, the gal was just plain wonderful. Her comedy timing and extra bits of stage business were scaired down to TV size with amazing accuracy.

Flicker actors Paul Stewart, Richard Hart and Marsha Hunt headed a large supporting cast, and Stewart's (See *The Ford Theater* on page 12)

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WNEW

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NTC Plans Industry Pact Huddles for TV Writers

NEW YORK, Nov. 5—The National Television Committee (NTC), representing video scripters thruout the country, this week was making plans to go into negotiations with TV employers about January 1 for a pact covering its members. The NTC was set up by the Authors League (AL) to take over jurisdiction of video writers. The org expects to negotiate on an industry-wide basis, not separately with networks and with agencies as contracted by the Radio Writers' Guild (RWG).

The TV scripters' org strangely enough considers that, at the moment, subsidiary rights to video material is of greater importance than getting high minimums for scripts. This is because video writers believe that they may realize more dough for subsidiary rights than TV can pay at present. TV is already showing signs of producing a great deal of material that can be used on other mediums. For example, several of the sketches already seen on TV's *Inside U. S. A.* are being considered for legit revues.

Subsidiary Rights

Then again TV scripters foresee a great demand for their material from little theaters and amateur groups, always a lucrative secondary source of cash for dramatists. In addition, they also believe that legit, films and night clubs will also draw upon TV for some of its material and thus wish to make sure subsidiary rights are in the possession of video scripters.

The NTC is expected to ask about the same minimums for video scripts that the RWG gets for its members. The RWG minimums are about \$250 for a half hour dramatic show and \$500 for an hour dramatic program. Top TV shows now generally pay more than these minimums.

Generally, the NTC has found that the problems of video writers are

closely identified with those of dramatists rather than radio writers. Therefore, the NTC is using the lessons already learned by the Dramatists' Guild for guidance in any pact.

AM Winning Over Video's Threat of KO

Costs No. 1 of 5 Factors

(Continued from page 3)

Point 1 is that 1950, presupposing settlement of major strikes, is unquestionably going to be a buyers' market. When such a condition exists, the need for advertising to move goods increases and with that need, a need for national circulation at as cheap a cost as possible. Radio is still far and away the cheapest of all ad media.

Point 2 is that 1950, presupposing settlement of major strikes, is unquestionably going to be a buyers' market. When such a condition exists, the need for advertising to move goods increases and with that need, a need for national circulation at as cheap a cost as possible. Radio is still far and away the cheapest of all ad media.

Point 3

Point 3 is that the greatest tele show in the world doesn't mean a thing in markets where it can't be seen. Consequently, dealers in such markets get no benefit out of the heavy tele expenditures, and still need the radio campaigns behind them.

Point 4 is that tele is rapidly providing its own bottleneck thru no fault of its own, in its limited network facilities. Irrespective of whether this is blamed on the phone company for its limited coaxial cable features, or on the Federal Communications Commission (FCC) which, unable to lift its allocation freeze, has frozen TV expansion to an almost paralyzing extent, the fact remains that providing a tele network at advantageous times is growing increasingly more difficult.

Kinescope Problem

Coupled with this last factor is still another, the kinescope problem. The quality of the kines is highly strained, at least it seems to be a strain on many viewers' eyes, and advertisers aren't happy about it.

Point 5 is that the terrific publicity payoff which greeted and account's advent into tele no longer applies. Along with this, the need to experiment on production is far less pressing than it was a year or so ago, since techniques have improved so much in the past year. But content in TV hasn't improved correlatively, and TV tires viewers far more quickly than radio tires listeners.

And one final factor is one of necessity—it's that radio, especially network radio, has to stay healthy. If may lose accounts to video here and there, and some part of its audience, but without radio to pay the bill, what happens to tele?

MBS AD DRIVE

(Continued from page 7)

has a different type of operation and organization than the other networks. It offers advertisers values they can't get elsewhere. Mutual is also introducing a new trademark, a plus sign topped by a sort of cartoon-head microphone. Pitches will be made on the basis of MBS's lower cost, greater flexibility, availability of point-of-sale plugs via local cut-in announcements, coverage and 300 one-station markets.

Program Comment

"Dragnet" (National Broadcasting Company) is a shrewdly paced, tersely written documentary series, dramatizing cases culled from the Los Angeles police files. Brilliant underplaying, authentic-sounding dialog and a dramatic musical score sustain a realistic sense of suspense from "crime to punishment." Last Thursday's (3) engrossing drama was based on a 12-month hunt for the boss man of a "paper-hanging" (forgery) outfit, who used "dames for pushers." Each show is dedicated to a policeman who died in the line of duty. The slick Fatima commercials stressed the superiority of Turkish tobacco and plugged the line, "best of long cigarettes."

Its rugged individualism still unsullied by the Puerto Rico point of origin, "Duffy's Tavern" is still Duffy's, with Archie's (Ed Gardner) unparalleled mastery of the malaprop, Miss Duffy's nasal-pure Brooklynese and the rest of the "elete" character line-up intact. Last Thursday's show moved fast with some sharp lines and smoothly integrated commercials for Blatz Beer. Relying on incongruity for most of its laughs, the script had Archie wrestling with the Muse. He'd promised to find a poet to lecture a group of fem patrons but his bid for Edgar Allen Poe's services was rejected. Archie finally tagged a mad plumber and, in the process, tangled with a variety of garbled quotations, parodys and puns, i. e., "Do you know Poe's 'Raven?'" . . . "I didn't even know he was dead."

With three of radio's most relaxed performers broadcasting for Chesterfield, Arthur Godfrey, Bing Crosby and Perry Como, the cig company has apparently cornered the market on limber mike tonsils. Last Thursday night (3) Godfrey guested on Como's "Supper Club" show (10 to 10:30 p.m. EST, NBC), and it should come as no surprise that the results were thoroly satisfying. The show's \$1,000 giveaway for identifying Chesterfield's "star of the week" went to a house frau in New Mexico, but the gimmick was strictly incidental to Como's mellow vocalizing (with a commendable assist from the Fontane Sisters and Mitch Ayres' ork) and his ingratiating gab session with everybody's man Godfrey. Godfrey warbled a schmaltzy little ditty about some "scattered toys," then combined forces with Como on a parody plug for Chesterfields, a la "Hawaiian war

chant." The latter number had more sales appeal than any of the regular plug-happy commercials.

Camel cigarettes' "Screen Guild Theater" (National Broadcasting Company, Thursday, 9 p.m.), sparked by the name bait of flicker stars Linda Darnell and Paul Douglas, did the adaptation of "Letter to Three Wives" this week. It was slickly scripted, well staged and thoroly entertaining. The zingy-paced script utilized most of the film's biting laugh-lines but condensed two of the fraus down to mere bit parts. As the wise girl who'd married for money but later fell in love, Linda Darnell was convincingly hard-headed and soft-hearted. Top acting honors, tho, went to ex-announcer Douglas, who obviously knows his way around a mike.

THE FORD THEATER

(Continued from page 10)

portrayal of a screwball Hollywood press agent was second only to Miss Holliday. Hart shrewdly underplayed his college boy role, and Miss Hunt's dignified charm as the dean's daughter provided an effective contrast to Miss Holliday's dumb dame. Other cast standouts included Elizabeth Eustice as Hart's stuffy finance, Salem Ludwig as a moronic gangster and Chester Stratton as the pal who persuaded his film exec father to make the chorus gal a movie queen.

Marc Daniel's direction was brilliant thruout, and some of his more imaginative touches were pure inspiration. For instance, Hart was photographed sighing over a picture of his glamorous finance. Then the camera panned to the girl herself, covered with cold cream and snarling catty asides to her mother.

The conventional Ford commercials followed the show's established policy of two specialized pitches, one for men, the other for women. Last Friday's masculine plug stressed the values of "Ford's bonus-built trucks," and the fem spot paired Schiaparelli-designed gowns with "the fashion car of the year." Both commercials were smoothly executed, but the play itself was Ford's best sales pitch.

June Bundy.

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HOLLYWOOD PREMIERE

(Continued from page 10)

The script also contained one character, a plumber, who could easily have been cut out since he did not contribute to story, situation or comedy.

The acting, especially by Arlene Harris, was several grades above the script. The trick, however, of having her speak directly to the audience near the end of the story broke whatever mood had already been established.

Hey, Sweeney, the other film, can be characterized as idiotic comedy. This is one of those concoctions in which the very young son is a precocious, spoiled brat, while the father couldn't pass an I.Q. test for morons. The comedy naturally is on the latter level.

This situation reaches its climax when Sweeney, the father, brings home a mongrel to act as a watchdog. He begins training the mutt, but his son, Lucifer, starts to train the old man who mounts a chair in terror as the brat says, "up, up." And when Sweeney says he's going to leave the house the little horror pipes up, "I'll drink to that."

Bob Sweeney actually manages to wring some laughs from the deplorable material.

The film was very grainy.

Leon Morse.

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Sales Potentials Mount as One Medium Helps the Other

By Joe Martin

NEW YORK, Nov. 5.—Despite the furor some months ago because of the fear that three different record speeds would ruin sales of records and appliances, radio, phono and TV dealers who saw a black future for record player and console combinations sales have turned out to be wrong guessers. Actually the so-called record industry "confusion" has resolved itself into a large hypo for all segments of the radio, record and television industry, and dealers are benefitting by increased sales of records and players.

The terrific figures being racked up in video sales have, at the same time, also aided the disk market. Top figures in manufacturing and distributing are now talking about the "interdependence of all phases of the home entertainment field."

The general feeling seems to be that sales of radios, television sets and phonograph records will remain good all thru 1950—even the usual summer slump is not expected to be as severe as it has been. The basic reason for the confident predictions being made is the part video has played in reviving home entertainment for the family. With more people staying home to watch television—and not always finding wanted programs on the screen—record players are getting plenty of attention. At the same time that interest in television brought the public into their local shops, the new record speeds and all the attendant promotion also acted as traffic builders for the retailers.

Customers Created

As video receivers found their way into the homes, many new set owners also became dissatisfied with the quality of their old radio-phono combinations and ordered new ones or just bought record-playing attachments for their TV sets. Many also purchased large console models that combined radio, phonograph and television. In every instance, it is shown, a new record buyer was created.

Except for close-outs of 1948 and early 1949 models, the trade is finding it increasingly difficult to obtain radio-phono sets that are equipped with one-speed record players. Despite much jockeying among set manufacturers and record companies in the desire to jump on the "right" bandwagon in the record speed situation, there are now only two major set

producers who are not including three-speed changers in their radio and television consoles.

Irrespective of whether the record-buying public took sides in the record controversy, the American desire to "keep up with the Joneses" also is being pointed out as an added sales incentive for radio, record and television dealers. Talking up television, FM radio and the new disks has created a social demand for all three rather than a cultural demand.

Retailers who have seen the sales potential in this new home entertainment rise, have worked on selling record-playing attachments to their video set customers—or even giving them away. Other dealers have packaged players, disks, radio and video sets in various forms in order to create additional interest and additional sales.

Mobile Showroom Boosts Set Sales By 75 Per Cent

YOUNGSTOWN, O., Nov. 5.—Sales of video sets, radios and radio-phono combinations have gone up 75 per cent since dealer David Edward, owner of the Record Shop here, bought a small delivery truck and converted it into a mobile showroom. Edwards' ingenuity and the aid of a local auto-body firm made the simple conversion and the showroom-on-wheels now carries three TV or radio combos and a dozen radio sets.

Previously, Edwards had experimented with rental programs, store parties and free home demonstrations. The each of the merchandising efforts was moderately successful, none offered a high sales impact at a comparatively low overhead cost. Rentals and home demonstrations involved fairly high transportation costs, while store parties didn't pay off in enough sales.

Special equipment includes a portable antenna tower which can be cranked up to a height of 70 feet, making it possible to pick up telecasts from stations as far away as Cleveland and Pittsburgh. "I believe this is the most important requirement for a rolling showroom," Edwards said this week. "The most glamorously furnished mobile unit has no value unless reception is equal to that which the customer can obtain in his own home."

The truck accommodates eight persons, using aluminum furniture and built-in benches over the rear wheel housing. It takes about 20 minutes for the driver and salesman to "set up" in a residential community. Tours are scheduled in advance and the neighborhood is informed when the truck will visit it.

The Record Shop concentrates on suburban districts, where potential buyers may be wary of video for fear of poor quality reception. It will take about three months to amortize the cost of the truck, according to Edwards.

Knobby Idea

PHILADELPHIA, Nov. 5.—Earl Muntz, selling Muntz television sets direct to the home buyers, is mailing knobs from his TV sets to prospective customers with a Mae West come-on attached, reading:

"Why don't you call and let us come up and see you some time with the rest of the set?"

Mercury Intros Four Portable Record Players

CHICAGO, Nov. 5.—Mercury Records here will enter the record-player field when its 36 distributors start to handle a line of four portable disk players. Working with Trylon Radio Laboratories, Philadelphia, Mercury will distribute a 78 r.p.m. player in a fabrioid carrying case with a speaker under the turntable. It will retail for \$19.95. A deluxe model with a side speaker will retail for \$29.95.

A three-speed player with the speaker under the turntable in a fabrioid case will list for \$29.95, while the deluxe model with side speaker will retail for \$39.95. The line, which will be known as the Mercury Four-Star, is manually operated thruout. The three-speed players will carry one standard spindle, with a spider provided to play 45 r.p.m. platters.

Trade-Ins Due Soon on Video

CHICAGO, Nov. 5.—The old radio industry sales technique on trade-in allowances for used models is expected to become a definite part of the pattern of TV selling within a few months, a check of dealer sources in this area has revealed. Trade-ins had been used by some dealers until the beginning of the present period of short supply and heavy public demand, but in the past few months, with many dealers able to make sales practically on their own terms and at list, the necessity for trade-ins has just about stopped. After the first of the year, however, when supply is expected to meet demand on a more normal basis, and when retail selling becomes competitive, dealers are expected to use trade-in policy more and more, especially in old TV markets.

A check revealed that some stores here had been allowing liberal trade-ins up to 50 per cent of list until just a few months ago. Many appliance-radio-TV stores have used the practice; department stores have practically ignored it. The policy has been most prevalent in stores selling radio and TV only, with those in large shopping areas of keen competition being the leaders.

The more saturated a market becomes the more TV trade-ins will be made. To date trade-ins have been requested by set owners desiring more advanced models or larger screen sets.

Sept. Radio Sales Up 5%

WASHINGTON, Nov. 5.—September income of radio and appliance dealers was 5 per cent above August and approximately equal to that of September, 1948, the Commerce Department reported this week. For the first nine months of the year business was off 4 per cent from the comparable period last year.

Zenith's Bonfig Blasts Hope for Early TV Color

(Continued from page 7)

around the corner. Other trade sources speculated that Zenith, like other manufacturers, was opposing color in order to assist maintenance of heavy sales volume of black and white sales enjoyed by the industry in the past few months.

Indicating that color TV prices would be too high for the general public, Bonfig stated that the 22 experimental sets his company had built for CBS early this year (the ones used in Atlantic City) had been manufactured at a net loss of \$15,400 even tho the network had been charged \$1,000 per receiver.

Concerning the various color systems proposed to the Federal Communications Commission, Bonfig said that the ones built for CBS had employed revolving mechanical disks, and that to produce a 16-inch direct-view picture, this system would require a 36-inch revolving disk.

"Black and white television started over 20 years ago with revolving disks," he added, "but got precisely nowhere until an all-electronic system was found which eliminated those revolving disks. I do not believe that, in color television, we are going to take a step backward to the revolving mechanical disks of yesteryear."

Bonfig also emphasized a need for a color system that would be compatible with the present black and white system, and stated that the final system must be one under which "any of the millions of receivers now owned by the public can receive at least a good black and white picture from color broadcasts, and that in addition can be converted at moderate cost to color transmission."

Little Improvement In New Sets—Pokrass

NEW YORK, Nov. 5.—Despite all the promotion and ballyhoo surrounding the introduction of new video receivers by all manufacturers, very little has been added to the TV receiver of late that materially improves reception quality according to Louis I. Pokrass, chairman of the board of the Tele King Corporation.

Pokrass pointed out this week that altho such video advances as projection systems, shortnecked tubes, picture enlarging devices, rectangular tubes and built-in antennas were all on the industry's credit ledger, the quality of the picture on the average set is no better than it was a year ago.

Town Meetings Hypo Servicemen's Training

WASHINGTON, Nov. 5.—Progress in training TV and radio servicemen has been advanced five years thru Town Meetings, R. C. Sprague, chairman of the Town Meetings' committee of the Radio Manufacturers' Association (RMA), said this week. Each of the three night sessions of the Town Meeting in Washington this week was attended by 800 service technicians.

Opening the sessions, Sprague told the meeting that, because of the work of the committee, "our educational activities today are at least five years ahead of where they would have been otherwise." The local Town Meeting was sponsored jointly by RMA and the Washington Electric Institute.

FM Manufacturers Chided for Lagging

WASHINGTON, Nov. 5.—The FM Association (FMA) issued a new blast at set makers this week, claiming that they "are courting economic suicide by stubbornly ignoring public demand for thousands of FM receivers." Increasing demand has created a continuing shortage of FM sets among dealers in a number of areas around the country, FMA said.

FMA stated that broadcasters have discharged their obligations to the public in providing reception thru their more than 740 outlets in 451 cities. "Now it is time for the manufacturers to pick up the ball and produce the sets," FMA declared.

Look for Revival Of Tele Trade-In Policy in New Year

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The more saturated a market becomes, the more TV trade-ins will be made. To date trade-ins have been requested by set owners desiring more advanced models, or larger screen sets.

Dealer authorities, such as Clif Simpson, of the National Appliance & Radio Dealers' Association, predict that New York, Chicago, Philadelphia and Los Angeles will be centers of trade-in selling.

Exaggeration in Ads For TV Sets Decried

PHILADELPHIA, Nov. 5.—Operators of local television stations, in off-the-record comments, are expressing grave concern over the exaggerated claims for television made by dealers in newspaper advertising. The same concern, it is said, is also being shown by the set manufacturers. All are agreed that with the approach of the Christmas shopping season when television sets will be high on the buying lists, it's time for dealers and manufacturers to establish a code of ethics for advertising.

Oddly enough, many complaints from viewers are directed to the television stations instead of to the dealers. Moreover, industry leaders are unhappy over advertising copy which takes some not-too-subtle jabs at the sets of other manufacturers to create the impression that "our" sets are the "only reliable ones." There's enough business for everybody, it is pointed out, and the knocking against others, instead of boosting the entire industry, must eventually kick back at the industry itself.

Apart from the fabulous claims made for television sets, which hurt most in sales to those in the fringe areas, much concern is also being expressed over the "easy payments" copy that predominates in the newspaper ads today. For the most part, the ads never explain what is involved in the quarter-a-day selling plan, and there is much concern over the set buyers' attitude toward television when they find out exactly what is involved when they buy a set for "25 cents."

B'port Shop Has TV Theater

BRIDGEPORT, Conn., Nov. 5.—Lederer's Inc., one of the largest television, radio and record shops here and the first to show television in Bridgeport, has outfitted a television theater in their store basement, with the public invited to drop in at any time. Recently all shoppers were given numbered slips and at a drawing held on the stage of the Loew-Poll Theater, a television set was awarded the lucky number holder.

Personnel, Products and Prices

The Graybar Electric Company has been named national distributor for Altec Lansing Sound Products. Items to be handled under the new set-up include microphones, loud speakers, horns and reproducing equipment. . . . The Mory Sales Corporation has been named Southern Connecticut distributor for the Andrea line. . . . Jules A. Danto is the new market representative for the radio, record and television departments of the R. H. Macy corporate buying division. . . . James C. Frye II has been appointed sales representative in Michigan and Toledo for the Starrett line. . . . DuMont has prepared gift certificates as part of the company's Christmas promotion campaign. . . . William Vassar has been promoted to chief engineer of Emerson. . . . RCA Victor announced a new and small radio-phono combination to retail at \$99.95. The set contains an AM only radio, 45 r.p.m. record changer and storage space for 18 albums. . . . M. D. Television, Inc., has been chartered by the Delaware secretary of state to deal in radio and television sets. . . . The newly issued catalog of the Masters Mart, New York discount house, contains listings of over 250 different radios, phonos, TV sets, record players and wire recorders. All items are carried with list prices only. . . . The new \$90,000 Schubach Television Center opened in Salt Lake City Friday (4), featuring five television "theaters" with a combined seating capacity of 1,500. . . . Television Corner, Cleveland, offered \$150 trade-in on any radio, TV set or record player toward the purchase of the Westinghouse Model 207 console combination. No price was listed on the new set.

Frankel Bros. has opened new and larger showrooms at 41 South 52d Street in West Philadelphia. . . . Mort Farr, Upper Darby, Pa., dealer, is now sponsoring the "Wit's End" television quiz show with Donn Dennett on WCAU-TV Sunday at 12:30 p.m., for a half hour. . . . Waterman Products Company presented a demonstration with lectures on "TV signal tracing and the oscilloscope" at a meeting of the Philadelphia Radio Service Men's Association on November 1, with William Waterman, Martin Silverman, Bernard Schuman, William West, Rollin Cooper and Dan Kurshman the speakers. . . . The Shryock Radio & Television Company, Philadelphia, put on a showing for the first time of the complete Capehart line. . . . Door prizes were given at the opening of new showrooms of Aerolux at 5805 Germantown Avenue, Philadelphia, with the Philco line featured for the opening. . . . Nitery comic Joey Adams and movie star Peter Lawford, in town for the opening of "The Red Danube," paid a visit to Bob Wasserman's Philadelphia Television Sales Center, bringing newspaper photographers to the spot. . . . Harry Bortnick spends all his time as advertising manager for Raymond Rosen & Company, RCA Victor distributors, but he won an Admiral television set as third prize in a national contest for advertising men.

Six new Crosley sets will be introduced in the next few weeks at a dealer showing in New York. Among the new sets will be a 16-inch console at \$499 and other 16-inch, 12½-inch and 10-inch sets. The sets will feature built-in antennas, curved fronts on console models and two control knobs positioned to avoid stooping in tuning the set. . . . Permo, Inc., has started a regular series of bulletins to apprise all interested industry officials of developments in the record needle field. . . . The Goldblatt Stores chain of 15 Chicago shops is now handling the Starrett line. . . . Raytheon has raised the price on two TV models. Models 1601 and 1602 are now \$10 more. . . . Philco sales and net income for the third quarter of 1949 are below the figures for the same period last year. The company statements attributes the reduction to a two-week vacation shut-down during the summer and the high cost of retooling for the 1950 line of receivers. . . . Motorola-New York is now showing a new 16-inch console to retail at \$349.95, the deliveries are not yet being made.

Hope Springs--

WASHINGTON, Nov. 5.—Comedian Bob Hope has accepted the position of honorary president of the National Television Dealers' Association (NTDA), Executive Director Edwin A. Dempsey told *The Billboard* yesterday (4). Hope holds a DuMont distributorship in California. The comic was asked to take the post because "he is the most widely known television merchant in the country," Dempsey stated, adding: "His all-prevailing cheerfulness will aid us greatly in our efforts to help build a greater television industry."

Dealers Bid for Vet Bonanza Via Credit

NEW YORK, Nov. 5.—Despite peak sales in both radio and television, dealers are preparing to take full advantage of the insurance dividends to be paid January to ex-servicemen. More specifically, dealers are attempting to cash in on the vet's bonanza during the coming Christmas selling season, altho payments to ex-G. I.'s won't be made until a month or two later.

One of the techniques being employed is telling the veteran that he can buy now and pay later, when he collects his government check. Veterans are being told that they need only show their insurance certificates, dividend application and the latest

NARDA Backs H'rd Area Dealers' Meet

HARTFORD, Nov. 5.—The first meeting of its kind for the appliance-radio-television industry in this area is scheduled for Wednesday (9) at the Hartford Club. The event is being sponsored by the National Appliance and Radio Dealers' Association (NARDA), with distributors and dealers to attend the joint meeting.

George E. Arcand and Samuel K. Lavery, local dealers and co-chairmen of the arrangements committee, said the meeting is designed to achieve four objectives: First, thru panel discussions, to aid the dealer in improving the operation of his business; second, to serve as a medium of helping dealers become better acquainted with each other; third, to create a better relationship among distributors, manufacturers' representatives and dealers, and fourth, to show the need for organized co-operation among dealers.

According to Clif Simpson, managing director of NARDA, the hiring and training of salesmen would be an important subject for discussion. There is an existing need, he said, for approximately 100,000 additional salesmen in the retail appliance and radio industry. This shortage, he noted, has existed since its creation during the war years. The panel discussion would evolve around the best methods for recruiting this force and proper training.

premium receipt. Dealers then issue credit up to the amount of the expected dividends. No interest is charged.

TV Investment Trust Surveys '49 Set Output

CHICAGO, Nov. 5. — Principal American television manufacturers will produce a total of 2,535,000 sets with a dollar value of \$439,887,500 during 1949, according to a nationwide survey conducted by Television Shares Management Company, organization distributing and managing stocks of Television Fund, Inc., local investment trust. Television Shares states this volume will be reached unless strikes prevent production and cause lowering of the public's purchasing power. Information in the survey was obtained directly from manufacturers and tempered by information received from neutral trade authorities.

According to the survey, which reported dollar value in terms of factory prices, RCA will produce 410,000 sets with an average manufacturer's selling price of \$177.50 and a total dollars value of \$72,775,000. Admiral will produce 400,000 sets with a dollar value of \$67,000,000 to capture second place, and Philco will be third with 315,000 sets worth \$54,337,500.

Unit volume and factory price dollar value for other manufacturers follows: Motorola, 250,000 and \$41,250,000; Emerson, 215,000 and \$33,325,000; Zenith, 160,000 and \$29,600,000; Crosley, 160,000 and \$28,000,000; General Electric, 150,000 and \$27,000,000; Westinghouse, 125,000 and \$22,500,000; Teletone, 110,000 and \$15,400,000; Hallicrafters, 85,000 and \$13,175,000; DuMont, 85,000 and \$20,825,000, and Magnavox, 70,000 and \$14,700,000.

400G Remco Suit Vs. S-W; Charges Contract Breach

CHICAGO, Nov. 5.—Remco, Inc., distributors of Stewart-Warner (S-W) radio and television sets from October 1, 1948, until September 30, 1949, has sued Stewart-Warner for \$400,000. Two-count complaint against the manufacturing company has been filed in the Circuit Court of Cook County. Hearing date has not been set.

Brief filed by the law firm of Dempsey, Mills & Casey charges that Stewart-Warner did not make TV sets available to Remco, even tho S-W promised to do so during the contract period. Brief charges that S-W repeatedly promised to make sets available and that, consequently, Remco enlarged its sales staff and overhead. On this count Remco asks damages of \$200,000.

Second count of the brief charges that S-W made radio sets available to other distributors, "at a price averaging 50 per cent less than price identical sets were sold to Remco." Remco charges that this was contrary to stipulations of contract and that, as a result, damages were suffered by the distributor. On this count Remco is asking for \$200,000 damages.

Execs of the distribution corporation stated that Stewart-Warner sold to an unrevealed job lot dealer 14,000 radio sets at a price lower than comparable models were sold to Remco, and support this contention by charging in the brief that Remco's dealers were able to buy sets at prices lower than those it could quote.

PHILADELPHIA, Nov. 5.—Bartels, a major dealer in the West Philadelphia area, is staging a 10-day show of television, radio, records, phonographs and home appliances to mark the opening of new and larger quarters at 52d and Market streets. The new quarters gives Bartels 6,000 square feet of display space on two floors to handle 18 sales departments.

Rah, Raahs Sound Off Vs. Names

Hefty Asking Prices Draw Fire of ACU

Probe Agency Practices

By Johnny Sippel

(Continued from page 3)

rector of the student union at the cornhusker school, told *The Billboard* that a study of band booking agency practices is currently being made by the ACU.

Lake said that the ACU had appointed a committee, headed by G. Ray Higgins, of the University of Minnesota to study band agency practices at its annual conference last spring. Lake, who is a v.-p. of ACU, is working closely with Higgins on the project. At the ACU conference next spring, it's expected that the entire study will be deliberated by the convention delegates. Major beefs of the collegiate buyers center around the prices they are paying for orks, the trouble they are having on short-notice cancellations of contracts and the general behavior of orks when they play the dates.

Lake said that student union directors in the ACU were told at the 1949 conference to submit to ACU's national secretary detailed accounts of any troubles incurred with booking offices or bands. These studies, along with surveys made of collegiate band problems, will be the basis for discussion at the convention. Lake is currently assembling information for a feature article which will be published in the ACU's monthly periodical, in which the problems of the colleges and the bands will be summarized.

Lake said that University of Nebraska has been studying its particular problem of high ticket prices for student-promoted activities for the past four years. Conditions have been getting worse continually, instead of better, he said. Because of the high price of attractions, ranging from concert dates to dances, student orgs which promote a date must back up an advertising-promotion-cost-of-attraction budget which sometimes runs to \$4,000 or \$5,000. With the students' weekly spending money off and with the general decline in interest in bands and concert attractions, the individual ducat prices have mounted to a point where the average student cannot attend. In two instances during the past year, student groups have lost so much money that the orgs' tills were cleaned out and the individual students had to fork out of their own pockets to pay the bills.

The Nebraska U. student council, working with Lake, has suggested a \$1,500 limit on the amount that a student group may pay an attraction. Lake said that the students have hired Herb Pauley of the Turnpike Casino there, as a kind of counselor-booker. Pauley, who is a veteran terplace op and formerly was v.-p. and band booker with the now defunct Frederick Bros.' office in Chicago, will receive a 10 per cent commission, based on what the attraction receives.

Lake said that, to his knowledge, six or seven major schools in the ACU membership have set up concrete programs, such as that instituted at Nebraska U. From reports, he feels that a larger number of schools are currently investigating the situation and that they will disclose such movements at the spring conference.

The Nebraska school's action, along with programs at other schools, should have widely felt ramifications in the band booking business. It is

Pianos on Rise

WASHINGTON, Nov. 5.—Business of the nation's piano and musical instrument stores in September soared 36 per cent over August, the Department of Commerce stated this week. Despite the impressive advance, the total business for the first nine months of the year ran 9 per cent behind the comparable 1948 period.

All Music Biz Turns Out for Monroe Debut

NEW YORK, Nov. 5. — Vaughn Monroe without his *Mule Train* came to town Wednesday (2) and the music business threw him an opening night accolade at the Cafe Rouge of the Hotel Statler the likes of which come few and far apart in the industry these days. The opening, which embraced all of the glamour and clamor of the band opening of not too many years ago, recreated memories of the years of plenty in the music business for most of those who paid the tribute to the box-office artistry of Monroe.

The music publishers were out in force—hardly a single member of the cheesecake set was missing from the scene. And bookers, agents, record company executives, press agents, disk jockeys, newspapermen, band leaders and entertainers rounded out most of the remaining crowd which packed the Cafe Rouge from dinner thru closing.

Monroe, who flew in from the Coast Tuesday (1) for his Statler opening, just completed a cowboy flick, *Singing Guns*, and was working his first band job in almost two months.

Randall Picks 7 Committees

CHICAGO, Nov. 5.—Hugh W. Randall, president of the National Association of Music Merchants (NAMM) has completed organization of the following seven NAMM committees for 1949-'50:

Regional director committee, to study feasibility of electing directors on a regional apportionment plan, chairmaned by William Howard Beasley, Dallas; sales training film committee, chairmaned by Eldred S. Byerly, Peoria, Ill.; legislative committee, Earl Campbell, Washington; trade show committee, Harold J. Sneller, Minneapolis; membership committee, co-chairmaned by Emert S. Rice and George H. Beasley, Texarkana, Tex.; membership promotion committee, co-chairmaned by J. M. Wylie, George H. Beasley and S. H. Galperin; class piano committee, Ray S. Erlandson, and trade practice committee, B. E. Neal, Buffalo.

known that major booking offices kept certain orks on their books simply because of their allure to the collegiate crowds. In many cases, these orks subsisted some months strictly on the peak prices they received from collegiate dates.

If the collegiate price-drop movement becomes nationwide prices of bands to one-night promoters may go up in proportion to what is lost in collegiate booking money for, in many cases, a band could make its weekly budget because of several lush rah-rah engagements.

Columbia Kicks Off Single Pop Disk Sales Promotion

NEW YORK, Nov. 5.—Columbia Records this week kicked off its first permanent single pop disk sales promotion campaign in several years. The campaign will be based on an accelerated selling program which will be geared to push a specially selected group of disks which the diskery bosses feel warrant the promotion treatment.

The initial disks skedded for the promotion will include *There's a Bluebird on Your Windowsill* and *Canadian Capers*, by Doris Day; *Dear Hearts and Gentle People* by Dinah Shore; *A Dreamer's Holiday*, by the late Buddy Clark, and *Rudolph, the Red-Nosed Reindeer*, by Gene Autry. The diskery will work on no more than five waxings at any single time. These will be selected periodically on the basis of initial reactions to regularly released disks. If public response to a waxing gives the firm execs reason to believe that it has hit potentials, the waxing will be put on the promotion schedule.

Quota System

The promotion will be centered on a quota system. Each Columbia distrib has been assigned a specified number of potential minimum sales for a hit waxing. This figure will become the goal for the distrib to shoot at on a promotion disk. The total quota system sales figure for a promotion disk is 250,000 records.

Aside from conducting a company-sparked selling program hypo, the diskery will do little more than prepare special pop disk promotion posters and counter display cards. The regular Columbia disk jockey service

will spotlight the disks due for the promotion treatment, and the firm's regular hanger posters will also feature the campaign recordings.

Diskery execs emphasize that the campaign will place no pressure on distributors or retailers. Rather, they point out, it is a campaign designed to fashion a full-blooded selling program. The diskery has been doing no more than routine promotion on its pop line for the past several months while the concentration was on the establishment of the Columbia LP disk line.

Varsity's LP Invasion To Slash Prices

NEW YORK, Nov. 5.—Varsity Records, Eli Oberstein's direct-sale low-price line, is to invade the long-playing record field with the lowest priced microgroove waxings yet marketed. The Varsity LP line will be priced at least 25 per cent below the market levels which have been established for 10-inch pop microgrooved platters. The 10-inch LP average price is \$2.85.

The Varsity long-playing line will be known as Royale long-playing records. The initial batch of disks will be marketed in about a month and will include 16 platters. The disks are being prepared from the waxings which compose the diskery's envelop series. Among the initial platters will be disks of Percy Faith show selections, Noro Morales rumbas and Ed Durlacher square dances. The second Royale-Varsity release will include selections from Gilbert and Sullivan and a collection of songs warbled by tenor Jan Peerce.

AFM Licenses 450 Platteries

NEW YORK, Nov. 5.—The number of record and transcription companies licensed by the American Federation of Musicians now totals approximately 450. This total is about 100 more than were licensed in June, when the federation last made a count.

Of the 450, some 30 are straight transcription companies, and about 15 manufacture both transcriptions and records.

Partial explanation for the jump lies in the onset of the Christmas season. A number of small companies are known to have taken out licenses in order to get in on the Santa Claus rush.

WM Round Won By Alexander

NEW YORK, Nov. 5. — Supreme Court Justice James B. M. McNally this week granted Willard Alexander's motion to examine the William Morris Agency (WM) records before trial in the Alexander suit which asks for payment of commissions totaling \$53,000 allegedly (*The Billboard*, November 5) owed to the agent.

The court directed that the Morris agency produce pertinent books, papers and records. WM attorneys Wilzin and Halperin had opposed the complete pre-trial examination which the court directed. The examination is skedded for November 10. Alexander is represented by attorneys Corcoran and Kostelanetz.

Secret Payola Trial Board

NEW YORK, Nov. 5.—The Music Publishers Contact Employees (MPCE), carrying forward its avowed intention to do something about payola (*The Billboard*, November 5 and October 29), this week drew a panel of members' names out of which it will select a secret six-man trial board. The union council will also shortly send a notice to members, the date of receipt of which will be the deadline for violations.

Bob Miller, union prexy, has scheduled meetings with Walter Douglas, president of the Music Publishers Protective Association (MPPA), to try to arrange publisher liaison in the payola drive.

MGM Modifies DJ By-Pass; To Ship 3

NEW YORK, Nov. 5.—MGM Records this week modified its earlier decision to by-pass disk jockey servicing on Christmas disks (*The Billboard*, October 29), and prepared to ship out three Christmas specials on its November 7 deejay release.

Numbers included are Art Mooney's *The Mistletoe Kiss* and *Jingle Bells*; Blue Barron's *Santa Claus Is Coming to Town* and *Christmastime*, and Billy Eckstine's *O Come All Ye Faithful* and *Oh Holy Night*.

Retailers High-Pressure War

Victor Gets First Crack at Disney Pix Album Rights

NEW YORK, Nov. 5.—Steve Carlin, head of children's a. and r. at RCA Victor, will leave for Hollywood some time in the middle of the month to cut the *Cinderella* album, based on the forthcoming Walt Disney feature-length cartoon. The album will be the first new kidisking by RCA under the terms of a contract recently signed with Disney giving the waxery first crack at album rights in Disney shorts and features for a 30-month period.

The pact, which replaces an old Victor-Disney agreement which had lapsed, gives Victor, in addition to future rights, retroactive exclusivity for such past Disney pix as *Pinnocchio*, *Snow White*, *Bambi*, *Dumbo*, *Johnny Appleseed*. Victor has redone these and other albums for release in the new *Little Nipper* series.

Features Eileen Woods

The *Cinderella* album will feature Eileen Woods, star in the flick. Songs from the score, including *Bippety Boppety*, *A Dream Is a Wish* and others, will be highlighted, with a new musical score by Norm Layden. The songs are being published by the Disney music arm, off to a flying start with *Mule Train*, and will not be placed with other pubbers as had been the custom in the past. As a result, of course, tune royalties as well as royalties for the album production rights all revert to Disney. In all probability, the RCA albums will be completely studio-produced, eschewing sound track utilization, formerly a common practice. Complete studio production will be used for *Cinderella* and for *Alice in Wonderland*, the next Disney feature following *Cinderella*. The latter is

Falvey Heads AFM Conference

HARTFORD, Conn., Nov. 5.—James L. Falvey, of Chicopee, Mass., president of the Hampden County (Mass.) Musicians' Association, Local 171 of the American Federation of Musicians (AFM), has been elected president of the New England Conference of the AFM. He was named at the organization's semi-annual convention at New Bedford, Mass., last week.

Other officers named include George E. Gallagher, Worcester, Mass., vice-president; William H. Smith, Boston, secretary and treasurer, and A. Leon Curtis, Brockton, Mass., and Ralph C. Scott, Boston, trustees. The New England district embraces 81 locals in all of the New England States, with a membership of approximately 15,000.

Valdez To Open New Puerto Rico Caribe Hotel Nitery Dec. 9

NEW YORK, Nov. 5.—Miguelito Valdez and his ork will open the giant new Hilton Hotel which is being completed in San Juan, Puerto Rico. Valdez will open the hostelry's night spot December 9 and will stay for at least 12 weeks. The hotel will be known as the Caribe Hotel and will fall under the booking segis of Muriel Abbott.

The Valdez engagement was sold to the Hilton Hotel by the Willard Alexander Agency. Valdez recently inked a management pact with the Alexander office.

scheduled for release soon after New Year's.

While on the Coast, Carlin will also supervise cutting of a kid single, *The Brave Engineer*, featuring Jerry Colonna. The disk is based on a Disney short cartoon version of *Casey Jones*.

Century Sued Over 3 Tunes

NEW YORK, Nov. 5.—Harrison G. Smith, composer, filed suit against Century Record Company, owned by Sam Meltzer, in New York Federal Court this week. The complaint charges infringement by appropriating and recording three unpublished tunes. It asks for an injunction, damages, accounting of profits, and an impounding of all allegedly infringed recordings of the three tunes.

The songs are *Sing a Little Song Each Day*, by Harrison G. Smith, the plaintiff, and B. H. Garrison; *That's Like It Ought to Be*, by Roy Evans and Samuel Cloud, who assigned his rights to the plaintiff, and *My Little Dixie Home*, by Cloud and Garrison.

All three songs were written in 1929 and are unpublished.

Decca 9-Month Net Hits 427G

NEW YORK, Nov. 5.—Decca Records showed a profit of approximately \$38,800 for the third quarter of 1949 and net earnings of \$427,601, according to this week's report. The quarter was one of the slowest periods in the recent history of the record business. The Decca statement completely covers the firm's six-week half-price clearance sale of albums.

The net earnings were equal to 55 cents per share of the 776,000 shares of outstanding capital stock. Earnings for the same period in 1948 were equal to 71 cents per share and totaled \$550,877.

Mercury Promotion For "Mule Train" Brings Kickback

CHICAGO, Nov. 5.—Art Talmadge, Mercury flack chief, is encountering more than ordinary trouble in his Frankie Laine *Mule Train* promotion. Talmadge planned a series of mules-dragging-a-wagon demonstrations in key cities in the U. S. A local search for a pair of long-ears ended up with a mangy team that was uncovered by his own secretary, Rae Armstrong. In Cincinnati, the same search ensued, with a Kentucky farmer coming thru. When the mules reached the starting point in Cincinnati, the blast of an auto horn frightened them and a chase thru central Cincinnati followed. Talmadge has temporarily halted plans to put on more such promotions. The Chicago "mule train" will travel to record stores next week.

Al Chapman, Decca distributing chief here, had himself and five salesman togged in cowboy clothes Saturday (29) when first pressings came off the line at the firm's South Side plant. Starting at 9 a.m. and ending at 8 p.m., the six Decca reps personally delivered in their own cars 9,100 copies of the Bing Crosby etching. Store ops had put in no advance orders, with the salesman demonstrating the disk and getting orders and delivering immediately.

Musart U. S. Rep For L'Oiseau Lyre

NEW YORK, Nov. 5.—L'Oiseau Lyre, one of the top French longhair disk catalogs, has named Wesley Smith's Musart Company its first American representative, and will soon be available here on long-playing disks.

The diskery, owned by Mme. Louise Dyer, specializes in preclassical and modern music. Among the artists appearing on the label are Charles Muench, new conductor here of the Boston Symphony; Ferdinand Oubradous, Roger Desormier, Edward Fendler and many other noted Gallic artists.

The first release here will be a set of 12 Purcell Trio sonatas, issued on three LP disks. Special new releases will follow every two months.

Musart will handle all sales in the U. S. direct to stores. Disks will be pressed here from imported tapes.

Suit on Rights To "Flamingo"

NEW YORK, Nov. 5.—Suit has been brought against the publishing firm of Tempo Music, Inc., asking for rescission of the copyright for the song *Flamingo*. Ruth Ellington, sister of Duke Ellington, is president of Tempo. Suit was filed in New York Federal Court by Mortimer Singer as signee for Theodore Grouya, one of the writers of *Flamingo*. The suit also asks for \$12,000 royalties.

Edmund Anderson, co-author of *Flamingo*, was included as a party to the complaint without his consent. The complaint alleges that Tempo had agreed to publish and exploit *Flamingo* and publish a semi-annual report on royalties. The complaint charges that altho Tempo did file royalty reports from time to time and did pay the writers \$4,000, the reports were false and incorrect and at least another \$12,000 is due the writers.

The complaint also charges that since September, 1947, Tempo, by failing to exploit and promote the tune, has violated part of its agreement with the writers.

Anderson was made party to the action despite his refusal, Singer declared, in order to protect his share of the rights. Anderson, residing in Connecticut, is out of the seventh district in which the suit was filed.

Anderson and Grouya composed *Flamingo* in 1941 and assigned it to Tempo at that time. Attempts to reach Tempo at press time were unavailing.

Frank Buck for Columbia Kidisks

NEW YORK, Nov. 5.—Frank Buck, the original "Bring 'Em Back Alive" man, has been signed to cut kidisks for Columbia. His first waxing will be a jungle piece, with music, written by Peter Steele and Columbia's kidisk topper, Hecky Krasno.

With Gene Autry's cutting of *Rudolph the Red-Nose Reindeer* shaping up as the diskery's biggest all-time children's hit, Krasno heads for the Coast in a couple weeks to cut more material by the Western star. He also plans to do a set with Richard Collier, "Mr. Holly" of the WJZ *Big and Little Club* show. Radio comic Peter Donald is also skedded to cut new material penned by Milt Pascal and Gerald Marks, who created his initial *Chummy* set, released this week.

Stores Pushing Disks in Fight Against Video

Free Players for LP Are Bait

By Bill Simon

NEW YORK, Nov. 5.—Promotion, after a period of confinement to the record companies themselves, is beginning to blossom as a factor on the retailer level. The half-price clearance sales built store traffic during the summer, but now that summer's over, only the retailers who have come up with new ad and merchandising gimmicks have been able to maintain the pace. There's no more shortage of desirable disks; practically any dealer can obtain anything the customer wants. So competition for the consumer buck has the live dealers looking for new ways to provide value and service. And, for the most part, this must be done without price cutting.

Up to now, the companies have carried the ball and maintained interest in recorded music via their various national campaigns to promote the LP and 45 r.p.m. systems. They have also serviced the jocks, provided display material, and affected tie-ups with film and legit producers. The dealer, meanwhile, did little more than carry stock. As for pushing out items for which a demand hadn't been previously created, most postwar record clerks knew from nothin'.

Battle With TV Is Rough

The battle with TV is a big one for the diskeries, since it has drained off a big chunk of casual disk buyers. On the other hand, the lower prices and added convenience of LP platters has captured the imagination of the died-in-the-wool music lovers, and pulled them whole hog into the phonograph realm. Getting this latter group, and holding them is the big concern of the big disk dealers. According to metropolitan area distrib salesmen, comparatively few large dealers have wised up to date, but they happen to be doing practically all of the local (See STORES PUSHING on page 20)

Cugat Renews MCA Contract

NEW YORK, Nov. 5.—Xavier Cugat this week renewed his management pact with the Music Corporation of America (MCA), thus dispelling a general trade belief that the Latin orkster had severed his relations with MCA after almost 20 years with the agency. Cugat inked a standard American Federation of Musicians (AFM) paper for the maximum period of five years.

The agency this week also booked the Cugat crew back into the Town Casino in Buffalo for two weeks beginning December 12. Cugat recently completed a highly successful four-week date at the nitery.

RCA Plant Strictly for 45

NEW YORK, Nov. 5.—RCA Victor has reopened its Canonsburg, Pa., plant exclusively for production of 45 r.p.m. diskings. The plant will work on a three-shift, around-the-clock basis. Until now, RCA's Indianapolis plant had been doing all the pressing for Victor, both of the 45's and the 78 r.p.m. records.

U. S. Indicts Record Dealers Of 3 States as Price Fixers

WASHINGTON, Nov. 5.—The Justice Department's watchful eye is once again focused on the music business, as Attorney General J. Howard McGrath announced this week that a Pittsburgh federal grand jury has returned an indictment against the Tri-State Retail Record Dealers' Association (TSRDA), four firms and eight individuals for alleged violations of anti-trust laws in the distribution of disks.

Price-fixing and conspiracy in boycotting makers and distributors of low-priced records are the two chief counts of the indictment, according to McGrath. The indictment charges that the defendants "agreed to fix prices on disks sold to the general public and to churches, schools and juke operators in Western Pennsylvania, Eastern Ohio and Northern West Virginia." It is further charged that the defendants "conspired to boycott manufacturers and distributors of low-priced records."

For Free Markets

In announcing the jury's action, McGrath declared: "This is another in the series of cases brought by the Department of Justice to free the markets, in which the public must purchase commodities, from collusive restraints upon competition." Herbert Bergson, assistant attorney general in charge of the anti-trust division, stated: "The courts have repeatedly held that the laws prohibit price-fixing and the concentrated refusal of retailers to purchase from a seller. The elimination of these unreasonable restraints will be of public benefit."

Named in the indictment, in addition to the association, were Burton Radio & Appliance Company; Charles Feldman, disk manager of Hamburg Bros.; Elmer Hamburg, partner of the same firm; Bart Gardner, doing business as Gardner's; Meyer Gisser, manager of Universal Record & Gift Shop; Ludwig Hommel & Company; Nicholas Lomakin, doing business as

Pilot Selling It's Diskery

NEW YORK, Nov. 5. — Pilot Radio Corporation, radio and TV equipment manufacturer, put its complete disk manufacturing plant up for sale this week as the first step in the liquidation of its recording wing.

The outfit, which produced Pilotone album sets, installed its record equipment in 1944 to produce wartime platters for the Office of War Information (OWI). At the end of the war in 1946, it went into commercial disk production and waxed 35 four-record album sets featuring such talent as conductors Eric Leinsdorf, Rudolph Goehr and Charles Previn, the Radio City Music Hall Symphony, Danny O'Neill, the Deep River Boys, Shandor and Eddie South. Material was mainly semi-classical, and disks were sold principally thru Pilot radio dealers and department stores.

When the "war of r.p.m.'s" hit the record business last year, Pilot execs decided to skip the controversy and concentrate on the radio-TV production.

For the present, Pilot is holding on to its 280 masters, but plans eventually to make a deal with some other diskery. The entire catalog was produced by Nat Abramson, head of the WOR Artists' Bureau. According to I. Goldberg, Pilot exec, it involved a nut of close to \$25,000.

Plant equipment, according to Goldberg, cost well over \$300,000. This composed a completely self-sufficient operation, with recording studio, 18 presses (including 12 French oil automatic units), vinyl biscuit production mill, and plating plant. The asking price is reported to be around \$82,000.

Lomakin Music; Record & Gift Center, Inc.; Samuel Shapiro, partner in National Record Mart, and Elmer Willett, manager of Stedford's Jewelry Store. All are of Pittsburgh. Also named were McAllister's, Inc., McKeesport, Pa., and Harold Silverstein, doing business as the Music Box, Braddock, Pa.

New Promotion Program Pitch By Thesaurus

NEW YORK, Nov. 5.—The new Thesaurus, formerly under the wing of National Broadcasting Company (NBC) Radio Recording Division but now transferred to the parent organization, Radio Corporation of America (RCA), is blueprinting a flock of new programs which will be heavily promoted. Under the new regime Thesaurus has already waxed the Fran Warren and Claude Thornhill shows. In the works, with all talent signed, are three programs set for December release and four for release shortly after the first of the year.

The December batch will include (1) Allen Roth and a 25-piece orchestra, plus a 16-voice chorus; (2) a Christmas show, starring Ted Malone, and (3) a new double quartet in the Church of the Wildwood series.

Following are skedded after New Year's: (1) Ray McKinley and his band; (2) June Christy, with the Johnny Guarneri Quintet; (3) a special Easter show and (4) a special Thanksgiving show.

Promotion on the new Thesaurus shows has been sparked and includes promotion kits to the stations as well as special brochures directed to local sponsors. The promotion kit includes biography, feature yarns for local press, glossies and picture mats, ad mats, spot announcements and promotion campaigns.

Merchandising Pays Off

Boffo Disk Sales Are Credited To Jock, Shop Order System

GALLATIN, Tenn., Nov. 5.—According to Randy Wood, who operates Randy's Record Shop here, radio promotion and an efficient order system deserve all the credit for his fabulous retail record operation in a shop that started out three years ago with a stock of 75 disks. That Randy's Record Shop is actually fabulous can best be borne out by his mail order business that requires a stock of more than 10,000 records on 125 different labels and brings in monthly sales figures that are usually over the 30,000 mark.

Altho Gallatin's closest big-city neighbor is Nashville, Wood's shop constantly receives orders from 35 States and a number of foreign countries. Wood credits disk jockey Gene Nobles, who has been advertising the local store since 1946. The first year of Nobles' WLAC program (10:15-11 p.m.) jumped the store's sales from 750 to 15,000 disks a month. Wood estimates that Nobles pulls an average of 3,000 letters a day.

No Set Format

Altho there is no set format on the program, a large variety of all types of music and artists is presented. Wood claims that 60 per cent of his mail order sales are in the blues and rhythm field, 20 per cent are collectors' items and the rest pop disks. Much care is taken, however, in programming disks for the nightly show,

Ballyhoo Disk Goes Commersh

PHILADELPHIA, Nov. 5.—An indie disk originally cut as a promotional piece for a warbler enters the commercial wax competition as a result of the demand created by the plugging on the part of Hal Moore, WCAU disk jockey. Phil Edwards, former radio and television director for Carl Byoir & Associates, New York public relations firm, has three Eastern distributors taking on his independent waxing of Bob Morris, singer heard on the Columbia networks and under his personal management.

Under an American label, and with pianist Joe Bushkin leading a small unit for the vocal and instrumental backgrounds, Morris revived Bedelia, written by his grandfather some 40 years ago, and a Bushkin original, *Who Knows, Who Cares?* On the strength of the Bedelia side, Edwards has turned over the distribution of the record to the Ballen Record Company locally, to the Belmont Distributing Company in Newark, N. J., and to the Apollo Distributing Company for New York City.

RCA Custom Plant Adds LP

NEW YORK, Nov. 5.—RCA Victor's custom disk pressing plant in this city is now knocking out LP microgroove platters for several indie labels and is making test samples for others. Altho none of the labels involved is believed to have taken any large volume of LP disks to date, the 17-press plant, equipped to handle volume, is reportedly dickering with another major diskery to handle a chunk of its LP production. Actually, LP platters can be pressed on conventional presses, requiring only a special stamper mold and some additional pressure.

Among the labels for whom the plant has done LP work are Horace Heidt, Standard and London.

with Wood and Nobles both auditioning platters for sales appeal rather than any esoteric appeal.

Wood also concentrates on offering "packages," such as a recent grouping of five spiritual records for \$2.98. Three of the disks were "hot" items, while two came from old stock. During a three-month campaign the shop sold 70,000 of these packages thru constant air plugging by Nobles.

As for the Wood's order system, he guarantees safe delivery, using special packing methods to keep breakage at an absolute minimum. Records can be ordered c.o.d., by check or by money order. Ordering of five or more disks eliminates packaging charges. Wood also reports little difficulty with rubber checks or refused shipments.

25 Employees

He employs 25 full-time and part-time clerks and office workers. Utilizing the assembly line pattern, each employee is assigned specific duties. For instance, one girl sorts the morning mail, separating the letters from the cards. Electric letter openers open 500 envelopes a minute. Another girl checks each order. An order-filler pulls records from bins, where they are cross-filed alphabetically by label, and also numerically. Other employees follow thru on writing invoices, double-checking orders, typing address labels, pack-

NBOA's Execs Prep Action Vs. Tax, BMI

Prep National Dance Week

CHICAGO, Nov. 5.—The board of directors and officers of the National Ballroom Operators' Association (NBOA) met with their newly elected prexy, Will Wittig, of the Pla-Mor Ballroom, Kansas City, last week in Des Moines to set up 1950 committees and discuss organizational problems. Wittig failed to attend the recent NBOA national convention here because of ballroom commitments at the Pla-Mor.

Tom Archer, chief of the Archer ballroom chain, was re-elected to head the important music licensing committee. Named to assist him were Ken Moore, of Aragon-Trianon Enterprises, Chicago; Joe Malec, Peony Park, Omaha, and Herb Martinka, of the Kato Ballroom, Mankato, Minn. According to present plans, Archer and his committee will spearhead impending negotiations with Carl Haverlin, of Broadcast Music, Inc., with whom they will meet soon to discuss a blanket ballroom licensing fee agreement (*The Billboard*, Oct. 15).

Larry Geer, Laramar Ballroom, Fort Dodge, Ia., who stepped down as prexy of NBOA during the convention, will spearhead the legislative committee, along with Jerry Jones, Randevo Ballroom, Salt Lake City; Bob Soderholm, Grande Ballroom, Detroit, and Cooney Esler, of the Nightingale Ballroom, Appleton, Wis. Working in conjunction with Tom Roberts, NBOA legal counsel, and Jack Ashermann, Washington counsel assisting Roberts, this committee is overseeing the NBOA's campaign to take ballrooms out of the 20 per cent cabaret bite classification.

The grievance committee is headed by Rudy Verdebar, Oh Henry Ballroom, Riverside, Ill., with Alice McMahon, Indiana Roof, Indianapolis, and Tony Cavalier, Elms Ballroom, Youngstown, O., assisting. Herb Pauley, Turnpike Casino, Lincoln, Neb., will top a committee currently being named to head preparations for National Dance Week for 1950.

It was also decided to name the entire board as the membership committee and to appoint a membership and organization chairman in each State.

Vox To Drop 78's, Use LP Exclusively

NEW YORK, Nov. 5.—Vox, indie wax works specializing in longhair repertoire is discontinuing its shellac 78 r.p.m. production and will henceforth confine its output to long-playing platters. Only a few of its semi-pop and children's sets will remain in the works on conventional pressings, according to diskery topper George Mendelssohn, who returned from Europe yesterday (4).

Close to 50 Vox albums are involved in the decision. All that can be easily transferred to LP will be switched; the rest will be turned over to other diskeries.

ing, taking phone orders, etc.

Chief outlets for Wood's record business include rural radio listeners, coin machine operators and small radio stations. His rural customers, in fact, are still buying hand-wound phonographs. Recently, he reports, Nobles' "terrific selling job" on the record players sold out an entire shipment within a few weeks.

As for the future of the business, Wood still believes that proper promotion, efficient handling and hard work will sell any and all records, "even the dog numbers."

Flacks Pull Out Stops as "Mule Train" Rambles

HOLLYWOOD, Nov. 5.—With disk sales mounting, *Mule Train* continued to build up mileage this week, and coincidentally turned into a field day for flacks and promotional men. Gimmicks dreamed up by enterprising press agents won both trade and consumer reaction, as evidenced by sales of both disks and sheet music.

Locally, *Train* started a disk jockey feud which centered around veteran platter pilot Al Jarvis. Several rival jockeys, burned because Jarvis was first to air the Frankie Laine, Crosby and Monroe versions of the tune and benefited most publicity-wise, attacked the disk pilot on their shows, one going so far as to say he would play only the Buzz Butler-Decca version of the tune. Jarvis struck back on the air with a pitch directed at home listeners in which he condemned colleagues who boycotted any version of the tune for personal reasons. Feud gave listeners and trade something to talk about, but simmered down by week's end.

On the flack field, press agent Red Doff, who handles Laine, snagged a tie-up with the Community Chest whereby the Chest campaign was plugged via a genuine mule train plodding along Hollywood Boulevard. Similar stunt was pulled by Decca Records in Fresno, Calif., where Decca salesman Johnny Beard used a mule train to plug both the Community Chest and Crosby's etching of the tune. Doff also tied in with the teamsters' union, AFL, getting the Western conference delegates assembled at San Jose, Calif., to name Laine's version of *Train* as the union's official song. Dave Beck, teamsters' union veepee, heralded *Train* by declaring that "Mule Train is symbolic of the teamsters' union since the old days and we hereby adopt Frankie Laine's version as own."

There were unconformed reports that Walt Disney would rush work on a cartoon featurette built around *Train*, with Laine set to do vocal dubbing, but studio spokesmen said no decision had been reached. Meanwhile Disney Music Coast rep, Julie Losch, went to work on commercial air plugs, with Crosby's stanza among first radio shots set. Crosby reportedly dubbed in the Decca record version into airshow rather than re-recording ditty, a gimmick made possible by the fact that both the radio show and Decca masters are ampex tape recorded.

Ross Now Veepee Of Coral Label

NEW YORK, Nov. 5.—Michael H. Ross this week was elevated to be veepee in charge of Coral Records, the wholly owned subsidiary of Decca. Ross has been and will continue to be the general sales manager for the Coral line, which now has been in business for slightly over a year.

Ross has been in the Decca organization for over three years. Prior to his appointment to the Coral sales post, he was in charge of the merchandising of Decca phonograph accessories. Ross still handles this function in addition to his Coral work.

Kurtze Agency Expands

HOLLYWOOD, Nov. 5. — Jack Kurtze Agency, headed by the former Frederick Bros.' Agency booker, this week named Eddie Chevie to head its new motion picture department. Kurtze announced he had signed John Mitchum, younger brother of actor Bob Mitchum, to a management pact, along with actress June Bright, Tommy Bond and moppet performer Thomas McQuillan. Motion picture activities will be in addition to band and act departments which Kurtze has headed for the past several years.

NAMM Takes New Tack in Tax War

CHICAGO, Nov. 5.—The National Association of Music Merchants (NAMM) is sparking another facet of the drive against the 10 per cent manufacturers' excise tax on musical instruments. While congressmen are at home between sessions, NAMM members are urged to visit their district representatives and senators and pitch for repeal of the tax.

"Tell them," says NAMM, "that 72 per cent of piano sales are made for educational purposes, yet bear the tax; 77 per cent of band instrument sales are for educational purposes, yet taxed; 1949 tax collections are down 8.5 per cent from 1948. This tax hurts business."

Dorseys Revived, Mack Clark at Helm

NEW YORK, Nov. 5. — Dorsey Bros.' Music Company, an American Society of Composers, Authors and Publishers (ASCAP) affiliate, has reactivated, with Mack Clark as professional manager. The firm's first plug song is *Shake That Tree*, with a Tommy Dorsey Victor record released this week. The tune was written by Mack David and Jerry Livingston.

Clark, a brother of the late Buddy Clark, is a veteran contact man, recently with Burke-Van Heusen and at one time professional manager for Paramount Music.

Natl. Dance Wk., Nov. 13-19; La Grable, Astaire To Reign

CHICAGO, Nov. 5.—The first annual National Dance Week will get under way November 13 and will run thru November 19. The promotion, which is being conducted under the auspices of the National Ballroom Operators' Association (NBOA), is the first full-scale, nationwide institutional campaign ever undertaken in the dance business.

Cap Setting Up Latin Section

NEW YORK, Nov. 5. — Capitol Records is setting up a Latin-American department. The diskery, which has a reciprocal arrangement with Pan-American De Discos of Mexico, is releasing 16 sides here this week, all obtained from the Mexican affiliate.

In the past, Capitol has issued a couple of Mexican rancheras, or cowboy tunes, for the Southwest territorial market, but most of the current crop are for Yankee hipgrinders. According to Sandor Porges, Cap international head, Latin disks will be released here in bunches until a sizable catalog can be offered. Then releases will be put on a regular schedule.

Pan-American has for several years pressed and distributed Capitol's cuttings in Mexico.

tional campaign ever undertaken in the dance business.

The NBOA this week received confirmation from Hollywood that Betty Grable and Fred Astaire will serve as the queen and king of National Dance Week. The movies' Miss Grable is the wife of orkster Harry James. The NBOA public relations staff will swing into action next week to capitalize on the selection of the screen luminaries as the guiding figureheads for the week-long campaign. The operators are hoping to revitalize public interest in the ballroom as a source of entertainment. This they plan to achieve by key-noting the week with the promotion of dancing as a prominent form of recreation.

Networks Co-Operate

NBOA officials also have received word that the Columbia Broadcasting System and the Mutual Broadcasting System, both of which carry full schedules of late evening and early morning band remotes, will consistently plug the Dance Week promotion during all their remote programs thru the week.

Meanwhile, operator-members of the NBOA have already gone to work on the Dance Week promotion in their own back yards. Many have included mention of the week in the regular mailing pieces, and some have made special mailings to regular customers. Many ops have and the others will hit local radio stations and disk jockeys for co-operation in the promotion. Local newspaper co-operation has been obtained by a number of the ops.

A number of the dance promoters are planning to use at least one extra name band date thru the promotion week, above and beyond regular "name" one-nighter quotas.

Castle Says Miller Nixed License Bid

NEW YORK, Nov. 5.—Castle Records, producer of the Sittin' In label here and currently defendant in a suit instituted by Miller Music (*The Billboard*, November 5) for allegedly waxing the tune *Close Your Eyes* without the pubber's permission, this week informed *The Billboard* that Miller had turned down several requests for a license.

According to Bob Shad, diskery topper, he applied for a recording license in March and April and was advised that he'd have to put up a sum in advance against royalties. Shad refused, but waxed the tune anyway. Several months ago, when the pubber requested a statement, Castle gave an accounting as of June 30 but no check. Shad explained, "When we get a license agreement we'll pay."

Lewis Music, publisher of *Candlelight*, the flip side of the disk, has been paid in full, Shad stated.

Sensation Signs Noc-Tunes

DETROIT, Nov. 5.—The Sensation Record Company, which resumed active pressing several weeks ago, has just signed up the Noc-Tunes, a new vocal-instrumental group, with four sides recorded recently. Test releases to dealers in this area showed such a strong reaction that the first two sides, *I Fell for You* and *Lazy Daisy*, are being released nationally immediately.

Sensation is filling in its line-up of distributors.

Safety Songs to Picturetone

NEW YORK, Nov. 5. — Irving Caesar has turned over 14 of his *Songs of Safety to Picturetone* Records for recording on a royalty basis. The records, six-inch kidisks with color pictures on the surfaces, are sold via chain store racks at three for 79 cents.

ON THE STAND

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

Claude Thornhill

(Reviewed at the Cafe Rouge of the Hotel Statler New York, November 1. Booked by Associated Booking Corporation.)

- TRUMPETS: Tom Patton, Chuck Speights, Sunny Rich.
- TROMBONES: O. B. Massingill, Al Langstaff.
- FRENCH HORN: Al Antonucci.
- REEDS: Tippy Morgan, Johnny Andrews, Gene Allen, Hal McKusick, Jeff Massingill.
- RHYTHM: Joe Derise, guitar; Billy Exiner, drums; Russ Saunders, bass.
- VOCALISTS: Russ McIntyre, Nancy Clayton, Joe Derise, the Snowflakes.
- ARRANGERS: Gil Evans, Bill Borden, O. B. Massingill.
- PIANO, ARRANGER AND LEADER: Claude Thornhill.

The story of the boy who cried "wolf!" makes an excellent parallel for the story of the Claude Thornhill band. The case history of the Thornhill crew, over a period of some 10 years, is marked by any number of false alarms sounded in the trade about the ork which was headed toward leadership in the field. But the ending to the Thornhill story is yet to come. And this reviewer, as he had on several previous occasions, believes that the Thornhill crew is going to hit the jackpot, despite the fact that his trade admirers are more or less convinced that Claude has had his full trade quota of false alarms.

Thornhill's current band is gradually being built to match the mold

of the leader's first and most commercial crew—the unit which held down the podium at the Glen Island Casino for almost a year—just prior to Thornhill's entry in the navy. The lovely, mood-setting Thornhill medleys of old are back, performed at proper tempi to please the dancers. And some of the sounds of his early days are cropping up again—the use of unison clarinet voicings, etc. These sounds should help lend some of the brilliance which is lacking in a band which accents ensemble color and shading.

Voices Progress

The band's greatest progress in recent months has been in its vocal department, which now has developed into one of the most formidable in the band business. Russ McIntyre, a boy working with his first name crew, has grown rapidly into a fine singer with a style and voice that is not unlike those of the early Bing Crosby. Thrush Nancy Clayton has satisfactorily filled Fran Warren's shoes with the band. She sings with warmth and good diction and has acquired confidence which becomes her tiny stature and refreshing appearance. Joe Derise sings a pleasant rhythm tune. The Thornhill vocal group, the Snowflakes, has molded into a decided asset to the band's personality.

Hal Webman.

That's Music the Kobbler's Play, Says Melchior; Court Lets 'Em Go

(Continued from page 3)

tressed by counsel, the two publicity men—and Melchior. The judge first quizzed Melchior to ascertain his validity as an expert, and as the Great Dane expatiated on things musical, the atmosphere of the courtroom underwent a subtle metamorphosis from the harsh legality of the docket to the careless bonhomie of a technicolor (MGM) musical. The last shred of formality vanished when a

representative of the people of New York addressed the robust tenor as "Mr. Wagner."

Melchior, after informing the court that he regarded the Kobbler's work as part of the folklore of America, was asked by the judge if he had heard the group's records.

"Of course I have," he said, with a roguish wink at Messrs. Handwerker and Halpern, "we're both on the same label."

Stores Pushing Platters In Fight Against Video

(Continued from page 17)
business. In their opinion, the confusion over speeds is no longer a deterrent. The buyers are looking for new and unusual musical works, an increasing percentage of which are available weekly on LP. The more enterprising dealers have strived first to get the LP player into the consumers hands, then to keep his interest alive by coming up with interesting repertoire and service gimmicks. It's the old principle of bringing 'em in and keeping 'em coming.

In line with this, several metropolitan stores have instituted some heavy advertising on their own, besides showing a stronger inclination to go along with distributors on co-op ads. Most of these ads have featured bargain specials, giveaways, etc.

Free Player Attachments

One of the most successful gimmicks employed was the delivery, gratis, of an LP player attachment with five LP disks purchased at full price. Another shop offered one LP free with every four purchased, but was forced to discontinue the offer, an alleged violation of the fair trade act. One of the country's class shops, Liberty Music, runs large ads every Sunday in *The New York Times* and other papers, offering to mail the new-type unbreakable disks with no charge for packing and mailing. Another shop offers exchange of any records purchased, for any reason whatsoever. The same store, Sam Goody's, advertised that it would allow a 50-cent-per-disk trade-in allowance against any new LP purchased at list price. The ad emphasized that only factory-fresh records are sold by the store, and that the trade-ins are donated to veterans' hospitals.

Special bargain come-ons are being tossed out by several outlets, most of which have obtained shellac close-outs from diskeries now concentrating on LP. Longhair sets that previously sold for \$3.50 and more are offered at prices as low as 50 cents. Some dealers are offering discounts up to 30 per cent on LP lines that have vague price regulations.

Keen Service Competition

Competition on the basis of service gets keener daily. Immediate delivery anywhere in the country, hard-to-get items, a wider variety of labels, and the aforementioned return privilege are among the inducements offered. Shops utilizing national publications advise readers to send for a listing, on which may appear more cut prices and added services.

More and more live-wire shops are going in for national and international mailings, principally because of the fact that the new disks are light, occupy small space, and don't break. These physical properties have opened new areas for merchandising. Some New York dealers have shipped LP and 45-r.p.m. players out of the country, and via their mailing lists have kept orders for records flowing in. With unbreakable disks, packing and insurance costs are low, and customer inconvenience is at a minimum. According to one big local dealer, the reluctance of out-of-town dealers to carry various LP indie labels—a stigma probably induced by those labels' once-inferior shellac quality—has meant a boost for his own mail business, and he promotes accordingly.

Break for Salespeople

Inside the stores, where quality salespeople are employed, they're usually given a chance to make a good buck. Personal attention and knowledge of catalogs are paying off for clerks who work on a commission basis. And most of the flourishing shops employ on that basis. One of the more prominent distrib salesmen here remarked, however, that in the average local shop "they seemingly can't wait for the customer to walk in,

then they can't wait for him to get out." These dealers, he maintains, "are crying the blues today, while the dealer who's aware of the present market conditions and psychology is building traffic daily."

Some stores, it is felt, got caught up too heavily in the recent half-price sale siege, and have been unable to readjust themselves to the post-shellac market. The big shellac clearance that made way for LP and 45 is virtually over, and fresh stocks of bargain disks are infrequently available. Some dealers apparently went all out for the bargain counter technique, and consequently gave up on the steady music buyer. Others spotted him as the reliable meal ticket, come hell or TV, and their promotion pitch at him is, to all appearances, paying off.

Whiting & Hope For "Lucky Us"

HOLLYWOOD, Nov. 5.—Margaret Whiting, in recent months paired for disk duets with various partners, will now share the grooves with Bob Hope. Ditty is *Lucky Us*, from Hope's soon-to-be-released *The Great Lover*, Paramount flicker. Hope warbles the tune on the film soundtrack with Rhonda Fleming.

Miss Whiting has recently shared wax honors with Jimmy Wakely on *Slipping Around* and its sequel *Slipping Around*; Johnny Mercer for *Baby, It's Cold Outside*, and with Jack Smith on Frank Loesser's *Make a Miracle* and *Big, Wide, Wonderful World*.

PLUM FOR AL NOBEL

PITTSBURGH, Nov. 5.—Al Nobel, disk jockey here, stepped into the best commercial plum of the city when he took over emcee duties last Sunday (30) on *Wilkens Amateur Hour* on WCAE. A staffer on *KQV*, Nobel has been the most active deejay in the city, fronting a band and doing a lot of night club work as a singing emcee. He was recently selected by Mercury Records to participate in the Frankie Laine promotion of *Lucky Old Sun*.

Schenectady Date for Wilber

SCHENECTADY, N. Y., Nov. 5.—Bob Wilber, Jimmy Archey, Henry Goodwin, Pops Foster and the rest of the Bob Wilber band have been inked for the fourth jazz band ball of the Jazz Appreciation Society of Schenectady November 20 at the Circle Inn, Latham, N. Y. The society had three successful affairs last season with a group from Condon's, an outfit put together by Art Hodes, and Bob Wilber's band.

Diskeries Jump Release Date In Rush To Put Out "Painter"

NEW YORK, Nov. 5.—Recording officials, probably overly mindful of the recent *Mule Train* scramble, precipitated a mass release-date jump this week on the new Beasley Smith-Haven Gillespie song, *The Old Master Painter*. The tune, published by Robbins, a big three subsidiary, had been marked by big three topper Abe Olman with a December 1 release date. The first record on the tune was the London disk, with Beasley Smith's ork and the vocal by Snooky Lanson.

When Columbia broke with a Frank Sinatra recording this week, the panic was on. London rushed theirs out, with Decca's Dick Haymes version on the way for as early as possible a release. Haymes and Sinatra both

Spike Jones Takes You on Guided Tour of Wax Session

(Continued from page 3)
string section. This consists of four musicians with yo-yos. To the right of the conductor's stand is one of the most important parts of our orchestra—the first aid station. Before I learned that I could load my guns with blank cartridges, this station handled as high as 10 wounded musicians per recording session.

Now that the orchestra is seated I give out the music. No one in the band can read it—we just do this to impress the recording engineer. We are ready to begin. I say to the musicians, "Today we are going to record Ponchielli's *Dance of the Hours*."

"How do you spell it?" somebody asks.

I spell it for him. "P-o-c . . . p-u-r . . . p-e-n . . ." It's time for lunch.

Post-Luncheon Naps

We take a short lunch hour when we're recording. . . . Everybody is back by 4 o'clock. Then it's time for our afternoon naps. I wake the band at 7 and we go out for dinner. We're back by 10 and then the work begins.

We play over the number we're going to record to see if there are any sour notes in the orchestration.

By 2 o'clock in the morning we are ready to record. The recording engineer gives us the signal. I raise my baton and give the downbeat. The band springs into action! George Rock pulls a mustard plaster off Doodles Weaver's chest. Doodles screams!!!! This wakes up the drummer, Joe Sircusa, who falls off his chair and rolls into Dick Morgan, knocking his guitar out of his hand. The guitar falls on Joe Colvin's foot, making him jump up and down. As he jumps his trombone tickles Freddy Morgan, who starts to laugh. Dick Gardner hears the laughter and thinks he has said something funny, so he bows, knocking over Roger Donley's tuba and spilling the tea Roger has been boiling in the horn. Helen Grayco, our vocalist, sees the water and thinks the tide is coming in, so she dons a French bathing suit. Professor Birdbath sees

Ellington's Booked Till '50

NEW YORK, Nov. 5.—Duke Ellington, who goes into the Blue Note Cafe, Chicago, tomorrow (6), is booked for a string of dates thru the end of the year. Included are the Palace Theater, Youngstown, O., November 7-9; Paramount Theater, Toledo, November 10-13; Procter's Theater, Schenectady, N. Y., 15-17; Earle Theater, Philadelphia, 18-24; Apollo Theater, New York, November 24-December 1; University of Massachusetts, Amherst, December 2; Terrace Garden, Newark, N. J., December 3; Stanley Theater, Hartford, Conn., 6-8; Town Casino, Buffalo, 19-25, and Rockland Palace, New York, December 31.

her and whistles! This causes a robin to lay an egg on the G string of the piano. This gives us our first note and we continue from there.

Successful!

Twelve mustard plasters later we finish. The recording is a success. We congratulate one another, and we go home.

The next morning my telephone rings. The head of the recording company says, "Spike, I just listened to the recording you made last night. It's wonderful! A wonderful treatment of *Some Enchanted Evening*."

"But, we did *Dance of the Hours*," I reply.

He answers, "It's the best treatment of *Some Enchanted Evening* that I've heard."

I hang up. I've just got to learn how to read music.

Reservations Hyped For Chi Radio Show

CHICAGO, Nov. 5.—Reservations for display space for the 1950 Radio Parts Distributors Conference and Show, to be held at the Stevens Hotel here next May, are being received at more than twice the rate of previous years, Kenneth C. Prince, show's manager stated this week. So far, however, no estimate can be made as to total number of companies to have displays at the show.

Innovations at the 1950 show, Prince said, will include seminars on sales, inventory control and finance.

Les A. Thayer, of the Belden Manufacturing Company, educational committee chairman for the show, also announced that his committee will hold a joint meeting with the convention's distributors advisory committee in New York December 6.

Lafayette Gift Guide Stresses Low Prices

NEW YORK, Nov. 5.—New low prices were highlighted thruout the "Christmas Gift Guide" mailing piece sent out this week by Lafayette radio, retail and mail order outfit with seven stores in New York, Chicago, Boston, Atlanta and Newark, N. J. Topping the list was a 16-inch table model TV set at \$259.50 and a small table radio at \$9.95.

Also listed was a Webster record changer, Model 356-27, for \$27.31, a Markel three-speed changer with a wood base at \$69.76 and auto radios "specially designed for new Plymouth and Dodge cars" at \$39.75.

Philly Wire Music Orgs Bow

PHILADELPHIA, Nov. 5.—Two wire music firms set up shop here last week. Specializing in industrial plants, restaurants, business offices and other commercial establishments, the Plant Broadcasting Company of America was incorporated here. The other new firm, Scenario, Inc., was organized to service motion picture theaters primarily.

Col Pic Features Eight Wax Names

HOLLYWOOD, Nov. 5.—Following the box-office success of Columbia Pictures' low-budget *Make Believe Ballroom*, Jonie Taps will produce a similar pic featuring eight top disk names.

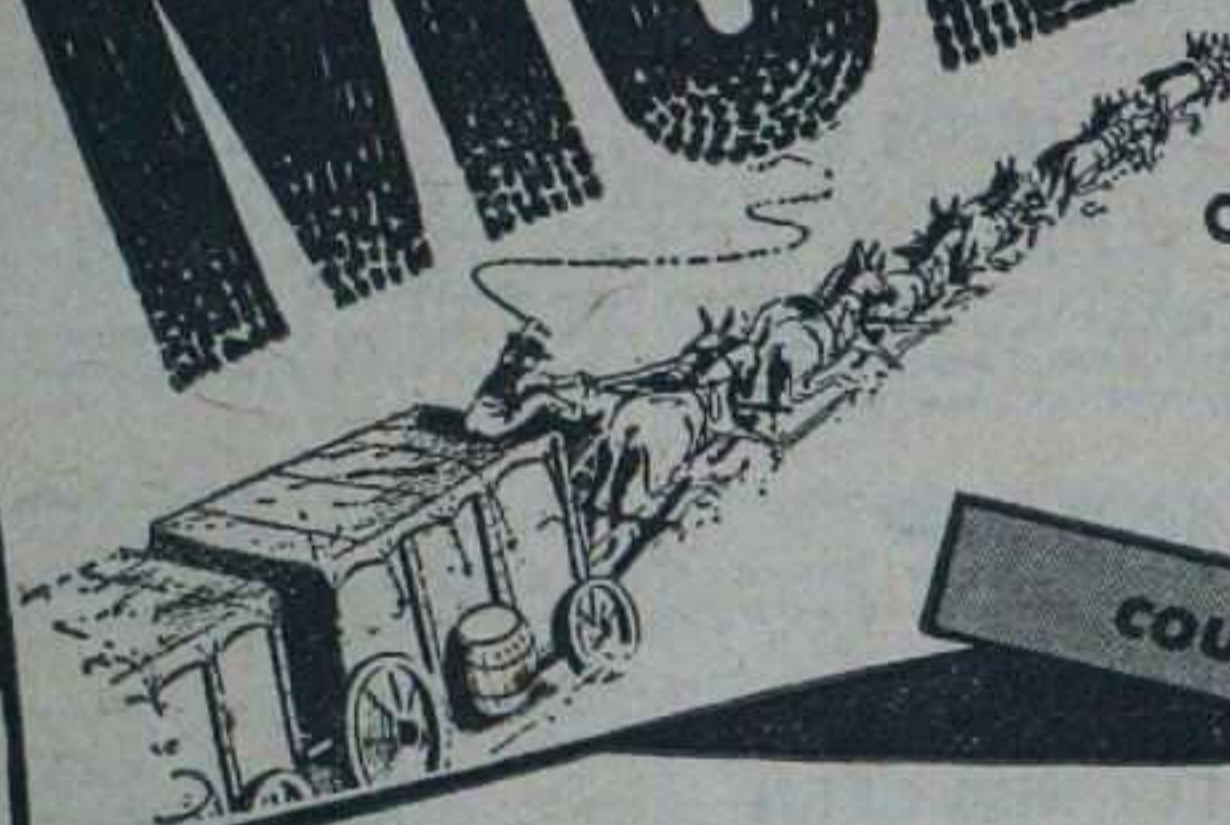
Taps has already signed Frankie Laine, Mills Brothers, Kay Starr and Bob Crosby, with deals pending for an additional four disking artists.

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with PERRY BOTKIN'S String Band

OUT OF THE WEST comes another smashing Decca hit
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The
Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

Based on reports received last three days of Week Ending November 4

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

Last Week

- 1. THAT LUCKY OLD SUN** 1
 By Smith-Gillespie
 Published by Robbins Music Corp. (ASCAP)
 Records available: F. Laine, Mer 5316; T. Manners, Varsity 191; D. Martin, Cap 57-726; B. Houston, MGM 10509; H. Vance & Vocal Quartet, Castle 524; V. Monroe Ork, V(78)20-3533; (45)47-3018; S. Vaughan, Col 38559; L. Armstrong-G. Jenkins Ork, Dec 24752; C. Foster Ork, Vocalion 55035; Frank Sinatra, Col 38608; Hot Lips Page, Harmony 1077.
 Electrical transcription libraries: The Swingtones-The Jumpin' Jacks, Thesaurus; Jerry Gray Ork, Standard; Dick Haymes, World.
- 2. YOU'RE BREAKING MY HEART** 2
 By Gesaro and Skylar
 Published by Algonquin (BMI)
 Records available: P. Brito, Harmony 1051; R. Case Ork, MGM 10478; B. Clark, Col (78)38546; (LP)1-296; V. Damone-G. Osser Ork, Mer 5273; Ink Spots, Dec 24693; J. Garber, Cap 57-719; B. Harrington, Vocalion 55019; P. Reed, Dance-Tone 351; T. Manners, Varsity 160; R. Fianagan Ork, Bluebird 30-0001.
 Electrical transcription libraries: Bob Eberle, World; Chuck Foster, Lang-Worth; Johnny Guarnieri, Thesaurus; Eddie Skrivanek, MacGregor; Frankie Masters, Lang-Worth; Lawrence Welk Ork, Standard.
- 3. SLIPPING AROUND** 3
 By Floyd Tillman
 Published by Peer, Intl. (BMI)
 Records available: W. Carter, Macy's 100; J. Dale, Vocalion 55022; F. Tillman, Col (78)20581; (33)2-216; E. Tubb, Dec 46173; T. Wallace, ABC-Eagle 148; M. Whiting-J. Wakely, Cap 57-40224.
 Electrical transcription libraries: Texas Jim Lewis, Standard.
- 4. I CAN DREAM, CAN'T I?** 5
 By Irving Kahn and Sammy Fain
 Published by Chappell (ASCAP)
 Records available: Andrews Sisters-G. Jenkins Ork, Dec 24705; T. Arden-H. Winterhalter Ork, Col 38612; T. Beneke Ork, V(78)20-3553; (45)47-3046; G. Gray Ork, Coral 60106; J. Saunders Mandolin Ork, Rainbow 10038.
 Electrical transcription library: Tex Beneke, Thesaurus.
- 5. DON'T CRY, JOE** 4
 By Joe Marsala
 Published by Harms, Inc. (ASCAP)
 Records available: J. Desmond, MGM 10518; J. Hall, V(78)20-3557; (45)47-3050; G. Jenkins Ork, Dec 24720; F. Sinatra, Col 38555; C. Splink, London 513; R. Fianagan Ork, Bluebird 30-007; B. Harrington, Vocalion 55058.
 Electrical transcription library: Bob Crosby, Standard; Vic Damone, Associated; Charlie Jordan-the Sweetwood Serenaders, Thesaurus.
- 6. JEALOUS HEART** 7
 By Jennie Lou Carson
 Published by Acuff-Rose Publications (BMI)
 Records available: C. Bailey, Bullet 1083; J. L. Carson, Dec 46176; E. Duchin, Harmony 1060; D. Falligant, MGM 10521; B. Lawrence V(78)20-3539; (45)47-3029; A. Morgan Ork, London 500; J. Owens, Dec 24711; H. Winterhalter Ork, Col 38593; Ivory Joe Hunter, King 4314; L. Nobel, Vocalion 55030; T. Ritter, Cap 15256; H. Perryman, Col 20128; K. Roberts, Coral 64021; R. Turner, Varsity 213; L. Noble Ork, Vocalion 55030; R. Turner, Varsity 213; J. Garber, Cap 57-759; The Riddlers, Signature-Hi-Tone 255.
 Electrical transcription library: Bob Crosby, Standard; Johnny Guarnieri, Thesaurus.
- 7. SOMEDAY (YOU'LL WANT ME TO WANT YOU)** 6
 By Jimmy Hodges
 Published by Duchess (BMI)
 Records available: P. Best-Four Tunes, Manor 1195; R. Bloch Ork, Hi-Tone 134; Mills Brothers, Dec 24694; V. Monroe Ork, V(78)20-3510; (45)47-2986; A. Smith, MGM 10496; T. Tucker, Harmony 1056; Philadelphia String Band, Tempo TR 658; P. Reed, Dance-Tone 375; The Ravens, National 9089; Elton Britt, V 20-1864; H. Winterhalter-J. Thompson, Col 38593; P. Todd Ork, Coral 60104; Jerry Gray Ork, Standard; K. Griffin, Rondo R-191.
 Electrical transcription libraries: Nat Brandwynne Ork, World; Chuck Foster, Lang-Worth; Novatime Trio, Thesaurus; Jerry Gray Ork, Standard.
- 8. A DREAMER'S HOLIDAY** 9
 By Kim Gannon and Mabel Wayne
 Published by Shapiro-Bernstein (ASCAP)
 Records available: R. Anthony, Cap 57-761; B. Clark, Col 38599; P. Como, V(78)20-3543; (45)47-3036; E. Wilson-G. Jenkins, Dec 24738; J. Fina Ork, MGM 10566.
 Electrical transcription libraries: Michael Douglas-The Skylarks, Standard; Frankie Masters, Associated; The Sweetwood Serenaders, Thesaurus.
- 9. ROOM FULL OF ROSES** 8
 By Tim Spencer
 Published by Hill & Range Songs (BMI)
 Records available: P. Brito, Harmony 1051; Cass County Boys, Dec 46174; C. Foster, Vocalion 55013; D. Haymes, Dec 24632; E. Howard, Mer-5296; S. Kaye-D. Cornell, V 20-3441; G. Morgan, Col(78)20594; (LP)2-272; P. Reed, Dancetone 355; S. Sims, Coral 60067; The Starlighters-P. Weston Ork, Cap 57-617; Sons of the Pioneers, V 21-0065; P. Terry-R. Arthur Quartet, Hi-Tone 145; J. Searle Ork, Bluebird 31-0012; J. Wayne, Col(78)38525; (LP)1-278; Cousin Abner, Talent 747; M. Hogan, ABC-Eagle 197; T. Manners, Varsity 155.
 Electrical transcription libraries: George Wright, Thesaurus; Jan Garber, Capitol; Eddy Howard, World; Eddie Skrivanek, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Foy Willing, Lang-Worth; Dave Terry, Muzak.
- 10. MAYBE IT'S BECAUSE** 10
 By Harry Ruby and Johnny Scott
 Published by Bregman-Vocco-Corn (ASCAP)
 Records available: H. Babbitt-The Veltans, Vocalion 55014; Bob Crosby-M. Morgan, Col 38504; D. Haymes-G. Jenkins Ork, Dec 24650; E. Howard Ork, Mer 5314; A. & D. Russell-B. Cole Ork, Cap 57-559; C. Thornhill Ork-R. McIntyre, V 20-3456; Connie Haines-The Highlites, Coral 60070; P. Reed, Dance-Tone 363; L. Armstrong, Dec 24751.
 Electrical transcription libraries: Bob Crosby, Standard; Eddy Howard Ork, World; The Manhattan Nighthawks, Thesaurus.

Again America's disk jockeys supply dramatic proof...

<p>To all you disk jockeys RCA Victor says "Thanks again!" Your votes in The Billboard Third Annual Disk Jockey Poll confirmed once more that the top names, the top favorites, are on the RCA Victor label...</p>	<p>Favorite Bands 5 of the top 10 bands in the poll... Tommy Dorsey Vaughn Monroe Sammy Kaye Tex Beneke Claude Thornhill ... are RCA Victor bands! Freddy Martin made it 6 out of 15. Other big wins: Sweet Bands, Sammy Kaye No. 1, Claude Thornhill No. 2, Swing Bands, Tommy Dorsey No. 2, Corn Bands, Spike Jones No. 1.</p>	<p>Favorite All-Around Male Vocalist Big No. 1 is RCA Victor's Perry Como! And in the top 15 are Vaughn Monroe, Bill Lawrence, Tony Martin, Don Cornell.</p>	<p>Favorite All-Around Female Vocalist RCA Victor's up-and-coming Fran Warren jumped to 8th on the list of 25—over the names of long-established singers! Similarly, RCA Victor's newcomer Mindy Carson climbed better than half-way up the ladder to No. 11 position!</p>
<p>Favorite Male Band Vocalist RCA Victor captures win, place and show with: Vaughn Monroe No. 1 Don Cornell No. 2 Tony Alamo No. 3 And making it 6 out of 14 are Larry Green's Ray Dorey, Tex Beneke's Glenn Douglas, Claude Thornhill's Russ McIntyre!</p>	<p>Favorite Small Instrumental Group RCA Victor has 4 big wins out of 10... The Three Suns Irving Fields Illinois Jacquet Charlie Ventura</p>	<p>Most Promising Male Vocalist RCA Victor's Bill Lawrence leads the list by almost 5 to 1... Tony Alamo No. 2. Don Cornell makes it a big three in the top 10.</p>	<p>Most Promising Female Vocalist Mindy Carson 1st and Fran Warren 2nd in a photo finish... putting RCA Victor 'way out in front of the field!</p>
<p>Favorite Classical Singing Artist Robert Merrill, James Melton, Jan Peerce, and John Charles Thomas win 4 of the top 10 places for RCA Victor!</p>	<p>Favorite Symphony Orchestra The Boston Pops No. 1, The Boston Symphony No. 2, The NBC Symphony No. 4... and The New York City Symphony makes it 4 wins out of the top 10 for RCA Victor!</p>	<p>Favorite Recording Folk Artists RCA Victor's Eddy Arnold a smashing No. 1... almost 3 times as many votes as the runner-up! The Sons Of The Pioneers, Spade Cooley, Hank Snow, Elton Britt and Pee Wee King give RCA Victor 6 of the top 20. Of every 3 top folk artists—1 is on RCA Victor records!</p>	<p>... It all adds up to a resounding tribute to RCA Victor leadership... a leadership that we promise you will be maintained!</p>

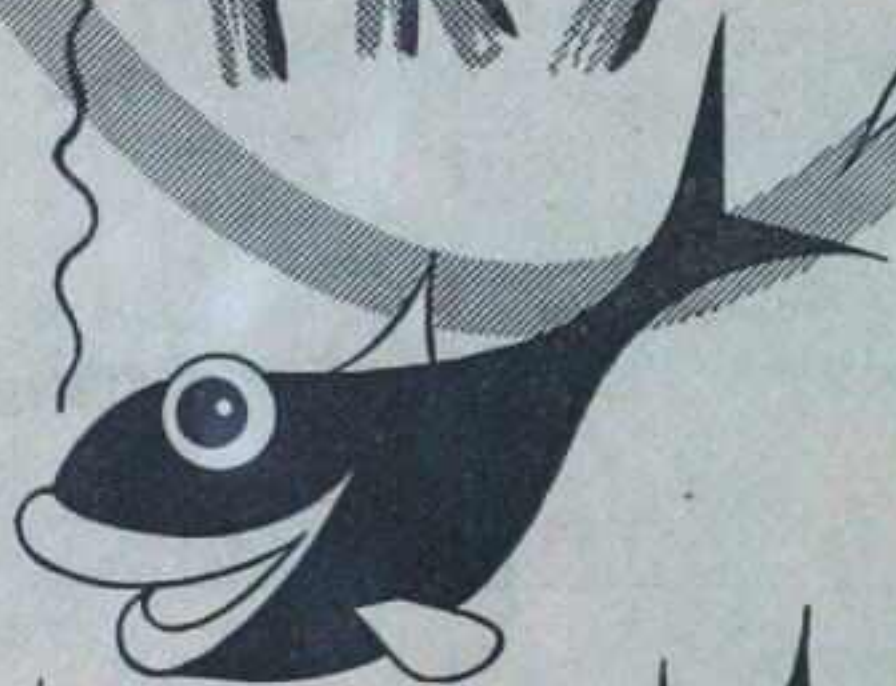
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make the hits" ARE on
RCA VICTOR Records

... and they're on "45"!



WE'RE REALLY COOKING WITH THIS HIT!

SATURDAY NIGHT FISH FRY



No. 1 on all Popularity Charts...

A hilarious 6 minute interpretation by

LOUIS JORDAN

PARTS ONE AND TWO

(Decca 24725)

... and a terrific 3 minute, one side version by

GAY CROSSE

and the Good Humor Six

(RCA Victor 22-0049)

PREVIEW MUSIC CO.

Earl Mills, Prof. Mgr.

6419 Homewood Avenue

Hollywood 28, Calif.

The Billboard

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of

Week Ending November 4

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales. (F) indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION		Weeks		Last		This		Publisher	
		to date	Week	Week	Week	Week	Week		
11	1	1	1	1	1	1	1	1	1. THAT LUCKY OLD SUN (R)..... Robbins
5	6	2	2	2	2	2	2	2. I CAN DREAM, CAN'T I? (R)..... Chappell	
5	3	3	3	3	3	3	3	3. DON'T CRY, JOE (R)..... Harms, Inc.	
17	2	4	4	4	4	4	4	4. YOU'RE BREAKING MY HEART (R)..... Algonquin	
10	7	5	5	5	5	5	5	5. JEALOUS HEART (R)..... Acuff-Rose	
4	8	6	6	6	6	6	6	6. A DREAMER'S HOLIDAY (R)..... Shapiro Bernstein	
5	9	7	7	7	7	7	7	7. SLIPPING AROUND (R)..... Peer, Int.	
8	13	8	8	8	8	8	8	8. HOP SCOTCH POLKA (R)..... Cromwell	
12	4	9	9	9	9	9	9	9. SOMEDAY (YOU'LL WANT ME TO WANT YOU) (R)..... Duchess	
20	5	10	10	10	10	10	10	10. ROOM FULL OF ROSES (R)..... Hill & Range	
15	10	11	11	11	11	11	11	11. MAYBE IT'S BECAUSE (R)..... Bregman-Vocco-Conn	
2	15	12	12	12	12	12	12	12. THROUGH A LONG AND SLEEPLESS NIGHT (F) (M)..... Miller	
1	—	13	13	13	13	13	13	13. MULE TRAIN (R)..... Walt Disney	
5	12	14	14	14	14	14	14	14. I NEVER SEE MAGGIE ALONE (R)..... Bourne	
5	11	14	14	14	14	14	14	14. NOW THAT I NEED YOU (F) (R)..... Famous	

ENGLAND'S TOP TWENTY

POSITION		Weeks		Last		This		English		American	
		to date	Week	Week	Week	Week	Week				
11	1	1	1	1	1	1	1	1	1	1	1
23	2	2	2	2	2	2	2	2	2	2	2
10	3	3	3	3	3	3	3	3	3	3	3
3	10	4	4	4	4	4	4	4	4	4	4
16	8	5	5	5	5	5	5	5	5	5	5
7	5	6	6	6	6	6	6	6	6	6	6
31	4	7	7	7	7	7	7	7	7	7	7
16	7	8	8	8	8	8	8	8	8	8	8
17	13	9	9	9	9	9	9	9	9	9	9
11	9	9	9	9	9	9	9	9	9	9	9
20	10	11	11	11	11	11	11	11	11	11	11
18	6	12	12	12	12	12	12	12	12	12	12
4	14	13	13	13	13	13	13	13	13	13	13
7	12	14	14	14	14	14	14	14	14	14	14
—	—	15	15	15	15	15	15	15	15	15	15
4	15	15	15	15	15	15	15	15	15	15	15
2	16	17	17	17	17	17	17	17	17	17	17
7	18	17	17	17	17	17	17	17	17	17	17
—	—	19	19	19	19	19	19	19	19	19	19
21	20	20	20	20	20	20	20	20	20	20	20
32	—	20	20	20	20	20	20	20	20	20	20

*Publisher not available as The Billboard goes to press.

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scoring again with

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and **"IF I EVER LOVE AGAIN"**

Capitol No. 57-742 78 rpm

plus Two Solid Hits with **GORDON MacRAE!**

"WUNDERBAR"

and "I'll String Along With You"

Capitol No. 57-768 78 rpm

"WHISPERING HOPE"

Capitol No. 57-690 78 rpm

Another Magnificent Orchestration by

PAUL WESTON



"A Thousand Violins"

and

"Dardanella"

Capitol No. 57-757 78 rpm

MEL BLANC'S

sensational interpretation of

"Toot, Toot, Tootsie (Good-Bye)"

and "I've Got A Lovely Bunch Of Coconuts"

Everyone who listens to Mel Blanc on the air each Sunday... everyone who hears this tune from the new Jolson movie will want this record.

Capitol No. 57-780 78 rpm



TENNESSEE

ERNIE'S

greatest performance!

"MULE TRAIN"

Sure to be a Western Classic!

Capitol No. 57-40258 78 rpm



"Chickenfoot, 'Sparagrass, Hominy and Butter"

—their great night-club success

backed by: "Shine On, Harvest Moon"

Andy and Della Russell

Capitol No. 57-799



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Today!



The Billboard

MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of Week Ending November 4

PART III



RECORDS MOST PLAYED BY DISK JOCKEYS

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

Table with columns: POSITION, Weeks to date, Last Week, This Week, Title, Artist, Label. Lists top 30 records most played by disk jockeys.

SONGS WITH GREATEST RADIO AUDIENCES (AC)

(Beginning Friday, October 28, 8 a.m., and ending Friday November 4, 8 a.m.)

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

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

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The Top 30 Tunes (plus ties)

Table with columns: Title, Artist, Label. Lists top 30 tunes with greatest radio audiences.

(RH SYSTEM)

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

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

(Week of October 28 to November 3)

Table with columns: Songs, Publisher, Tot. Pts. Lists top 30 songs by RH system.

Vox Jox

PHILLY PHADDLE... Sally Starr, hill-billy spinner at WJMJ, will have a perfume dispenser named after her. Tie-up with a local perfume manufacturer will bring forward a Sally Starr perfume dispenser.

GIMMIX... Mark Sheller, WJEJ, Hagerstown, Md., interviewed a gal barber on a recent broadcast while she gave him a haircut.

WORDS OF ONE SYLLABLE... A disk jockey at WLIN, Merrill, Wis., who signed his communication only with the initials "R. B. S.," informs us that two tunes he is favoring these days are Jan Johnson's Wedding, by Slim Jim, and I Like Stinky Cheese, by Two-Ton Baker.

STRICTLY FROM DIXIE...

Bryant Arbuckle, WAIR Winston-Salem, is using The Billboard's Honor Roll of Hits as basis for programming his The Clockspinner. "Play what they like instead of what you want and it works wonders."

WESTERN WAX WHIRL...

Gene Amole, diskier, program director and man-in-the-streeter for Denver's KMYR, has taken over chairmanship of the local Community Chest Drive. He also heads up the local AFRA chapter, of which Ray Perkins, KFEL, is vice-president, and Ed Baltimore, KOA, secretary-treasurer.

(Continued on page 28)

The record industry salutes America's greatest vocal interpreter of Modern Music!



"MULE TRAIN" FRANKIE LAINÉ

*
"That Lucky Old Sun"

RECORDS THAT DEFY COMPETITION

Only *Mercury* has the hits on **NON BREAKABLE RECORDS**

The Billboard

MUSIC POPULARITY CHARTS

PART IV



Retail Record Sales

Based on reports received last three days of Week Ending November 4

BEST-SELLING POP SINGLES

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

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label, and Catalog Number. Lists top 30 pop singles.

CHILDREN'S RECORDS

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

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label, and Catalog Number. Lists top 15 children's records.

CLASSICAL SINGLES

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label, and Catalog Number. Lists top 5 classical singles.

CLASSICAL ALBUMS

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label, and Catalog Number. Lists top 5 classical albums.

POP ALBUMS

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label, and Catalog Number. Lists top 10 pop albums.

Dealer Doings

TOO HOT? . . . Reports from St. Louis have it that Harry Brockman, who operates the Uptown Music Shop, has built his business to the point where he is one of the city's top single record outlets. He runs a one-stop record service for coin machine operators and small dealers. Everyone seems to be happy with the set-up except one of the indie distributors, who feels that Brockman hurts the wholesale business. When the indie distributor made it tough for Brockman to get supplies of certain labels, competitors of the Uptown Music Shop came thru by buying current indie hits for the store. Latest reports are that Brockman is doing very well without the aid of the one unhappy distributor.

PROMOTION TIPS . . . I. Gregoren, Cordel Record Shop, Kansas City, Mo., writes to suggest that dealers can cash in on sales of patriotic and brass band disks by contacting the local armed forces recruiting offices for display materials, including photographs, models and even transcriptions. Gregoren suggests filling the shop window with appropriate albums. Recently the store has been doing a terrific job in selling disks tied in with the new Jolson film by borrowing a disk jockey transcription from the local Columbia Pictures distributor and playing it over the store's loud speaker. "It stops 'em cold," says Gregoren.

DISTRIB BRUSH-OFF . . . Another dealer unhappy over distributors who sell "hot" disks over the counter and ignore out-of-town retailers is Mary Ann Tabor, Bush Radio Store, Atchinson, Kan. She reports that being 60 miles from a distributor is as bad as being 600 miles away. "We never receive hit records until they are no longer hits," says Miss Tabor. "Certainly wish something could be done about this."

MUSIC MERCHANTS . . . Conference committees have been named by the National Association of Music Merchants (NAMM) for three more regional meetings. The Southwestern States conference in Houston will be headed by Charles A. Pace, Pace Piano Company, and Joe Sondeck, Brook Maya Piano Company, George F. Schulte, Schulte Music Studio, Cleveland, and W. W. Smith, J. W. Green Company, Toledo, will head the Central States confab. The East Central conference, Washington, will be handled by Robert P. Isbell, Jordan Piano Company, and Earl Campbell, Campbell Music Company.

BRIEF BITS . . . Jules Chernoff, who formerly operated the record department in Green's, Main Street, Bridgeport, Conn., has purchased the record department in Bill Ratzenberger's Music Center, Fairfield Avenue, Bridgeport. . . The Independent Music Company, in West Philadelphia, is staging a 50 per cent off sale on the store's entire \$30,000 stock of disks. The shop will be open every night until 10 o'clock during the sale period. . . Leo Rogers, who operates the Whirling Disc on New York's Broadway, has taken over the Branford Music Shop, Newark, N. J., from Bobby and Henry Stein. . . Jacobs Bros., Philadelphia, music merchants, have set up a Christmas Club plan, limited to 500 members, as a co-operative, group-buying plan to help promote the sale of pianos. . . Macy's, New York, is expected to set up a special disk section for long-playing platters only.

GIVING UP . . . Five disk dealers in the Detroit area have either given up their record business in the past few months or are getting ready to do so soon. Ernest Kern Company; Crowley, Milner & Company; Hobby King, Good Housekeeping Shop, and T. B. Rayl's are the outfits who've had enough.

VOX JOX

(Continued from page 26)

ging of theaters and night clubs. Bookers and operators, writes Ellis, co-operate beautifully. "Either I get the names first or nobody gets them." And no coercion used, he adds.

DEFENDER OF THE FAITH . . .

Russ Reardon, jockey and music director at WHEB, Portsmouth, N. H., got mad after hearing a recent news program in which English conductor Sir Thomas Beecham was quoted as saying: "Be-Bop? What the devil is that?" Reardon, whose disk show immediately followed the newscast, raced to the files, grabbed a London Philharmonic disk of the files, conducted by Sir Thomas, and Stan Kenton's Abstractions. Reardon opened the show with a blast at the British conductor's cavalier treatment of bop, then played the longhair disk followed by the Kenton bop work. "The playing of Dvorak followed by Kenton revealed a most startling similarity," our WHEB communicant informs us—the he neglected to say for whom.

Harmony
RECORDS

PARADE
OF HITS

THE BIG HITS STACK UP ON

Harmony RECORDS

Smash Christmas Hits



JANETTE DAVIS

1084 Merry Christmas Polka
You're All I Want
for Christmas

JERRY WAYNE

1083 I'll Be Home For Christmas
Winter Wonderland

CHARLIE SPIVAK

1082 White Christmas
White Gardenia

A GREAT NEW HARMONY
STAR WITH TWO NEW
HIT RECORDS . . .



ALAN DALE

1078 "There's No Tomorrow"
with full Italian chorus
I Can Dream, Can't I

1080 Give Me Your Hand
Dreamer's Holiday

ONLY

49[¢]

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TAX
INCLUDED

. . . and on **VARSITY** Records

. . . the fastest selling lowest-priced
package sets in America . . .

3-RECORD ENVELOPE SETS Only \$1.25 list, tax included

E-3—STRAUSS WALTZES

By Bob Stanley and His Orchestra

Blue Danube—Emperor Waltz—Tales
of The Vienna Woods—A Thousand
and One Nights—Voices Of Spring—
Southern Roses

E-27—JAN PEECE RECITAL

L'Amour-Toujours-L'Amour—Macushla
Because—Mattinata—Vesti La Giubba
from Pagliacci—La Danza

**E-26—TWILIGHT TIME—
THE THREE SUNS**

Twilight Time—It's Dawn Again—
Jealousy (Jalousie)—Star Dust—Barce-
rolle from Tales of Hoffmann—Busy
Holiday



E-1—POLKAS

By Stanislaw Mroczek and His Polka Kings

Beer Barrel Polka—Saturday Night
Polka—Clarinet Polka—Helena Polka
Mother Goose Polka—Bummel Petrus
Polka

E-25—PERCY FAITH

and His Orchestra

Begin The Beguine—Dancing In The
Dark—Temptation—All Through The
Night—That Old Black Magic—The
Touch Of Your Hand

E-24—MERRY CHRISTMAS SONGS

White Christmas—Santa Claus is Com-
ing To Town—Adeste Fideles—Silent
Night, Holy Night,—Oh, Little Town
of Bethlehem—God Rest Ye Merry
Gentlemen—Joy To The World—It
Came Upon A Midnight Clear—Hark,
The Herald Angels Sing

—and over 35 more value-priced sets

All Harmony and Varsity Records Available at Following Dis-
tributing Points: Send orders to your nearest branch . . . don't
wait for salesman! All trade prices at least 40% off list.

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CONNECTICUT

Wright Record Corp.
48 Elm Street
Meriden, Conn.
Phone 5-6357

CHICAGO

Wright Record Dist. Corp.
2332 South Michigan
Chicago, Illinois
Calumet 5-0929

LITTLE ROCK, ARK.

United Record Co.
1217 West Capitol Avenue
Little Rock, Ark.
Phone 4-3928

LOS ANGELES

United Record Co.
3114 Trinity Street
Los Angeles, Calif.
Adams 1-4911

★ **ROSEMARY CLOONEY**

1071 Don't Cry Joe
Oh You Beautiful Doll
1074 There's A Broken Heart
For Every Light-on B'way
Chicago

★ **BOB CROSBY**

1068 Hop Scotch Polka
The Last Mile Home
1065 Toot Toot Tootsie
Shally-Go-Shee

★ **FRANK WOLLEY—MERRY MACS**

1067 Legend of the Roses

★ **EDDY DUCHIN**

1073 Dancing Tambourine
And The Band Played On
1062 I'll Keep The Lovelight Burning
Somehow
1060 Jealous Heart
Twenty Four Hours of Sunshine
1058 Through A Long And Sleepless
Night
(Where Are You)
Now That I Need You
1055 There's Yes Yes In Your Eyes
Who Do You Know In Heaven

★ **BENNY GOODMAN**

1061 Poor Butterfly
Cherry
1011 If I Had You
Limehouse Blues

★ **PEARL BAILEY**

1049 The Hucklebuck
Baby It's Cold Outside
1059 Who
Don't Ever Leave Me

★ **HOT LIPS PAGE**

1077 I Never See Maggie Alone
That Lucky Old Sun
1069 St. James Infirmary
Take Your Shoes Off Baby

★ **AL JOLSON**

1004 Rockabye Your Baby with
a Dixie Melody
You Are Too Beautiful
1005 April Showers
Hallelujah, I'm a Bum

★ **TOMMY TUCKER**

1056 Someday
Let's Go Back and Kiss The
Girls Again

★ **PHIL BRITO**

1051 Room Full of Roses
You're Breaking My Heart

★ **JERRY WAYNE—JULIE WILSON**

1047 Just One Way To Say I Love You
Let's Take An Old Fashioned
Walk

★ **BILLIE HOLIDAY**

1075 It's a Sin To Tell a Lie
Wherever You Are

COUNTRY

★ **SONS OF THE PIONEERS**

1070 Just A 'Wearyin' For You
Smilin' Through
1033 Down Along The Sleepy
Rio Grande
Billie, The Kid
1035 My Saddle Pals and I
Kelly Waltz

★ **BOBBY DOYLE**

1079 Mother Prairie
A New Star Shining in Heaven

★ **DAVIS and TAYLOR**

1076 What's Wrong With The
Women Today
Ain't You Ashamed

Billy ECKSTINE

FOOL'S PARADISE
YOU'RE WONDERFUL

M-G-M 10562

Art MOONEY

SHENANIGANS

(Two Of Irish)

THE RIVER SEINE

M-G-M 10564

Hank WILLIAMS

MY BUCKET'S GOT A HOLE IN IT
I'M SO LONESOME I COULD CRY

M-G-M 10560



Pressed on
METROLITE NON-BREAKABLE
under Normal Use

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

The
Billboard

MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Based on reports received last three days of Week Ending November 4

MOST-PLAYED JUKE BOX RECORDS

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

POSITION	Weeks	Last	This	to date		Week	Week	Record	Label	Catal.	Company
				Week	Week						
10	1	1.	1.	1.	1.	1.	1.	THAT LUCKY OLD SUN	F. Laine	Mercury	5316-ASCAP
9	2	2.	2.	2.	2.	2.	2.	SLIPPING AROUND	J. Wakely and M. Whiting	Cap	57-40224-BMI
7	5	3.	3.	3.	3.	3.	3.	DON'T CRY, JOE	G. Jenkins Ork.	Dec	24720-ASCAP
7	7	4.	4.	4.	4.	4.	4.	I CAN DREAM, CAN'T I?	G. Jenkins and Andrews Sisters	Dec	24705-ASCAP
18	3	5.	5.	5.	5.	5.	5.	YOU'RE BREAKING MY HEART	V. Damone-G. Osler Ork.	Mercury	5271-BMI
10	6	6.	6.	6.	6.	6.	6.	JEALOUS HEART	A. Morgan Ork.	London	500-BMI
13	4	7.	7.	7.	7.	7.	7.	SOMEDAY	V. Monroe Ork.	V(78)20-3510; (45)47-2986	BMI
12	8	8.	8.	8.	8.	8.	8.	YOU'RE BREAKING MY HEART	Ink Spots	Dec	24693-BMI
12	9	9.	9.	9.	9.	9.	9.	SOMEDAY	Millis Brothers	Dec	24694-BMI
8	10	10.	10.	10.	10.	10.	10.	THAT LUCKY OLD SUN	V. Monroe Ork.	V(78)20-3531; (45)47-3018	ASCAP
7	11	11.	11.	11.	11.	11.	11.	JEALOUS HEART	J. Owens	Dec	24711-BMI
20	13	12.	12.	12.	12.	12.	12.	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kaydets	V	20-3441-BMI
5	18	13.	13.	13.	13.	13.	13.	A DREAMER'S HOLIDAY	P. Como	V(78)20-3543; (45) 47-3036	ASCAP
2	24	14.	14.	14.	14.	14.	14.	I'LL NEVER SLIP AROUND AGAIN	M. Whiting-J. Wakely	Cap	57-40256-BMI
									(M. Whiting-J. Wakely, Cap 57-40246; J. Day, Vocalion 35061; F. Tillman, Col 20613; H. Garland, Dec 46183; Texas Jim Robertson, V 21-0130)		
19	12	15.	15.	15.	15.	15.	15.	ROOM FULL OF ROSES	E. Howard	Mercury	5296-BMI
13	17	16.	16.	16.	16.	16.	16.	MAYBE IT'S BECAUSE	G. Jenkins Ork-D. Haymes	Dec	24650-ASCAP
9	19	17.	17.	17.	17.	17.	17.	I NEVER SEE MAGGIE ALONE	K. Roberts	Coral	64012-ASCAP
									(B. Hannon-J. Ryan, Dec 24739; E. Lee & His Southerners, V 20-0023; B. Strong Ork, Cap 57-750)		
12	16	18.	18.	18.	18.	18.	18.	MAYBE IT'S BECAUSE	E. Howard and Ork.	Mercury	5314-ASCAP
5	21	19.	19.	19.	19.	19.	19.	HOP SCOTCH POLKA	G. Lombardo Ork.	Dec	24704-ASCAP
									(G. Wisniewski & His Harmony Bells Ork, Dana 2054; Bob Crosby, Harmony 1068; B. Gale Ork, Col 12419; A. Mooney Ork, MGM 10500; E. Logan, Bluebird 30-0003; The Riddlers, Signature Hi-Tone 255)		
2	22	19.	19.	19.	19.	19.	19.	THAT LUCKY OLD SUN	L. Armstrong-G. Jenkins Ork.	Dec	24742-ASCAP
6	—	19.	19.	19.	19.	19.	19.	WHISPERING HOPE	J. Stafford and G. MacRae-P. Weston Ork	Cap	57-690-ASCAP
									(R. Flanagan Ork, Bluebird 30-0008; Andrews Sisters with V. Schoen Ork, Dec 24717; J. Taylor-Radio Ranch Hands, Mer 6166)		
2	25	22.	22.	22.	22.	22.	22.	I'VE GOT A LOVELY BUNCH OF COCONUTS	F. Martin Ork.	V(78)20-3554; (45)47-3047	ASCAP
									(F. Martin Ork, V 20-3554; P. Scala, London 449; T. Pastor Ork, Col 38609; T. Tucker Ork, MGM 10553)		
18	14	23.	23.	23.	23.	23.	23.	ROOM FULL OF ROSES	D. Haymes	Dec	24632-BMI
3	15	24.	24.	24.	24.	24.	24.	JEALOUS HEART	B. Lawrence	V(78)20-3539; (45)3029	BMI
2	26	24.	24.	24.	24.	24.	24.	TOOT, TOOT, TOOTSIE	A. Mooney Ork.	MGM	10548-ASCAP
									(Bob Crosby, Harmony 1065; Hoosier Hot Shots, Col 20632; M. Hutton, MGM 10535; T. Martin, V 20-3554; K. Parker Trio, Teastar 201)		
7	27	24.	24.	24.	24.	24.	24.	YOU'RE BREAKING MY HEART	J. Garber Ork.	Cap	57-719-BMI
1	—	24.	24.	24.	24.	24.	24.	THERE'S NO TOMORROW	T. Matlin	V(78)20-3502; (45)47-3078	ASCAP
1	—	28.	28.	28.	28.	28.	28.	JOHNSON RAG	J. Teter Trio	London	501-ASCAP
									(A. Rey Ork, Cap 57-735; R. Morgan Ork, Dec 25442)		
10	20	29.	29.	29.	29.	29.	29.	YOU'RE BREAKING MY HEART	B. Clark	Col(78)38546; (LP)1-296	BMI
4	—	29.	29.	29.	29.	29.	29.	WHY DON'T YOU HAUL OFF AND LOVE ME?	W. Raney	King	791-BMI
									(B. Lister-D. Dunbar, Everstate C-113; T. Fletcher, Vocalion 55063; L. Fatone Ork, Dec 24770; Bull Moose Jackson, King 4322; Maddox Bros. & Ross, 4 Star 1369; B. Atcher, Col 20611; T. Clayton, Varsity 214; M. Shiner, Dec 46178; K. Marvin, Cap 57-4023; B. Hall, Talent 745; B. Nettles & His Dixie Blue Boys, Mer 6209; P. Pyle, Bullet 689)		

WARNING!

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

The Billboard
MUSIC POPULARITY CHARTS
Rhythm & Blues Records
PART VI
Billboard TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending November 4

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
6	1	1	1	SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	Dec 24725—BMI
6	3	2	2	SNEAKIN' AROUND	R. Render	London 17000—BMI
9	13	3	3	IT'S MIDNIGHT	Little Willie Littlefield	Modern 20-686—BMI
1	—	3	3	I'LL GET ALONG SOMEHOW (Parts I and II)	L. Darnell	Regal 3236
11	4	5	5	ALL SHE WANTS TO DO IS ROCK	W. Harris	King 4304—BMI
32	—	6	6	AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherspoon	Supreme 1506—ASCAP
7	7	7	7	NUMBERS BOOGIE	Sugar Chile Robinson	Cap 57-70037—BMI
8	2	8	8	BROKEN HEARTED	E. Williams	Supreme 1535—BMI
6	6	9	9	SO LONG	R. Brown-E. Condon	Atlantic 879
2	9	9	9	WHY DON'T YOU HAUL OFF AND LOVE ME?	Bull Moose Jackson	King 4322—BMI
1	—	9	9	YOU AIN'T GOT IT NO MORE	J. Lee and Her Boy Friends	Cap 57-70031—BMI
1	—	12	12	FOR YOU MY LOVE	L. Darnell	Regal 3240
9	8	13	13	ROOMING HOUSE BOOGIE	A. Milburn	Aladdin 3032—BMI
11	—	13	13	IN THE EVENING WHEN THE SUN GOES DOWN	J. Witherspoon	Supreme 1533—ASCAP
1	—	15	15	FORGIVE AND FORGET	The Orioles	Jubilee 5016

WARNING!

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

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
6	1	1	1	SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	Dec 24725—BMI
12	2	2	2	ALL SHE WANTS TO DO IS ROCK	W. Harris	King 4304—BMI
4	15	2	2	GUESS WHO?	Ivory Joe Hunter	King 4306—BMI
1	—	4	4	JEALOUS HEART	I. J. Hunter	King 4314—BMI
13	6	5	5	BABY GET LOST	D. Washington	Mercury 8148—BMI
9	6	5	5	BROKEN HEARTED	E. Williams	Supreme 1535—BMI
7	6	5	5	IN THE EVENING WHEN THE SUN GOES DOWN	J. Witherspoon	Supreme 1533—ASCAP
1	—	8	8	MARY IS FINE	Clarence Brown	Peacock 1504
1	—	9	9	MY TIME IS EXPENSIVE	Clarence Brown	Peacock 1504
9	4	10	10	ROOMING HOUSE BOOGIE	A. Milburn	Aladdin 3032—BMI
2	—	10	10	DON'T PUT ME DOWN	J. Liggins	Specialty SP-339
5	—	12	12	EMPTY ARM BLUES	A. Milburn	Aladdin 3032—BMI
2	—	12	12	ETHEL MAE	L. C. Williams	Freedom 1517
7	11	14	14	IT'S MIDNIGHT	Little Willie Littlefield	Modern 20-686—BMI
3	3	14	14	BLUES FOR MY BABY	B. Wright	Savoy 710—BMI
3	—	14	14	SNEAKIN' AROUND	R. Render	London 17000—BMI
2	—	14	14	POP CORN	P. Williams	Savoy 711—BMI

ADVANCE RHYTHM & BLUES RECORD RELEASES

Mr. Big Horn	Sir Charles and His All Stars (Benson Alley) Apollo 796	Sorry Woman Blues	Jelly Belly-S. Seward (Water Trough) Apollo 412
One Sweet Letter	Champion Jack Dupree (Mean Mistreatin') Apollo 413	Sweet Man	Memphis Minnie and Son Joe (Tears on) Col 30176
Pelican's Hop	G. Crosse (Saturday Night) V(78)122-0049; (45)50-0033	Tearing Hair	J. Thomas Ork (My Baby) King 4318
Race Track Blues	The Great Gates (Change Your) Selective S-108	That's Grieving Me	D. Pickett (Laughing Rag) Gotham G-201
Saturday Night Fish Fry	G. Crosse (Pelican's Hop) V(78)122-0049; (45)50-0033	Thinking of You	Lover Boy Brown (Just the) Regent 1007
She's So Sweet	L. Johnson (Don't Play) King 43117	The Blues Got Me Again	R. Brown (Boogie at) De Luxe 3300
Sidewalk Waltz	H. Chaotes (Louisiana Boogie) Gold Star 1380	The Moment I Found You	B. Dees (Please Dear) Gold Star 715
		Tears on My Pillow	Memphis Minnie and Son Joe (Sweet Man) Col 30176

ALADDIN

Watch **HIT CHARTS** for
AMOS MILBURN
 "LET'S MAKE CHRISTMAS MERRY, BABY"
 "Bow-Wow"

Aladdin 3037

CHARLES BROWN
 "HOMESICK BLUES"
 "Let's Have a Ball"

Aladdin 3039

CALVIN BOZE
 "SATISFIED"
 "Working With My Baby"

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 "Drifting Blues"

Aladdin 3038

LIGHTNIN' HOPKINS
 "MORNING BLUES"
 "Have To Let You Go"

Aladdin 3035



1st QUARTET VERSION
 BY THE GREATEST FIND OF THE YEAR!
THE SYNCOPATORS



"MULE TRAIN"

backed by

"THESE ARE THINGS I WANT TO SHARE WITH YOU"

THE SYNCOPATORS
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**Box #471
Billboard
1564 Broadway
New York, N. Y.**

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

Based on reports received last three days of Week Ending November 4

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION		Weeks		This		Last		Week		Week	
		to date		Week		Week		Week		Week	
10	1	1.	SLIPPING AROUND.....	M. Whiting-J. Wakely..	Cap 57-40224—BMI						
			Wedding Bells								
16	2	2.	WHY DON'T YOU HAUL OFF AND LOVE ME?.....	Wayne Raney.....	King 791—BMI						
			Don't Know Why								
3	12	3.	I'LL NEVER SLIP AROUND AGAIN... M. Whiting-J. Wakely..	Cap 57-40246—BMI							
			Six Times a Week and Twice on Sunday								
9	3	4.	BLUES STAY AWAY FROM ME.....	Delmore Brothers.....	King 803—BMI						
			Goin' Back to the Blue Ridge Mountains								
36	4	5.	LOVESICK BLUES.....	Hank Williams and His Drifting Cowboys							
			Never Again		MGM 10352—ASCAP						
8	3	6.	I NEVER SEE MAGGIE ALONE.....	K. Roberts.....	Coral 64012—ASCAP						
			Wedding Bells								
15	6	7.	SLIPPING AROUND.....	E. Tubb.....	Dec 46173—BMI						
			My Tennessee Baby								
26	8	8.	WEDDING BELLS.....	H. Williams and His Drifting Cowboys							
			I've Just Told Mama Goodbye		MGM 10401—ASCAP						
20	7	8.	I'M THROWING RICE AT THE GIRL								
			I LOVE.....	E. Arnold.....							
			Show Me the Way Back to Your Heart		V(78)21-0083; (45)48-0080—BMI						
3	13	10.	CRY-BABY HEART.....	G. Morgan.....							
			I Love Everything About You		Col(78)20627; (33)2-350—BMI						
2	14	11.	I LOVE YOU BECAUSE.....	L. Payne.....	Cap 57-40230—BMI						
			A Link in the Chain of Broken Hearts								
6	10	12.	YOU'RE GONNA CHANGE.....	H. Williams.....	MGM 10506—BMI						
			Lost Highway								
6	9	13.	I'LL NEVER SLIP AROUND AGAIN... F. Tillman	Col(78)20613; (LP)23615—BMI							
			This Cold War With You								
3	—	14.	LOST HIGHWAY.....	H. Williams.....	MGM 10506						
			You're Gonna Change								
1	—	15.	HANGMAN'S BOOGIE.....	C. Copas.....	King 811—BMI						
			Blue Pacific Waltz								

WARNING!

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

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

'Cause the One I Love Is You The Texas Tophands (Cotton Eyes) Everstate C-111	I'm Walkin' Right Out of Your Life P. Pyle (Lovin' Lies) Bullet 686
I Wasted a Nickel S. Long (This Cold) V(78)21-0131; (45)48-0134	In the Jail House Now R. Crabtree (Blue Yodel) Talent 716
I Wasted a Nickel H. Hawkins (I'm Kissing) King 821	Isn't He Wonderful B. Starcher (I Planted) Col 20634
I Sent You Roses J. Durham-B. Sykes (Okee Doaks) Fortune 123	It's Just About Time R. Acuff (Lonesome Old) Col 20626
I Won't Be Here To Love You Any More Z. Clements (I-Dreamed) Bullet 655	Jingle Bell Boogie F. Mitchell (Ork (Auld Lang) Derby 723
I'd Like to Find a New Friend Every Day Mel and Stan (Carolina) Cap 57-4024	John L's Contract Time C. & B. Barley (Miner's Welfare) Bullet 694
I'd Rather Be Anything Than What I Am B. Briggs (Yodeling Song) Midwest Records 110	Jonah and the Whale Grandpa Jones (Our Father's) King 815
If I Could Buy Your Love R. Crabtree (A Lifetime) Talent 720	Just a Poor Boy L. Fulson Trio (My Baby) Swing Beat 122
If I Cry B. Briggs (Panhandle Shuffle) Midwest Records 109	Just You F. Oliver's Prairie Pioneers (Till The) Hart-V 16005
If It Doesn't Snow on Christmas G. Aury (Rudolph, the) Col(78)38610; (33)1-375	Just a Plain Old Country Boy T. Duncan (You Put) Cap 57-40247
I'll Have Another's Name E. George (Your Love) Marmay M-102	Leap Year Baby F. Gross Sextette (Let's Get) Swing Beat 129
I'll Take Her From the Valley B. Dean (Back to) DC 4101	Let's Be Sweethearts Again B. Walker (One Has) Talent 704
I'll Worry You Out of My Mind R. Sovine (A Hard) MGM 10547	Let's Get Together F. Gross Sextette (Leap Year) Swing Beat 129
I'm a Hopeless Heartless Fool J. Jericho (I'm Ragged) Four Star 1382	Let's Have a Ball Maxim Trio (Rockin' Chair) Swing Beat 212
I'm Cryin' Tonight Over You B. Carlisle (Empty Arms) King 805	Let's Start All Over Again B. Drake (When You) Bullet 688
I'm Gonna Shoo the Blues Away The Texas Tophands Everstate C-113	Never Mind My Tears I. Ritter (Some Sweet) Cap 57-40248
I'm Kissing Your Picture Counting Tears H. Hawkins (I Wasted a Nickel) King 821	Little Band of Gold Texas Tophands (Today, Tonight) Everstate C-102
I'm Ragged But Right J. Jericho (I'm a) Four Star 1382	Lonesome Old River Blues R. Acuff (It's Just) Col 20626
I'm Still in Love With You A. Hesson (My Red) Talent 710	Love Me, My Darling, Love Me P. Pinto Trio (A Dream) Regent 7023

(Continued on page 100)

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

PART VII



Based on reports received last three days of Week Ending November 4

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION		Weeks		Last This		to date Week Week			
16	1	1	1	1	1	1	1	1	1
16	2	2	2	2	2	2	2	2	2
2	9	2	9	2	9	2	9	2	9
3	—	4	—	4	—	4	—	4	—
6	4	5	4	5	4	5	4	5	4
5	12	6	12	6	12	6	12	6	12
15	3	7	3	7	3	7	3	7	3
4	9	8	9	8	9	8	9	8	9
24	7	9	7	9	7	9	7	9	7
1	—	9	—	9	—	9	—	9	—
5	—	9	—	9	—	9	—	9	—
1	—	12	—	12	—	12	—	12	—
37	5	13	5	13	5	13	5	13	5
9	8	14	8	14	8	14	8	14	8
2	—	14	—	14	—	14	—	14	—

WARNING!

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

FOLK TALENT AND TUNES

By Johnny Sippel

Western Wax Wampum: In the first week of the November polling of the nation's h. b. wax whirlers, 88 Western spinners reported that Jimmy Wakely and Margaret Whiting's waxing of "Slipping Around" (Capitol) was their most requested number. Following in order, the remaining nine included: Wayne Raney's "Why Don't You Haul Off and Love Me?" (King), second; the Delmore Brothers' "Blues Stay Way From Me" (King), third; George Morgan's "Cry Baby Heart" (Columbia), fourth; Eddy Crosby's "Blues Stay Way From Me" (Decca), fifth; Ernest Tubb's "Slipping Around" (Decca), Kenny Roberts' "I Never See Maggie Alone" (Coral) and Dolph Hewitt's "I Wish I Knew" (Victor), sixth; Eddy Arnold's "I'm Throwing Rice" (Victor), ninth; and Jimmy Wakely and Margaret Whiting's "I'll Never Slip Around Again" (Capitol), 10th.

In forecasting the wax future, the disk jockeys predicted the top position for Ernest Tubb's "Blue Christmas" (Decca). The remaining nine, following in order, included: Gene Autry's "Rudolph the Rednosed Reindeer" (Columbia), second; Hank Williams's "Lost Highway" (MGM), third; Stuart Hamblen's "I'll Go Chasing Women" (Columbia), Pee Wee King's "Bonaparte's Retreat" and "Waltz of Regret" (Victor), fourth; Tennessee Ernie's "Mule Train" (Capitol) and Margaret Whiting and Jimmy Wakely's "Six Times Per Week" (Capitol), seventh; Fred Rose's "Who Do We Think We're Fooling" (MGM) and George Morgan's "I Love Everything About You" (Columbia), ninth, and Bob Flannery's "Revenge" (Capitol), 10th.

The details are still lacking, executives of WSM, Nashville, are currently dickering with army air force officials regarding a two to three-week junket overseas by a cast of WSM to entertain U. S. flying personnel in England and Continental Europe. The station executives are trying to switch previously scheduled p. a. tours by the artists at the station so that a star-studded cast may participate.

Word was received last week by George Biggar, WLS, Chicago, talent exec, that American Broadcasting Company would drop the "ABC Barn Dance" from its video schedule after the November 14 show. The ABC video jamboree is the only network h. b. cast show being aired. National Broadcasting Company dropped its web shot, "Saturday Night Jamboree," out of New York, three months ago.

Bob Neal, of WMPS, Memphis, is working personals with Eddie Hill (Decca). . . Little Tex Worrell, of KRNO, San Bernardino, reports that Tex Jim Lewis is operating the Valley Ballroom in that city, where regular square dances and jamborees are held. . . Marty Roberts, of WDZ, Tuscola, Ill., did a Bill Monroe, organizing his own ball team, which played in various ball parks in the vicinity. . . Joe Morris, of WKLY, Hartwell, Ga., reports that Scotty and Boots have moved to WKLY from WRDW, Augusta, Ga. . . Ted Knapp, of KRCT, Baytown, Tex., writes that Red Waltman, of that station, is reorganizing his band to play more one-nighters in the vicinity. . . Dave Miller, of WAAT, Newark, N. J., tells of Al Paul inking

(Continued on page 35)

OPERATOR'S SPECIALS
 Top Songs Plus Top Artists Equals
 Tops in Plays on Your Machines . . .



JACK LAWRENCE

"AFRAID"

Written by FRED ROSE (ASCAP)

on
RCA Victor Bluebird Record No. 30-0013



JON AND SONDRAS STEELE

(WON'T YOU)
"PLEASE BRING BACK THE SUNSHINE"

Written by MAURICE MURRAY, AL TRACE AND IRVIN WAGNER (ASCAP) ON

CORAL RECORD NO. 60117

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for Voting Me the
"Most Promising"
Male Vocalist...!
Gratefully
Bill Lawrence*

The Billboard

MUSIC POPULARITY CHARTS

PART VIII

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

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

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
	POPULAR	
RUSS MORGAN Decca 24737	Makin' Love Ukulele Style Nothing exciting in this old-timey bid to cash in on the new uke vogue. Side is pleasant and danceable, however.	77--78--76--76
	California Orange Blossom Would-be follow-up to the "Sunflower" booster doesn't register with the same impact. For jocks with Chamber of Commerce complexes.	68--68--68--68
MONICA LEWIS (Sy Oliver Ork) Decca 24754	My Own, My Only, My All Tune is from "My Friend Irma" flick. Competent gal with group rendition, but nothing special.	69--70--68--68
	The One Who Gets You Cute number by Simon and Tobias gets a sound beat and a fine try by Miss Lewis, but again there's nothing distinctive here.	70--72--69--68
FRANCIS CRAIG ORK (Jack Shook-The Dixie Dons) MGM 10558	The Whole Year 'Round Craig affects a rural-dixie style on a pop-corn novelty, with gang participation and bones thrown in. Hard try, but that's about all.	71--72--70--70
	My Tears Are Still Falling for You Big band and the maestro's piano begin this sentimental waltz side. Boy and group vocal is pleasant. An adequate dance disk.	72--70--70--74
DERRY FALLICANT (Bob Haggart Trio) MGM 10553	Wish They Were You and I The intimate-styling crooner makes his ballads sound like folk songs, but this one's even too modest.	68--70--70--65
	Hush, Little Darlin' Lad's tender vibrance is well cast in this quiet Western lullaby, but it will have a tough time creeping up on its market.	68--70--70--65
RUSS CASE ORK (Stuart Foster) MGM 10554	A Thousand Violins Altho Foster does his usual fine job, the lush Case orking is starred here. If the tune goes, the label has good coverage.	76--78--75--76
	Envy Same comment for this principally instrumental rendition. Group vocal is very slick.	77--78--76--76
SAM BROWNE-DOREEN STEPHENS-THE SQUADRONAIRES London 529	Wedding Bells Bright, unpersuasive delivery of a new and Benjamin and Weiss rhythm ditty of much merit.	67--67--66--68
	I Wish I Had a Record Another hill country item draws a pop whirl which neither impresses nor palls.	60--60--60--60
GENE KRUPA ORK Columbia 38622	I Want a Crown Up Man Dolores Hawkins delivers the lyric of an unconvincing tune. The Krupa ork's backing is out of the top drawer.	66--67--65--65
	Why Fall in Love With a Stranger? Excellent arrangement, fine Bill Black vocal of a new and pretty ballad from the pen of Krupa clefier George Williams.	79--82--75--80
JIMMY BLAINE (Eddy Marek Ork) London 524	Honey, Why Can't You Be Sweet to Me? Waltz for the Midwestern market is dispensed simply and in forthright fashion by Blaine.	71--72--70--70
	She Wore a Yellow Ribbon The oldie, revived as a flick title song, is treated as a vivacious polka. Expert orking enhances the values of this etching.	81--84--80--80
BOB DALE (Bruce Campbell Ork) London 528	My Street Dale a new name to wax, does a very lovely albeit uncommercial ballad in warm, unpretentious style.	63--68--60--60
	You're My Thrill The lovely standard is done in a similar unaffected manner.	60--60--60--60
THE MARINERS Columbia 38624	On the Island of Oahu The Godfrey show group does handsomely on its first solo wax with a grass-skirts ballad as the subject.	72--75--70--70
	Leprechaun Lullaby The group impresses with an extremely tasteful treatment of a cute new tune.	75--78--75--72
TEDDY PHILLIPS ORK (Lynn Hoyt-The Phillipaires) London 524	Charley My Boy Master's been bought from Tower Records and it's still just as promising as it was on the smaller label.	88--88--86--90
	Are You Kissin' Someone Else Same backing as the original.	80--80--80--80

(Continued on page 100)

The **Billboard** MUSIC POPULARITY CHARTS

PART IX

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.

FOOL'S PARADISE Billy Eckstine MGM 10562

Eckstine, who is one of the most consistent disk sellers in the business today, makes a strong bid for a sturdy hit disk with a wonderfully warm rendition of a new and pretty ballad. Buddy Baker's orking helps to create and sustain the romantic mood. Disking could be big in the rhythm-and-blues market as well.

MY HERO Ralph Flanagan Ork Bluebird 30-0006

Flanagan's re-creation of the Glen Miller band of the early '40s makes a super dance waxing of the pretty Oscar Strauss melody from his "The Chocolate Soldier." It's all instrumental and should find considerable disk jockey support.

SHEANIGANS THE RIVER SEINE Art Mooney Ork MGM 10564

That Mooney man seems to know how to do it. In "Sheanigans" the genial Irish gentleman has himself the Irish sequel to the "Hop Scotch Polka." "Seine" is a wonderfully spirited and rententive waltz etching which starts slow but builds impressively.

THERE'S NO TOMORROW Alan Dale Harmony 1078

Dale debuts on the Harmony label with a big-toned rendition of the adaptation of "O Sole Mio." The ork background offers full-bodied support while Dale warbles warmly both the new English and old Italian lyrics.

THE DISK JOCKEYS PICK:

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

1. MULE TRAIN Frankie Laine Mercury 5345
2. A THOUSAND VIOLINS Paul Weston Capitol 57-756
3. DEAR HEARTS AND GENTLE PEOPLE Dinah Shore Columbia 38605
4. WAY BACK HOME Bing Crosby-Fred Waring Decca 24800
5. THERE'S NO TOMORROW Tony Martin Victor 20-3582
6. SO BLUE Art Lund MGM 10542
7. SEND TEN PRETTY FLOWERS Blue Barron MGM 10543
8. I WANT TO GO HOME Perry Como Victor 20-3586
9. SHE WORE A YELLOW RIBBON Eddie Miller Rainbow 80033

THE RETAILERS PICK:

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

1. DEAR HEARTS AND GENTLE PEOPLE Dinah Shore Columbia 38605
2. WAY BACK HOME Bing Crosby-Fred Waring Decca 24800
3. ENVY Fran Warren Victor 20-3551
4. I WANT TO GO HOME Perry Como Victor 20-3586
5. A DREAMER'S HOLIDAY Ray Anthony Capitol 57-761

THE OPERATORS PICK:

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

1. MULE TRAIN Frankie Laine Mercury 5345
2. WAY BACK HOME Bing Crosby-Fred Waring Decca 24800
3. WHY WAS I BORN Vic Damone Mercury 5326
4. CROCODILE TEARS Eddy Howard Mercury 5325
5. SEND TEN PRETTY FLOWERS Blue Barron MGM 10543
6. FOOLISH TEARS Ella Fitzgerald Decca 24773
7. FOOLISH TEARS Al Morgan London 508
8. I WANT TO GO HOME Perry Como Victor 20-3586
9. BLUEBIRD ON WINDOWSILL Doris Day Columbia 38611
10. SHE WORE A YELLOW RIBBON Eddie Miller Rainbow 80033

FOLK TALENT AND TUNES

(Continued from page 33)

with Apollo label. Chet Tyler dealing with Regal diskery. The Jimmy Dales (he's with Vocalion) are expecting a little cowhand around Christmas. . . . Fred Jackson, of WVEZ, New Orleans, was the party who worked out the deal for Wayne Singleton to ink with Talent label.

Bill Monroe, for years a standby of the Columbia rustic roster, has reportedly been dissatisfied with his treatment by that waxery for months and now is dickering with several firms. It is known that Paul Cohen, of Decca, and others have made concerted pitches to the WSM, Nashville, star. Monroe's original gripe with Columbia was their inking of the Stanley Brothers, a combo which he felt sounded too much like his own work.

Please address all communications to Johnny Sippel, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

HEY! DON'T WANT TO COAX... BUT DON'T BE A MOAX! GET THE....

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By the **JACK TETER TRIO**

A "SHARP" Recording

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LATEST RELEASES

POPULAR

JOHNNY LONG
WE'LL BUILD A BUNGALOW
SKIRTS
KING 15018

AL GRANT
GOODBYE, MY LOVE
LOVEBIRDS (with Barbara Cameron)
KING 15019

SISTER SLOCUM
BLACK AND WHITE RAG
I AIN'T GOT NOBODY
KING 15020

SEPIA
LONNIE JOHNSON
DON'T PLAY BAD WITH MY LOVE
SHE'S SO SWEET
KING 4317

JOE THOMAS
MY BABY DONE LEFT ME
TEARING HAIR
KING 4318

MARION ABERNATHY
LOVE ME OR PLEASE LET ME BE
JA-HOOSEY BABY
KING 4319

EDDIE "LOCKJAW" DAVIS
MOUNTAIN OYSTERS
HUCKLE BOOGIE
KING 4321

BULL MOOSE JACKSON
IS THAT ALL I MEAN TO YOU?
WHY DON'T YOU HAUL OFF AND
LOVE ME?
KING 4322

TEXAS SLIM
I'M GONNA KILL THAT WOMAN
NIGHTMARE BLUES
KING 4323

MEMPHIS SLIM
MISTAKE IN LIFE
LITTLE MARY
KING 4324

FOLK
GRANDPA JONES
JONAH AND THE WHALE
OUR FATHERS HAD RELIGION
KING 815

HAWKSHAW HAWKINS
I WASTED A NICKEL
I'M KISSING YOUR PICTURE
COUNTING TEARS
KING 821

CLYDE MOODY
YOU'LL NEVER KNOW WHAT I'VE
BEEN THROUGH
CHEROKEE WALTZ
KING 822

RED PERKINS
TOO LONG
I KNOW BETTER NOW
KING 823

WAYNE RANEY
I'M SQUARE DAB FROM THE
COUNTRY (AND THE COUNTRY'S
STILL IN ME)
RED BALL TO NATCHEZ
KING 824

KING RECORDS INC. DISTRIBUTORS OF
KING DE LUXE
1540 BREWSTER AVE. CINCINNATI 7, OHIO.

The Billboard

MUSIC POPULARITY CHARTS

PART

X

Advance Information

ADVANCE RECORD RELEASES

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

POPULAR

A Dreamer's Holiday
J. Fina Ork (My Love) MGM 10566
An Old Christmas Card
J. Day (Jolly Old) Vocalion 55065
Be Kind and Make Me Love You
L. Fotine Ork (If I) Dec 24787
Beautiful Land of My Dreams
The Merrie Musette Ork (You Bring) V(78)25-1141,(45)51-0032
Billy
D. Drew (I Wish) MGM 10563
Bingo Went My Heart
N. Brown-B. Yearout-T. West Trio (The Man) Damon 1129
Careless Kisses
J. Day (Church Music) Vocalion 55066
Careless Kisses
S. Kaye Ork (Echoes) V(78)20-3595,(45)47-3101
Chicken Reel Square Dance
G. Lombardo (Sourwood Mountain) Dec 24779
China Doll Parade
R. Morgan Ork (Johnson Rag) Dec 25442
Christmas Gospels Album
P. De Cordoba Cap CAS-9010

The following abbreviations are being used throughout the list of Advance Record Releases:
Cap—Capitol
Col—Columbia
Dec—Decca
Mer—Mercury
V—Victor
All other labels will continue to be spelled out.
Where 78, 45 and 33 1/3 (LP) r.p.m. numbers are listed, the speed is indicated in parentheses preceding the record number. For example: V (78) 20-1941; (45) 47-2354, etc.

Church Music
J. Day (Careless Kisses) Vocalion 55066
Come Back to Sorrento
P. Brito (O Cole) MGM 10567
Dear Hearts and Gentle People
B. Hannon-J. Ryan (There's a) Dec 24794
Don't Be Late
J. Hoops Quartet (Shame Faced) Dynamic 201
Don't Tell My Heart
D. Trio (It's True) Damon 11228
Echoes
G. Fields (Happy Valley) London 514
Echoes
S. Kaye Ork (Careless Kisses) V(78)20-3595, (45)47-3101
El Choclo
H. Scheib (Let's Go) Crystal 234
Fool's Paradise
B. Eckstine (You're Wonderful) MGM 10562
Forever With You
J. Tally (My Sweet) Damon 11233
Give Me Your Hand
V. Schoen Ork (Hopeless Heart) Dec 24789
Hapa Haole Honey
B. Kaai (Lovely Hula) Crystal 241
Happy Valley
G. Fields (Echoes) London 514
Hopeless Heart
V. Schoen Ork (Give Me) Dec 24789
How'd You Like To Have a Sweetheart?
B. Hawkins-The Songmasters (Please Tell) Commodore 7555
I Know, I Know, I Know,
J. Haskell-The Stardusters (Over the) Dec 24786
I Thought I'd Die
T. Sosebee (Old Kentucky) Coral 64026
I Want To Go Home
Beverly & Her Boy Friends (I'm Gonna) Dec 24790
I Wish I Was Back in My Baby's Arms
D. Drew (Billy) MGM 10563
Ida
Mr. Jones (Oh You) London 521
If I Were You
L. Fotine Ork (Be Kind) Dec 24787
If What You Say Is True
B. Clark (South of) Regent 169
If You Knock on Any Door on Christmas Day
P. Scala Ork (Snowy White) London 495
I'm Gonna Let You Cry for a Change
Beverly & Her Boy Friends (I Want) Dec 24790
I'm Just a Little Pansy in a Flower Pot
Two Ton Baker (Why Fall) Mer 5329
In the Evening
E. Fitzgerald (Talk Fast) Dec 24780
In the Same World With You
J. Tally (The Birds) Damon 11227
It's True, It's True
E. Linn (Don't Tell) Damon 11228
I've Been Floating Down the Old Green River
M. Riley Ork (The Music) MGM 10569
I've Got a Lovely Bunch of Coconuts
D. Kaye (The Peony) Dec 24784
John, Asta, My Palsan
J. Bond Ork (You Broke) MGM 10565
Johnson Rag
R. Morgan Ork (China Doll) Dec 25442

Jolly Old Saint Nicholas
J. Day (An Old) Vocalion 55065
Leprechaun Lullaby
Mariners (On the) Col 38624
Let's Go Places and Do Things
H. Wham Ork (El Cholo) Crystal 234
Lovely Hula Hands
B. Kaai (Papa Haole) Crystal 241
Mad About You
C. Spivak Ork (There's No) London 554
Mule Train
V. Monroe Ork (Singing My) V20-3600
My Love Loves Me
J. Fina Ork (A Dreamer's) MGM 10566
My Sweet Rosita
Kaycee Trio (Forever With) Damon 11233
O Sole Mio
P. Brito (Come Back) MGM 10567
Oh, You Beautiful Doll
Mr. Jones (Ida) London 521
Old Kentucky Waltz
T. Sosebee (I Thought) Coral 64026
On the Island of Oahu
Mariners (Leprechaun Lullaby) Col 28624
Over the Hillside
J. Haskell-The Stardusters (I Know) Dec 24786
Please Tell Me Now
B. Hawkins-The Songmasters (How'd You) Commodore 7555
Rainbow Over Manhattan
D. Armstrong (Something Like) Acme 0013
Shame Faced
J. Hoops Quartet (Don't Bel) Dynamic 201
Shenanigans
A. Mooney Ork (The River) MGM 10564
Singing My Way Back Home
V. Monroe Ork (Mule Train) V20-3600
Snowy White Snow and Jingle Bells
P. Scala Ork (If You) London 495
Something Like a Dream
D. Armstrong (Rainbow Over) Acme 0013
Songs of Home Album—National Vespers Mixed Quartet (1-10")
Biblestone (33) S
Bless This House
Home on the Range
Home Sweet Home
Homing
My Old Kentucky Home
How the Day is Over
Prayer of Thanksgiving
The Hills of Home
Sourwood Mountain Square Dance
G. Lombardo (Chicken Reel) Dec 24779
South of the Border
B. Clark (If What) Regent 169
Talk Fast, My Heart, Talk Fast
E. Fitzgerald (In the) Dec 24780
The Birds and the Bees
J. Tally-K. Smith (In the) Damon 11227
The Heart of the Islands in Song Album—S. Kaye Ork (3-10")
V(78)P-258, (45)WP-258
Hawaiian Sunset V(78)20-3581, (45)47-3077
Hawaiian War Chant V(78)20-3581, (45) 47-3077
My Little Grass Shack in Kealahou V(78) 20-3579, (45)47-3075
My Tale of Golden Dreams V(78)20-3580, (45)47-3076
My Tana V(78)20-3579, (45)47-3075
Sweet Leilani V(78)20-3580, (45)47-3076
The Laugh's on Me
S. Oliver Ork (When You) Dec 24788
The Light in Your Eyes
W. King Ork (Vienna, My) V(78)20-3597, (45) 47-3103
The Man in the Moon
N. Brown (Bingo Went) Damon 11229
The Music Goes 'Round and Around
M. Riley Ork (I've Been) MGM 10569
The Peony Bush
D. Kaye (I've Got) Dec 24784
The River Seine
A. Mooney Ork (Shenanigans) MGM 10564
The Wedding Samba
E. Ross Ork (Too Much) London 499
There's a Broken Heart for Every Light on Broadway
B. Hannon-J. Ryan (Dear Hearts) Dec 24794
There's No Tomorrow
C. Ravazza (Vieni Su) Dec 24782
There's No Tomorrow
C. Spivak Ork (Mad About) London 554
Too Much Tempo in My Rumba Belt
E. Ross Ork (The Wedding) London 499
Vieni Su
C. Ravazza (There's No) Dec 24782
Vienna, My City of Dreams
W. King Ork (The Light) V(78)20-3597, (45) 47-3103
When You Danced By
S. Oliver Ork (The Laugh's) Dec 24788
Why Fall in Love With a Stranger
Two Ton Baker (I'm Just) Mer 5329

(Continued on page 98)

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MUSIC POPULARITY CHARTS

PART XI

Album and LP Record Reviews

Billboard TRADE SERVICE FEATURE

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

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

THE RATES
(100 points—the maximum)

90-100 tops
85-89 excellent
70-79 good
40-69 satisfactory
0-39 poor

THE CATEGORIES

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

SQUARE DANCES—Pee Wee King Ork **77**

(3-10")
Victor P 256
You Call Everybody Darlin'; Shocking Rye Straw; Black-Eyed Susie; Glory Hallelujah; Fire on the Mountain; Cornbread; Lasses and Sassafras Tea. Lee Bradford Jr. does the calling here, and he does a fine job, with King's boys providing the rhythm and a salable name for the folk field. The selections and the dances are not as familiar as some, and as such should be welcome to the growing legion of square dancers. But they may require a little preliminary briefing for city folks, which the liner notes could have provided.

JUKES Not suitable. **JOCKS** Fine for hoedown country spots.

GLAZOUNOFF: CONCERTO IN A MINOR, **75**

OP. 82—Nathan Milstein-RCA Victor
Symphony Ork-William Steinberg, director
(3-7")
Victor (45) WDM 1315
Milstein makes his first appearance on Victor in this set. For the Red Seal debut, the noted violinist offers a performance of a concerto which served as his initial contribution to the American concert public some 20 or so years ago. And Milstein plays it beautifully, showing a full understanding of Glazounoff's writing and displaying the rich sound for which the violinist has become noted. The concerto is one which is highly melodic and more or less lush in texture. Steinberg, who leads the Victor Symphony in accompaniment of the violinist, offers first-rate backing for the soloist. The technical recording produced some top notch quality.

JUKES Not suitable. **JOCKS** Fine performance of the concerto for FM and longhair collections.

BEETHOVEN: SYMPHONY: NO. 9 IN D **85**

MINOR, OP. 125—Philharmonic-Symphony Ork of New York-Bruno Walter, director-Irma Gonzalez-Elena Nikolaidi-Raoul Jobin-Mack Harrell-The Westminster Choir
(2-12")
Columbia (33) SL-156 (2 Vols.)

Brahms: Song of Destiny, Op. 54, The Philharmonic-Symphony Ork of New York-The Westminster Choir.
If this isn't the definite recording of Beethoven's masterpiece, it's still one of the monumental cuttings in the history of the phonograph record. The sound of the two LP disks is absolutely superb, and Walter's conducting is magnificent. Long recognized as one of the leading Beethoven interpreters, his understanding of this most profound of all symphonies is awe-inspiring. A finer quality has never been extracted from the Philharmonic, and the singers, too, have been infused with a tremendous inspiration. All of them are highly competent. Here at last is the ideal interpretation, ideally recorded, of an ideal piece of music. The last side of the LP version is a reissue of Walter's performance of the richly beautiful Brahms choral work. The words, altho in English, can't be made out, but the music, and its interpretation, are superb.

JUKES Not suitable. **JOCKS** For a long longhair spot.

HAYDN: QUARTET IN D MAJOR and **78**

QUARTET IN B FLAT MAJOR—Budapest String Quartet (1-12")
Columbia (33) ML 4216

The D Major, Opus 64, No. 5 is called the "Lark," and the B-Flat, Opus 76, No. 4, the "Sunrise." Both derive their nicknames from pastoral qualities in the first movements. Actually, these are two of the Austrian master's most profound works, both displaying a somewhat general impression that his creative activities were confined to the fabrication of graceful trivium. Not that these quartets are not immediately accessible to anyone conditioned to the string quartet sound. They are melodious, and rhythmic, and the interpretations by the fine Budapest group are probing and understanding. Technically, the performances are breathtaking, and the sound of the LP disk is full and distortion-free.

JUKES Not suitable. **JOCKS** Good openness for chamber music shows.

CHRISTMAS MUSIC—Rutgers University **78**

Glee Club-F. Austing Walters, director
(1-10")
Key (33) 10

Sleepers Wake; Chorale; A Christmas Greeting; Bring a Torch, Jeanette, Isabella; Wasn't That a Mighty Day?; Carol of the Bells; God Rest Ye, Merry Gentlemen; Jesus, Jesus, Best Your Head; Lo, How a Rose E're Blooming; Today Is Born Emmanuel; Silent Night.
Most of these Christmas selections aren't found in the usual holiday collections, and they should find a strong market via this well-performed, well-recorded Long-Playing platter. Origin of the works is varied; sources ranging from old German thru French, American Negro, and Appalachian. All are sung in sensitive tho robust fashion by the large male group, and, all of the words can be understood. Cover is appropriately dignified.

JUKES Not suitable. **JOCKS** In itself, makes up a well-rounded Christmas show.

A CONCERT OF FAVORITES—BY EUGENE **75**

CONLEY—Eugene Conley-Robert Farnon
Ork (1-10")
London (33) LLP 13

I Hear You Calling Me; Ah! Sweet Mystery of Life; Forgotten; Because; Thine Alone; I'll Take You Home Again, Kathleen; Beloved; Danny Boy. Conley is the Canadian-born, American-trained and European-discovered tenor who will sing with the Metropolitan Opera Company this season. He makes a maximum use of a firm tho not rich voice in delivering the eight song favorites employed on this disk. Conley sings these songs as well as they ever have been done on wax. Should Conley achieve some fame on joining the Metopera, this LP's value should be enhanced considerably, primarily because of the songs' appeal to the masses. Farnon's arrangements and ork backing are perfectly fitted for the material and the voice.

JUKES Not suitable. **JOCKS** FM, longhair and semi-classic spinners have reason to use this if equipped for LP.

HANDEL: TWELVE CONCERTI GROSSI, **73**

Op. 6, Vols. I, II, III, IV—Busch Chamber Players—Adolf Busch, Dir.
Columbia (33) SL-158

Here on four 12-inch LP disks is Handel's complete Opus 6, with all 12 of the concerti grossi; a shining instance of the particular ways LP benefits the collector of classical music. When originally issued on standard 78 r.p.m. in 1947, this work required 25 12-inch shellac records. The playing, as those who have heard the shellac version know, is superb—inspired, graceful and technically superlative. The reproduction on LP is especially fine and lifelike, in both mass and detail. The four disks come in automatic sequence, with extensive and illuminating commentary on the wrappers. Till now, this was a package for scholars, Handel enthusiasts, music schools and other such parties who cared to fork over the price of 25 shellac records. The savings made possible by LP now bring the Handel concerti grossi within the range of Gus Collector.

JUKES Not suitable. **JOCKS** Single concerti okay.

CHRISTMAS MUSIC—Father Flanagan's **60**

Boys Town Choir (3-10")
Capitol CC 9006

When Christ Was Born; O Holy Night; Silent Night; Shepherds Awake; Sleep, My Child, Jesus; The New Born Baby; Ave Vera Virginitas; Franciscan Song; O Come All Ye Faithful; Glory to God in the Highest.
The boys in the Father Flanagan Boys Town choir range in age from 12 to 18, and in voice from bass to high soprano. They sing hymns, some familiar, some rarely heard outside of churches, with sweetness and reverence. Musically, they are of professional caliber. Album will appeal to those who like their Christmas music churchly and religiously formal.

JUKES Not suitable. **JOCKS** Okay for holiday spins.

(Continued on page 96)

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MUSIC POPULARITY CHARTS

PART
XIIThe Honor Roll of
Popular Songwriters

By Jack Burton

NO. 42—COLE PORTER

COLE PORTER'S BEST KNOWN SONGS
AND RECORDINGS AVAILABLE

(Continued from last week)

1943—SOMETHING FOR THE BOYS

Book by Herbert and Dorothy Fields, and starring Ethel Merman in a cast that included Paula Laurence, Betty Bruce, Betty Garrett and Allen Jenkins. Chappell & Co., Inc.

COULD IT BE YOU
HE'S A RIGHT GUY
HEY, GOOD LOOKIN'
SOMETHING FOR THE BOYS
(Available on Decca record 23363, Paula Laurence and male chorus.)

BY THE MISSISSINIAH
(Available on Decca record 23363, Paula Laurence and Betty Garrett.)

SEE THAT YOU'RE BORN IN TEXAS
WHEN MY BABY GOES TO TOWN
WHEN WE'RE HOME ON THE RANGE
THE LEADER OF THE BIG TIME BAND
I'M IN LOVE WITH A SOLDIER BOY
THERE'S A HAPPY LAND IN THE SKY

1944—MEXICAN HAYRIDE

Book by Herbert and Dorothy Fields, and presented by a cast headed by Bobby Clark, George Givot, Paul Haakon, June Havoc and Ethel Meiser. Chappell & Co., Inc.

SING TO ME, GUITAR
(Available on Decca records 25269 in A-612, Guy Lombardo; 23336 in A-372, Corinna Mura with chorus.)

THE GOOD WILL MOVEMENT
I LOVE YOU
(Available on the following records: Columbia 4432-M, Rise Stevens; Columbia 7590-M, Andre Kostelanetz orchestra; Columbia 38097, Jimmy Lunceford and orchestra; Decca 23352, Percy Faith, orchestra; Decca 24256, Bing Crosby; Decca 18595, Bing Crosby.)

THERE MUST BE SOMEONE FOR ME
(Available on Decca record 23338 in A-372, June Havoc.)

WHAT A CRAZY WAY TO SPEND SUNDAY
(Available on Decca record 23339 in A-372, June Havoc.)

ABRACADABRA
(Available on Decca record 23338 in A-372, June Havoc.)

COUNT YOUR BLESSINGS
(Available on Decca record 23339 in A-372, June Havoc.)

CARLOTTA
(Available on Decca record 23336 in A-372, Corinna Mura and chorus.)

GIRLS
(Available on Decca 23337 in A-372, Wilbur Evans and chorus.)

"MEXICAN HAYRIDE" ALBUM
Decca A-372, June Havoc, Wilbur Evans and Corinna Mura with orchestra and chorus. "Sing to Me Guitar," "CarloTTa," "I Love You," "Girls," "There Must Be Someone for Me," "Abracadabra," "Count Your Blessings" and "What a Crazy Way To Spend Sunday."

1944—SEVEN LIVELY ARTS

Billy Rose reopens the Ziegfeld Theater as a legitimate playhouse with magnificence of champagne and a musical review in which Beatrice Lillie, Bert Lahr, Doc Rockwell, Albert Carroll and Benny Goodman were starred or featured. Sketches by Moss Hart and Ben Hecht. Chappell & Co., Inc.

FRANNGEE-PAHNEE
(Available on Decca record 25269 in A-612, Guy Lombardo and his Royal Canadians.)

BIG TOWN
EVERY TIME WE SAY GOODBYE
(Available on the following records: RCA Victor 10-1156, Dorothy Kirsten and RCA Victor orchestra; Capitol 187, Stan Kenton orchestra; Decca 23699 in A-499, Fred Waring's Pennsylvanians.)

IS IT THE GIRL OR IS IT THE GOWN?
ONLY ANOTHER BOY AND GIRL
(Available on RCA Victor record 10-1156, Dorothy Kirsten and RCA Victor orchestra.)

WOW-OOH-WOLF
DRINK
WHEN I WAS A LITTLE CUCKOO
DANCIN' TO A JUNGLE DRUM
HENCE IT DON'T MAKE SENSE
THE BAND STARTED SWINGING A SONG

1946—AROUND THE WORLD IN EIGHTY DAYS

Musical comedy, based on Jules Verne's book of the same name, by Orson Welles, who starred in a cast that included Arthur Margetson, Mary Healy, Juliette Warren, Larry Laurence and Victoria Cordova. Chappell & Co., Inc.

LOOK WHAT I FOUND
THERE HE GOES, PHILEAS FOGG
MEERAHLAH
SEA CHANTEY
SHOULD I TELL YOU I LOVE YOU?
(Available on the following records: RCA Victor 20-1900, Freddy Martin orchestra; Decca 18997, Dick Haymes and orchestra.)

PIPE DREAMING
(Available on RCA Victor record 20-1900, Freddy Martin orchestra.)

IF YOU SMILE AT ME
WHEREVER THEY FLY THE FLAG OF OLD ENGLAND
THE MARINES HYMN

1948—KISS ME, KATE

Musical comedy by Bella and Samuel Spewack, vaguely based on Shakespeare's "The Taming of the Shrew" and starring Alfred Drake and Patricia Morrison in a cast in which Harold Lang and Lisa Kirk were featured. T. B. Harms Co.

ANOTHER OP'NIN', ANOTHER SHOW
(Available on Columbia record 55042 in Album C-200.)

WHY CAN'T YOU BEHAVE?
(Available on the following records: Columbia 55043 in Album C-200; Capitol 10210 in Album CD-144.)

WUNDERBAR
(Available on the following records: RCA Victor 20-3353, Jane Pickens and Alfred Drake; RCA Victor 20-3354, H. Rene Orchestra; Columbia 55044 in Album C-200; Capitol 10207 in Album CD-144.)

SO IN LOVE AM I
(Available on the following records: Columbia 38399, Dinah Shore and The Starlighters; Capitol 15357, Gordon MacRae and Orchestra; Decca 24559, Bing Crosby; Decca 24572, Guy Lombardo; RCA Victor 20-3331, Tommy Dorsey; RCA Victor 20-3352, Alfred Drake with orchestra; MGM 10359, J. Harvey with orchestra; Columbia 55054 in Album C-200; Capitol 10210 in CD-144.)

WE OPEN IN VENICE
(Available on Columbia record 55046 in Album C-200.)

TOM, DICK OR HARRY
(Available on Columbia record 55046 in Album C-200.)

I'VE COME TO WIVE IT WEALTHILY IN PADUA
(Available on Columbia record 55047 in Album C-200.)

I HATE MEN
(Available on the following records: Columbia 55047 in Album C-200; Capitol 10208 in Album CD-144.)

WERE THINE THAT SPECIAL FACE
(Available on the following records: Columbia 55047 in Album C-200; Capitol 10203 in Album CD-144.)

I SING OF LOVE
KISS ME, KATE
TOO DARN HOT
(Available on the following records: Columbia 55046 in Album C-200; Capitol 10207 in Album CD-144.)

WHERE IS THE LIFE THAT LATE I LED?
(Available on Columbia record 55045 in Album C-200.)

ALWAYS TRUE TO YOU (IN MY FASHION)
(Available on the following records: Columbia 38399, Dinah Shore and The Starlighters; MGM 10359, J. Harvey with orchestra; Capitol 15378, Jo Stafford with Paul Weston's orchestra; Columbia 55044 in Album C-200; Capitol 10209 in Album CD-144.)

BIANCA
(Available on the following records: Columbia 55043 in Album C-200; Capitol 10209 in Album CD-144.)

BRUSH UP ON YOUR SHAKESPEARE
(Available on Columbia record 55042 in Album C-200.)

I AM ASHAMED THAT WOMEN ARE SO SIMPLE
(Available on Columbia record 55042 in Album C-200.)

KISS ME, KATE ALBUMS
Columbia C-200, Alfred Drake, Patricia Morrison, Lisa Kirk, Harold Lang and other members of the original cast. "Always True to You in My Fashion," "Bianca," "Brush Up on Your Shakespeare," "I'm Ashamed That Women Are So Simple," "I've Come to Wive It Wealthily in Padua," "I Hate Men," "Another Op'nin', Another Show," "So

PERTINENT DATA ON SONGS AND SONGWRITERS

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

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1892 or before) have no publisher credit.

In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

In Love," "Too Darn Hot," "We Open In Venice," "Tom, Dick or Harry," "Were Thine That Special Face," "Where Is the Life That Late I Led," "Why Can't You Behave" and "Wonderbar."

Capitol CD-144, Jo Stafford, Gordon MacRae and Paul Weston Orchestra. "Always True to You in My Fashion," "Bianca," "I Hate Men," "So in Love Am I," "Too Darn Hot," "Were Thine That Special Face," "Why Can't You Behave" and "Wonderbar."

London Musicals

1922—MAYFAIR AND MONTMARTRE
BLUE BOY BLUES
OLGA, COME BACK TO THE VOLGA
COCKTAIL TIMEInterpolated Songs
In Broadway Shows

1915—MISS INFORMATION

Starring Elsie Janis.
TWO BIG EYES
Harms, Inc.

1919—BUDDIES

Starring Peggy Wood and Donald Brian.
I NEVER REALIZED
Music by Melville Gideon. Leo Feist, Inc.
(Available on Decca record 24202 in A-691, Bing Crosby.)

Film Songs and Scores

1929—BATTLE FOR PARIS

A Paramount picture starring Gertrude Lawrence. Harms, Inc.
THEY ALL FALL IN LOVE
WHAT MAKES MY BABY BLUE?
WHEN I'M HOUSEKEEPING WITH YOU

1934—WAKE UP AND DREAM

A Universal picture with a cast that included Russ Columbo, June Knight, Roger Pryor and Henry Armetta.
WHAT IS THIS THING CALLED LOVE?

1934—GAY DIVORCEE

An RKO picture starring Fred Astaire and Ginger Rogers in a cast that included Alice Brady, Edward Everett Horton, and Eric Blore. Harms, Inc.
NIGHT AND DAY

1936—BORN TO DANCE

An MGM picture starring Eleanor Powell in a cast that included James Stewart, Virginia Bruce and Una Merkel. Chappell & Co., Inc.
I'VE GOT YOU UNDER MY SKIN
(Available on the following records: RCA Victor 25122, Ray Noble orchestra; RCA Victor 20-1912, Betty Rhodes with orchestra; Columbia 36512 in C-87, Eddy Duchin; Columbia 35515 in C-18, Larry Adler, harmonica; Columbia 35930 in C-42, Hal Kemp orchestra; Columbia 7549-M, Rise Stevens; Columbia 7589-M, Andre Kostelanetz; Columbia 55036 in C-107, Morton Gould orchestra; Columbia 37260 in C-125, Dinah Shore; Decca 29216, Lee Wiley with Victor Young orchestra; Decca 24076 in A-1936, Fingler and Schutt, piano duo; Decca 23700 in A-499, Fred Waring's Pennsylvanians.)

EASY TO LOVE

(Available on the following records: RCA Victor 25422, Ray Noble orchestra; RCA Victor 20-1934, Artie Shaw; RCA Victor P(27396) in P-64, Joe Reichman, piano with rhythm section; Capitol 120, Johnny Johnson with Paul Weston orchestra; RCA Victor P(20-1881) in P-158, David Rose orchestra; RCA Victor M(11-9042) in M-1038, Allan Jones with orchestra and chorus; Columbia 36542 in C-87, Eddy Duchin; Decca 23780, Dick Haymes; Decca 23501 in A-421, Phil Baker, accordion; Decca 24076 in A-1936, Fingler and Schutt, piano duo.)

I'M NUTS ABOUT YOU

RAP-TAP ON WOOD

A Paramount picture with a cast that included Bing Crosby, Ethel Merman, Charles Ruggles and Ida Lupino. Harms, Inc.

ANYTHING GOES

ALL THRU THE NIGHT
YOU'RE THE TOP
BLOW, CABBRIEL, BLOW
THERE'LL ALWAYS BE A LADY FAIR,
I GET A KICK OUT OF YOU

1937—ROSALIE

An MGM picture with a cast that included Nelson Eddy, Eleanor Powell, Frank Morgan and Ray Bolger. Chappell & Company, Inc.

ROSALIE
(Available on the following records: Columbia 36543 in C-87, Eddy Duchin; Decca 29211 in A-533, Frankie Carle, piano; Decca 24083 in A-1937, Roy Ross orchestra; Decca 24202 in A-69, Bing Crosby.)

IN THE STILL OF THE NIGHT
Lyrics by Gus Kahn
(Available on the following records: RCA Victor 20-2074, Russ Case orchestra; RCA Victor M(10-1299) in M-1127, Gladys Swarthout; RCA Victor P(20-1872) in P-154, Arthur Whittmore and Jack Lowe, duo pianos; Columbia 7549-M, Rise Stevens; Columbia 7588-M, An-

dre Kostelanetz; Decca 20196 in A-386, Fred Waring; Decca 29214 in A-533, Frankie Carle, piano solo; Capitol 15218, Jo Stafford with Paul Weston orchestra.)

CLOSE

WHO KNOWS?
WHY SHOULD I CARE?
I'VE A STRANGE NEW RHYTHM IN MY HEART
IT'S ALL OVER BUT THE SHOUTING
IT WASN'T MEANT FOR ME
SPRING LOVE IS IN THE AIR

1940—BROADWAY MELODY

An MGM picture starring Fred Astaire and Eleanor Powell in a cast that included George Murphy and Frank Morgan. Harms, Inc.

I CONCENTRATE ON YOU
(Available on the following Columbia records: 7590-M, Andre Kostelanetz; 37256 in C-124, Frank Sinatra.)

BETWEEN YOU AND ME
I'VE GOT MY EYES ON YOU
BEGIN THE BEGUINE
PLEASE DON'T MONKEY WITH BROADWAY

1941—YOU'LL NEVER GET RICH

A Columbia picture starring Fred Astaire and Rita Hayworth in a cast that included Robert Benchley. Chappell & Company, Inc.

DREAM DANCING
(Available on Decca record 18188, Fred Astaire.)

SINCE I KISSED MY BABY GOODBYE
(Available on Decca record 18187, Fred Astaire and Delta Rhythm Boys.)

SO NEAR AND YET SO FAR
(Available on Decca record 18187, Fred Astaire.)

BOOGIE WOOGIE BARCAROLE

SHOOTING THE WORKS FOR UNCLE SAM
WEDDING CAKE WALK
(Available on Decca record 18188, Fred Astaire and Delta Rhythm Boys.)

1943—SOMETHING TO SHOUT ABOUT

A Columbia picture with a cast that included Don Ameche, Janet Blair, Jack Oakie, William Gaxton, Cobina Wright and Hazel Scott. Chappell & Company, Inc.

YOU'D BE SO NICE TO COME HOME TO
(Available on the following records: Decca 24315 in A-1943, Bob Grant orchestra; Capitol 127, Six Hits and a Miss; Columbia 36669.)

SOMETHING TO SHOUT ABOUT
I ALWAYS KNEW
HASTA LUECO
LOTUS BLOOM
THROUGH THICK AND THIN
I CAN DO WITHOUT TEA IN MY TEAPOT
IT MIGHT HAVE BEEN

1943—I DID IT

An MGM picture starring Red Skelton in a cast that included Eleanor Powell, Sam Levene, Lena Horne and Hazel Scott. Chappell & Company, Inc.

1943—DU BARRY WAS A LADY

An MGM picture with a cast that included Red Skelton, Lucille Ball, Gene Kelly, Virginia O'Brien, Rags Ragland and Tommy Dorsey's orchestra. Chappell & Company, Inc.

DO I LOVE YOU?
KATIE WENT TO HAITI
FRIENDSHIP

1944—HOLLYWOOD CANTEN

A Warner Brothers picture with a cast that included Jack Benny, Eddie Cantor, Joan Crawford, Bette Davis, Roy Rogers, Barbara Stanwyck, Jane Wyman, the Andrews Sisters, and Jimmy Dorsey's and Carmen Cavallaro's orchestras. Harms, Inc.

DON'T FENCE ME IN
This was originally written in 1924 for the film "Argentina Nights" but was not used.
(Available on the following records: Columbia 20129, Gene Autry; Decca 23481 in A-559, Bing Crosby and Andrews Sisters, and Decca 23364, Bing Crosby and Andrews Sisters.)

1946—NIGHT AND DAY

A Warner Bros. picture based on the life of Cole Porter with Cary Grant playing the role of the composer in a (See COLE PORTER on page 40)

SONGWRITERS
COMING UP!

November 19 Issue

GEORGE GERSHWIN

In Issues Subsequent to November 19, The Billboard Will Present

GEORGE GERSHWIN (Part II)
RICHARD RODGERS
VINCENT YOUMANS
A. BALDWIN SLOANE
HARRY RUBY (with BERT KALMAR)
ARTHUR SCHWARTZ (with HOWARD DIETZ)
JIMMY McHUGH
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Owing to space limitations the biography and songs of George Gershwin, originally scheduled to begin in this issue of *The Billboard*, will start in the November 19 issue.

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DA 715—XMAS GREETINGS—Crosby	3.15	2.21

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- 20377—HERE COMES SANTA CLAUS—AUTRY
- 20-3177—ALL I WANT FOR XMAS—S. JONES
- 23281—JINGLE BELLS—CROSBY
- 23778—WHITE XMAS—CROSBY
- 30036—SILENT NIGHT—L. MELCHIOR
- 10522—MISTLETOE KISS—MOONEY
- 10523—SANTA CLAUS IS COMING TO TOWN—BARRON
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"LET ME OFF UPTOWN"
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Music—As Written

Grandma's Hits Revived by Lincoln

Eight old tunes, each reported to have sold over a million sheet copies back when grandma was a girl, will be issued next week on Lincoln Records' new 39-cent vinylite disks. None of the tunes have been revived since their heyday, according to Lincoln chief, George Roseffe. Sides were cut by Enoch Light's ork, with vocals by the Cloverleaf Four and the Three Beaus and a Peep.

Victor Issues Latin Version of "Don't Cry, Joe"

With Pedro Vargas' Spanish version of "Riders in the Sky" reported riding high, Victor is issuing a Latin version of "Don't Cry, Joe" by Puerto Rican thrush Ruth Fernandez. Victor's Latin department, headed by Herman Diaz, this week signed maestro-drummer-arranger Tito Puente, who is appearing at the Palladium, New York. Polito Galindez, Puerto Rican warbler, was also signed.

Decca Signs Esy Morales; He Cuts Four Sides

Decca Records last week inked Latin music specialist Esy Morales to a term waxing pact. Morales, whose disking of "Jungle Fantasy" caused considerable stir a couple of years ago, already has sliced four sides for the diskery. This marks his initial wax work for a major diskery.

Morales, Brito, Tobias Join SPA

Noro Morales, Phil Brito and Fred Tobias have joined the Songwriters' Protective Association (SPA). Fred makes the fifth Tobias in the association. The others are his father, Charles; his uncles, Harry and Henry, and his brother, Jerry.

Kornheiser, Marks, Niles—All Pluggers—Switch

New York songplugger switches this week found Bobby Kornheiser moving from E. B. Marks to Simon-House, Henry Marks from Sam Fox to Paxton Music, and Duke Niles joining Joe Davis.

Beecham To Put Longhair Jockey Shows on E.T.

Sir Thomas Beecham, the noted British conductor, arrived in New York last week for a combined lecture-concert tour of the U. S. and Canada. While here he'll transcribe a series of 55-minute longhair disk jockey shows, entitled "Sir Thomas Turns the Tables." The show will be aired weekly over WQXR and other stations throuth the country. Sir Thomas now records exclusively for RCA Victor.

Seven Haydn Symphonies on Three LP Platters

The Haydn Society, with main office in Boston, has issued a set of seven Haydn symphonies on three long-playing platters. The disks feature Jonathan Sternberg conducting the Vienna Symphony Orchestra. The outfit's next release will be Haydn's "Missa Solemnis in D Minor," known as the "Lord Nelson Mass." The work has never been performed in this country and has never before been recorded previously.

Vocalion Inks Kassel; First Sides Sliced

Veteran orkster Art Kassel has been signed to record for Vocalion Records, the low-price, direct-sale label subsidiary of Decca Records. Kassel previously had recorded for Mercury. The orkster sliced his first sides for Vocalion last week. The crew did "Toot, Toot, Tootsie," and a brace of other pops.

Elliot, General, Simon To Split Mask and Wig Score

The half dozen songs which compose the score of the forthcoming University of Pennsylvania Mask and Wig show will be split among three publishers. Elliot Music, owned by orkster Elliot Lawrence, will publish a pair of the tunes, as previously reported. But General Music, a firm run by Paul Kapp, Moe Jaffe and Clay Boland, will handle three songs from the show, and George Simon Music will publish one. Jaffe and Boland wrote the bulk of the score. General will publish "Watch That First Step, Brother"; "Kissing Me" and "I Didn't Know It Was That Good." Simon will handle "Love Is."

Decca Prexy Milton Rackmil planes to the Coast for a one-week business trip this week. . . Pianist Eddie Heywood has sufficiently recuperated from a two-year illness to return to work. He will be booked thru the General Artists Corporation. . . Buddy DeFranco and his sextet will play

COLE PORTER

(Continued from page 38)
cast that included Alexis Smith, Monte Woolley, Ginny Sims and Mary Martin. The score consisted of the outstanding songs written by Cole Porter

1948—THE PIRATE

An MGM picture with a cast that included Judy Garland, Gene Kelly, Walter Slezac and Reginald Owen. Lyrics by Noel Coward. Chappell & Company, Inc.
LOVE OF MY LIFE
MACK, THE BLACK
YOU CAN DO NO WRONG
BE A CLOWN
NINA

COLE PORTER ALBUMS

RCA Victor P-158. Cole Porter Revue with David Rose and His Orchestra. "What Is This Thing Called Love?" "I've Got You Under My Skin," "Begin the Beguine," "Love for Sale," "Night and Day," "Easy To Love," "I Get a Kick Out of You" and "In the Still of the Night."
RCA Victor M-1033. "Night and Day Album" with Allan Jones with RCA Victor Orchestra and Chorus. "Night and Day," "I've Got You Under My Skin," "Begin the Beguine," "Why Shouldn't I?" "What Is This Thing Called Love?" "Rosalie," "Easy To

Love" and "In the Still of the Night." Columbia MM-721. Music of Cole Porter with Andre Kostelanetz and His Orchestra. "In the Still of the Night," "Blow Gabriel, Blow," "All Through the Night," "I've Got You Under My Skin," "I Concentrate On You" and "I Love You."

Columbia MM-630. Songs of Cole Porter with Rise Stevens and Orchestra. "Night and Day," "Begin the Beguine," "Everything I Love," "What Is This Thing Called Love?" "I've Got You Under My Skin" and "In the Still of the Night."

Decca A-891. Bing Crosby Sings Cole Porter's Songs. "Begin the Beguine," "Night and Day," "I've Got You Under My Skin," "Easy To Love," "Just One of Those Things," "I Love You," "Rosalie" and "I Never Realized."

Decca A-123. Cole Porter Songs by Mary Martin. "Let's Do It," "Why Shouldn't I?" "My Heart Belongs to Daddy," "I Get a Kick Out of You," "Katie Went To Haiti" and "What Is This Thing Called Love?"

Decca A-499. Cole Porter's Songs by Fred Waring's Pennsylvanians. "Night and Day," "A Little Rumba Numba," "What Is This Thing Called Love?" "Every Time We Say Good-bye," "I've Got You Under My Skin," "Everything I Love," "You'd Be So Nice To Come Home To" and "I Love You."

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a one-week date at the 421 Club, Philadelphia, beginning November 14. . . . **Sammy Kaye's** ork will return to the air via Columbia Broadcasting System to revive his "Sunday Serenade" program.

New York:

Billy Eckstine will go into Bop City for an 11-day engagement beginning November 11. . . . **Louis Armstrong** will return from his highly successful European tour November 14 or 15 and will play his first date on these shores following the tour at the Apollo Theater for one week beginning November 18. . . . The Walker Theater, a Brooklyn 2,300-seater in the Randforce circuit, will play band show one-day stands beginning November 8 with **Count Basie's** ork due to kick off the new policy. **Johnny Long, Elliot Lawrence** and **Ray McKinley** are to follow Basie.

Warbler **Bill Darnel**, Coral disk artist, plays the Meadowbrook November 11, 12, 13, then opens a two-week stay at the Crossroads, Washington, the 15th. . . . **Patti Page**, Mercury artist, goes into the Meadowbrook for a week starting November 22. . . . **Ralph Young**, who recorded for **Louis Prima's** defunct Happiness label, will cut for London. **Bobby Wayne** and **Theresa Brewer** also waxed London dates last week. . . . Crooner **Dick Todd** has signed with Rainbow Records. . . . Rainbow and Derby disks have switched their metropolitan area distribution from Portem to Cosnat Distributors. . . . **Bon Bon** is cutting four Beacon Music tunes for **Joe Davis's** Celebrity label. Disks will be used principally for tune exploitation. . . . Cuban cleffer **Oswaldo Farres** is in town.

Robert Merrill's RCA Victor dinking of "Old Man River" and "The Lord's Prayer" will be issued as a National special November 15, on 78 and 45-r.p.m. pressings simultaneously. . . . **Johnny Thompson** opened at the Penthouse Club November 3, doubling in from "Miss Liberty." He's also on the weekly "Fitzgeralds' Show" over WJZ-TV, and has his own 15-minute radio show twice weekly over WJZ. He records for Columbia and Lang-Worth.

Eddie Wilcox's ork is now recording for Derby Records. . . . **Edmund Anderson**, co-cleffer of "Flamingo," has joined the Green-Brodie Ad Agency as radio and tele consultant. . . . Warbler **Larry Darnell**, riding on two hot-selling Regal diskings, has been booked into the Moonglow, Chester, Pa., for one week. . . . Regal has added the **Wild Bill Moore** and **Teddy Brannon** orks to its roster. . . . National Records has signed **Jackie Paris, Lucky Thompson** and **Joe Medlin**. . . . **Larry Taylor**, professional manager at Michael Music, has inaugurated a series of cartoon post cards plugging the firm's songs. They are mailed, a new cartoon each week, to 500 jocks.

The **Ned Harvey** ork has been renewed for six weeks at the Iceland. . . . Incumbent officers of the Songwriters' Protective Association (SPA) were all re-elected. . . . **Carl Zoerhns**, sales manager at E. B. Marks, is recuperating from an illness in Doctor's Hospital.

Beginning Monday (5) the **Johnny Bradford-Tony Romano** early a.m. radio show (NBC, 12:05-12:15 a.m.) will air from New York instead of Washington. With a prospective TV show in the offing the boys decided to use Manhattan as a permanent base for their radio and nitery dates.

The Waldorf-Astoria Hotel's dance music diet has been set thru to the summer opening of the spot's Starlight Roof. **Eddy Duchin's** crew remains until Christmas week at which time **Emil Coleman** and his band will take over until March 8. On March 9, Duchin returns to the Wedgewood Room until it closes in June to make way for the roof. Duchin will go into the Capitol Theater here Christmas Day on a bill with **Tony and Sally DeMarco**. . . . Colony Music, the pubbery owned by **Elliot Wexler**, who manages **Benny Goodman**, this week received its charter from the American Society of Composers, Authors and Publishers (ASCAP).

Pubber **George Paxton** left for the West Coast last week for a couple of weeks business trip. . . . A unit from **Jimmy Dorsey's** band sliced an album of Dixieland jazz for Columbia Records last week. In addition, the full ork sliced eight pop sides. . . . Thrush **Fran Warren** will work at Chubby's, outside of Philadelphia, for a couple of weeks beginning November 21. . . . **Catherine Favaro**, secretary to Signature Prexy **Bob Thiele** for almost four years, last week joined Dana Records' org.

William Feinberg, former executive secretary of Local 802, American Federation of Musicians (AFM) and now a labor relations consultant, was secretary of the music and arts committee for **Newbold Morris** during the election campaign.

Chicago:

Al Morgan starts a vaude junket December 1 with a two-weeker at the Oriental. . . . **John Carlo**, ex-Detroit manager for McConkey Music Corporation, has joined MMC's Chi office as cocktail replacement for **Phil Levant**, who is now handling band locations. **Henry Durst**, MMC ork chief, inked **Will Back's** band after Back received his release from GAC. Back's ork goes into the Claridge, Memphis, December 30, with **Don Ragon** following January 19. . . . **George Tasker** is releasing his first dinking on North American label November 10. . . . Pairing will be by **Red Nichols and His Pennies**. **Jimmy Martin** will handle the disks in the five-State Midwest area, while **Larry Mead**, of Perfection Plastics, Hollywood, will cover a 12-State Western area.

The Mayfair Room of the Blackstone Hotel, now featuring **Dick LaSalle's** ork, started a CBS nightly remote airing November 7. . . . **Bill Karzas**, of the Aragon and Trianon, is completing arrangements to utilize the Trianon as a banquet hall to handle 3,000 on Monday or Wednesday nights. . . . A crowd of 15,763 persons was clocked for **George Devine's** free birthday dance at his Million-Dollar Ballroom, Milwaukee, October 21. Dancing was from 6:30 to 2 a.m. . . . **Frankie Masters's** ork has completed its first year at the Boulevard Room of the Stevens Hotel and will probably remain at the hostelry thru September, 1950. Masters's matinee shows with moppets at 5 p.m. Sundays are proving a crowd puller.

Philadelphia:

Earl Denny takes over the bandstand for the Saturday night dancing at the B. C. Dancing Club in Turner Hall. . . . **Harry Bohn** brings his band to the newly decorated Cottage Cafe across the river in South Merchantville, N. J. . . . **Duke Ellington**, plus the Orioles and Wynonie (Mr. Blues) Harris, is at the Earle Theater for the November 18 week, which finds **Mercer Ellington** and his band here at the Showboat. . . . **Bix Reichner**, the Mask and Wig composer, takes over personal management for **Jesse Rogers**, RCA Victor Western warbler, with **Stan Lee Borza** in New York handling the bookings.

Detroit:

MGM Records' **Russ Case** tops the December 21 bill at the Paramount Theater. He'll conduct a 30-piece orchestra and an eight-voice choral group. . . . **Hal Desfors**, RCA Victor publicist, is back at his desk after a medical check-up. . . . **J. J. Robbins & Sons** has published "San Francisco Sketches" by **Jeanne Burns**, young American composer. Titles include "The Smog Rolls In," "Riding the Crazy Cable Cart," "Top of the Mark," "A Tourist Visits Chinatown" and "Southside After Dark."

Jimmy McPartland, who is opening with his Unison label recording band at the Club Bon Ton, Bay City, Mich., will return to Detroit in February for an engagement at the Burgundy Room. . . . **Lena Horne**, now at the Capitol Theater, goes into the Copacabana February 1. . . . **Lionel Hampton**, now playing dates in Texas, is set for a string of engagements in the Midwest. Starting November 9 at Dreamland Ballroom, Omaha, Hampton continues to Marysville, Wichita and Topeka, Kan.; Kansas City, Mo.; Owensboro, Ky.; Gary and East Chicago, Ind., winding up at the Blue Note Cafe, Chicago, November 21 thru December 4. He opens at Bop City, New York, December 8.

Greshler Signs Tunesmith Duo

HOLLYWOOD, Nov. 5.—Tunesmiths **Mack David** and **Jerry Livingston**, co-writers of the score of the current Disney pic *Cinderella*, were inked to a personal management pact this week by **Abby Greshler**, p.m. of the Martin-Lewis comedy duo. Acquisition of the songwriters marks Greshler's expansion into other fields, and p.m. will open a Hollywood office to service coast clients.

Greshler is currently working on several pic deals for the David-Livingston combo.

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40 Trips Scheduled

(Continued from page 3)

anywhere from 12 to 30 days, depending on the itinerary. The money paid varies, depending on the stature of the performers, tho it is obvious that salaries are not equal to that received on regular jobs. To make up for it, there are a couple of features. Performers are rated equal to passengers, get similar quarters, work only three shows a week and have ample opportunities to pick up some real folding money at ports of call.

For example, Abramson writes local promoters in Havana, Kingston, Panama and other cities at which ships are due to stop, that certain attractions will be in town at specific dates. If a date comes thru, such acts may leave the ship, stay over for the next ship and work in the countries, picking up what in some cases has been as much as \$5,000 for a single date. Abramson says he doesn't take any commission for such jobs. All deals are made direct by the performers after the contact is made.

Another item in favor of the actor is that on some tours they have a chance to be caught by important people and may get a radio, picture or TV show out of it. Abramson has run tours for such orgs as Philco, Equitable Life, New York State Bankers' Association, Petroleum Institute and similar big-time outfits.

Shows usually consist of bands plus acts. Bands get scale and are listed as performers. The reason is that British and Dutch ships list their musicians as crew members and as such are not given shore leave and are under the captain's orders.

Beckman & Pransky

The most recent entry into the cruise biz is Beckman & Pransky, who have chartered the S.S. Italia for a 14-day trip starting January 10. The ship is actually being taken by the Metropolitan Retail Liquor Dealers' Association and will carry 550 passengers. It will have three bands and big name attractions, possibly headed by Milton Berle.

Abramson says that he spends between \$150,000 and \$200,000 for talent during the cruise season. Sight acts, smooth comics, singers, concert performers and dance teams are most in demand. Dance teams, incidentally, make a lot of dough each trip. Between their own shows they teach dancing. One team collected \$4,600 in one 14-day cruise from dance lessons.

Cruises are limited only by the number of ships available. Practically every cruise wants talent. The Cunard Line will put a \$5,000 show on for a single night November 30, for which Abramson will supply the talent. The show will be in New York on the S.S. Britannic for all Cunard agents to show them what kind of talent will be used.

Poli Bond Redemption

BRIDGEPORT, Conn., Nov. 5.—Holders of Poli-New England Theaters, Inc., first mortgage bonds due November 15, 1958, are being notified that the \$248,950 principal amount of these bonds have been drawn by lot for redemption via the sinking fund on November 28, 1949, at par and accrued interest.

Video in Niteries Will Carry Show To Patron's Table

(Continued from page 3)

ceivably the modern visual counterpart of what the widespread introduction of public address systems was in sound two decades ago.

Scott's system is to install approximately 12 screens at strategic points thruout the London Chop House, trained upon the floorshow, so that there will be a constant view of the show from any table in the house, regardless of which way the patron may be facing. Nooks and seats behind columns thus become virtually as good as a ringside.

Cost of the installation being made by Owner Lester Gruber at the Chop House is estimated at \$25,000, with the system to be placed in service about January 1.

The chain video system is also designed, according to Scott, to facilitate introduction of guests in the audience and to widen the possibilities for audience participation type of presentations.

B&K Sets Vaude For Three Nabe Theaters in Chi

CHICAGO, Nov. 5.—The Balaban & Katz theater chain will open three nabe theaters for vaude December 23 for two-weekers. Whether the houses will follow with continuous policies of vaude will be determined later. A rep of the B&K chain said that the Dick Contino show; a disk jockey show, including Marty Hogan, Eddie Hubbard and Linn Burton, and an as-yet-unselected show, will probably work a three-week circulating policy with one week in each house.

Theaters which will open to the presentation-type vaude shows include the Marboro (West Side), Upton (North Side) and the Southtown (South Side).

AGVA-AFM Peace To Be Preceded By Linen Washing

NEW YORK, Nov. 5.—There will be plenty of dirty linen washed in public before the current "peace" talks between the American Guild of Variety Artists (AGVA) and the American Federation of Musicians (AFM) result in anything concrete.

Sam Tabak, former Blue Ticket adherent of Local 802 (AFM), is the intermediary and was partly responsible for AGVA's dropping its court case against AFM.

The situation, according to insiders, is rife with double cross, with everybody taking pot shots at Dewey Barto, AGVA head. The most recent maneuver is to get Barto out at once and have a committee run the union until a permanent choice is made. A special meeting of AGVA's executive board has been called for Tuesday (8) and money has been appropriated to bring members in to make up the quorum.

The aim is to accomplish a fait accompli with Henry Dunn, Gus Van and Jackie Bright as the committee to rule the roost.

H'w'd AGVA Has Names on Grill Over Cuff Acts

HOLLYWOOD, Nov. 5.—Hollywood's top showbiz names will be hauled before the executive committee of the American Guild of Variety Artists (AGVA) Coast branch on charges of violating the union's ban against cuffo performances. Eddie Rio, Coast AGVA chieftain, said he would call in Dean Martin, Jerry Lewis, Mitzi Green and Harry and Al Ritz to explain ad-libbed performances actors put on at Sophie Tucker's opening night show at Ciro's, October 28.

Stars on the carpet were well-wishers at ringside when la Sophie opened her bistro date, and somehow got caught in festivities and performed during the show. Stint came to Rio's attention, bringing swift action in the form of letters ordering the offenders to appear at a board meeting set for Wednesday (16), at which time punishment (a fine) will be mulled. Rio's attitude stemmed from the fact that lesser known names had been hauled on the carpet and fined in the past, hence rank and file membership would insist on stars getting the same treatment.

Laine Booked; Fla. Feud Near

NEW YORK, Nov. 5.—The booking of Frankie Laine for a January opening at Murray Weinger's Copa City, Miami Beach, will start the battle for name talent all over again, showbiz insiders fear.

Weinger first let it be known that he would reopen with tab shows. But last week, when he reached the city, he made a deal for Laine and shopped for other attractions, indicating that his former policy would be followed again.

With Laine, Weinger expects to use a medium-priced comic, tho nothing has been set. He has already hired Donn Arden to do the productions. Laine will go to Miami right after his Bop City date. His salary in Florida will be \$4,500. Bop City dough will be a guarantee plus a percentage.

Newport Glenn May Do Folderoo

NEWPORT, Ky., Nov. 5.—Glenn Rendezvous here, long one of the more popular niteries in the Cincinnati area, may shutter soon if a deal now in the works goes thru. It was reported last week that \$125,000 had been offered for the property housing the club and a hotel and that the building would be converted to department store use.

The present owners are Arthur Dennert and a group who purchased the property two years ago from Pete Schmidt and his son, Glenn, for a reported \$185,000.

Sears, Roebuck is reported interested in the property. Another source said the J. C. Penney Company is a prospective purchaser.

Nickey Devine, of Florida, also said to own part of the club, was here last week to represent the owners in discussions with Joseph Silverberg, Buffalo, who is said to be acting in the capacity of broker. Principals could not be reached for confirmation.

Zero for That!

NEW YORK, Nov. 5.—Jack Zero, leaving Leon and Eddie's celebrity party one Sunday night after the club put on one of its best shows, turned to an actor and said, "You know I saved that show."

"Saved that show!" screeched the actor. "You didn't even go on."

"Yeh," said Zero, "that's what I mean."

Levinson Set For Stem Bow At Cap for 2G

NEW YORK, Nov. 5.—Sam Levinson will open at the Capitol Theater sometime in March at a figure approximating \$2,000. The deal was set by Sol Tepper.

Levinson is a former schoolteacher who told stories at house parties. His rep spread to such an extent that he gave up teaching and devoted his time to club dates. A raconteur, he's built a rep in the Catskills and some out-of-town cafes drawing a Yiddish trade. Levinson, however, doesn't limit his stories to insular subjects. He works in English, describing events in a nostalgic vein.

On club dates, Levinson averages \$2,000 a week, getting \$400-\$500 each job.

His Capitol date will be his first major Stem appearance. That the storyteller is becoming hot property is indicated in the new interest in him. Lou Walters is trying to get him for his Latin Quarter, and the Columbia Broadcasting System is dickering with him for a long-term deal.

4-Wk. Waldorf Date for Shore

HOLLYWOOD, Nov. 5.—Dinah Shore opens a four-week date at the Waldorf Astoria's Wedgewood Room January 12, marking the first niterie stint for la Shore since 1942, when thrush played the same spot. Also in works are a series of tele guest shots in Gotham, including a possible shot on the Milton Berle show.

The Jack Smith-Dinah Shore musical air show for Oxydol will move to New York for the 4-week period, with Smith lining up personal appearance dates and guesters to fill in booking time.

Aubrey Resigns From AGVA Over Fuss With AFM

NEW YORK, Nov. 5.—Among the latest resignations from the American Guild of Variety Artists (AGVA) because of the fight between it and American Federation of Musicians (AFM) was that of Will Aubrey, of the West Coast.

Aubrey is a member of AGVA's national executive board and its third vice-president.

Max West, San Francisco, AGVA regional rep, was another one who resigned. He has been with the union for about 10 years. Recently he and Eddie Rio, AGVA Coast head, differed on dues collections and policing of territory.

Olympia, Miami
(Wednesday, November 2)

Capacity, 2,100. Prices, 62 cents-\$1.18. Number of shows, four daily. House booker, Harry Levine. Show played by Freddie Carlone's house band.

The headliner this stanza is Hammond organist Ethel Smith, with Jolsonesque singer Danny Lewis giving strong assist. Ray English, pratfall expert, grabs his share of yocks, with the rest of the bill falling below the point of mediocrity.

English, who doubles as emcee, must have been in the phone booth offstage, for the introductory music by the band failed to bring him from the wings. A repeat of the play-on had the same result. Finally the front man stopped the reprise and just looked toward the wings and waited. Half a minute later English walked on. That was poor showmanship on the ork leader's part. He could have covered for English by ad libbing a few lines.

Poor Backing

The musical backing for the whole performance was poor, at times the band finished a whole two beats ahead of the act. It threw almost every one of the musical bits and offerings.

Off to a poor start, the opening ballet duo, Siccardi and Brend, didn't have a chance. Some of their kicks, jumps and lifts could have been accepted, but they were racing the band to see who would finish first. They lost.

Phyllis Willis, fem ventriloquist, was next. Her diction, or the p.a. was bad, or both, and the material never quite made it. Notwithstanding that most of it has been used before, it could've registered better, if understood.

Show Picks Up

The show picked up at this point, as English began to get across. He brought on Danny Lewis, who opened well and then went on to encore twice with a Jolson skit of April Showers, etc.

Lewis, looking dapper, was liked from the walk-on, and could have made 'em listen for another 40 minutes. He has warmth, ease and stage presence which bespeak years of experience, and it wasn't wasted here. English, the ex-hooper, now professor of pratfalls, did his turn in the next niche and, after Lewis's reception, he was a cinch. His different take-off on Bogart, and the bit on women removing foundations was particularly big.

Ethel Smith, beautifully gowned, looked the headliner. Instead of the expected act, which would have kept her on the Hammond, she told the story of her beginning in Miami, a decade before and how she worked "for meals and \$12 a week." She took the audience from there to her New York debut, and then Paris, Rio, Brussels, et al. Thruout her talk bits, she garnered big yocks. Interspersing the yarns with songs she had made famous, or vice-versa, provided a perfectly timed talk and song act.

Pic, Rope of Sand. Barry Gray.

VAUDEVILLE REVIEWS

Palace, New York
(Thursday, November 3)

Capacity, 1,700. Price range, 55-cents-\$1.20. Number of shows, four daily; five week-ends. RKO chain booker, Dan Friendly Show cut by Don Albert's house ork.

This is an amiable show without being outstanding in any single department. It has the flash acts, a girl singer and two comedy acts which do pleasant jobs. Possibly the best of this eight-act bill was the opener, Wally and Verdyn Stapleton, an attractive pair of hoofers.

Most intriguing about the Stapletons is their originality and music. The team weaves stories around its hoofing using the boy-girl theme, with tantalizing effects. Their sparkling music has an ear catching beat and sets them off handsomely. The girl is a very pretty blonde and the boy a good looking brunet, and both dress smartly. Together they showed class, looks and a routine to fit in any class cafe or theater in the country.

The next to closing position on this one went to the Pitchmen. The trio's standard act got chuckles where it should get yocks here. One reason it didn't hit solidly was that the boys seemed to work as if they didn't care one way or another.

Worth's Worth It

The middle of the bill was well supported by Coley Worth, who worked in the No. 5 slot. Worth threw his standard corny gags out with an abandon that pulled real yocks almost from his walk-on. When he went into his quickie take-offs and dance, he was way ahead and wound up a real hit.

Frank Paris showed his usual skill in handling the puppets, tho his biggest results came from the ice skater which got results from speed rather than string manipulation. Paris seemed to miss on illusion. His hands were always visible and his face could also be seen, even tho the baby spot was on the doll. Using black gloves and mask or, if not feasible, (See PALACE, N. Y., on page 85)

Paramount, New York
(Wednesday, November 2)

Capacity 3,654. Prices, 55 cents to \$1.50. Number of shows, four daily. Chain booker, Harry Levine. Show played by Paul Weston's orchestra.

The Paramount's highly touted 23d anniversary show supposedly features choice bookings. However, neither the flicker, *Chicago Deadline*, nor the fleshier lived up to advance notices. The stage segment had solid enough values in thrush Jo Stafford and Paul Weston's orchestra, but the over-all presentation was far too placid to rate as more than just a pleasant bill.

Jo Stafford, her statuesque "Jane Russell" torso draped in a strapless, star-sprinkled black gown, was visually and vocally in fine form, and her lady-like mike manners were refreshingly free of the usual gal singer gush. She teed off with a zingy *I Feel a Song Coming On*, but her follow-up, a slow *Some Enchanted Evening* and an equally slow *In the Still of the Night*, were too similar in style for effective pacing. The same was true of her encore number, a lovely but unfamiliar folk ballad tagged *He's Gone Away*, which drew only a smattering of tepid applause at the second show caught. The reserved canary pulled a switch on her bow-off, tho, by closing with a hilariously off-key satire *Timtashun*. Both she and Red Ingle have been doing the song for two years now, but it's still a sure-fire crowd pleaser.

Weston's Band Wasted

Paul Weston, making his initial appearance in Eastern theaters, displayed excellent musicianship but no showmanship. His 21-piece orchestra, in business-man blue serge, was set up on stage with little regard for production values or flash provisions, and Weston himself, who's paired with Miss Stafford on Capitol records, was a stodgy emcee. Musically, tho, his performance was virtually flawless. A sweet-stringed (6) arrangement (See Paramount, N. Y., on page 85)

College Inn Does a Musical Autobiog and Patrons Shell Out

Capacity, 350. Price policy, \$2.50-\$3.50 minimums, with 50-cent and \$1 cover charge. Shows at 8:30 and 11:30. Producer, Les Weinrott. Musical director, Carolyn Gilbert. Publicity, Lucia Perrigo. Estimated budget this show, \$5,300. Estimated budget last show, \$3,750.

It's a rarity in show business when the public shells out to see a promotion gimmick, but this presentation-type show, *The College Inn Story*, patterned after legit musicals, is the exception. Even after forking over to see the story of the bistro that Messrs. Bering and Byfield built, the applause was the best since Lionel Hampton blew out the walls of the Hotel Sherman room four years ago.

While the previous three editions have been way above average, the current 70-minute musical rates tops. Covering the period from its opening, December 31, 1910, to the present, this show has a more varied story to tell and it's a more commercial vehicle than the lives of contemporary American pop composers. Also continuity and comedy are far more general public rather than the esoteric mind. This one hits harder because it lampoons the history of the Inn.

The *Story* has topnotch entertainment of every type. Cliff Norton and Christine Nelson top the cast in the comedy leads. Norton, a great deadpan gagster who is featured on Dave Garroway's video shots, is superlative as a Chi civic leader, expounding on juve delinquency and in takeoffs on d.j.'s Garroway and Linn Burton. Miss Nelson, a former comedienne in summer stock, has a natural smile and flair for burlesquing that made her work standout, especially the model

and pre-depression collegiate bits. Don Weismuller and Phyllis Gehrig contributed a wide variety of dance impreshes of the greats who once worked the floor. Vera Gaye and Eileen Green impressed with their aping of vocal notables. Carmencita Romero and her five-person Negro impressionistic dance group provide neat musical and terpadding with their sensuous rhythm numbers. In previous shows it had been hard to distinguish individual members of the cast because the 40-minute editions gave little time to work into the spotlight, with the over-all production grabbing the eye.

The entire 70 minutes is full of nostalgia from Isham Jones's piano to Ben Bernie's fiddle and cigar. The immediate success of this show should stimulate other famed hostelry rooms and niteries to duplicate this effort, for the range of entertainers who have played any of these rooms in a 25-year period offers a substantial foundation for a similar show. Spot has added a cover charge for this edition.

Because of the talent within the show's cast (almost every member can do specialties or has worked in a standard act) Ernie Byfield is inaugurating a *Tiffin Time* feature in a few weeks. Starting at 4 p.m. Sunday (16) the show's cast will present a revue of their particular acts, with the entire show having no correlation with the *Story*. The *Time* will feature an English tea, with lox and bagel as a Byfield innovation.

Bill Snyder's ork played an excellent backing job, with Snyder's keyboard impreshes of Isham Jones a standout. Johnny Sippel.

Orpheum, Los Angeles
(Wednesday, November 2)

Capacity, 2,200 seats. Price range, 50, 65 and 95 cents. Four shows daily. House booker, Bill McLwain. Show played by Rene Williams's house ork.

This eight-act, hour and 45-minute package sags in the middle. Usually, time restrictions are somewhat relaxed during the first show, but this one needs more than a spot trim job. Liberace tops the bill, holding the stage well—tho too long—for a display of piano pyrotechnics ranging from longhair to boogie. Tongue-in-cheek asides plus effective lighting dresses act.

Wally Brown can still pull chuckles with his double-talk gagging. Also in the comedy department, Ross Wyse Jr. spurs giggles with his slapstick falls and rapid-fire gagging. Curvey Peggy Womack works with Wyse, adding eye appeal to the act and a shade of blue to the gags.

Three D's (two lads and a gal) deserve the heavy mitts they got for smoothly executing difficult cross-bar feats. Clean precision tap routines by the Hi-Hatters (2) admirably fills the second slot. Phillips and Evelyn, balance act, look and work well in the opener.

Allan Kane's mixture of fiddling and joke telling doesn't register. His Strad scraping is listenable but he spoils it with mildewed corn. Lola Montes & Company (5), Latin song and dance troupe, in the last slot, should appeal to the local Mexican trade. Highlight is a routine done to De Falla's *Fire Dance*. Spanish costumes add color.

Rene Williams's ork accompanies acts well, but should tone down on volume.

Pic, Rusty's Birthday. Lee Zhitto.

Pall Mall Room Goes Hillbilly

WASHINGTON, Nov. 5. — Hotel Raleigh's Pall Mall Room, for years the home of sophisticated dance music, has gone hillbilly. Starting this week, the club entertainment has been turned over to Connie B. Gay. Texas Jim Robertson and Arthur (Guitar Boogie) Smith, the first week's attractions, rate a buck cover charge.

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Ned Schuyler's 5 O'Clock Club, Miami Beach, Fla.

(Saturday, October 29)

Capacity, 185. Price policy, \$2-\$3 minimum. Owner, Ned Schuyler. Manager-operator, Jack Casey. Shows at 9:30 and 12:30 (2:30 a.m. on Saturdays). Booking policy, non-exclusive. Estimated budget this show, \$3,000. Estimated budget last show, \$2,500.

Ned Schuyler has come up with a show that's hitting 'em hard, box-office-wise, in this area. He's introduced the Lind Brothers, a singing trio, and bracketed them with the new Lenny Kent, a comedian of many parts, and he's working them all on this date.

The Lind Brothers (3), an unknown quantity here, were booked by rep alone, but it's a gamble that's paying off. Theirs is a vocal turn that's different, new and breathtaking, for each of the trio exhibits a highly trained legit set of pipes and blends them with those of his sidekicks for tonal precision and dramatic effect that pulls tremendous results.

Capacity House

At the show caught, the last of three on a capacity Saturday night, there were parties that had occupied the pads since the early sessions, so enthusiastic were they to hear the same tunes, done so well.

The Freres Lind do songs—operatic, religious and an occasional pop—so well that you forget that alky is being sold, and also forget whether or not their choice of vocals is in good taste. Opening strong with *Because*, they held the audience to a fare-thee-well as they romped thru *Mamma*, a Swedish smorgasbord titled *Hilda*, and then proceeded to fracture the heavy breathers with *Ave Maria*, *The Sabre Dance*, *Eli-Eli*, and *McNamara's Band*. They begged off in spite of the lengthy offering, and where the normal time of the act is 25 minutes, customers here have been asking and getting 45 to 60 minutes of Lind offerings.

Lenny Kent Scores

Lenny Kent, a long-time fave here, is really in his element. With an intimate room, working close to his audience, he had them yocking the instant he tossed out the first line. Always a relaxed performer, he provoked screams with his stories; the old standby, *Honeysuckle Rose*, done in bop, and then his impression of the boss's mate from Texas. After four weeks here he's got everyone in town saying, "Hiya, Buddy, Buddy" with a drawl simulating his.

Held over from the previous bill, which was much weaker in supporting acts, Kent has a real show holder-upper with the Lind Brothers assist, and is working much better as a result.

It's wonderful night club fare, and the bottle parties are making it a regular stop.

Frank Linale's band cuts the show, and is proving again that the band is tops in the area, for with the intricate Lind trio arrangements, Linale has the opportunity to show his worth, and that's plenty! **Barry Gray.**

NIGHT CLUB REVIEWS

Kitty Davis Theater Restaurant, Miami Beach, Fla.

(Wednesday, October 26)

Capacity, 383. Price policy, \$2.50 minimum. Operators, Danny and Kitty Davis. Shows at 9 and 1 a.m., broadcast from the stage of main room, 11 to 1 a.m. over WMIE. Estimated budget this show, \$3,000, including broadcast time and talent.

Danny Davis has completely refurbished the old Airliner motif right out of existence with the new decor and given his performers a showcase of baroque, mirrors, velvet and mauve grays and whites that are hard to beat.

He opened his room after an eight-week hiatus to a more than capacity house and asked a 100 or more turn-aways to try and make it the following night. From the looks of the Miami Beach season, thus far he should have locked them in a closet somewhere to make sure they'd be on tap when he needed them.

The opening stanza was the usual first-night fright replete with canceled acts due to illness, the brand-new p. a. giving burbles instead of diction and a replacement headliner that could only do one show due to a sudden attack of laryngitis. The Dennis Sisters, originally skedded to open, had to forego the date when one of them came down with something and wired cancellation. Al Schenk went into their spot, doubling from the Olympia. Schenk promptly drew a raspy throat and withdrew. In came Howard Brooks with his magic kit. Schenk did better with a sore throat. Not that Brooks isn't poised and handles himself well; it just isn't the kind of booking that holds Davis's regulars.

Freeman's a Surprise

Three surprises on the show, however, more than made up for the usual difficulties attendant on an opener. One is Mickey Freeman, the diminutive comic, formerly of sour cream sagas and up-State New York. Freeman uses some of the freshest material heard on the beach in a lot of seasons and has to beg off. A guy who underplays each line in an apologetic delivery had 'em yocking on his opening line and never lost them. Only one line in his entire 35 minutes has ever been heard before by this reviewer, and that came so late in his spot that it's excusable. By that time he was definitely in.

Surprise No. 2 came in the form (!) of Lynn Jackson, a brunet hooper, whose tight-type costume had them ogling from the walk-on, and as tho that weren't enough, she came thru with terps and taps that were fresh, fast and fine. A looker, she also had the fems watching her.

Surprise No. 3 is a lad with a George Murphy puss. Son of the owners, Kenny Davis, now in his early 20's, under the aegis of Sid Franklyn, vocal tutor, has developed into a fine performer. Completely at ease, with a smile and freckles that make him the All-American juve, he romped thru a tune from *Kiss Me, Kate*, added a couple of independent pops and wound up, replete with a yamalke, in a Hebrew chant. The chant doesn't belong in a night spot but it is done well, and it's to young Davis's credit that he put it over. The encore slot had 'em singing with him as he belted *McNamara's Band*.

Jan Murray, vacationing here with the new bride (the former Tony Kelly); Lenny Kent, of Ned Schuyler's Five o'Clock Club, and Charlie Carlyle, from the Clover Club, fell in for the broadcast on opening night and had the customers howling when they went to work on Davis. It was started by the obese night club owner when he rasped, "They all used to work for me here at \$75 a week!" When the comic trio got thru with him, the customers were weak from laughter, and Davis hurried into the kitchen.

Music for the show and dancing is handled by Johnny Silvers ork, which cut the show well. **Barry Gray.**

Wedgwood Room, Waldorf-Astoria, New York

(Wednesday, November 2)

Capacity, 282. Price policy, \$2 cover after 10:30. Shows at 12. Booking, non-exclusive. Publicity, Ted Saucier. Estimated budget this show, \$4,000. Estimated budget last show, \$4,000.

Peter Lind Hayes and his wife, Mary Healy, make up what is probably the smartest laugh act in the business. Hayes is more than a comic throwing snappers and two and three-line gags. He does sight stuff of a high order which requires real acting ability. His wife, Miss Healy, as eye and ear appealing as ever, makes an excellent partner. This time around they work together much more, she making like a ham, and he the frustrated male, stewing and pretending to walk off. The formula brought big giggles.

Hayes got himself on with his standard travelog, adding a bop bit for up-to-date timing. From then on the act was basically new. Instead of his classic, *Punchy Callahan*, Hayes now does a torch-bearing drunk, a beautiful combo of laughter and tears. It is in such bits that Hayes shows his class. Some of the light-fingered comics are already helping themselves to Hayes's material. But a dramatic bit that requires real acting is still beyond their ability.

Breaks Them Up

Instead of the Hildegard number, the team used a heckling bit in which Miss Healy did a straight ballad in a baby spot, while Hayes on the ring-side made like a loaded visiting fireman, complaining about the lack of lights and arguing with his imaginary girl. To say the number got yocks is an understatement. Hayes's ad libs in this one broke everybody up, chi-chi customers, the band and the waiters.

A bit on disk jocks was another high-laugh breeder which permitted Hayes to do a number of take-offs. Miss Hayes joined in with a Lena Horne impress for top mitts.

Eddy Duchin is now standard fare here. His show cutting was skillful, his dance tempos jammed the floor and his quickie bits with Hayes and Healy helped bring extra bonuses.

Mischa Borr does the Latin rhythms with dance inviting results.

Bill Smith.

Cotillion Room, Hotel Pierre, New York

(Tuesday, November 1)

Capacity, 265. Price policy, \$3-\$4 minimum. Shows at 9:15 and 12:15. Owners, Pierre Hotel. Booking policy, non-exclusive. Estimated budget this show, \$1,500.

The class hotel room has gone back to its two-act policy—novelty plus a dance team—both with reps and both calculated to do some business. Myrus is in the top spot doing his usual mindreading act selling skeptics with ringside bits that pulled them to his side. After his spot Myrus works the tables and probably makes some extra cabbage that way.

The dance team of D'Angelo and his new partner, Ana, did a bang-up job. The new fem is a fresh-looking attractive brunette, who looked fetching in a white ballet-like gown and a white tiara. She was visibly nervous opening night, but once she got over the flutters she handled herself like a top dancer. D'Angelo is the same smooth terper he's been for a long time. His handling of Ana was smooth and graceful, and together the team made an excellent impression. Their routine consisted of a lot of dancing with the minimum of tricks. Their biggest was a one-leg pivot ending in a split-second stop and catch that won immediate hands. Based on their showing here, the team can fit any classroom in the country.

The Stanley Melba band cut the show with its customary high skill. Ralph Lane's rumbas relieved.

Bill Smith.

Shelburne Lounge, New York

(Thursday, November 3)

Capacity, 200. Prices, \$2.50-\$3.50 minimum. Operator, Hotel Shelburne. Booking policy, MCA exclusive. Publicity, Kurt Hofmann. Estimated budget this show, \$1,700. Estimated budget last show, \$1,500.

This new room, located off the beaten track, is spending for talent and promotion to make it go. It's a pleasant room, well lighted, using three acts and no dancing, drawing fairly good spenders.

For its current lure it has Patricia Bright, Josh White, Raymond Chase, Norman Wallace and the Cy Coleman Trio. Miss Bright's talents are too well known to need further description. Her sharp caricatures, delivered with consummate skill, register heavily as ever. She showed a new bit, one about a lady psychiatrist, that was a gem. When she has an intelligent audience to work to she has no peer. Customers here apparently are smart enough to understand her.

Josh White's balladeering to a guitar of his familiar work and folk songs is still delightful. He now injects some humor into his routine, selling his songs with better results. He seemed to be under wraps. His more socially significant numbers were cut to a minimum.

Raymond Chase, concertina, is a good musician but lacks showmanship. He makes some effort to overcome it by some an'ing special chatter, but his delivery is so monotonous its impact is lost. He needs voice lessons and more p.a. experience.

Cy Coleman is a real pianist with a delicate sense of rhythm and a good ear for improvisation. Norman Wallace, billed as singing emcee, didn't do any singing when caught. His intro work was straight and well managed. **Bill Smith.**

Mocambo, Hollywood

(Wednesday, November 3)

Capacity, 225. Shows at 9:30 and 12. Price policy, \$1 cover week nights, \$1.50 Saturdays. Booking policy, non-exclusive. Owner-operator, Charles Morrison. Publicity, Charlotte Rogers. Estimated budget this show, \$3,500. Estimated budget last show, \$3,500.

Vic Damone got what he came here for—praise and applause from pic celebs and a seven year Metro-Goldwyn-Mayer contract. Won film-land bigwigs with a fine bary voice, song interpretation, showmanly manner and infectious personality. Lad's unassuming sincerity fills the room before he offers his first selection, which serves to enhance his fem-winning appearance.

Damone creates a mood with each song, bringing the room to pin-drop silence by starting with soft mezza-voice tones and building his volume later in the song. He's at his best when the volume is down, however.

To keep interest alive, he alternates slow ballads with brighter selections. First song, *In the Still of the Night*, melts the ice and keeps patrons on his side until he winds up with *Sorrento* in Italian. Other items include *I've Got My Eyes on You*, *Fools Rush In* and *I Can't Give You Anything But Love*. Each is offered unannounced, hence keeping pace alive from start to finish.

Harold Stern and his string-heavy ork adequately sets the dance tempo. **Lee Zitto.**

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Oasis, Los Angeles
(Wednesday, November 2)

Capacity, 250. Shows at 8:30, 11 and 1. Price policy, \$2 minimum. Booking policy, non-exclusive. Owner-operator, Eddie de Sure. Manager, Curtis Mosby. Press, Jo Brooks-Jules Fox. Estimated budget this show \$1,600. Estimated budget last show, \$1,500.

Eddie de Sure used to cater his spot toward the University of Southern California campus trade, but apparently weary of beer nurseries and coke biz, decided to take advantage of the strong Negro neighborhood trade. With this show he switched to a mixed policy. He hired Curtis Mosby, former operator of Central Avenue's Club Alabam among other local Negro niteries, as manager. New set-up is reflected down the line from entertainers to customers and general service help, which makes it the only spot of its kind in town.

Altho there's nothing wrong with mixed shows, there's plenty wrong with this bill. Talent includes Scat Man Crothers, who emcees and injects plenty of his own gravel-voiced jive songs and gags; Dolores Parker, a swivel-hipped songstress, who re- (See Oasis, Los Angeles, on page 85)

Cap's 81G Bow Halts Stem Slump; Strand 40, Palace 19

NEW YORK, Nov. 5.—A big preem week at the Capitol was largely responsible for the halt in the downward trend of Stem grosses last week. The figure for the six houses was \$379,000, against the previous week's \$378,000.

Capitol (4,627 seats; average \$55,000) picked up and registered a walloping \$81,000 for its initial stanza of Lena Horne, Skitch Henderson's ork and Tokyo Joe.

Radio City Music Hall (6,200 seats; average \$134,500) is fading fast. Its take for the fourth week of *The Heiress* and the Gaudsmith Brothers was \$115,000 against a previous week's \$132,000. The show opened with \$156,000 followed by \$142,000.

Roxy (6,000 seats; average \$78,000) collected a fairish \$71,000 for its first frame of Ethel Waters, David Street, Bob Evans and *Everybody's Doing It*.

Paramount (3,654 seats; average \$73,250) wound up its two-weeker of Nellie Lutcher, Erskine Hawkins's band and *Red Hot and Blue* with \$53,000, after an opener of \$67,000. The new show (reviewed this issue) has Jo Stafford, Paul Weston's o and *Chicago Deadline*.

Strand (2,700 seats; average \$22,750) fell back sharply to \$40,000 for its second week of the tabber, *Make Mine Manhattan*, and *Beyond the Forest* on the screen. The bill took in \$65,000 for the opener.

Palace (1,700 seats; average \$22,000) also dropped back when it did \$19,000 for the eight-act bill of Ross and Stone, Dusty Fletcher, six other acts and *Barbary Pirate*, against a \$21,000 for the previous inning. The new show (reviewed this issue) has Coley Worth, the Pitchmen, six other acts and *Mary Ryan, Detective*.

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Opposition Booking Arouses Altman; Agents in Middle

NEW YORK, Nov 5.—Another talent battle is developing, this time between a big-time cafe op and a theater chain, which probably doesn't even know its being fought, with the talent agencies caught in the switches.

Protagonists are Harry Altman, of the Town Casino, Buffalo, and the local Loew house, which is playing spot shows. In the middle are the William Morris office, Music Corporation of America (MCA) and General Artists Corporation (GAC).

Altman's contentions are that, since he spends hundreds of thousands of dollars for talent 50 weeks each year, he should be given first crack at

available attractions. He feels particularly strong about acts he says he started, who go back to Buffalo on repeat dates, but play for the theater rather than for him.

The two biggest beefs revolve around Frankie Laine and Billy Eckstine, both of whom, Altman says, got their biggest impetus thru him. Eckstine, he said, came back to Buffalo and played the theater. Altman claimed to be so burned up that he bought Xavier Cugat against him and "I threw him (Eckstine) out of the box."

Altman said he'll do the same against any attraction that started (See Opposition Booking on page 85)

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IN SHORT

Sam Levinson's being sought for the Capitol. . . . The Main Stem is taking a back seat with only two big time niteries. The East Side is jumping, with new spots opening almost daily. . . . Howard Ross is Abby Greshler's new general manager. The Greshler office will continue to book the Palm Beach Hotel, Palm Beach, Fla., opening in early December with shows Wednesdays and Saturdays.

Patti Page was held up in her Toronto hotel room but screamed her way out. The guy was caught, beaten and thrown into the pokey. . . . Joe Kennedy, who did a single years ago and later a double under Kennedy & Martin, now owns the Whittle Springs Golf Club, Knoxville. His sister, Mable Blondel, once billed as the Female Frisco, teaches make-up in the same town, and his brother, Martin, former comic, is the town's assistant fire chief.

The Capitol Theater, Middletown, Conn., will switch its vaudeville policy to show flesh Tuesdays only instead of the previous Tuesday-Wednesday policy. . . . Dave Harris, casting director and assistant producer of Hialeah Picture & Television Company, Miami, will emcee at the Beverly Hills Country Club, Newport, Ky., for four weeks beginning Thanksgiving. He's also a singer and impressionist. Heads of Hialeah are Burt and Jack Goldberg.

Joan Merrill is getting \$2,000 for her Thunderbird, Las Vegas, Nev., date, which started November 10. . . . Xavier Cugat has re-signed with MCA. . . . Abe and Joe Feinberg have made a deal with Boston agents Adams and Soper. They'll represent each other's acts in their different territories. . . . Lena Horne will work the Fox, Detroit, Thanksgiving week. . . . Edith Fellows and Tommy Dix have signed with GAC. . . . Nat Renard is going into the agency biz.

Selected Artists is a new agency started by Joe Rose and Richard Osborne. . . . Tommy Dorsey probably will go into the Strand after the Desi Arnaz show. . . . The peace pipe now being smoked by AGVA and AFM may not be the start of any placid period for the actors. There's another lawsuit being readied.

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Theater Code Half Complete

NEW YORK, Nov. 5.—Chairman James Sauter's prediction last week that another get-together of Mayor O'Dwyer's theater committee might be required for consideration of amendments to the current theater code was borne out at the close of the committee's meeting of Wednesday (2). About half of the recommendations of Investigation Commissioner John M. Murtagh anent putting teeth in the control of ticket selling via supervision by the city's license department were adopted at Wednesday's session. The remainder were held over for further discussion at the Hotel Astor Thursday (10). Sauter will then submit the committee's findings to the mayor for immediate approval.

When the code agenda is wound up, the committee will immediately tackle the matter of amendments to the building code as it affects theaters. Councilman Hugh Quinn, who has spent nearly eight months of investigation on this phase of the building situation, announces that final changes will be ready for report in another week. Quinn will introduce bills in the city council November 22. Thereafter the proposals will be referred to the committee on buildings and after public hearings will be put to vote by the council.

Theater League Airs Bid to Equity Offer

NEW YORK, Nov. 5.—The League of New York Theaters this week reprised Actors Equity's offer of concession in regard to touring revivals. Equity last week conceded a temporary popular-priced road set-up allowing a \$50 cut on stage managers' wage scales, nine performances a week from actors for an eight-performance salary, provided that the touring revivals top be tagged at \$2 (plus tax) for straight plays and \$3 (plus tax) for musicals.

The League came back with a bid to up the b.-o. score to \$2.50 (plus tax) and \$3 (plus tax) for straight plays and musicals, respectively, on Friday and Saturday nights. A spokesman for Equity said today that the council felt that it had about gone the limit on concessions, and that this last pitch by the League was embroidery.

However, the Equity council will mull the matter over at its weekly meeting Tuesday (8). Producer Max Gordon has asked and been granted a hearing before the council at that time.

ROUTES

Dramatic and Musical

- A Streetcar Named Desire (Melba) Dallas 7-11; (Majestic) Fort Worth 12.
- Anne of the Thousand Days (Nixon) Pittsburgh.
- At War With the Army (Harris) Chicago.
- Barrett's of Wimpole Street (Avon) Utica, N. Y., 9; (Auditorium) Rochester 10-11; (Strand) Elmira 12.
- Blackstone (Hanna) Cleveland.
- Blossom Time (Boston O. H.) Boston.
- Brigadoon (Shubert Lafayette) Detroit.
- Closing Door (Shubert) New Haven, Conn., 10-12.
- Death of a Salesman (Erianger) Chicago.
- Detective Story (Blackstone) Chicago.
- Father, The (Plymouth) Boston.
- Finian's Rainbow (Curran) San Francisco.
- High Button Shoes (International Cinema) Vancouver, B. C., Can.
- Inside U.S.A. (Music Hall) Kansas City, Mo.
- Kiss Me, Kate (Shubert) Chicago.
- Light Up the Sky (Royal Alexandra) Toronto.
- Man Who Came to Dinner (Walnut) Philadelphia.
- Metropole (Playhouse) Wilmington, Del., 10-12.
- Mr. Roberts (Town Hall) Toledo, O.
- Night in Spain (Shubert) Philadelphia.
- Oklahoma (Babcock) Billings, Mont., 9-10; (Marlow) Helena 11; (Civic City Auditorium) Great Falls 12.
- Private Lives, with Tallulah Bankhead (Shubert) Boston.
- Scandals (Geary) San Francisco.
- Signor Chicago (Locust St.) Philadelphia.
- Student Prince (Ford) Baltimore.
- Summer and Smoke (American) St. Louis.
- Texas, L'il Darlin' (Colonial) Boston.
- That Lady, with Katharine Cornell (Case) Detroit.

BROADWAY OPENINGS

REGINA

(Opened Monday, October 31)

46TH STREET THEATER

A musical drama by Marc Blitzstein, based on "The Little Foxes" by Lillian Hellman. Staged by Robert Lewis. Sets by Horace Armistead. Costumes by Aline Bernstein. Dances by Anna Sokolow. Musical director, Maurice Abravanel. Orchestration by Marc Blitzstein. General manager, John Yorke. Stage manager, Jules Racine. Press representative, Wolfe Kaufman. Presented by Cheryl Crawford in association with Clinton Wilder.

- Addie, Cook.....Lillian Brown
- Cal, Butler.....William Warfield
- Alexandra Giddens, Regina's Daughter.....Priscilla Gillette
- Chinkylin.....Philip Hepburn
- Jazz.....William Dillard (Trumpet)
- Angel Band.....Bernard Addison (Banjo)
-Buster Bailey (Clarinet)
-Rudy Nichols (Traps)
-Benny Morton (Trombone)
- Regina Giddens.....Jane Pic'ens
- Birdie Hubbard, Oscar's Wife.....Brenda Lewis
- Oscar Hubbard, Regina's Brother.....David Thomas
- Leo Hubbard, Oscar's Son.....Russell Nype
- Marshall.....Donald Clarke
- Ben Hubbard, Regina's Brother.....George Lipton
- Belle, Maid.....Clarisse Crawford
- Pianist.....Marion Carley
- Violinist.....Alfred Bruning
- Horace Giddens, Regina's Husband.....William Wilderman
- Manders.....Lee Sweetland
- Ethelinda.....Peggy Turnley
- Townspeople: Ellen Carleen, Earl McDonald, Robert Anderson, Kay Borron, Kayton Nesbitt, Sara Carter, Keith Davis, Barbara Moser, Karl Brock, Isabelle Felder, Derek MacDermot.
- Dancers: Misses Wana Allison, Joan Engel, Barbara Ferguson, Kate Friedlich, Gisella Weidner, Onna White. Messrs. Leo Gerard, Robert Hanlin, Regis Powers, Boris Runanin, Water Stane, John Ward.

Probably few Stem offerings this season will stir up a wider divergence of customer opinion than Marc Blitzstein's *Regina*. There will be enthusiasts ready to go to bat for it with fang and claw and there will be antis equally ready to slap much of it down as a ponderous bore. Its pro-or-con reception will lie in the eye and ear of the individual beholder.

As a profound admirer of Lillian Hellman's vital melodrama of 10 years ago, a reporter does not find *The Little Foxes* to have gained anything via operatic embellishments. There will doubtless be violent proponents who will brand this statement uncouth, but to one eye and ear at least, not only are the smash and drive of the original lines lost in a welter of recitative chanting, but the story line itself becomes confused—except for a pewsitter who has seen or read the original play. Perhaps enough customers fall into that category to obviate the last objection, but it's doubtful. *Regina* is an interesting experiment in musical drama, brilliantly produced. Its singers really look and act like their counterparts in the spoken version. However, for this reporter's money, it is gaited for a very special cognoscenti trade.

Excellent Singing

Regina's blessings are splendid voices, excellent stage direction from Robert Lewis and a second stanza which really comes into focus, when the stinking Hubbard tribe get their teeth into one another's vitals. The final act likewise contains the high points of Blitzstein's scoring—Birdie's pathetic confession soliloquy superbly sung by Brenda Lewis, and Priscilla Gillette's projection of the daughter's final defiance of her mother.

As stated above, *Regina* boasts splendid voices which can meet the challenge Blitzstein's tricky score puts to them, and their owners have been well-schooled in their acting chores. Jane Pickens gets real fire into the title role—not the incandescent bitchiness which Tallulah Bankhead brought to the original—but she's a real mean Hubbard for all that. Outstanding, however, are Brenda Lewis's portrait of the tipling sister-in-law and Priscilla Gillette's lark-like singing daughter. Other contributions stem from George Lipton and David Thomas as the conniving Hubbard brothers, and William Walderman does well by *Regina's* pushed-around husband. Russell Nype's nasty nephew is good enough, but in this treatment the lad is relegated to something of the status of a Shakespearean clown.

(See *Regina* on opposite page)

I KNOW MY LOVE

(Opened Wednesday, November 2)

SHUBERT THEATER

A comedy by S. N. Behrman, adapted from Marcel Achard's "Aupres De Ma Blonde." Staged by Alfred Lunt. Settings and costumes by Stewart Chaney. Company manager, Lawrence Farrell. Stage manager, Charva Chester. Press representative, Joseph Heidt. Presented by the Theater Guild and John C. Wilson.

- Lucy.....Esther Mitchell
- William.....William Le Massena
- Reilly.....Charles Bowden
- Frederic Chanler.....Geoffrey Kerr
- Nicola Ballard.....Betty Caulfield
- Claire Ballard.....Katherine Bard
- Nicholas Ballard.....Thomas Palmer
- Blanche Chanler.....Doreen Lang
- Eugene Chanler.....Allen Martin
- Katie.....Mary Fickett
- Louise.....Renee Orsell
- Thomas Chanler.....Alfred Lunt
- Emily Chanler.....Lynn Fontanne
- First Photographer.....Roy Johnson
- Second Photographer.....Sandv Campbell
- Jerome Talbot.....Noel Leslie
- Agnes, Jerome's Wife.....Lily Kemble-Cooper
- Puller.....J. P. Wilson
- Richard Chanler, Thomas's Brother.....Henry Barnard
- Daniel Talbot, Emily's Brother.....Hugh Franklin
- Eleanor Peabody (Sissy).....Anne Sargent

Matters are very, very right at the Shubert, where Mr. and Mrs. Lunt are celebrating their silver anniversary as the theater's foremost acting couple. The Theater Guild and John C. Wilson have a walloping hit on their hands, and everybody even remotely connected with *I Know My Love* is going to be very happy.

Play-wise, it must be faced that S. N. Behrman's free adaptation of Marcel Achard's comedy, *Aupres De Ma Blonde*, is no great shakes. It contains considerable Behrman wit and delicately tuned phrasing, but it is loose and flimsy in construction. Without the Lunts it would merit no more than a passing nod. But given their magic touch, *Love* takes on the electric charge of theater at its best.

Stars' Field Day

The Behrman play is frankly an acting field day for its stars, so who should worry that its sub plots and minor characters are negligible. It introduces them as a doddering pair, feted by their offspring on a golden wedding anniversary, and then skips nimbly back 50 years to a young man of 20 and a gal in her teens and the continuing family saga of a wise and witty wife who knows all the answers to handling a husband who is an egotistical romantic. With all its overlay of sophistication, it is just a sentimental love story. But it gives the Lunts splendid opportunities for scenes ranging from warm tenderness to cross-fire sparring which are irresistible as only they can play them. Whether Lynn is defying an irate, back bay father to marry a penniless Irishman, heading off the advances of a love-sick young brother-in-law, worrying her heart out over her man in the army or lyly extricating him from a middle-aged affair which will ruin their marriage, it is a complete delight to watch and listen to them. With Alfred back to sputter and fume obstinately and Lynn at her elusive, tenderly mocking best, between them they make everything seem pretty wonderful.

Fine Cast, Thin Roles

While the Guild and Wilson have assembled a fine cast of supporting players, the lesser roles have little meat on them. Katharine Bard gets everything possible out of her assignment as the daughter and Geoffrey Kerr does what he may with a stuffy role as a rebellious son. Anne Sargent makes the most of a last-act scene as a youthful, would-be mistress, and Hugh Franklin has brief but effective moments as a tipling family black sheep. Stewart Chaney's Boston drawing room, with decor changed to suit advancing years, is excellent, and his period costumes are likewise.

The Shubert will be packing in standees for a long time to come. In sum, who said "The play's the thing"—when you have the Lunts?

Bob Francis.

R. & H. Set To Do "Heart of Matter"

NEW YORK, Nov. 5.—That enterprising production firm, Rodgers and Hammerstein, has acquired another straight play. Latest is a dramatization of Graham Greene's novel, *The Heart of the Matter*, adapted for the stage by the author and Basil Dean.

The play will go into rehearsal as soon as a cast—likely all-British—can be picked. Basil Dean has arrived in New York and will direct. As soon as the show launched here, the producers plan a duplicate for London unveiling.

It is possible that *Matter* may beat *The Happy Time*, the Samuel Taylor comedy which R. and H. are readying for December rehearsals, to a Stem debut. In any event it is likely that rehearsals of the two plays will run concurrently and both will open about the same time.

Todd in Production On 'My Darlin' Aida'

NEW YORK, Nov. 5.—Mike Todd started production this week on *My Darlin' Aida*, a jazzed-up version of Verdi's opera. Reported as wanted for choreography assignment is Frederick Ashton, of the British Saddlers' Wells Ballet troupe, or Vincenzo Celli, who laid out the dance patterns for the opera at Milan's La Scala.

Todd plans an *Aida* follow-up with a revue tentatively titled *Michael Todd's Peep Show or Star and Garter*. Hassard Short may stage both productions. Bert Lahr or Frank Fay have been mentioned as possibility for the revue's top slot. The Winter Garden may be the show's Stem base, predicated, of course, on how long *Les Ballets de Paris* tenants that house.



BROADWAY SHOWLOG

Performances Thru November 5, 1949

DRAMAS

	Opened	Perfs
A Street Car Named Desire (Barrymore)	12- 3, '47	775
Born Yesterday (Henry Miller)	2-24, '46	1,578
Death of a Salesman (Morasco)	2-10, '49	308
Detective Story (Hudson)	3-22, '49	260
Diamond Lil (Plymouth)	2- 5, '49	101
Goodbye, My Fancy (Martin Beck)	14-17, '48	405
I Know My Love (Shubert)	11- 2, '49	6
Mister Roberts (Alvin)	2-13, '48	380
Montserrat (Fulton)	10-29, '49	9
Shake Hands With the Devil (Blackfriars' Guild)	10-20, '49	15
The Browning Version (Coronet)	10-12, '49	29
The Madwoman of Chailot (Royale)	12- 8, '48	296
Twelfth Night (Empire)	10 3, '49	40
Yes, M'Lord (Booth)	10- 4, '49	59

MUSICALS

As the Girls Go (Broadway)	11-13, '49	540
Kiss Me, Kate (Century)	12-30, '48	354
Lend an Ear (Broadhurst)	12-16, '46	372
Lost in the Stars (Music Box)	10-30, '49	8
Miss Liberty (Imperial)	7-15, '49	131
Regina (46th Street)	10-31, '49	8
South Pacific (Majestic)	4- 7, '49	244
Touch and Go (Broadhurst)	10-13, '49	28
Where's Charley? (St. James)	10-11, '48	448

ICE SHOWS

Howdy, Mr. Ice of 1950 (Center)	5-16, '49	218
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COMING UP

(Week of November 5)

Love Me Long (48th Street)	11- 7, '49	
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Equity Library Bows With Shaw's St. Joan

NEW YORK, Nov. 5.—Equity Library Theater opens its permanent showcase for the season at the Lenox Hill Playhouse today (5). The first offering is Shaw's *St. Joan*, with Kim Stanley in the title role. Others in support are Clinton Anderson, Edward Cooper, Jack Bostick and Kathleen Roland. Philip Robinson has directed.

Performances sked for three nights plus Sunday and Monday mats. Requests for seats for all Library productions should be made in writing and addressed to ELT, 45 West 47th Street, New York.

Tele Authority Talks On Derwent's Agenda

NEW YORK, Nov. 5.—Clarence Derwent, Actors' Equity proxy, leaves today (5) for Hollywood to preside at a West Coast union membership meeting. The agenda of his trip also includes attendance of a meeting of the Associated Actors and Artistes of America (Four As) and a conference with officials of the Screen Actors Guild (SAG) in a final effort to solve the jurisdictional dispute over television authority.

He will return in about two weeks.

"Pursuit" Rehearsals Set

NEW YORK, Nov. 5.—With its Morton Gould score now complete, rehearsals for the Theater Guild's musical version of *The Pursuit of Happiness* will get under way November 23 under Rouben Mamoulian's direction. Nanette Fabray and Georges Guetary, French pic and stage actor, are co-starred. Guetary is making an American debut. Pearl Bailey and John Conte will be featured in support.

"Texas" for Stem Nov. 25

NEW YORK, Nov. 5.—*Texas Lil' Darlin'* is now set to open at the Mark Hellinger Theater November 25, according to advices from Boston, where the song-and-dancer is breaking in. Confirmed also was the report that Lenore Lonergan is no longer with the show and as yet no replacement has been made. Miss Lonergan was recently signed for *Alive and Kicking*.

Freedley Preps Musical

NEW YORK, Nov. 5.—Vinton Freedley announced this week that he will put a musical comedy, *It's Great To Be Alive*, into rehearsal the middle of next month. It has a book by Walter Bullock and Sylvia Regan. Bullock is also responsible for the lyrics; the tunes are by Abraham Ellstein. Freedley will be associated with Anderson Lawler and Russell Markert in the production.

McClintic Inks Hampden

NEW YORK, Nov. 5.—Walter Hampden has been signed as co-star with Grace George for Guthrie McClintic's forthcoming *Mother Hildebrand*. Hampden will play "an elderly monsignor" in the Rosemary Casey comedy. His last Stem appearance was earlier this year in *The Traitor*. Rehearsals start Monday (21) and Hildebrand skeds to open December 27, after a break-in fortnight in Boston.

REGINA

(Continued from opposite page)

Cheryl Crawford has seen to it that the Armistead sets and the Bernstein costumes are all that they should be. Production-wise, *Regina* puts up a fine front—but this reporter will still give his *Little Foxes* without sauce to Blitstein. **Bob Francis.**

OUT-OF-TOWN OPENINGS

THE FATHER

(Opened Thursday, November 3)

PLYMOUTH THEATER, BOSTON

Drama by August Strindberg. English version by Robert L. Joseph. Directed by Raymond Massey. Set and lighting by Donald Oenslager. Costumes by Eleanor Goldsmith. General manager, Paul Vroom. Stage manager, Elmer Brown. Press representatives, Karl Bernstein and Harvey Sabinson. Presented by Richard W. Kraeuer and Robert L. Joseph, in association with Harry Brandt.

The Captain Raymond Massey
Gustafson Charles Snyder
Pastor Philip Huston
Larsen Paul Larsor
Laura Mady Christians
Doctor Ostermark John D. Seymour
Nurse Mary Morris
Bertha Grace Kelly

In a season which has offered a number of important plays of uncertain merit, here is one over which the disputes will rage long and loud. Neither the merit nor the importance of Strindberg's *The Father*, nor its meaning for today, will be as much involved as the production directed by Raymond Massey and starring that redoubtable actor with Mady Christians. Here is a play which is a landmark, both for its place in the history of playwrighting and the history of men, women and ideas. The dispute will not be over its place, but over its interpretation.

Interpretations of most classics are so nearly standardized, are so bound by certain conventions, that there is seldom any argument. But with Ibsen, Shaw, Strindberg and a few others, we still are not so certain of what the plays mean. *The Father* is one of these.

Tirade Against Fems

The present production is beautifully mounted and earnestly set forth, but you cannot be sure that the actors know just what they are about, or that they mean what they say.

The Father is one of Strindberg's vicious tirades against womankind, against his conception of the power of woman over man and of her unassailable position as the real and, in his view, the hateful master of life. To believe Strindberg, you have to admit that premise to begin with and you must also believe that any marital partnership sums up to only "give" for the man, "take" for the woman.

If you can accept that, you can believe Strindberg. Otherwise his views are so much maudlin poppycock and his plays are valuable simply for their historical influence, literary and sociological curios.

The Father's a Weakling

In the present production the title character as played by Massey becomes a sheer weakling, with no shred of real resistance to offer a vicious wife. The whole story is bound up with the struggle for supremacy between husband and wife for the love and power over their daughter, of the slimy methods by which the wife undermines first the confidence, then the sanity of the husband. You can have no pity for the man, for the author has stacked the cards against him. And you can have only clear-cut hate for the wife. To be sure, the father is driven mad. But he must have been off balance to begin with, else the process could not have been so easy. Massey plays the father with a high voice, vacillating manner and with uncertain qualities which make the character neither convincing nor sympathetic. Miss Christians, on the other hand, is as clearly the opposite—iron willed, strong beyond belief. Yet she often underplays so that she cannot be heard or understood.

There are some fine bits by Mary Morris as the old nurse. Grace Kelly is fine as the daughter. John D. Seymour and the rest of the actors play their roles competently, if without much distinction. Donald Oenslager's double setting is fine for its aid to atmosphere.

The Father in the current edition is interesting as an historical piece. As Broadway fare, its future is doubtful. **Bill Riley.**

SIGNOR CHICAGO

(Opened Thursday, November 3)

SHUBERT THEATER, NEW HAVEN, CONN.

A play by Edward Chodorov, based on the Granville Barker version of a play by the Quinteros. Directed by John Burrell. Set and lighting by Samuel Leve. Costumes by Morton Hoack. Incidental music by Lehman Engel. General manager, Al Golin. Stage manager, Sterling Mace. Press representative, Bill Doll. Presented by Joseph M. Hyman.

Father Giovanni Joe E. Marks
Sabina Grace Mills
Gina Enid Pulver
Carolina Edith King
Carolina's Servant Richard Bengalo
Alfredo Alfred Rydel
Magdalena Lyncie Harmantas
Donna Clarice Josephine Brown
Flavia Anne Shaw
Ugo Bracco Charles Mendlick
Dr. Bacchelli Guy Kibbee
Martineti Arny Freeman
Esperanza Prezzolini Paula Trueman
Angela Rosita Moreno
A Little Girl Lee Graham
Bobadilla Joe Verdi
Maria Wanda Sponda

Signor Chicago can be dismissed almost immediately. It unfolds as a dreary conversation piece, with scarcely a single saving grace. That its life on the Stem will be short is almost a foregone conclusion. The tempo is unbelievably slow. It starts off in almost stagnant mood and rolls heavily along to an abrupt halt. A comedy of manners, with little manners and certainly no comedy!

Guy Kibbee of the flickers is about the only character that appears real, but only as long as he plays Guy Kibbee. When he attempts to assume the role the author built, he falls into the same class as the rest of the cast, who just can't seem to convey any other illusion but that of performers reading lines.

Basic Idea Fumbled

The story centers around a young army captain who comes to a small Italian town to straighten out the affairs of a deceased aunt and finds himself in a village completely drained of young men and overrun with eager females. Such a theme, of course, could lead to considerable fun and frolic. But instead of a robust, Rabelaisian farce, the author has written a story that could fit into any village or hamlet in the U. S.

The plot motivation is extremely poor, and the solution to the problem is apparent to the audience almost from curtain rise. To complicate matters, the cast, without exception, fails to project at any time, and most of the lines are lost beyond the third row.

The outstanding features of the show are the excellent set conceived by Samuel Leve and the authentic costumes by Morton Hack. No such accolades can be given to John Burrell's direction. In short, *Signor* can be forgotten, as only a 14-karat, solid gold miracle could save it.

Sidney Golly.

THE HAPPY FAMILY

(Opened Thursday, November 3)

CENTER THEATER, SEATTLE

Comedy by George Savage. Staged by George Savage and Jack Wright. Set by Milton Ketcham. Costumes by Marion Stixrod. Stage manager, Nancy Thomas. Presented by Trout Theater, Inc.

Daisy Phillips Idalice Squire
Jerry Phillips Don Adams
Alfred Phillips Verne C. Henry
Sylvia Phillips Joan Mottleson
Ann Phillips Mimi Ashford
Candy Durant Helen Hamill
Gabby Hartnett Scott Selfert
Jonathan Elgore Wilbur Wengren
Dr. A. B. Twigg Paul Manley

Author George Savage sees his *Happy Family* as an entirely whacky unit, yielding to a mother's craze for psychoanalysis. The family includes the usual older and younger daughters and the "hot rod" son, all sired by a college professor who is a bigwig in the local university's graduate school. Via mama and an analyst the daughters are happily married off to a home-town radio figure and a slightly dyspeptic insurance salesman, analyst Twigg playing something of a Freudian smorgasbord—a

Can O'Neill Ever Write Another One?

MARBLEHEAD, Mass., Nov. 5.—As a *Billboard* reporter sensed at an interview with Eugene O'Neill three years back, it is likely that our top American playwright may never write again. At that time—just prior to the unveiling of *The Iceman Cometh*—O'Neill was suffering from palsy-like Parkinson's Disease and admitted that he found himself unable to adjust to the necessity of dictation. His previous plays were all written in pencil in long hand.

The above is confirmed this week by O'Neill's wife, Charlotte, who stated "he hasn't worked for three years, and God only knows when he will be able to."

The O'Neills returned to Massachusetts last year in the hope that Boston doctors could help the scripter's condition. The treatments have so far been ineffective. Currently the O'Neills are tenanting a local house on the ocean front. The playwright rarely sees anyone other than his wife and a servant.

"It makes him nervous to have a stranger in the house," says Mrs. O'Neill.

Polakov To Design 'Member'

NEW YORK, Nov. 5.—Lester Polakov will do the sets and costumes for the Robert Whitehead-Oliver Rea production, *The Member of the Wedding*, dramatized by Carson McCullers from her novel of the same name. Rehearsals are skedded to start at the end of November with a Stem unveiling around mid-January. Also on the Whitehead-Rea schedule are a revival of Pinero's *The Magistrate* and *With No Awakening*, the Ben Edwards-Virginia Bolan adaptation of *The Cherry Orchard*.

Johnny Stewart Signed

NEW YORK, Nov. 5.—Oscar Hammerstein II and Richard Rodgers have signed 13-year-old Johnny Stewart for the role of the adolescent youngster in *The Happy Time*, a play based on the Robert Fontaine stories by Samuel Taylor. Stewart made his Stem debut in *High Button Shoes* and has since appeared in *Love Life*. *Happy Time* is skedded to start December rehearsals under the direction of Robert Lewis.

Jory Returning to Stem

NEW YORK, Nov. 5.—Victor Jory is to return to the Stem for the first time in three years. He has agreed to star in the Sam Locke-Paul Roberts three-character thriller, *The Woman With Red Hair*, which Herbert Kneetters skeds for a rehearsal, starting Sunday (20). Ted Post will stage the opus.

"Private Lives" for Hartford

HARTFORD, Nov. 5.—The Noel Coward comedy, *Private Lives*, starring Tallulah Bankhead, is booked into the 3,300-seat Bushnell Memorial Auditorium here for a one-evening performance Monday (14) at \$4.20 top.

cross between Dick Tracy and the late W. C. Fields.

The play is farcical in intent, but its undertones pack a scathing denunciation of psychiatric practice which cannot be missed. Thus admirable farcical elements are sometimes beaten at their own game, especially in the very loosely constructed second act. Blast treatment of the script plus heartless hacking might make a commercial package possible.

Family suffers from shoddy production, with no consistent directorial line to place the laughs for the pew sitters. Paul Manley handles the medico with blatant adroitness, and Mimi Ashford, as the younger ingenue, is quite appealing. Helen Hamill bubbles pertly as a student. The rest of the cast is uncomfortable. **Wil Stevens.**

Magic

By Bill Sachs

LADY ETHEL and Dr. Jester, who have been playing club dates exclusively in the Chicago area the last three years, have taken their mental turn back into theaters and niteries, opening Friday (4) at Glenn Rendezvous, Newport, Ky., for a fortnight's stand. They recently were tendered an interesting television offer and expect to be ready to set the TV lanes afire with a new mental idea in about six months. . . . Members of the Blackstone Magic Club, comprised of patients at Veterans' Administration Hospital, Rutland Heights, Mass., are lauding the success of one of their members, James Sutton, who walked off with first prize in the originality contest held recently in connection with the New England Convention of Magicians in Worcester, Mass. Sutton made the trick of chrome and plexiglass in the hospital's manual arts shop. Members of the hospital staff have long felt that the magic club, now in its third year, has been of real benefit to the men, and cite Sutton's accomplishment as proof of its value. Willard S. Smith, national chaplain of the Society of American Magicians, is also chaplain at the hospital. . . . Blackwood the Magician (Robert Blackwood) is presenting Saturday matinee performances in Warner houses thru New Jersey designed especially to attract the juvenile trade. Assisting him is David Wolven and Herb Washburn. For exploitation they are using predictions and an assortment of mental and blindfold stunts. Blackwood plans to tour the same houses with a spook oopy at the conclusion of his present trek. . . . The Amazing Maurice (See Magic on page 82)

Greystone Buys CBS Time for "Mr. Fixit"

NEW YORK, Nov. 5.—The Greystone Press this week added to its radio billings by purchasing an additional quarter-hour of radio time for Mr. Fixit on 49 stations of the Columbia Broadcasting System (CBS), to begin Saturday, January 7, 2:30-2:45 p.m. The same show is now heard on the National Broadcasting Company's (NBC) facilities, but will take a four-week hiatus beginning December 4 until after the beginning of the year.

Greystone Press originally entered radio in 1948 by experimenting with a summer program over the Mutual Broadcasting System (MBS). Response was so favorable that the account has been expanding since.

The publishing house has also bought a participation in The Hardyman, now on WOR-TV Tuesdays, 6:30-7, and has ambitious TV plans for next year. H. B. Humphrey is the agency.

Am. Tobacco Hot For "Garroway" As Five-a-Week

NEW YORK, Nov. 5.—American Tobacco Company, thru the N. W. Ayer Agency, is interested in sponsoring the Chi-originated, National Broadcasting Company (NBC) TV show, Garroway at Large, it became known here this week. Altho American has not had a special audition of the show, it has taken an option and is expected to view a special kinescope audition the end of this week.

Whereas the program, featuring disk jockey Dave Garroway, is now aired Sunday nights, American plans to put it on a five-a-week, 15-minute basis. As yet, NBC has not decided what to put in the show's old spot if it is sold. Tentative starting date has not been set.

Considered by the trade to be one of the best TV shows on the air, Garroway at Large has been close to sponsorship a number of times in the past few months, but the present deal is reported to be hottest yet. Present negotiations are especially timely in view of the fact that last week Garroway signed a new five-year exclusive radio and TV contract with NBC.

White-Collar Strike Vote Near at CBS

NEW YORK, Nov. 5.—The stalemate in the contract negotiations between the Columbia Broadcasting System (CBS) and the United Office and Professional Workers' Association (UOPWA) this week was rapidly approaching a crisis, with the union making preparations to take a strike vote. CBS has about 450 white collarites who are members of the UOPWA.

CBS asked that the UOPWA go thru a National Labor Relations Board (NLRB) election to prove its representation before starting negotiations. The union was willing to have an election, but only if that could be done quickly without a wait of several months for results. Negotiations then were suspended because the union and management could not agree as to the definition of the unit which would vote. CBS claimed that 136 persons now in the union were supervisory employees and thus not eligible. After further negotiations CBS shaved this figure by one—to 135.

The UOPWA contract lapses at the end of November. The web has already notified its employees that their union dues will not be deducted thereafter.

Sept. Consumption Off

WASHINGTON, Nov. 5.—Business of the nation's eating and drinking spots continued downward in September, the Commerce Department reported this week. Receipts that month were off 1 per cent from August and 8 per cent from September, 1948. For the first nine months of year business was off 6 per cent from the same 1948 period.

Burlesque

By UNO

SHARON LaRUE, featured strip, is now managed and press-agented by Winston D. Saunders, Washington correspondent for the Independent Press Service of New York. . . . Bob Rogers closed with the Bernie-Puree unit at the Hudson, Union City, N. J., October 29. He opens with another show November 18 at the Roxy, Cleveland. Replacing him is Eddie Yubell. Della Laine, strip, also switched to another unit in Buffalo, with Hazel Walker her successor. . . . Ann Sorensen, parade girl, who was given a tryout recently as a strip specialist at the Hudson, Union City, is slated for a tour of the Hirst houses. . . . Contracts for six weeks with options held by Sammy Smith and Helen Irwin for the Flatbush, Brooklyn, and Joe DeRita, Juanita Bates and Eddie Innis for the Windsor, Bronx, when the policy for these houses was to switch from subway circuit legit shows to vaude and burlesque blackouts, were turned back to the Brandt Bros., operators, who because of unfavorable terms with stagehands had reconsidered and will substitute pix instead. . . . Irving Selig and Milt Hamilton returned to the Chanticleer Club, Baltimore, for two weeks thru Dave Cohn.

LOIS DeFEE, following her spot-booked dates in Hirst houses, opened October 31 for four weeks at (See Burlesque on page 82)

KLAC-TV 2d Coast Outlet on Daytime

HOLLYWOOD, Nov. 5.—KLAC-TV goes into daytime television Monday (7), with a 1 to 5:45 daily layout five times weekly, to become the second Los Angeles video outlet to plunge into daylight operation. Station's daytime shows will be in addition to its regular evening sked, making it first local outlet to attempt both day and night programming. Town's other daytime ainer, KFI-TV, is strictly a noon to 6 p.m. operation.

Show will feature an off-the-cuff session with disk jockey Al Jarvis, broadcast from the station's outdoor patio and built around informal celeb interviews platters, sports results and gabfests. Stanza will get absolutely no rehearsal or production in order to keep the costs down.

Only live commercials will be used and production personnel will be limited to one cameraman. Jarvis will be cut in for a slice of the profits, with rates pegged below those of KFI-TV. Spot sales only will be peddled, ranging from a 15-second plug for \$13 to a two-minute commercial for \$25, minus frequency discounts. Rates are cheapest in local tele and even undercut many radio rates. Sales toppers said that the station had pre-sold 55 one-minute spots by week's end.

For Jarvis, stint will make him the busiest platter pilot in town, giving him 20 hours on tele weekly, in addition to 24 hours on radio weekly.

4A'S AFTER TV

(Continued from page 3)

is that perhaps once an agreement is reached with video employers, the SAG will be more acceptive to settlement. However, SAG this week refused to participate in the 12 meetings and thus sternly maintained its refusal to compromise on an issue that it considers vital to its future.

The meetings are being held for the purpose of placing the entire problem before the membership of the Four A's. The hope is that such an airing will result in pressure being put on SAG execs by the membership of that org to settle the differences dividing the brother unions. SAG, altho offered a chance to state its side of the case at these membership meetings, evidently did not wish to participate in what it may consider an attempt to undermine its position with its members.

McGill, Dean of Am. Radio Directors, Dies

NEW YORK, Nov. 5.—Earle McGill, 52, generally regarded as the dean of American radio directors, died in New York of a brain disorder Thursday (3). One of the most widely respected men in radio, McGill came to broadcasting from legit, where a varied background, including association with Jed Harris, ideally suited him for the then fledgling radio business.

McGill was on the Columbia Broadcasting System (CBS) staff for many years, contributing many production techniques which are now standard in radio. He produced American School of the Air, Report to the Nation, Town Crier, Readers' Digest and many other shows. His book, Radio Directing, is the standard textbook in the field and in use in virtually every radio college course in the U. S.

In addition to his radio production activities, McGill was one of the first recognized authorities to enter the field of teaching radio, joining the N. Y. U. faculty years ago and later teaching at Fordham and making innumerable guest lecture appearances at other colleges.

McGill was also a founder of the Radio and Television Directors' Guild (RTDG), serving, subsequently, as president of the New York local, president of the national body and until his demise, national treasurer.

Not generally known was the fact that McGill spoke and read Yiddish fluently. Before his entry into radio, he adapted The Royal Family into Yiddish and staged it, starring members of the noted Adler family acting troupe. McGill, a Yale graduate, is survived by a brother, sister and a son, Douglas, now a Yale undergraduate.

KLMS Bows in Lincoln, Neb.

LINCOLN, Neb., Nov. 5.—Lincoln Broadcasting Company's new directional radio Station KLMS, 1000-watter, premed here last week with a full-time programming line-up of news, music and sports. Radio veteran Howard A. Shuman, who founded local Station KFOR more than 25 years ago, heads the new outlet as president. Other staff appointments include: J. Russell Joynt, general manager; William P. Dietz, formerly long-time sales manager for KFAB, commercial director; Del Brandt, program director; Thomas C. Sorensen, news director, and C. A. Sorensen, a former attorney general of Nebraska, general counsel and treasurer for the corporation.

NBC EYES NEW LOOK

(Continued from page 5)

ages. For its 1950 line-up NBC hopes to come up with all new stuff, rather than reprise properties previously on the air. The web program execs are gravely concerned over what they believe is a tendency on the part of the talent agents and package producers to concentrate almost exclusively on TV packages to the elimination of new radio shows. Virtually no AM show of any merit has been submitted to NBC in some time, it is claimed.

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Brunk Biz Good In Colo., N. M.; Invade Arizona

DEMING, N. M., Nov. 5.—Brunk's Comedians, owned and operated by Henry L. Brunk, are currently in their 13th week on tour. Org recently completed a successful journey thru Colorado and New Mexico and is moving into Arizona, with the first week stand scheduled for Stafford.

Show officials report that results on the season thus far have been generally good. Company's personnel is the same as at opening in the spring. A Butane heating system has been installed on the show.

Late Frank Keeble Noted Trombonist

JEFFERSONVILLE, Ind., Nov. 5.—Frank Keeble, whose death was reported in the Final Curtain department in a recent issue, was a noted trombone player in his day, having been with such orgs as Sells Bros. and Ringling Bros. circuses as long ago as the 1890's, Charlie Doble revealed here this week. Keeble, says Doble, was with Beach & Bowers Famous Minstrels in 1898 and latter, Primrose & Dockstader for four seasons.

He also was with Neil O'Brien, Barlow Bros., and Coburn's shows. He made the European tour with Buffalo Bill's Wild West Show with William Sweeney's Famous Cowboy Band.

Doble says that he and Keeble were old friends and that Keeble liked to talk of his minstrel days and regretted this form of entertainment passing from the American stage. Doble recalls that Keeble was the composer of one of the early trombone smears, *Scan'lus Du'ins*, which was published in 1901 and which proved a big hit with all the minstrel bands of that era.

Roscoe Gerall Succumbs

HUMBOLT, Kan., Nov. 5.—Funeral and burial services were held here Saturday (15) for Roscoe Gerall, widely known in rep and tent show circles, who died in Coffeyville, Kan., Wednesday (12). Gerall appeared with such organizations as McOwen Stock Company, Doug Morgan, Neil Schaffner and Kingdon Players.

Gimmicked?

DETROIT, Nov. 5.—Special protection for drive-in speakers, in this case a conversion type with a special protective cable for the regular conductor, has its drawbacks, Manager Charles Zack and a customer learned at the local West Side Drive-In. After the customer rolled up his car window, because of cold weather, with the cable on top, he was unable to get it down and had to wait 35 minutes while Zack and operator George Haskin disassembled the speaker and snaked it thru the window.

PLAYS Sherman, Maxwell, Foagin, Coburn, Murdock and others

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Old-Time Theaters

By E. L. Paul

PRESIDENT TRUMAN'S mention, at a recent press conference, that he formerly ushered at the Grand Opera House, Kansas City, Mo., in order to see the shows for free, recalls to mind the fact that many, if not most of, the noted old theaters playing drama are no longer in existence. It was rather surprising to find the President referring to the shows he saw there.

A generation has grown up and has seen little else in theaters other than motion pictures. And to this generation anything not a picture is vaudeville. All rep actors playing theaters where pictures are the feature (See *Old-Time Theaters* on page 82)

Rep Ripples

AMONG visitors to the Carter Dramatic Company's Altoona, Mich., headquarters recently were Mr. and Mrs. Ray Raymond, magicians, and Herbert Golden. . . . Irving Siegel, accordionist and songwriter, recently concluded an extensive engagement with the *Oklahoma Cowboys* on the "National Radio Jamboree." Tour took in North and South Dakota, Montana, Wyoming, Nebraska, Iowa and Minnesota. . . . W. M. Talbot is booking dates for his 16mm. pic show in the Erie, Pa., area. This season marks Talbot's third in that (See *Rep Ripples* on page 82)

Detroit Spot in Opener

DETROIT, Nov. 5.—New Oak Drive-In, operated by Joseph Miskinis, circuit owner, and Alden Smith, of Mutual Theaters, opened here for an experimental period until severe cold weather sets in. It's the only drive-in to be spotted near Woodward Avenue, central traffic artery here. Erected at a cost of \$250,000, it is designed to hold 1,000 cars. Joseph Miskinis Jr. designed the unusual screen tower.

16mm.'s for Collegians

KUTZTOWN, Pa., Nov. 5.—Student Activity Board at Kutztown State Teachers College here authorized the rental of 14 full-length 16mm. feature films for Friday night showings for a period of three months. The college recently purchased complete screen and projection equipment and move marks the first time for a college in this territory to stage movie shows on a non-theatrical basis. Screenings will be open to the students and people in the town as well.

Worley Sets Pix in Iowa

FORT MADISON, Ia., Nov. 5.—Paul J. Worley, following a successful summer playing merchant-sponsored shows with 16mm. pix, is playing a circuit of five small towns in this area.

Mileage Money

PHILADELPHIA, Nov. 5.—Money giveaways to stimulate attendance in drive-in theaters will be introduced for the first time in the Eastern Pennsylvania area next season. Joe Conway has established offices here to promote "Mileage Money" in Philadelphia, Pittsburgh and Washington. Game originally was introduced in the Midwest.

Conway says the money giveaway is based on the mileage of a car entering the drive-in, which corresponds with mileage shown on speedometers in a screen trailer. The patron entering the drive-in gives the cashier a ticket showing his mileage at time of admission.

Eastern Pennsy Hears Drive-In Plans for 1950

PHILADELPHIA, Nov. 5.—Proposed drive-in operations for next season in Eastern Pennsylvania were announced here this week. Thomas B. Kerrigan, Paxtang, Pa., heads a new syndicate being organized to build and operate a number of drive-ins. Group has purchased a 20-acre tract east of Harrisburg on which it will construct a 950-car theater, with opening scheduled for April, 1950. Kerrigan and his brother, Paul F., of Frackville, Pa., who is also associated with the new syndicate, operate two theaters and a drive-in in Schuylkill County.

At near-by Coatesville, negotiations (See *Eastern Pennsy* on page 82)

70 Pa. Communities Vote on Sunday Pix

PHILADELPHIA, Nov. 5.—Over 70 Pennsylvania communities will vote on the question of Sunday movies Tuesday (8), as a result of the growth of the drive-in theaters. Excepting for only three or four large towns, all the other communities are in townships and rural areas where drive-ins operate or new drive-ins are being planned.

Until now Sunday movies had never been a problem in those areas. However, since Sunday is one of the most important operating days of the week, drive-in operators have led the campaign in getting the necessary number of signatures on petitions in order to have the question placed on the ballot at next week's election. Since little opposition has been encountered in getting the necessary petitions, it is believed that the voters will approve the Sunday films.

Moultrie Plans Drive-In

MOULTRIE, Ga., Nov. 5.—C. H. Powell, president of Moultrie Theaters, Inc., has announced plans for the construction of a 500-car drive-in theater on the Moultrie-Thomasville Highway. Cost is set at \$75,000.

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ABBOTT—Martha Stowers, mother of Sam Abbott, of *The Billboard's* Hollywood office, in Natchez, Miss., November 2. Survived by her husband; a daughter, Mrs. Walter P. Abbott, and another son, William Jr., of *The Tampa Tribune*, Tampa.

ARTZT—William, 53, musical director of radio shows, October 29 in New York. For nine years he was the musical director in Hollywood of the *Blondie* show and more recently served in the same capacity for the Columbia Broadcasting System's *The Goldbergs*. He had been the director of music for *Cabalagata*, the legit musical. His widow, two sons and two sisters survive.

AUSTIN—Robert Alwyne, Cincinnati musician and vocal teacher, November 4 at his home in that city of a stroke. His music, which included folk songs and spirituals, was played by the Cincinnati Symphony Orchestra in the fall of 1929. Survived by his widow.

BAILEY—Margaret E., 63, playwright, novelist and magazine writer, in New Canaan, Conn., October 29. Burial in West Point, N. Y., October 31.

BELL—James, 61, for 25 years an electrician at Broadway's Capitol Theater, October 30 in Rosedale, N. Y. His widow and four daughters survive.

BURTON—Mrs. Cora, 72, stage and screen writer, November 2 at her home in Los Angeles. Survived by a daughter, Mrs. John R. Rempel.

CLANCY—Thomas E., 62, widely known in outdoor showbiz as a concessionaire and pitchman, October 27 in Jacksonville, Ill., following a brief illness. Four brothers and three sisters survive. Burial in Calvary Cemetery, Jacksonville, October 29.

CONVERSE—Mrs. Anita Nelson, 74, member of the original team of the Four Nelson Sisters, acrobatic stars of the old Barnum & Bailey Circus for many years, October 29 in St. Mary's Hospital, Waterbury, Conn. She began her career in Argentina with a three-ring circus owned by her father, Samuel Nelson. She retired 45 years ago. Survived by her husband, Charles; two brothers, John and Harry Nelson, all of Bethel, Conn., and three sisters, Mrs. Sarah Choquette and Mrs. Rose Gosselin, Providence, and Mrs. Victoria Dawson, Bethel. Burial November 1 in Elmwood Cemetery, Bethel.

CREIGHTON—Howard, 37, assistant manager and treasurer of the Golden Gate Theater, San Francisco, October 29 in that city of injuries sustained in an auto accident. Survived by his widow, Helen.

William Desmond

William Desmond, 71, stage and silent film star, died November 2 in Cedars of Lebanon Hospital, Hollywood, of a respiratory ailment. He had been seriously ill for a year. Desmond began his stage career in New York, and before entering films he was a leading man for five years in stock at the old Morosco Theater, Los Angeles, and also appeared at the Burbank Theater and the old Opera House there. Among the stage productions in which he had leading parts were *Ben Hur*, *Quo Vadis*, *If I Were King*, *Alias Jimmy Valentine*, *Raffles* and the *Bird of Paradise*, the last named on tour with Lenore Ulric. Aside from getting top billing on the Keith and Orpheum vaude circuits in such sketches as the *Right Man* and the *Dude Bandit*, he organized his own dramatic company which toured the U. S., Canada and Australia. Desmond reached stardom in silent films, but his career was cut short with the advent of sound. He had been playing small roles for Universal Pictures until about two years ago. Survived by two daughters, Mrs. Robert R. Robertson and Terry Desmond, both of Altadena, Calif., and a sister.

THE FINAL CURTAIN

DONOHUE—Patrick J., 71, former vaude song and dance man for 35 years, October 26 in St. Louis. He was recently stage doorman at the American Theater there.

GLASCOCK—John Travis, 76, musician and composer, October 29 in Memphis. Survived by his widow, six sons and a daughter.

GRIFFIN—Bobby, 49, pioneer radio announcer, October 31 in Des Moines. He was one of the first two announcers employed by Station WHO. In 1927 he was program director for WBBM, Chicago, and took part in the *Nutty Club*, along with Guy Lombardo. He was also program director for WIND, Chicago, in 1933, and later was chief announcer for the Chicago World's Fair. He later returned to WHO as chief announcer.

HARNER—Mrs. Mary (Babe), 56, retired vaude performer, November 4 in Lima, O. In vaude for 35 years, she had been a member of Deore's Million-Dollar Dolls and other acts.

HAWKINS—Hunter John, former president of the Vance County Negro Fair, Henderson, N. C., October 24 at his home there.

HICKS—Charles C., promotion and publicity manager for Station WXYZ, Detroit, for several years, October 29 in Cleveland. He was also associated with the Detroit Symphony Orchestra in the same capacity until recently. Survived by his widow, Lillian, singer and actress.

HOLDER—Les, 24, skillo agent for Harry (Pop) Stafford on the Pike Amusement Shows, October 28 in Spring Hill, La., of injuries sustained when his car overturned near that city October 26. Holder had also been a concessionaire with the Harry Craig, T. J. Tidwell and Alamo Exposition shows. Survived by his widow, Candy, and his mother, Mrs. Flossie Gilbin. Burial in Indianapolis.

To All Shows and Brother Concessionaires and the Many TRUE FRIENDS of the L to

LES HOLDER

Words are inadequate to express our feeling of THANKS for your kindness, sympathy and your generous contributions in helping in this great ordeal. May the blessings be on you one and all.

CANDY HOLDER, PIKE AMUSEMENT SHOWS, AND ALL LES' FRIENDS

HOUSMAN—Rosalie Louise, composer and lecturer, October 28 in New York. She first gained recognition with a program of American music on the British Broadcasting Corporation network in 1932. Her mother and a brother survive.

JOHNSTON—R. Horace, 59, owner of champion harness and race horses, October 22 in Charlotte, N. C. He owned, among others, Bill Gallin, which won the Hambletonian in 1941, and Rodney, which was named the harness horse of America in 1948. His widow and son survive.

MARINO—Angelo, 65, owner-operator of the Housatonic Lodge Restaurant, Stratford, Conn., nitery, recently in that city. At one time he also operated the Pines Restaurant, Devon, Conn., and the Lodge Restaurant, Bridgeport, Conn. Survived by seven sons, Patrick and James, Devon, Conn.; Joseph, Milford, Conn.; William, Frederick, Alfonse and John, Stratford, and a daughter, Mrs. Katherine Malafrente, Stratford. Burial in St. Michael's Cemetery, Stratford.

MARSHALL—Jean V., 31, announcer at Station WEW, St. Louis, for the past two years, in that city recently of a heart ailment. Survived by his widow, Kathleen. Burial in Calvary Cemetery, St. Louis.

MURRAY—Paul, 63, agent, booker and legit producer, recently in London. From his beginning in showbiz as a Stoll Circuit booker in 1905, he later became London rep for the William Morris American vaude circuit and then was associated as a booker for the Variety Controlling Circuit.

In legit producing he was associated with Andre Charlot, Jack Hulbert and others. Murray was preparing a revival of *My Wife's Family*.

PAIGE—Otto, 53, vaude and circus performer in the acts Paige, Jewett and Kiki and the Six Cycling Paiges, killed in an auto accident near Cadiz, O., November 1 while en route to New York for an engagement at the Palace Theater. Paige began his show business career as a balloonist. Later he took up parachute jumping and toured the country with such an act. Subsequently he turned to bicycle acrobatics, and he and his wife, Betty, toured the British Isles, South Africa and India. He leaves his wife and daughter, Kiki, also a member of the act.

PAINE—Samuel H., 58, manager of the old Howard Theater and former Keith vaude circuit agent, October 31 in Boston. Starting at the old Keith and American Music Hall theaters as a ticket seller, he later brought many top names to New England as an agent. Five brothers and five sisters survive.

PAYNE—Walter, lawyer with various theatrical interests, October 31 in London. For over 35 years he was an outstanding London theatrical figure, serving as chairman of the Theater Royal, Drury Lane, and later chairman and managing director of the London Pavilion and Variety Theaters, Consolidated. A leader in the formation of the London Theater Council, he also held top posts in Moss Empires and Victoria Palace, the Theaters National Committee and the Society of West End Theater Managers. His widow survives.

ROGERS—Frank, 74, former amusement park operator and president of Florida State Theaters, October 30 in Tampa.

ROTH—Louis, 66, lion tamer for 50 years, October 21 at his home in Yakima, Wash. Roth, who gave such trainers as Clyde Beatty their start, was formerly married to Mabel Stark. After a long engagement with the Al G. Barnes Circus, starting in 1910, he appeared with other shows. He was with Louis Goebel for 18 years, training animals for pictures. For some years he had operated a lion farm at Yakima, but sold his animals shortly before his death. He was one of the earliest members of the Pacific Coast Showmen's Association. Survived by his widow, Louise. Interment in Showmen's Rest.

RUBINOFF—Mrs. Libbie, 87, mother of violinist Dave Rubinoff, October 31 in Pittsburgh. Three other sons and a daughter survive.

SAXON—Pauline, 65, vaude performer, October 30 in New York. In the 1920s she and her late daughter, Marie, toured the country in a song-and-dance act known as *Pauline Saxon and Sister*. A son survives.

SOSNER—Benjamin, 42, first violinist with the Baltimore Symphony Orchestra, November 2 in Baltimore during a performance. He had been under treatment for a heart ailment.

STALCUP—Mrs. Janet MacFarland Walters, 37, novelist, radio and magazine writer, October 31 in Las Vegas, Nev. She leaves her husband, her mother, a sister and a brother.

STUART—Ernest (Stuberg), 33, night club performer, in Boston October 31 when he fell from the roof of a hotel there. An acrobatic dancer, Stuart had appeared in several Greater Boston clubs, having recently ended an engagement at a New London, Conn., nitery.

STUBERG—Ernest, 33, acrobatic dancer, October 31 in Boston. He appeared in New England niteries under the name of Ernesto Stewart.

THOMAS—Mrs. Lisle Colby, 78, widow of playwright Augustus Thomas, October 29 in Easthampton, L. I., N. Y. A brother survives.

WILLS—Harry, 77, circus trouper for 45 years, October 25 at his home in Huntington Park, Calif. He was a member of the Pacific Coast Showmen's Association. Interment in Holy Cross Cemetery.

ZIMMER—Walter, 68, founder of the Zimmer-Keller Advertising Agency, Detroit, October 27, in Grand Rapids, Mich., from a heart attack. The agency handled a number of national radio accounts, including Stroh's, Chrysler, Fruehauf Trailer and Station WXYZ. His widow and one daughter survive. Body was returned to Detroit for interment.

Marriages

DE SANTAELLA-MOREL—Salvatore De Santaella, concert pianist-musical director, and Terry Morel, dancer, in Los Angeles October 26.

DODD-APPLEMAN—John Dodd, trumpet player with the Harry Jewell unit, and Donna Appleman October 30 in Kokomo, Ind.

HEIN-KINNEY—William F. Hein, WCOL, Columbus, O., sports announcer, and Jane P. Kinney November 1 in Buffalo.

KOUSHOURIS-GIEGERICH—John L. Koushouris, of the Columbia Broadcasting System television department, and Barbara Giegerich October 29 in New York.

MAHARAM-SILVERMAN—Joseph Maharam, head of the Maharam theatrical fabric house, and Roslyn Silverman October 23 in New York.

MERRILL-WAGNER—Arthur J. Merrill, concessionaire, and Elizabeth Wagner, nonpro, October 21 in New York.

NIELSON-KEHLER—Walter A. Nielson, manager of Station WCNX, Middletown, Conn., and Emma L. Kehler recently in Manchester, Conn.

RUBENSTONE-CHAIKA—Jim Rubenstone, of the publicity staff, and Helen Chaika, on the secretarial staff at WFIL, Philadelphia, in Bennettsville, S. C., October 16.

WEEMS-BEACH—Bill Weems, booker for the General Artists Corporation, and Elaine Beach October 22 in Las Vegas, Nev.

WILSON-DARNELL—Dr. Daniel D. Wilson and Monte Darnell, rodeo cowgirl, October 22 in Phoenix, Ariz.

Births

A daughter, Ginny Lec, to Mr. and Mrs. Jimmy Henderson October 14 in Jewish Hospital, Cincinnati. Father is trombonist with Deke Moffitt's orchestra, currently at Beverly Hills Country Club, Newport, Kv.; mother is the former Shirley Carter, who sang with the band for three years.

A daughter to Mr. and Mrs. William Casparis October 11 in Los Angeles. Mother is Sunny Sund, owner of Don the Beachcomber's Cafe.

A daughter to Mr. and Mrs. Raul Reyes October 18 in Fort Lauderdale, Fla. Parents are the dancers Raul and Eva Reyes.

A son to Mr. and Mrs. Rummy Bishop October 26 in Pittsburgh. Mother is stripper Melody Dupree. Father is a nitery comic.

A son, Scott Michael, to Mr. and Mrs. Cliff Barnes, October 23 in Memorial Hospital, Pawtucket, R. I. Father is the AGVA representative in the Providence area. Mother is musician-entertainer.

A son to Mr. and Mrs. Leonard Lipkin in Mt. Sinai Hospital, Philadelphia, October 24. Mother is Helen Lipkins, kiddies' disk jockey on WIP and WDAS that city.

A son to Mr. and Mrs. Adolph Sandole, October 20, in Fitzgerald-Mercy Hospital, Philadelphia. Father is an ork leader and pianist.

A son, Ronald, to Mr. and Mrs. Pat Grande October 26 in Booth Memorial Hospital, Covington, Ky. Parents are outdoor showfolk.

A son to Mr. and Mrs. Wight King October 30 in New York. Father is in the Broadway company of *Streetcar Named Desire*.

A daughter to Mr. and Mrs. Robert Lablang Samilson October 30 in Tarrytown, N. Y. Father owns the 48th Street Theater.

A daughter to Mr. and Mrs. David Rose November 2 in Hollywood. Father is the composer.

A son, John Smith, to Mr. and Mrs. John McAllister October 22 in Philadelphia. (See Births on page 84)

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

South Pacific Set for 1950 At Dallas Fair

Aim at 200G Aud Gross

DALLAS, Nov. 5.—Broadway's smash musical, *South Pacific*, will be presented as one of the top features of the 1950 State Fair of Texas. Major details of a contract with the show producers, Rogers & Hammerstein, were approved Monday (31) by the fair board.

Altho a contract was not signed, actual signing is expected shortly. Fair's aim is to gross \$200,000 in the auditorium with the musical, *Annie Get Your Gun*, with Mary Martin in the lead role, grossed \$248,000 after taxes here at the 1947 fair.

The *South Pacific* company which will play the fair here will be a duplicate of the Broadway show, which co-stars Mary Martin and Ezio Pinza. Ray Middleton, baritone, co-starred with Ethel Merman in the Broadway cast of *Annie Get Your Gun*, will take over the Pinza role, while Celeste Holm, who played Ado Annie in *Oklahoma*, and is now making movies, will probably have the Mary Martin spot.

The unit to show here will originate on the Coast in September, moving to Dallas for the fair. Before opening here, the show will have appeared in New York, Los Angeles and San Francisco.

Charles R. Meeker Jr., theatrical manager for the fair, was scheduled to leave for New York this week to conclude arrangements and also line up musicals for next summer's Casino dates.

Stanley To Direct Santa Claus Fair

SANTA CLAUS, Ind., Nov. 5.—Arrangements for the Christmas Fair to be held in Santa Castle here November 12-December 25, were virtually completed this week with the appointment of Charles W. Stanley, currently with the Coney Island Amusement Park, Cincinnati, as manager and promotional director for the event. Mr. and Mrs. Milton Harris, owners of the castle, contracted Stanley, who, prior to his Coney connection, did advertising and promotional work for Fox West Coast Theaters and the Glen W. Dickinson Theaters.

The event is being held in an effort to provide entertainment for the thousands of visitors to this little town each holiday season. A Kiddie Fairyland will be directed by Lee Becht, owner-manager of the Lee Becht Shows.

A number of promotions, including Santa's Flying Helicopter, are under way. It is planned to have the plane and Santa visit over 30 cities under Chamber of Commerce sponsorship. A special recording studio has been set up at Santa's Castle where all letters received will be answered via (See Stanley To Direct on page 54)

Special Boats to Haiti Expo

MIAMI, Nov. 5.—A special boat service for tourists bound for the Haitian Bi-Centennial Exposition in Port-au-Prince will be inaugurated here early in January, Evald Soeder, head of a new motorship freight line, announced. The 600-ton ship will have provisions for about 50 passengers, in addition to cargo, it was announced.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Sanctimony, Miss.,
November 5, 1949.

Dear Editor:

Altho Manager Upp has often said that he had no political aspirations, even tho his show has been used as a political football by officers seeking re-election thru the distribution of circus passes to their constituents, he threw his hat into the political ring at Void Ballet, Ark., last week, and became the burg's mayor protempore for four days.

Here is how it came about. Our combination biller, lithographer, banner squarer, pastemaker and bill-truck driver became violently ill thru an overdose of medicinal whisky, which laid him up for several days, leaving the route ahead unbilled. Turning the managerial reins over to his partners, the boss, who started his tramping career as a wandering hill minstrel, swung his git-tar over his shoulder and sallied forth to advertise the coming of his circus by singing and strumming its wonders to listeners in every town.

While nasaling and strumming the coming of the show on the hitching lot at Void Ballet, the advance trucks of the Tableau & Chariot Circus and Ford Axel Annie's Horseless Wild West Show arrived simultaneously. As there was nothing he could do about the billing war that followed, the boss strummed louder and raised his nasal harmony two octaves higher to fight the opposition. We were to show there Monday and Tuesday; the Tableau show Wednesday, with Annie making the spot Thursday.

That night while a crowd was listening to the boss's version of *Don't Let Them Oppose Me on the Lone Prairie*, he was stopped with, "Eure-

ka! Any man that can strumm a git-tar like you do is political timber." So on Monday the local mayor stepped down to make Manager Upp the mayor pro tem. As it happened there was a political issue on hand that was too hot for the local politicians to handle. The town's only hotel, restaurant and livery stable were all housed in the same building. The health inspector for the county had issued the city hall orders to either close the restaurant and hotel or to close the stable. However, the owner of the man or beast inn held mortgages on the mayor and council members' homes and threatened to foreclose if they took action against him.

When the boss took office Monday morning his first official act was to grant the Won, Horse & Upp Circus free license, lot and water, and put thru an ordinance that allowed only one circus per year to play the town. That clipped our competitors. Only a special permit from the mayor could change the ordinance. In the meantime the operator of the man or beast inn started playing politics with the boss by providing, for free, food and shelter for our people and animals. Still in office when the Tableau show arrived, the boss kept his show in town and stood for the fix by issuing a special permit to it with free lot, license and water, but he cut himself in for a cut on the gross. The next day when Ford Axel Annie's show arrived he made the same arrangements. That gave the actors and musicians a two-day rest without pay, the people and animals housed and fed for free, which was better than moving on without billing. At midnight Thursday our five-car train left town, the burg losing its mayor and the beast and man inn its boarders.

Outdoor Biz Floods Sesqui With Bids for Midway Spots; Operas and Musicals, Too

(Continued from page 4)

people who will "bring the streets of Cairo right straight to the Freedom Fair grounds." His show would include "15 lovely Egyptian girls riding live camels."

Monkey, Midgets, Dancers

On hand are letters from operators of Monkey Shows, Fat Shows, midget troupes, a Congo pygmy group, water ballets, Hawaiian singers and dancers, Minstrel Shows, Freak Shows and crime museums. From the West Coast came an offer to bring an "ice-filled Eskimo village" to the Freedom Fair.

As letters continue to mount, sesqui officials are mulling over the idea of farming out the whole midway area to a single operator or organization and so spare themselves the headache of selecting and choosing the various attractions. It is still undecided just how amusement space will be let, but officials do not expect to let space go at the \$30-per-square-foot fee being charged for regular exhibits.

Names Proposed for Midway

Sesqui Director Edward Boykin recently suggested that the naming of the midway grounds "be left to the people." In response to that suggestion, the commission has received about 100 letters and post cards. Some of the names proposed are "Red Tape Alley," "Gayway," "The Peace Land," "Freedom Mall," "Glory Road," "Pleasure Island," "Shady Lane," "Sesquicenter," "The Toll Road,"

"The Frolic," "Main Drag," "Primrose Path," "The Circle," "Symbol of Peace" and "Lagoon."

Sesqui officials report a heavy demand for exhibit space from labor groups, industry, and the various States. These exhibits are to go in three main buildings to be built in the shape of the letters "USA."

Will Spread Over City

Tho the area of the entire fairgrounds is only about one-tenth the size of the grounds at the New York World Fair, the concentration of buildings and attractions will be "terrific," according to sesqui officials. It was also pointed out that the Freedom Fair appears likely to spread all over the city. The amphitheater which will house Green's pageant is to go up in Rock Creek Park. Sesqui officials also plan to have erected around the Washington Monument a series of giant murals, one for each State in the union. The murals are to be 15 feet high, with all of them together to stretch for a quarter mile.

Stock Car Races Set By Kedenburg in Fla.

NEW YORK, Nov. 5.—Promoter Jake Kedenburg is getting set to open his Florida stock car racing season December 2. Racing events will be held at Orlando and Tampa.

Kedenburg's Freeport, L. I., N. Y., stadium is still operating, with jalopy races staged on Friday nights.

Chi's Groups To Back Fair With \$1 Mil

Manager To Be Named Soon

CHICAGO, Nov. 5.—Funds totaling \$1,000,000 are assured for Chicago's permanent lakefront fair, Kent Chandler, chairman of the Chicago Permanent Fair Commission, told the first meeting of the group, Thursday (3).

His report, based on a four-week survey made by the executive committee, indicated the sum would be pledged by various Chicago civic and business interests and that any legal problems with the city park board could be ironed out. The permanent fair is to be held on the park-board controlled lakefront site used for the past two years by the Chicago Railroad Fair.

The executive committee, it was announced, would soon name committees on finance, program, publicity and management. Chandler said such groups will be picked after a conference with Maj. Lenox R. Lohr, who was manager of the Railroad Fair and who has agreed to serve as consultant in setting up a permanent working organization for the new exposition next year.

The 1950 exposition will use the buildings remaining from the railway fair, with more permanent type structures being deferred until later. Value of the present plant was placed at \$1,000,000 by the commission.

The executive board of the Chicago Federation of Labor, representing 500,000 members, endorsed the project with the full approval of its membership.

Fun Zone Is Planned For '51 London Cele; Danish Spots Models

LONDON, Nov. 5.—Under the Ministry of Labor and National Service, a company with the title of Festival Gardens, Ltd., is being organized to promote and operate the amusement area for the big Festival of Britain which will be held in London during 1951.

The festival gardens will occupy an area of 37 acres in Batterseas Park, but only about seven acres of this space will be devoted to rides and the usual fun zone attractions. Major portion of the gardens will be occupied by restaurants, concert halls, gardens and other forms of recreation.

Festival gardens will be a separate unit as the exhibit area of the Festival of Britain is located on the south bank of the River Thames in London, and has a ground area of only 30 acres, which leaves no space for a fun zone nor for restaurants and other such features which are usually an integral part of a big exposition.

The general idea is to lay out an amusement and recreation zone along the lines of Denmark's famous Tivoli Park in Copenhagen. A large delegation of British showmen was sent to Denmark and the other Scandinavian countries to survey the outdoor fun spots, which in those countries include cultural and recreational features as well as the usual amusement park rides and attractions.

Currently the Ministry of Labor and Festival Gardens, Ltd., are trying to find a manager capable of supervising the laying out and operation of the amusement area.

Announcing

THREE GREAT NEW RIDES BY ALLAN HERSHELL

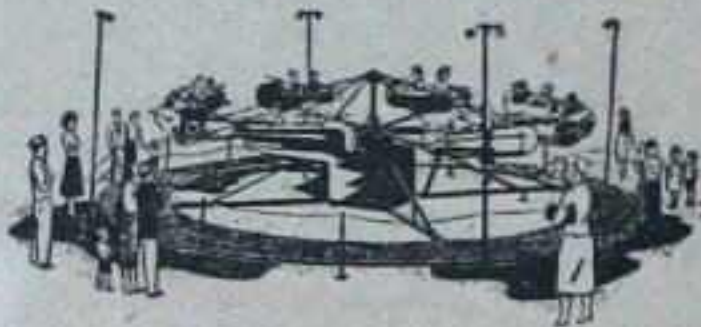
WHIZ BANG



Successor to the "Hey Dey." Carries 40 passengers in a whirling, twisting ride that tops them all for thrills. New type construction eliminates steel platform plates, cars ride on track recessed in center of platform. Easy to erect and dismantle.

SKY FIGHTER

Miniature "machine guns" mounted on swivel in front and back of each plane crackle like real guns when passengers press trigger. Fluid drive mechanism provides rotational movement, hydraulic pump lifts cars gradually to height of 6½ ft. Capacity 16 children.



KIDDIE BUGGY RIDE

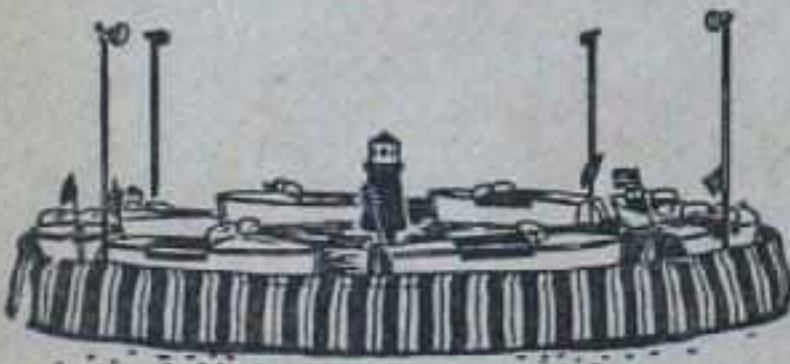


Every child loves a pony ride . . . and here's one that even the most cautious parents approve. Eccentric wheel under each pony provides prancing action, gives tiny passengers a safe, thrilling ride. Ten 2-passenger buggies. Fluid drive mechanism.

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- SPEED-BOAT RIDE ★
- MINIATURE TRAINS ★

KING AMUSEMENT CO.

Mt. Clemens, Michigan

Close-Ups:

Billy Blencoe's Half Century Of Paper Work Packed Big Tops

By Eugene Whitmore

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

NAPOLEON said that an army travels on its belly. But everybody knows that a show travels on its printing. Without printing—"those beautiful reproductions of oil paintings," as Arthur Hopper once described them—a show is stopped dead in its tracks. Billy Blencoe, poster-printing expert, in charge of sales for Globe Poster Company, Chicago, believes that he has printed more show paper than any other man. And there is no reason to doubt this. It was in the Gay '90s, before many a star for whom he now prints posters was born, that Billy joined the Old Empire Show Printing Company in Chicago. He worked in the shipping department, a job he took figuring he could learn more in the shipping room than anywhere else in the plant.

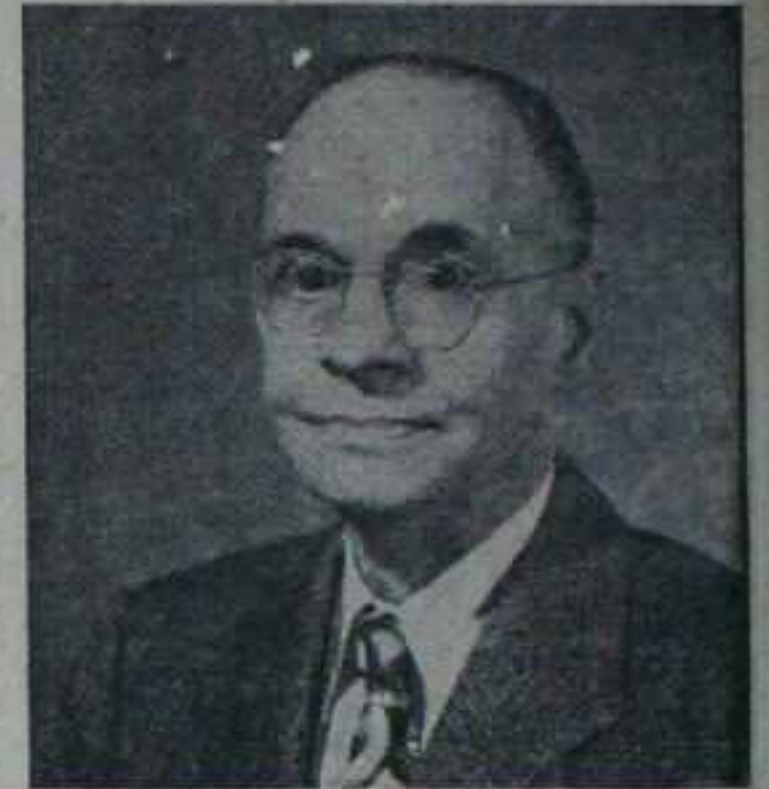
Empire was then the largest show printing outfit in the world, with seven floors of presses and other equipment turning out posters for every known sort of attraction, many of which has about disappeared from the amusement scene.

He remembers that an attraction, or hall*show as circus men would term it, called *Eight Bells* was the first show to use muslin banners. They were 11 by 42 inches and were pinned to awnings so that they hung down for all to see, waving gently in the breeze. Modern architecture has eliminated sidewalk awnings, especially in the bigger cities, and no present-day attraction uses these awning muslins.

Empire handled the work of the Ringling enterprises, then a rising young circus group, just beginning to do battle with Adam Forepaugh and Barnum & Bailey, two gigantic circuses which the Ringlings later purchased.

Recalls Old Shows

Another Empire customer, which Billy remembers was Beveridge's Montana's Wildest West Shows. This outfit lasted three days. Its owner later (See Billy Blencoe's on page 61)



BILLY BLENCOE

MINIATURE STEAM TRAINS ON SHOW NOW

At 1717 Broadway, New York, you can see one of our fine 10¼-inch gauge express locomotives. It pulls 60 passengers, creates second-to-none appeal for young and old. Low prices combined with traditional British craftsmanship make our engines and coaches a "Must" for all miniature train operators.

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NOV. 16

is the deadline

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No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. **DOUBLE CARDS.** No. 1 size, 5 1/2 x 14 1/4. 10¢ each

3000 KENO

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

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 1,000 size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Ping Pong Balls, printed 2 sides, \$15.00. Replacements, Numbered Balls, Ea. .40. 3,000 Jack Pot Slips (strips of 7 numbers) Per 1,000 1.25. M. W. Cards, 5 1/2 x 7 1/4. White, Green, Red, Salmon. Per 100 2.00. 3,000 Small, Thin "Browntie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M. 1.50. 3,000 Leatherweight Bingo Sheets, large size, 5 1/2 x 3, 5 colors, loose no pads. M. 1.75. Adv. Display Posters, size 24x36. Each Cardboard Strip Markers, 10 M for75. Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00. Thin Transparent Plastic Markers, Brown, 3/4 inch. Per M 1.00. Red or Green Plastic Markers, 1/4 square, Round or Scalloped, \$2.50 M; 1/2 this size \$2.00 M. Cork Markers, 1/2 inch diameter. M75. Round White Cardboard Markers, 1800 to Lb. Lb.85. AirLite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight 90%. Send for illustrated circular. For 135.00. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago 4, Illinois

Out in the Open

Art Briese, of Thearle-Duffield Fireworks Company, Chicago, was discharged Wednesday (2) from the St. Paul Hospital, Dallas, following an appendectomy and remained in that city for a few days before heading for Florida with his wife to recuperate. . . . Frank Duffield made stop-overs at Washington and New York en route back to the Chicago headquarters of the Thearle-Duffield outfit and returned enthused about the plans for Washington's sesquicentennial celebration. Son Jack also is back in Chicago, having returned from Shreveport. . . . Ken Wilson recently joined the Miniature Train Company, Rensselaer, Ind., as sales manager. Ken formerly was with the International Mutoscope Company and prior to that for many years was an arcade operator. . . . Sam J. Levy, of Barnes-Carruthers

Theatrical Enterprises, Chicago, spent one week at his Chicago office upon his return from the Louisiana State Fair, Shreveport, before heading for New York for a week to sign talent for the 1950 season. . . . Rube Liebman, sales rep for the Barnes-Carruthers office, was in Chicago last week in company with Pete Baumann, of "wingless chicken" fame. . . . Bud Cardell and Rose, trick roping, are playing Coney Island, Caracas, Venezuela.

Ray Winans, publicity director of the Eastern States Exposition, Springfield, Mass., has moved into offices in the administration building. Ray reports that his old office furniture, which always seemed satisfactory, looked so poverty stricken in the plush new surroundings that it was all replaced with shiny new stuff. . . . Jack Greenspoon, Virginia Beach, Va., park op, is en route to Miami Beach, Fla., where he will winter. With balmy weather the lure, Jack extended a New York visit following the season's close, to about a month.

Ben S. Allen, of Posters, Inc., Philly printing house specializing in alfresco billing, has catered to the carnival trade for so long that when he recently acquired a new black sedan he had the name of his firm emblazoned on each side in huge yellow letters with red shading. Ben reports that 1949 biz exceeded 1948, a banner year, by 37 per cent. . . . Attorney Edward S. Rogin, receiver for the Ringling circus since the Hartford, Conn., circus fire of 1944, has gone into law partnership with Attorney Louis E. Nassau, formerly assistant clerk of the Hartford Probate District. . . . Martha and Benny Weiss recently were guests of Dr. and Mrs. Hugh Black at their home in Spartanburg, S. C.

VOLTAGE BOOSTER AND ELECTRIC CABLE

Booster will handle 1500 watt load, 115 volt AC circuit, with 10% or 20% boost. Pays for itself in one day's operation. Efficient and low priced. ONLY \$15.00. Electric Cable, three wire, #6, type S, 600 V., extra flexible, 131 strand, in 150 ft. lengths on tubular steel reels, 60 amp. Crouse Hinds Connectors. New. Can be buried under ground. ONLY \$39.50 per reel.

W. R. DORSETT
Route 6 Macon, Georgia
Phone 8488-R

Repossessed Equipment

Several Long Range Shooting Galleries mounted either on truck bodies or semi trailers. Combination Living and Popcorn Trailer, over-all length 28 ft. Frozen Custard Trailer, complete with freezer and storage cabinet. Write for photos and full information.

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WANTED TO BUY

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THE ONLY LIVING TWO-HEADED BULL IN THE WORLD

4 years old and healthy. Submit offer. **GORDON TOMPKINS**
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A SIMPLE YET COMPLETE BOOKKEEPING SYSTEM
Is IDEAL for the Showman who wants to know for HIMSELF what his CASH ON HAND should be and what he has MADE OR LOST. AMUSEMENT OPERATORS REPORT develops this information from your WEEKLY REPORT figures. A 30 weeks' supply of these forms with binder and photostatic copies of worked out examples for \$6.25, CASH WITH ORDER.

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PORTABLE — STATIONARY — ELEVATED
Thrilling New Flying Disc • Kiddie Jet Airplane Ride • Kiddie Trolley Street Car
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KIDDIE FIRE ENGINE RIDE

The NEW Tractor-Trailer Hook & Ladder Fire Truck you have heard about.
• Proven and tested during the 1949 season. Capacity: 20 to 24
• No set-up or tear-down costs.
• Operates wherever you can drive a small auto.
• Now in production. Write for details.
Overland Amusements, Box 3, Lexington 73, Mass.

STOCK TICKETS	It makes no difference what it is, a woman will buy everything on which she thinks the store is losing money.	SPECIAL PRINTED Cash With Order. Prices:
One Roll \$ 1.00	Roll	2,000 \$ 6.80
Five Rolls 4.00	Machine	4,000 7.65
Ten Rolls 6.00	Folded,	6,000 8.50
Fifty Rolls 20.00	Reserved	8,000 9.35
100 Rolls 38.00	Seat	10,000 10.20
ROLLS 2,000 EACH		30,000 14.40
Double Coupons	TICKETS	50,000 19.00
Double Prices	Coupon	100,000 30.00
No C. O. D. Orders	Books,	500,000 118.00
Size: Single Tkt., 1x2"	Strips,	1,000,000 227.00
	Contest	Double Coupons, Double Prices.
		THE TOLEDO TICKET COMPANY
		114-116 Erie St., Toledo (Ticket City) 2, O.

ORDERS! ORDERS! ORDERS!

Orders for BIG E.L.I. Wheels have been coming in regularly. Is yours among them? Don't wait, now is the time to be considering a BIG E.L.I. Wheel for 1950. The Amusement Business is still very profitable. A new BIG E.L.I. Wheel will assure you of some of these steady profits. Write for Price List A-60 today.
ELI BRIDGE COMPANY
Builders of Dependable Products
800 Case Avenue Jacksonville, Ill.



RIDE OWNERS are reporting greatly increased grosses on peak capacity stands with Eyerly rides having the new Eyerly automatic passenger safety belt 10w standard equipment on new 1949 models. This speedy, positive and self-adjusting fool-proof safety development actually decreases passenger loading time from fifty to seventy-five per cent. Write for complete information.



Portable One-Truck Rides for Carnivals
• OCTOPUS
• ROCK-O-PLANE
• ROLLOPLANE
• FLY-O-PLANE
Engineered and sturdily built for parks. Write for descriptive circulars.
EYERLY AIRCRAFT CO.
SALEM, OREGON

36 PASSENGER STREAMLINER

8 Wheel Drive 3M THUMB (Portable)
America's Finest, Fastest, Most Economical
CLARK MFG. CO. BRADENTON, FLA.

BOOMERANG

1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949
WRITE FOR CATALOG, ETC.
U. S. RIDING DEVICES CORP.
HARRY WITT
298 Junius St. Brooklyn, N. Y.

MAKE \$100.00 A DAY ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. Orders filled promptly. This also is the time to send your old Super Wizard to us to put in A-1 condition for next season, we charge for new parts only, nothing for time and labor.
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America's Foremost Continuous Machine
Carnet Corp.
550 WEST 35th STREET, NEW YORK 1

NEW CHEVROLET TRUCKS

SPECIAL FINANCE PLAN FOR SHOWMEN
GET OUR PRICES FIRST
STANDARD CHEVROLET CO.
EAST ST. LOUIS, ILL.

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Every Type and Variety
• AUDITORIUMS
• ARENAS
• HALLS



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Hands of patrons are stamped with a harmless invisible ink which becomes visible under the Stroblite UV Lamp. Widely used in Ballrooms, Rinks, Pools, Amusement Parks, etc.

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MODEL 120 FLOSS MACHINE DIRECT DRIVE \$275
MADE BY WORLD'S LARGEST MANUFACTURER OF FLOSS MACHINES
CONCESSION SUPPLY CO.
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TRAILERS AND TRUCKS
carry the load!



Available

Now for immediate delivery — a full and complete line of New and Used Trucks and Trailers. We can arrange convenient payment plans for you.

BERMAN Sales Co.
PHONE 521, PENNSBURG, PA.

Talent Topics

Gus Bell and Harold Ward, of the Ward-Bell Flyers, of Polack Bros. Circus, will double as trainers for flying act with the Gainesville (Tex.) Community Circus in preparation for the feature-length Columbia film of the community show to be made in the spring. Beginning December 15 there will be 22 pro aerialists in the Gainesville quarters for a month. In addition, Bell and Ward will direct aerial acts for the Polack shows next year. One of the Ward-Bell flying acts is to be expanded to seven people so that both Polack units will have a double flying act.

Jerry D. Martin, Betty Jane Martin and Ronnie Constantine, the Three Fearless Stars, aerial contortionists, closed a 29-week season at the Houston County Fair, Dothan, Ala. The act will be a two-person feature for three weeks of indoor dates before their appearance at the Florida State Fair, Tampa, January 31 to February 11. . . . The Harstons (5) teeterboard tumblers; Ray Motte and

AMERICA'S FINEST
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STOCK DESIGNS FOR ALL OCCASIONS
CIRCUS - CARNIVAL
RACE - THRILL SHOWS
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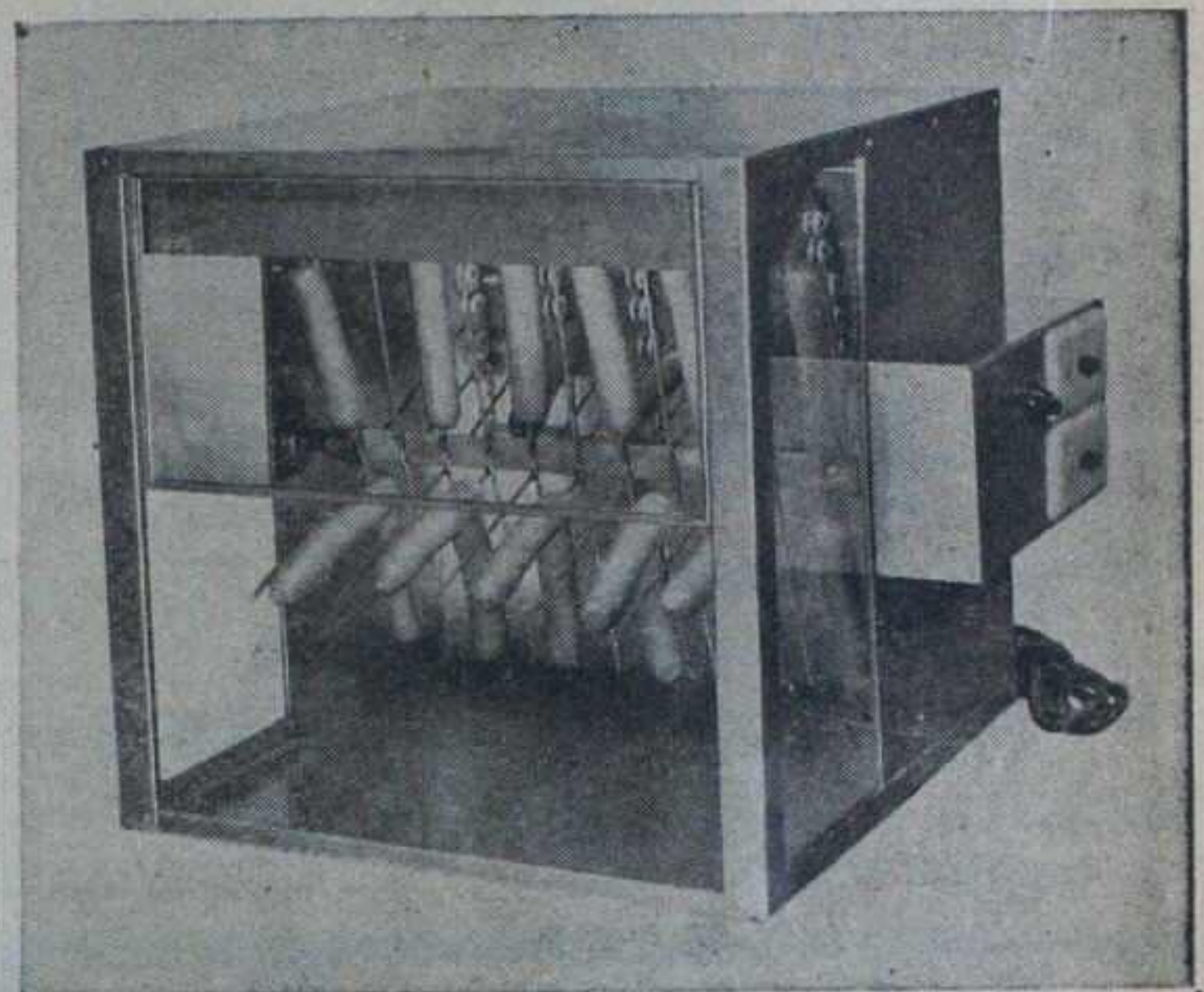
Selling New Profit and Performance Records!



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BOX 249 Harvey, Illinois
Phone: Harvey 4036


Sunbrock in Georgia; Unit Closes Nov. 20

COLUMBUS, Ga., Nov. 5. — Larry Sunbrock's Rodeo and Thrill Show, after playing 45 stands in 70 days in the Carolina cotton country to good results, has invaded the peanut sector in Georgia for a string of dates that will keep the unit busy until November 20, when Sunbrock plans to close to return to his headquarters at Orlando, Fla.



BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE

We also handle Snow Supplies.
P. O. BOX 7803, FAIR PARK, DALLAS, TEX.



In the last two weeks the Sunbrock thriller has played one or two-day stands in Jacksonville, Fla.; ball park, Augusta, Ga. (21-22); Grayson Stadium, Savannah, Ga. (23); the football field at Brunswick, Ga.; Waycross, Ga., and Columbus, Ga., last Saturday and Sunday (29-30). Business at all spots has been satisfactory, Sunbrock says.

Ingham, Barrett Animal Units on Tour of South

RUFFIN, N. C., Nov. 5.—Rex M. Ingham and George D. Barrett have seven animal and bird units playing schools in the South. Units include Jack Crawford's trained baboons, Captain Albert's chimpanzee, Tito and Geraldine Moreno, mammal unit; Bobbie and Erla Jenkins, Animals on Parade; Milton and Velma Herman, birds of the world; Ronald Blakely, reptile unit, and Ed Hiler's Frontier Unit. Barrett is program director and Ingham is general agent and in charge of the Ruffin office. Agents include Mrs. Frances Peasley, Bob and Clyde Parris and W. P. Moore.

HOT DOGS BAR-B-QUED!

Ordinary neighborhood taverns are selling eight to twenty dozen hot dogs a day with the GLENRAY machine. Outdoor spots have unlimited sales. Terrific eye catcher, revolving spit holds 44 hot dogs at a time. Stainless steel, all electric, fully guaranteed. Nothing like it. \$125.00 F. O. B. factory. Write, wire or phone for particulars; photo.

FORDMAN COMPANY, Inc. 1420 S. Calhoun St. Ft. Wayne 2, Ind.
Distributorships Still Available

EZE-WAY FROZEN CUSTARD MACHINES

20 Gallon and 30 Gallon Model
WRITE for FREE ILLUSTRATED BOOKLET
Frank Thomas
MFRS. OF CONCESSION TRAILERS
GENERAL EQUIPMENT SALES, Inc.
814-824 S. West St. Indianapolis 2, Ind.



Ingham, who has been ailing with a heart condition, reports he's feeling better. Visitors at the Ingham farm here have included the Barton family, en route South for the fairs; Jimmy and Lillian Carver, Diamond Jim and Oscar Wiley, of the Diamond Jim Circus; the McCrackens, who have the animal show on the James E. Strates Shows; Doc and Betty Hartwick, also on the Strates org, and Bob Mills of Mills Bros. Circus.

Multiplex Faucet Co. Serving the Trade 45 Years

About a 4¢ Profit on a 5 Cent Sale!

The Multiplex ROOT BEER BARREL

IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.

It Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS FOR COCA-COLA, ORANGE, OTHERS

STURDY OAK STAINLESS STEEL HOOPS

Manufacturers **MULTIPLEX FAUCET CO.** 4325-B Duncan Ave. St. Louis 10, Mo.



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SPECIALLY PRINTED

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Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
1 ROLL \$1.00
5 ROLLS 0.75
40 ROLLS 0.60

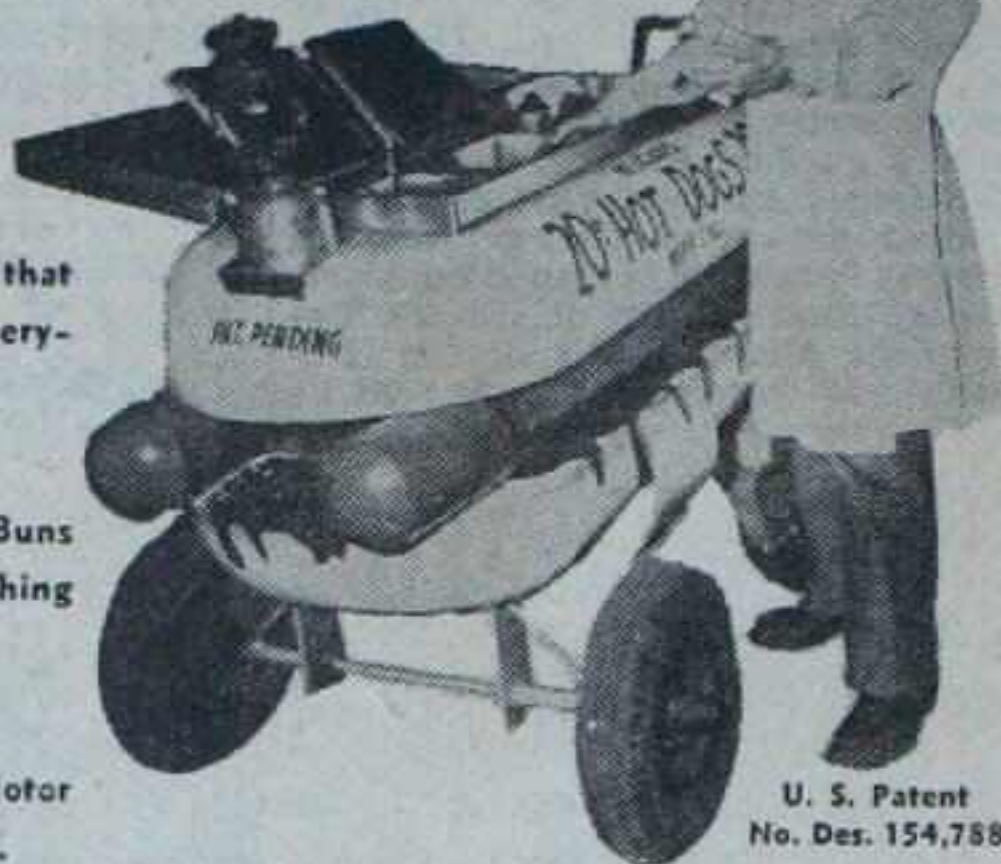
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FORT SMITH, ARKANSAS

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YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

HOT DOG!

CRUISE THE MIDWAY
GET AROUND TOWN
YOU AND LUCKY DOG
FOLLOW THE CROWD



U. S. Patent
No. Des. 154,788

A red hot Steam Job that will roll up profits everywhere you go.

Steam cooks 100 Dogs, Buns and Chili. Stores everything for 300 more.

Stationary Stands and Motor Scooter Models available.

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Start your own Profitable Business

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MATTY MILLER	HANK THEODOR	ED BERG	RALPH COBB
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POPPERS
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What d'ya need? We've got supplies and new or used equipment for popcorn, candy apples, carmel corn, candy floss, snowballs, etc. No matter what your requirements, we can fill your order.

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For the most complete line of supplies for these items at money-saving prices, get in touch with Gold Medal. Our 1949 catalogue will be sent upon request to those in this business. Kids and curiosity seekers, please save stamps.

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All Sizes—NEW AND USED—All Styles.

BRIGHT FLAME-PROOF FABRICS—Khaki Blue Forest Green Olive Green, Tangerine

E. G. CAMPBELL TENT & AWNING CO.

100 CENTRAL AVE. ALTON, ILLINOIS Phone 38855

Carnival Routes

Send to
2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

A-1 Am. Co.: Corning, Ark.
Alamo Expo.: Kingsville, Tex.
Al-American Midway: Sundown, Tex.
American Eagle: (Fair) Fayette, Miss.
American Midway: Corpus Christi, Tex.
Becht, Lee: (Toy Fair) Santa Claus, Ind.
B. & H. Am. Co.: Summerton, S. C.
Big State: Ralls, Tex.
Bohn & Sons United: Natchitoches, La.
Burdick's Greater: Moody, Tex.
(See Carnival Routes on page 70)

Circus Routes

Send to
2160 Patterson St. Cincinnati 22, O.

Ayres & Davies: Cedarburg, Wis., 9; Crystal Lake, Ill., 10; Park Ridge 11; N. Chicago 12; Caledonia 14; New Milford 15; Wyand 16.
Billie Bros.: Griffin, Ga., 8; Newnan 9; Cartersville 10; Dalton 11; Cedartown 12.
Davenport, Orrin: Houston, Tex., 7-12; Rochester, N. Y., 14-19.
Hamid-Morton: (Municipal Auditorium) Atlanta, Ga., 11-20.
Mills Bros.: Newberry, S. C., 8; Columbia 9; Bishopville 10; Marion 11; Whiteville, N. C., 12; Wilmington 14; season ends.
Pocack Bros. (Eastern): (Armory) Baltimore Md., 12-20.
Polack Bros. (Eastern): (Armory) Baltimore, Md., 10-13; (Armory) Springfield, Ill., 16-20.
Ringling Bros. and Barnum & Bailey: Nashville, Tenn., 8; Chattanooga 9; Atlanta, Ga., 10; Greenville, S. C., 11; Charlotte, N. C., 12; Winston-Salem 14; Greensboro 15; Durham 16; Goldsboro 17; Raleigh 18; Rocky Mount 19.
Rogers Bros.: Gulfport, Miss., 8; Pascagoula 9; Chickasaw, Ala., 10; Bay Minette 11; Andalusia 12; Troy 14; Dothan 15; Ozark 16; Tuskegee 17; Lanett 18; Alexander City 19.

Misc. Routes

Send to
2160 Patterson St. Cincinnati 22, O.

Ice Follies of 1950 (Cincinnati Garden) Cincinnati, O., 7-15.
Ice Vogues of 1950 (Armory) Albany, N. Y., 10-15.
Pan-American Animal Exhibit: Forest, Miss., 9-10; Bay Springs 11-13; Laurel 14-17; Waynesboro 18-19.
Plunkett's Stage Show: Breckenridge, Tex., 7-9; Cisco 10-12.

Peachy Biz!

NEW YORK, Nov. 5.—The publicizing of one-pound peaches recently harvested by Stanley Wathon in the yard of his Long Island home thru Ripley's syndicated *Believe It or Not* cartoon has brought the booking agent a flock of letters from all parts of the United States and Canada. Inquiries have come from both the curious and nationally known nurseries. Stanley generously gave the stones from the fabulous fruit to the first persons soliciting them and the supply is now exhausted. Taking his fruiting triumph and fame in stride, Stanley commented, "I should get such a response from persons wanting to buy acts!"

SHOW TENTS

CENTRAL
Canvas Company

816-518 EAST 18th ST.
Kansas City 8, Missouri
Phone: Harrison 3026
HARRY SOMMERVILLE

TENTS CANVAS SHOW

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Prompt delivery any type tents to order

IN STOCK NEW 80 ft. rd. Top, 3-40s, LIGHT LOAD WHITE FLAMEPROOFED. 50x100 rd. end Khaki F.P. SQ. HIP TOPS 20-30 ft. widths always in stock.

UNDERWRITERS APPROVED
IMMEDIATE SHIPMENT.

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Chicago's Big Tent House Since 1870

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Book Your Order Now
Assures Prompt Spring Delivery

Best in Workmanship and
Plenty of Flash
BILL SANDERS

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132 W. Main St., Norfolk 10, Va.

'America's Finest Show Canvas'

TENTS—SIDESHOW BANNERS

IN STOCK—NEW!

90 Ft. Round Top with 3 40-Ft. Middles, White Flameproofed DeLuxe Red and Blue Trim 10-Ft. Sidewalls.

Bernie Mendelson—Charles Driver

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Show, Concession and Exhibit Tents, Horse Troughs, Casting Nets, Ring Mats, Canopies and Marquees built to your specifications

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ANYTHING IN CANVAS

Tents—Concessions, Gyms, Camping, flashy trimmings, tents of all sizes, Merry-Go-Round and Caterpillar Tops, Big Tops Wire write or phone Quick delivery

TENTCO CANVAS, INC.

100 GREENE STREET Phone: Worth 4-0013 NEW YORK 13, N. Y.

Flashbacks

25 Years Ago

Playing in front of the grandstand at Louisiana State Fair, Shreveport, were Ernie Young's "Passing Revue," Ten London Steppers, Adair and Adair, Lucile Anderson and her diving girls, the Hodgini Troupe, the

Three Golfers, Al Sweet's Singing Band, the Chicago Cadets Band under direction of Everett Johnson, and Thearle-Duffield Fireworks spectacle, "Toyko."

Joseph G. Ferrari, Port Richmond, N. Y., was given exclusive selling and distributing right in the United States for Bothmann's Chair-o-Plane, by Fritz Bothmann, Gotha, Germany, original designer and builder.

John M. Sheesley, of the Greater Sheesley Shows, named Alonzo H. Barkley, general representative and traffic manager for the org.

A new amusement park, to cover 40 acres, was under construction at Walnut Beach, Conn.

Dr. B. K. Hanafourde, general manager of Georgia State Fair, Savannah, resigned to enter the banking business.

F. A. McLain, executive of the Sells-Floto Circus, resigned and took over the Harvey Greater Minstrels.

Jack Le Blair, animal trainer, joined the staff of the 101 Ranch Wild West Show. . . . Homer F. Lee signed as musical director with Gentry Bros.-Patterson Circus for 1925.

W. H. (Bill) Rice signed with the World Amusement Service Association. . . . Harry H. Tips resigned as general agent for the C. Jack Shafer Shows. . . . Joe Lewis, Johnny McGrail and John Lorman were in clown alley at the Frontier Frolic, Racine, Wis. . . . Lorenz Hagenbeck, son of Carl Hagenbeck, arrived in the United States to study conditions. . . . F. J. Hopel was appointed manager of Arena Gardens, Detroit.

Deaths: Harry E. Kingman, acrobat; John Malloy, advance man; William Murray, circus billposter; Charles Russell, ride operator; Robert H. Whitney, Ringling chef; L. F. Leslie, outdoor man; Emil Pedit, concessionaire.

10 Years Ago

Acts skedded by George A. Hamid for the 10-day American Legion National Convention Committee Circus in Boston Garden included Lucky Teter and His Hell Drivers the first five days and Clyde Beatty's wild animals the second five days. On the Beatty program were the George Hanneford Family, Flying Orions, Christy's Liberty Horses, Doris Christy's Elephants, Great Peters, Les Kimris, Les Romas, Shorty Flemm, Billy Rice, Rice-Davidson Trio, Demnati Troupe, Flying Arlens, Arlen-Bersoni Troupe, Kinko, Cook's (See Flashbacks on page 70)

Detroit Nets 90C

DETROIT, Nov. 5.—Net profit of 90 cents was realized by the 1949 Michigan State Fair here, despite a turnstile click of 787,034, Manager James D. Friel revealed in a letter to Governor Williams. Total income was \$635,000.90 against State appropriations of \$635,000. Friel said present funds are insufficient to operate until the budget is available next July 1. He also suggested construction of new buildings and enlargement of the present plant.

IN DETROIT

Show Folks Stop At The

FORT WAYNE HOTEL

\$3.00 Daily

Home of the Burgundy Room

Cass at Temple Detroit, Mich.

ASTRO FORECASTS

All Readings Complete for 1949
Crystal Balls Imported
On hand in three sizes: 2 1/2; 3 inch; 8 9/16; 4 3/16. Write for prices.
Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
6-p Gold fish Pamphlet, 8 1/2 x 11, 12 Signs
Any Quantity, Each 1 1/2¢
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12-p, 8 x 5. Contains all 12 Analyses. Very well written, \$5.00 per 100. Sample, 10¢
FORECAST AND ANALYSIS, 10-p Fancy Covers, Ea. 5¢
Samples of each of the above 4 items for No. 1. 45 Pages Assorted Color Covers 50¢

NEW DREAM BOOK

150 Pages, 2 Sets Numbers, Clearing and Policy 120 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, 20¢
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound, 8 1/2 x 11 25¢
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. 60¢
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Graphology Charts, 9x17. Sam., 5¢. Per 100, \$7.50
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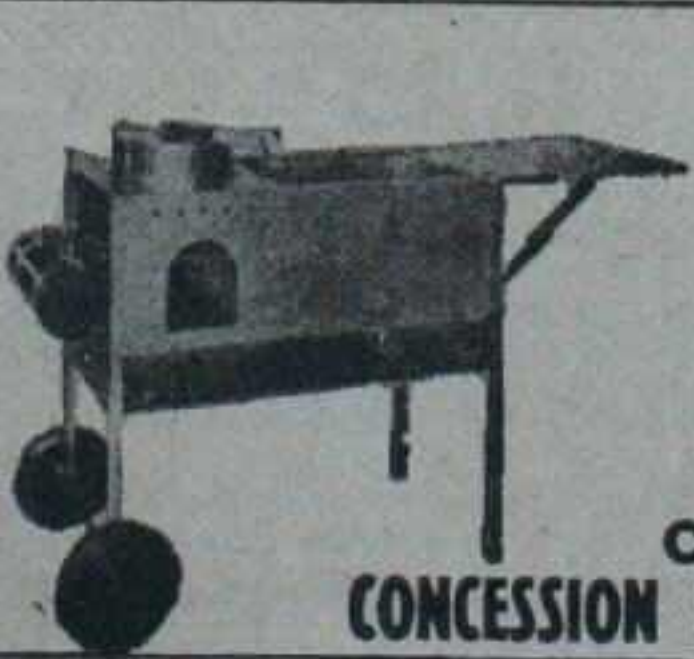
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King Reports Good Season; Show in W. Q.

1950 Opening Date Set

MACON, Ga., Nov. 5.—King Bros.' Circus closed a 31-week season in Dumas, Ark., October 31 and made a 633-mile run into winter quarters here, arriving Thursday (3).

Floyd King, co-owner, was among the first to arrive and supervised winter quarters arrangements. His partner, Lucio Cristiani, went to St. Louis, where the Cristiani family will play a string of winter dates. Mr. and Mrs. King will spend the winter in Hotel Dempsey.

King said the season was "one of the best in my circus career."

Show was not expected here until the latter part of the month. King said the earlier closing was necessary because of the Cristiani winter dates. Too, more time is needed for the work planned for enlarging show for next season.

The King org opened March 31 in Texas, spent about 10 weeks in Western Canada, and came here with a season mileage total of 13,655.

King announced the show will open the 1950 season here Saturday, April 8.

Org registered a full matinee Saturday (29) in Pine Bluff, Ark., and a three-quarter night house. At Blytheville, Ark., Wednesday (26), it was a three-quarter matinee but capacity at night.

Anita Nelson Dies In Waterbury at 74

WATERBURY, Conn., Nov. 5.—Mrs. Charles Converse (Anita Nelson), 74, former member of the four Nelson Sisters, well-known circus troupe, died at St. Mary's Hospital here October 29.

She was a native of Argentina, where she and her sisters made their debut in a one-ring circus operated by their father. He brought them to the United States in 1893 and booked them with the Barnum & Bailey Circus. After a lengthy career, Mrs. Converse retired and made her home in Bethel, Conn.

In addition to her father, she is survived by three sisters, Mrs. Sarah Choquette and Mrs. Rose Gosselin, both of Providence, R. I., and Mrs. Victoria Dawson, Bethel, Conn., and two brothers, John and Henry Nelson, acrobats with Ringling Bros. and Barnum & Bailey Circus.

Funeral services were held at Danbury, Conn., November 1, with interment in Elmwood Cemetery, Bethel.

Merle Evans Sued for 10G In Breach of Promise

MEMPHIS, Nov. 5.—Merle Evans, the Big Show band leader, has been sued in Circuit Court here for breach of promise by Tina Fay Spain, 35-year-old divorcee, who is asking \$10,000 damages.

The breach of promise bill was filed Sunday (30), for which special arrangements were made by Circuit Court clerks, so that the band leader could be served with legal papers while he was appearing here.

Mills Bros. Registers Full One in Shelby, N. C.

SHELBY, N. C., Nov. 5.—Mills Bros.' Circus registered a full night house here, after a near capacity matinee, Monday (31), despite an all-day rain.

Wednesday (26), in High Point, N. C., with good weather, the show had two three-quarter houses.

R-B St. Louis Arena Biz Builds After Slow Start

ST. LOUIS, Nov. 5.—Ringling Bros. and Barnum & Bailey Circus, playing indoors here for the first time, got off to a slow start Tuesday (1), but business began to build by mid-week and indications pointed to packed houses at most performances for Friday, Saturday and Sunday (4-6).

Business Tuesday and Wednesday was light, but Thursday night saw more than 9,000 on hand. The Firemen's Circus and Thrill Show, scheduled to open tonight, proved tough competition because the city had been well canvassed on an advance ticket sale.

Nashville Next

Org goes to Nashville from here. It is scheduled there Tuesday (8), to be followed by Chattanooga, Atlanta, Greenville, S. C., and Charlotte, N. C. Before moving in here show's business in Southern spots was only so-so. At Texarkana, Tex., Friday, October 28, org drew two three-quarter houses. The same was true in North Little Rock, Ark., Saturday (29).

The Big One bucked rain in Memphis. It didn't hurt at the matinee, however, and a capacity house was registered. Night show, tho, drew less than a half house.

Passes Longview

The show blew its scheduled appearance in Longview, Tex., Thursday (27), because of a wet lot. After getting some of the tents up, show officials decided the lot was too muddy and tore down, moving to Texarkana. Show officials hired five 32-foot tandem trailer trucks from the Plaza Express Company, Memphis, to rush part of its equipment to St. Louis.

John North in Paris After Scouting Trek

PARIS, Nov. 5.—Umberto Schichtholz-Bedini, European representative of Ringling Bros. and Barnum & Bailey Circus, has returned here after an extended talent-scouting trek thru Europe with John Ringling North, head of the Big Show.

North and Schichtholz-Bedini covered nearly 12,000 miles by auto during their quest for new acts for next season's Ringling program, covering the Continent from Southern Spain to Northern Sweden.

Eufaula Red for Dales

EUFULA, Ala., Nov. 5.—Dales Bros.' Circus scored a red one here Thursday (24) with two full houses. Saturday (19), however, at Marianna, Fla., business, despite excellent weather, was light. Matinee house was about three-quarters, but night show draw was light.

UNDER THE MARQUEE

For some reason or other, this trouping school of hard knocks never graduates its students.

The Hodges-Hodgini Troupe, which closed recently with Siebrand Shows in Safford, Ariz., visited Dailey Bros.' Circus in Lafayette, La., en route to Miami to join Jerome Wilson's Gran Circo Americano in the West Indies. They also visited Rita Hughes and Mrs. Leonard Aylesworth in Sarasota, Fla. . . . Cole Bros.' Circus talent back in Sarasota, Fla., after closing the season in Miami include the Respenskys, Zacininis, J. M. Staleys, Ivanovs and Simbissi.

What some of the little truck circuses need are the yesteryear overland wagon show agents who could book among the grass roots and sticks where the grosses were higher than the expenses.

The trailer-trucks were loaded Sunday night (30) as rigging was dropped after the night performance in Memphis and speedy runs were made from Memphis to St. Louis.

CINCINNATI, Nov. 5.—Ringling officials had planned to follow the Big Show's current engagement at the Arena, St. Louis (1-6), with a six-day stand at the new Cincinnati Gardens beginning next Tuesday (8), but the engagement was nullified by the fact that the Shipstad and Johnson Ice Follies of 1950 had previously been booked to appear there November 7-15.

It is virtually a certainty that the Ringling show will play the local Gardens next season following the St. Louis stand, and will follow the engagement here with five days at 7,500-seat Armory in Louisville. Cincinnati Gardens can accommodate 11,500 people for a circus performance.

2 Arkansas Towns Big for K-M Show

DE QUEEN, Ark., Nov. 5.—The Al G. Kelly-Miller Bros.' Circus did okay business in two Arkansas towns. Playing here Saturday (29), the K-M org had a three-quarter matinee and a full one at night, despite the fact that Sevier County Fair had just closed a successful run and Ringling Bros. and Barnum & Bailey had shown at Texarkana, Tex., only 50 miles away, the day before.

In Mena, Ark., Friday (28), the show, aided by ideal weather, garnered a capacity night house after a near-capacity matinee.

Billers Draws Scant Houses in Columbia

COLUMBIA, S. C., Nov. 5.—Bad weather combined with Halloween parties to give Biller Bros.' Circus a bad stand here Monday (31). Both the afternoon and evening shows drew about two-thirds capacity. The management had expected a banner date in this city of 100,000, despite the recent closing of the fair.

The circus reshuffled its schedule for South Carolina dates and beat the Mills Bros.' Circus into Columbia by nine days. The stand is calculated to cut down Mills' business, altho show has had advance tickets on sale for some time.

Rogers El Dorado Biz Light

EL DORADO, Ark., Nov. 5.—Rogers Bros.' Circus registered light business here Thursday (27), matinee playing to a half house and night show drawing three-quarters.

Karl Knudson, who closed the season with Cole Bros.' Circus at Miami, has returned to his home in Los Angeles. . . . Willie C. Clark, foot juggler, and family, visited Dailey Bros. at Tuscaloosa, Ala., October 18. . . . Willis Hales is still in State Hospital, Box 128, Waymart, Pa., where he has been confined for a number of years. He would like to read letters from friends. . . . C. L. Brown, bandmaster on Cole Bros.' Circus, has accepted a teaching position at the Cochran Music Studio, Kansas City, Mo. While at his home in South Bend, Ind., Brown joined the band which furnished the music for the South Bend Civitan Club's annual Halloween party.

Nervous performer doesn't like the sound of the word promoter because he knows who is going to get promoted.

Biller Org Does OK Biz in Three Carolina Spots

HARTSVILLE, S. C., Nov. 5.—Biller Bros.' Circus did good business in two Carolina dates despite wet weather. Altho the evening performance here Monday (31) was held in a steady drizzle, the org pulled a full house, with the matinee a half house.

Rain Friday (28) kept the evening performance at Wadesboro, N. C., down to less than three-quarters, and the matinee was fair. This was the first appearance of a circus in Wadesboro in 10 years.

Org drew a full night house Thursday (27), and a strong matinee attendance in Lancaster, S. C.

Houston Shriners Hurt Opening Night By City Bus Strike

HOUSTON, Nov. 5.—The annual Houston Shrine Circus, which opened in the 12,000-seat Coliseum here Wednesday (2), did okay business at the matinee but night attendance was light, due to a city bus strike.

Matinee was a sellout, thanks to 9,000 school kids, who came from near-by towns on four special trains and numerous chartered busses.

Opening performance ran much too long and show officials shortened it for the night performance.

Circus Historical Society

WICHITA, Kan., Nov. 5.—Mrs. Jake Posey is hospitalized with a broken hip.

Joe and Elsie Tracy celebrated their 25th wedding anniversary with a trip to the Chicago Railroad Fair. They also visited the Simpsons in Camden, O. Ed Cripps has his new circus room set. He had to add a corral for his youngest son. Dad White plans to winter in San Diego.

E. F. Titus, of Valparaiso, Chili, is adding to his collection of female contortionists. He just received some candid shots of Mlle. Lambella, currently the rage of Paris.

Joe Crane, secretary of the stage-funds in Wichita, who was with the Ringling show for five years as head of the lithographing force, presented the writer with a picture of advance ear No. 13. In the picture are George W. Goodhart, Jim Donaldson, Carl Stratton, Paul Barns, George Prichard, Roy Lindsley, L. N. Girard, J. H. Crane, Robert Emerick, F. Percy, D. Hackett, J. Gergen, P. V. Mass, S. M. McDonough, Guy Hopkins, Charles Smith, M. Smith, J. R. McNish, F. S. Campbell, P. Michell, Thomas Conner and Leo Hagerty.

Johnnie Clark, Rutland, Vt., band leader, spent a day this summer with C. L. Brown, leader of Cole Bros.' Circus band. He also visited Jack Bell, band leader on Biller Bros.' Circus. Clark and Bell trouped together on the 101 Ranch. Clark now plays fairs.

CHS members attending the Division No. 1 meeting in LaFayette, Ind., included Mr. and Mrs. Chalmer Condon and daughter, Dorcas; George Piercey, Clarence Shank, Robert King, Mr. and Mrs. Clyde Wixom, Don Smith, Dr. Harrison Powers, Dick Schwartz, Johnny Vogelsang and Harry Simpson and family.—BETTE LEONARD.

Weather Hurts Dailey Org

LAKE CHARLES, La., Nov. 5.—Cloudy and threatening weather, which was preceded the day before by an all-day rain, hurt Dailey Bros.' Circus date here Thursday (27). Org had a light matinee and only a fair night house.

Because of the muddy condition of the lot, a number of the animal acts were canceled and performers worked against heavy odds.

Dressing Room Gossip

Ringling-Barnum

The St. Louis arena was a welcome "home" after more than a share of rain and soft lots. Performance in Longview, Tex., was canceled because of the soft lot. Texarkana gave us another soft lot but we worked anyway.

John Johnson, Bob Dover, Rene Geraldo and Art Cooksey celebrated birthdays. Robert (Bones) Brown returned from a trip home to be on hand for the birth of his son. Margie and Linda Lawson, Randy Concello and Nina Cristiani closed and returned to Sarasota. The Saro-Circo club held its monthly meeting in Memphis. Madeline Geraldo is a new member.

Harry Thomas's mother, Mrs. Edwin Thomas, who has visited her son numerous times during the season, gave a party in Dallas for Harry.

Visitors: The Orantos, Mr. and Mrs. Al Lindemann, Ernie White, Bob Stevens, the Harold Voise troupe, Mr. and Mrs. Orrin Davenport, R. M. Harvey, Max and Janie Tubis, Mary Kay Smiley, Mrs. Chester Pelke, Bea Lillie and other performers of *Inside U. S. A.*, Phillip Kreis, Mr. and Mrs. Gus Signor, Mr. and Mrs. Dann, Gloria Hunt Carsky, Dean Thomas, Venechio Cheisa, June Kramer, Pat and Sonny Moore, Charlotte and

(See Ringling-Barnum on page 82)

Ayres and Kathryn Davies

Org opened the indoor season October 20 in Monroe, Wis. In Genoa City, Wis., business was good despite rain. In Brookfield, Ill., October 22, three shows were necessary. Same was true in Palatine, Ill., October 24.

Raymond Duke, on the advance, doubles in clown alley when back on the show. Duke had to stretch a number the other day so he used the

(See A. & K. Davies on page 82)

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Polack Bros.' Western

Gus and Betty Bell celebrated their 13th wedding anniversary and Gus's birthday with a party in Matamoros, Mex. Guests included Mr. and Mrs. Ross Paul, Mr. and Mrs. Eddie Ward, Mr. and Mrs. Eddie Kohl, Mr. and Mrs. Joe Berosini; Josephine, Vickie and Otto Berosini; Alex Konyot, Slivers and Jo Madison, Millie Keathley, Harold Ward, Charles Dickert, our new drummer; Naida Roberts and Freddie and Ethel Freeman.

Harry Dann received a Chinese duck, a gift from a Shrine friend in San Jose, Calif. It arrived in Harlingen, Tex., via Webster City, Ia., and San Jose. Harry and Bobby Kellogg went fishing with the Berosinis in Harlingen. Wonder if they caught any catfish?

Chester Sherman played the calliope at the NPLSP party (No People Like Show People). He played everything from be-bop to grand opera.

Harlingen, being only 30 miles from the Mexican border, gave the folks opportunity to go to Mexico and bring back merchandise.

A belated thanks to Joe Ward, CFA'er from Wichita Falls, Tex., who royally entertained the writer and wife. En route from Harlingen to Wichita Falls, Gus and Betty Bell stopped in Dallas to visit their children, Viki and Roddy. Harold Ward was visited by his son and daughter.

Army Armstrong, advertising manager for the Wichita Falls Times and Record, treated us in great style.

Mike Healy, bug and turtle impresario, purchased a new Buick station wagon in San Antonio. Wally Newbury, our organist, is his chauffeur.

Justus Edwards received news of the death of his sister-in-law in Boston. Justus's brother still is seriously ill.

Visitors: Mrs. Frank Lee, Carl Wallenda, Bill Moore, Grover Moody, Gary May and his dad and Joe E. Ward.—**FREDDIE FREEMAN.**

Dailey Bros.

In Baytown, Tex., the bay extended over the lot to a depth of four feet. It was necessary to move to another spot. The latter didn't prove much better but there were a few dry spots on which to set the tents.

Art Spencer, Lion Motordrome op, visited for the day. He had a pair of lion cubs, two weeks old, with him. Joe Horwath offered to buy them for Eva Kues as a birthday gift but she declined the gift.

Riley Huggins suffered a fractured leg when his horse fell on him.

The writer was the guest of Joe and Meta Coffey at dinner. The Coffeys formerly trouped on the G. W. Christy Circus and later spent 18 years in the Canal Zone. Bubba Moody came over for a few days for a visit with his mother and sisters.

Visitors: Mrs. Rice, Mrs. O'Neill, Lamon Rice, Barney and Hazel Bernard, all rep show personnel, who visited the Jimmy Vans; Harry LeRoy; Mr. and Mrs. Buck Stanley, roller rink operators; Mr. and Mrs. Texas Jay Dairs, rodeo show personnel; Leslie Ray and family, who visited Leslie's parents and sisters; Scottie the clown, Bill Hunt; R. M. Harvey, Cole Bros.' general agent; Herbert Schilling; Nina, Jimmy and Buddy O'Dell, Mildred Pyle and daughter, Donna.

Dave Curtis left for Gonzales to await the show's arrival. Deep Sea Red says this is his last season!—**HAZEL KING.**

Biller Bros.

In Columbia, S. C., two parties were held on the show. Marian Partello hosted her husband at a birthday party, with the butchers on the show gifting him with a traveling bag. A Halloween party was held for the kids on the show. Hostess was Teresa Morales.

Frank Tezano and wife, Susan

(See Biller Bros. on page 63)

Polack Bros.' Eastern

The long jump from Asheville, N. C., to Amsterdam, N. Y., was a hectic one. There were plenty of breakdowns along the highways. Those who escaped ill luck had an opportunity to visit New York.

Opening in Amsterdam on a Sunday, we did three shows. The Flying Wards and Malikova didn't show in Amsterdam because of the low ceiling. They went directly to Utica. Adolph Delbosq didn't arrive in Amsterdam until late opening night. He had to have one of the bulls push his semi up the hill to the parking lot. Melitta Wicons, despite a severe cold and temperature, didn't miss a performance. Incidentally, the Amsterdam engagement was under direction of Art Barrett.

Hubert Castle received a royal welcome from the Hubert Castle Tent in Utica. They hosted him at a party in the Utica Hotel and presented him with plenty of fishing equipment. Dave Kind and Nate Lewis were initiated into the Elks in Asheville.

A birthday celebration was held in the Wicons's trailer for Connie Wilson and Bob Porter. Guests included Jack Harris, Walter Long, Clara La Fine, Ann Porter and son, Larry, and Dime Wilson. Birthdays also were celebrated by Melitta Wicons, whose husband gifted her with a diamond ring; Peppi Borza, who received plenty of presents and a cake from Frieda Wiswell, and Frank Hogan, who was a dinner guest of the Countess.

Spotted at a nitery in Utica were Whitey and Edythe Boyd, Charlie and Thea Borza, Adriana and Jaunito Lopez; Adolph, Marie and Clara Delbosq and Gene Randow. Whitey Boyd, as usual, led the jam sessions.

FRAGMENTS: Clara Delbosq appearing in a blond wig and almost upsetting the show. . . . The small fry having a Halloween ball between shows, and Peppi Borza, made up like Gene Randow, carrying the festivities into the show when he worked with Gene in the come-in. . . . Mr. and Mrs. Buck Waltrip, promoters for Utica, catching the stage production of "Light Up the Sky." . . . Henry Kyes proud of his new Nash. . . . Dwight Moore sporting flashy new dog props. . . . Bill Green having a field day in Utica. In the Sunday paper he had a page spread. . . .

(See Polack Eastern on page 63)

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New Greenville Event Success

GREENVILLE, Tex., Nov. 5.—Declared a success from every standpoint, the first Hunt County Livestock Show, Rodeo and Free Fair closed October 29 after an estimated 40,000 people passed thru the free gate during the four-day run. Saturday the grounds was packed until after midnight. It was the first fair here since suspension during the war of the old Hunt County Fair.

The new fairgrounds is located at Majors Army Air Field, six miles from Greenville, where nine buildings were converted into exhibition and livestock structures. The midway, supplied by United Exposition Shows, which did excellent business, was laid out on a paved area. Independent midway space sales were held to a minimum. Following the fair part of the attractions remained on the grounds, which will be used as winter quarters. The remainder went to Fort Worth for a 10-day show before calling it a season.

Thruout the fair merchant, auto, community, beef cattle, dairy and horse show buildings were thronged. Added attractions were a free elephant act, square dancing and a rodeo. The last named was the only department to suffer. Located in a low area, two days of rain preceding the opening caused cancellation of the showing the first two days because of the muddy lot.

Handling details were S. R. McWhirter, president of the livestock show; the local Chamber of Commerce; W. B. Johnson, rodeo; county agent Walter Scott, general superintendent; Milton Tucker, midway, and R. E. Kimbrough, midway, press and advertising.

Approve Remodeling Of A. C. Garden Pier

ATLANTIC CITY, Nov. 5.—Work on remodeling the old Garden Pier, on the Boardwalk, will soon get under way as orders to go ahead with the tearing down of condemned structures on the pier were issued by Director of Public Works Casey Wednesday (2).

The contract for the demolition work, which will cost \$58,500, has been awarded the Shelton Demolition Company of Long Island. Contract was approved some weeks ago but it was necessary to arrange for performance bonds and other details before the green light could be given.

The contract calls for demolishing the theater, ballroom and half the stores on the pier. A few stores at the front of the pier will be retained for conversion into rest and reading rooms. Demolition is expected to be completed by February.

After the clearing phase, the pier will be redecked, gardens laid out, a fishing platform installed and a marine museum and a band shell erected.

Kiddieland, Midway For Lawton Funspot

LAWTON, Okla., Nov. 5.—B. F. Hutchins, owner of Doe Doe Park here, announces plans for the addition of a midway at the funspot and that an agreement has been reached with W. T. (Billy) Fay, formerly of Oxford Lake Park, Anniston, Ala., to install a kiddieland.

Doe Doe has featured only swimming, dancing and skating. Fay will be in charge of the entire midway, including rides and concessions. Fay said while he will own and operate the kiddieland, all adult rides, as well as concessions, will be booked on a percentage basis.

Miniature Golf Courses

Designers and builders of the most scientific courses in the country. Engineered for ultimate capacity. No bottlenecks, yet interesting. No drainage problems. References and photographs gladly furnished.

HOLMES COOK

Room #508, 302 State St. New London, Conn.

Billy Blencoe's Half Century Of Paper Work Packed Big Tops

(Continued from page 52)

became one of the country's better-known Washington figures—Senator Beveridge of Indiana.

Another good customer was Hamlin's Wizard Oil Medicine Shows. The owner of this outfit became wealthy and used some of his medicine show moola to build Hamlin's Grand Opera House on Chicago's Clark Street between Randolph and Washington. Later the house was purchased by the late George M. Cohan and renamed Cohan's Grand Opera House and more recently became a RKO motion picture theater.

In 1898, Central Show Print obtained the Ringling business. Edward Arlington, then Ringling's general agent and later top business man on the 101 Ranch Wild West, brought the Ringling printing to Central, and Central made Billy Blencoe an offer to join it. He did, with the hope the job would be permanent. It was and he stayed 41 years until 1939 when Central lost the Ringling business to Globe Poster. During nearly all that time, the Ringling Chicago headquarters was in Central's office, and Billy, as a result, acquired probably as much Ringling lore as anybody.

Rates W. H. Horton First

He remembers one incident typical of the thoro way in which all Ringling employees worked for the show's interest. In an antique shop in Detroit, W. H. Horton, rated by Billy as possibly the greatest billing agent who ever lived, found a painting of a tiger. He brought it to Central in Chicago and after some discussion decided to reproduce it as a poster.

When Charles Ringling saw it, he was not especially impressed, taking the stand that it was not exact enough. But Ringling agreed to have that picture run off as a poster.

It became the most popular Ringling poster ever used, and Billy believes that more "leaping tigers" were used by Ringling than any other poster design. It was widely used as a banner, and there are not many downtown walls in America that have not been adorned, at one time or another, with this famed leaping tiger. Many other circuses copied the poster, and it became the subject for stock posters used by shows too small to have their own paper.

Cites Brothers' Picture

Blencoe cites an example of the way the Ringling brothers spent money when they thought it necessary, recalling one time they destroyed paper worth between \$20,000 and \$25,000 bearing the famed "brother picture"—sometimes called the "mustache group." Until 1912, when Otto Ringling died, practically all Ringling paper carried this group picture of the brothers. When Otto passed away all paper bearing this picture was destroyed and never used again as long as any of the brothers lived.

Several years ago the picture was revised, with the insertion of pictures of P. T. Barnum and J. A. Bailey in addition to the Ringling brothers. This idea was put on window cards and a run of it was made, but somehow or other, it never was widely used, and has since been abandoned.

At one time Billy was supervising printing for such shows as Gentry Brothers, famed dog and pony show, which brought Al Butler to show business; Norris and Rowe, Sells and Downs, Gollmar Brothers, and the Wallace Shows, which later become Hagenbeck-Wallace.

Billy turned out much printing for theatrical producers in Chicago in the day when that city was a thriving production center, especially for one-night hall stands. Gaskill and McVitty, Rowland and Clifford, Lincoln J. Carter and Frank A. P. Gazzola, who also owned several dramatic stock companies and the theaters in which they played; the Orpheum Circuit, and many other once well-known names were Central's custom-

ers during Billy's regime. He was made superintendent of the plant in 1918.

Still Services Roberson

Under his superintendency the plant became famous for its split-second timing in getting posters off the presses and shipped to customers, arriving at the express station on the exact day the advance department needed them. That ability to protect shows with dates, especially when a route was changed at the last minute was one of Central's biggest selling points.

One of Billy's oldest and best-liked customers is the famed Roberson Players. Billy began shipping paper to them in 1915, and is still watching the presses roll off Roberson paper. Roberson operates a tent dramatic company, one of the relatively few remaining "breezy times" dramatic stock shows.

Saw 'Em Come, Go

Bill has seen many types of outdoor and indoor show business almost fade from the scene. At one time he turned out great quantities of minstrel paper. Then there were the dramatic and musical one-nighters. They are practically gone. Wild West shows have all but passed out of the picture, and circus business is a mere shadow of its once gigantic self.

It is Billy's understandable contention that the failure to put up the paper has been one of the causes of shrinkage in outdoor show business. He rates Arthur Hopper second only to W. H. Horton as the greatest biller. Hopper grew up on shows which had annual billing wars with Ringling, then closed his career as chief of the Ringling outdoor advertising department.

Billy thinks it was a Ringling mistake to discontinue use of the 16-page illustrated books which that circus once used as advance advertising for every stand. The show used 500,000 to 800,000 of those booklets a season, the number depending upon the length of the tour. They were abandoned in 1933. Given one of these books, a family of children became so excited that parents would, if necessary, leave the family jewels at a hock shop to buy circus tickets for their offspring.

Ubangis Billed Heaviest

John Ringling, when active, was the greatest general agent in the business, according to Billy. Before Ringling Bros. merged with Barnum & Bailey, the Ringlings owned both shows and the routes each year alternated to the West Coast.

Billy contends that over the years the Ubangis or "Big Lips" was the Ringling attraction given the heaviest billing. Factor in the Ringling success was the brothers' policy of introducing one new feature or drawing card each year, and this, Billy recalls, caused a big late rush each spring to

A. C. To Stage Boardwalk Cele

ATLANTIC CITY, Nov. 5.—Plans for staging a Boardwalk celebration during the Christmas holidays were initiated this week at a meeting of the Boardwalk Association. Designed to activate the Boardwalk during the holidays, plans call for lavish decorations of hotels and shops for the occasion. Co-operation from the Hotel Association and the Chamber of Commerce will be sought.

Plans for a winter Mardi Gras fell thru, primarily because the principal attraction envisaged—a preview of the Philadelphia Mummers Parade—could not be secured. The Boardwalk Association was informed that contracts with Philadelphia bar any preview of the parade, a traditional New Year's Day feature there.

Association officials said they were certain the Mummers could be secured around Easter week and unanimous approval was accorded a suggestion that this spectacle be held at that time. It was recalled that the rolling chair parades on the Boardwalk during former Easter weeks attracted much attention and it was felt that by combining the Mummers Parade with a rolling chair promenade the resort could have two annual pageants each year—one at Easter time and the Miss America pageant in September.

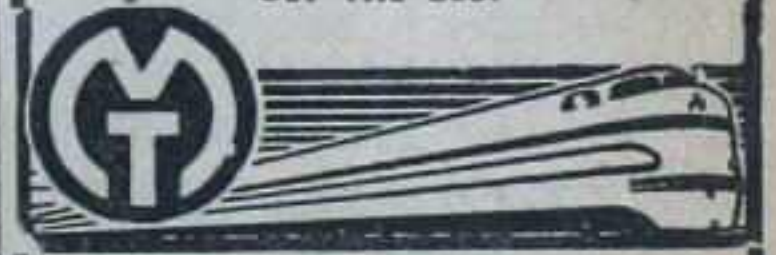
design and turn out a line of paper for the feature act. Often it would be nearly opening time in the spring when the feature was decided upon. Then there was one grand rush to turn out the 20 sheets 8's, 6's, 3's and 1's, as well as the fractional sheets to bill the feature. Whatever the feature it usually was billed about 5 to 1—that is five pieces of feature paper to every one of other designs.

Walking Encyclopedia

It is possible that we would still have 10 to 15 railroad shows if more (See Billy Blencoe's on page 63)

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Ottawa Winter Annual Draws Record Gate

OTTAWA, Nov. 5.—An all-time record crowd of 18,003 attended the 1949 Ottawa Winter Fair and Horse Show in the Central Canada Exhibition Association Coliseum at Lansdowne Park. The five-day event, which ended October 28, was inaugurated in 1902.

The annual attracted about 1,500 entries of farm livestock, several hundred more than in any previous year. First and second prize winners from district shows competed for \$20,000 in prize money.

This year's entries were so heavy that the stabling in the Coliseum could not accommodate them. The overflow was taken care of in two adjoining exhibition buildings in which special stalls had to be built at a cost of about \$3,000.

New 400G Unit

No stabling problem will be confronted in the future, since a \$400,000 addition to the Coliseum is nearing completion and will be ready for use before the opening of the 1950 Ottawa Exhibition on August 21.

The horse show, with the musical ride by a troop of Royal Canadian Mounted Police featured, played to capacity nightly in the Coliseum. It was the first time the novelty had been offered in Ottawa since 1938. Earlier in the month the mounties were featured at horse shows in St. Louis and Indianapolis. This week they were part of the horse show program at Madison Square Garden, New York.

Dr. E. S. Archibald is president of the Winter Fair and Horse Show and Herbert H. McElroy is secretary-manager. McElroy serves the major exhibition in a similar capacity. Charles J. Barrie, Teaneck, N. J., judged horse show entries.

15 Reps Attend Conn. Meeting

MERIDEN, Conn., Nov. 5.—Judging from present indications, Connecticut will have as many fairs during 1950 as were scheduled for 1949. This was revealed during the well-attended annual meeting last Saturday (29) of the Association of Connecticut Fairs at the Meriden Grange Hall. Joseph C. Bartlett, of North Haven, association president, presided.

A calendar for the 1950 Connecticut fair season was discussed with a view to avoiding conflicting dates. Some 15 fair association representatives attended the meeting. Speakers included Henry M. Hanson, of the University of Connecticut Extension Service.

Last Saturday's event was the second annual fall meeting of the association. Also on the evening's program was a discussion of the season just ended. The election of officers will be held in April, with the time and place of the election to be announced soon.

It is believed that next year will see an increased amount of advertising expenditures on the part of association members.

Indiana Assn. Conclave Jan. 2-4 at Indianapolis

INDIANAPOLIS, Nov. 5. — The Indiana Association of County and District Fairs will hold its annual convention here at the Claypool Hotel, January 2-4, Leonard Haag, president, announced.

A fair school will be held for a day and a half and one half day will be set aside for fair officials to buy acts and make ride contracts.

The annual banquet will be held the evening of January 3.

200G Estimated Sacramento Net On Total \$1,562,082 Income

SACRAMENTO, Nov. 5.—An estimated profit of \$200,000 over and above operating expenses was chalked up for the California State Fair, September 1-11, officials declared. The financial report made to the State Fair Board of Directors showed an income of \$1,562,082 for the period covering July 1 to September 30, with \$937,082 being counted as coming directly from fairground activities, and \$625,000 being allocated from the State fairs and exposition fund.

A total of \$1,237,431 has been spent from a budget of \$1,867,530 for the period, the report stated. Additional expenditures of \$630,098 are listed as pending.

President of the board W. C. Wright is meeting with State department of finance representatives soon to submit the 1950-'51 budget, it was disclosed.

Concessionaires, who operated on the grounds this year should be given first consideration for the awarding of concession contracts for 1950, Daniel W. Beatie, chairman of the concessions committee, urged. His suggestion was based on the fact that the 1949 concessionaires were experienced and had large investments in equipment. However, the suggestion met with opposition from

Bum Weather Hurts Florence, S. C., Bow

FLORENCE, S. C., Nov. 5.—Rain and cold weather put a damper on opening day at the big Pee Dee Fair here. Fair and warmer weather forecast for the wind-up may hypo the gate, according to W. D. Douglas, secretary-manager.

Cetlin & Wilson Shows came in here from a big date at the Anderson County Fair.

other members who claimed such a plan would limit bidding. It was agreed that previous performance, experience and equipment would count heavily in the awarding of future concession contracts.

It was voted to start accepting bids around the first of the year in order to avoid last-minute confusion of former years.

Report on the pari-mutuel wagering was also presented at the meeting, showing that net profit from the races was \$53,399.

100-Mile Race Again Scheduled By Mich. State

DETROIT, Nov. 5.—A repeat booking of the 100-mile auto race, sanctioned by the American Automobile Association, which proved the top attraction at the Michigan State Fair this fall, was okayed by the board of managers for next year's Mid-Century Fair. The board met last Friday on the grounds here. This event proved an all-time top grosser, taking in \$61,000 on the final Sunday of the fair and drawing 28,000 persons into the grandstand and infield.

Dates for the 1950 fair were set for September 1-10.

Marion, S. C., Gate Up; Penn Premier Biz Okay

MARION, S. C., Nov. 5.—Attendance was up slightly, and the quality of the annual was better generally, Marion County Fair officials stated. Six-day fair ended Saturday (29).

Penn Premier Shows occupied the midway and chalked up fair business. This was the org's first time in Marion.



Meetings of Fair Assns.

International Association of Fairs and Expositions, Hotel Sherman, Chicago. November 28-30. Frank H. Kingman, Brockton (Mass.) Fair secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City. December 7-8. Rollo Singleton, (c/o Missouri Agricultural Department, State Office Building, Jefferson City), secretary.

Western Fairs Association, Biltmore Hotel, Los Angeles. December 8-10. Lou Merrill, Sacramento general manager.

Fair Managers' Association of Iowa, Hotel Fort Des Moines. Des Moines, December 12-13. E. W. (Deak) Williams, Manchester secretary.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis. January 2-4. William H. Clark, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee. January 4-6. Douglas J. Curran, Black River Falls, secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville. January 5-6. L. (Doc) Cassidy, Louisville secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas. January 5-7. William T. (Tommie) Randolph, Glade-water, secretary.

Association of Tennessee Fairs, Andrew Johnson Hotel, Knoxville. January 10-11. Henry W. Beaudoin, Memphis, secretary-treasurer.

Kansas Fairs Association, Hotel Jayhawk, Topeka. January 10-11. R. M. Sawhill, Glasco, secretary.

Minnesota State Fair and Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis. January 12-14. D. K. Baldwin, St. Paul.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit. January 15-17. Harry B. Kelley, Hillsdale, secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg. January 16-18. Mrs. Letta Walsh, Saskatoon, secretary.

Washington Fairs Association, Davenport Hotel, Spokane. January 19-20. Charles T. Meenach, secretary, Pullman.

Illinois Association of Agricultural Fairs, Hotel St. Nicholas, Springfield. January 22-24. Clifford C. Hunter, Taylorville, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond. January 22-24. Charles B. Ralston, Staunton, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 22-24. Clifford D. Coover, Shelby, Mont., secretary.

Pennsylvania State Association of County Fairs, Bedford Springs Hotel, Bedford Springs. January 25-27.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany. February 6-7. James A. Carey, Albany, secretary.

Ask 752G State Aid To Develop Santa Ana Site

COSTA MESA, Calif., Nov. 5.—Request for \$752,738 to the State board of public works by directors of the Orange County Fair for development of the 170-acre plant, site of the former Santa Ana Air Base, was disclosed this week by Secretary-Manager L. A. (Dan) Patch.

The allocation is being requested so as to finance preparation of a master plan to guide future development and to begin the installation of permanent facilities, Patch said. The 32d District Agricultural Association secured the land from the War Assets Administration (WAA) with the proviso that permanent recreation activities would be available for Orange County residents.

Included with the request was a schematic drawing of the 170-acre site showing suggested utilization of the area for the fairgrounds and permanent recreational installations.

The allocation request signed by H. Clay Kellogg, president of the district, stated that the district had never previously asked for any funds for the development of the fairgrounds.

Hindley, Merrill To Rep WFA At IAFE Confab

SACRAMENTO, Nov. 5.—Western Fairs Association (WFA) President Dr. Joseph N. D. Hindley and General Manager Louis S. Merrill have been named to represent the organization at the International Association of Fairs and Expositions (IAFE) at Chicago, November 27-December 1. The appointments were made during a three-day meeting of the association's board of directors at Fresno recently.

Others representing individual California fairs and expositions at the IAFE will be A. E. Snider, chief, Division of Fairs and Expositions of California; E. P. (Ned) Green, secretary-manager, and Ed Paine, superintendent livestock and horse show division of the California State Fair; Carl L. Garrison, secretary, Grand National Livestock Exposition, San Francisco, and Paul Mannen, manager, San Diego County Fair. The group is also skedded to visit the International Livestock Exposition.

Hindley and Merrill are slated to address the IAFE, discussing association aid to individual fairs.

Cedar Rapids Cuts '50 Run to Five Days

CEDAR RAPIDS, Ia., Nov. 5.—The 1950 All-Iowa Fair will be held here August 13-17, with the run shortened by three days, the executive board announced Tuesday (1). The change from eight days to five was made to avoid conflict with neighboring fair dates.

A midget auto track will be added for next year's event and will be built within the regular half-mile track.

Gate and Takes Okay At Aiken, S. C., Revival

AIKEN, S. C., Nov. 5.—The new Aiken County Fair found attendance up to expectations at the reorganized annual which the Woodmen of the World operated this year, the first showing since 1940. The fair ran October 24-29.

Marion Greater Shows, considerably augmented, found healthy business on most attractions, according to Owner Marion Spillers and Manager Furnie Spain.

Much Rain, Cold Hit Shreveport

Halts midway operation several days—Barnes-Carruthers Revue strong pull

SHREVEPORT, La., Nov. 5.—Rain almost daily and cold weather combined to put the Louisiana State Fair, which closed here Monday (31), down sharply from last year. Hardest hit by the elements was the Royal American Shows, which lost several days to rain.

Only the weather prevented the event from approaching the success of the '48 fair. Exhibits in virtually all classes hit record proportions. Commercial displays reached a new all-time high, and Secretary-Manager William R. Hirsch pointed out that several applicants for space had to be turned down.

One of the few days to miss rain was Negro Day. Cold weather then whittled down attendance for the day's program, which included football games between Negro colleges and Negro high schools and stock car races featuring Negro drivers.

The Barnes-Carruthers No. 1 Revue, in for nine nights, proved a strong attraction. On opening night, following a heavy afternoon rain, an extra show of the B-C unit was given, an unusual occurrence here. The Barnes-Carruthers show dropped one night to rain.

S. C. Negro Annual Draws 45,000 Gate

COLUMBIA, S. C., Nov. 5.—The 45th annual South Carolina State Negro Fair drew 45,000 persons here last week (24-29), breaking last season's attendance mark by 15,000.

Thursday (27), College Day, drew the biggest single day throng to the grounds. Twenty thousand attended the fair and more than 4,000 saw the Benedict-Clafin football game at near-by Carolina Stadium. Opening night drew 5,000 to the grounds and School Day brought out 10,000 children.

Prell's No. 2 unit, Prell's World Fair Shows, played to a crowded midway, but found spending meager, according to Joe Prell, owner-manager, and Morris Vivona, general agent.

Watertown, N. Y., '50 Event Skedded for August 21-25

WATERTOWN, N. Y., Nov. 5.—Jefferson County Fair dates for 1950 will be August 21-25, Karl Malady, secretary, announced.

Little change is expected to be made in next year's event, he said, altho new classes will be added to the harness race program and grandstand attractions may be expanded.

Billy Blencoe's Half Century Of Paper Work Packed Big Tops

(Continued from page 61)

circus owners had booked a big attraction each year and given it the Ringling billing touch, Billy maintains. Never did the Ringling show go out with the same old line of paper. Some shows used the same line of printing year after year, a reason perhaps for the saying of townspeople that all circuses are alike.

At the Atwell Luncheon Club, where Billy eats lunch as often as his busy schedule permits, his word is rated authority on a question of circus history. He has a keen memory, and can name dates as quickly and as accurately as if he were consulting an old date book. Sample: "Ringling played the Chicago Coliseum 18 consecutive years." "The show first appeared in Chicago at Tattersall's at 16th and Dearborn." "The Barnum show played Chicago's White City two summers under canvas." "In 1910 Ringling went to New York, to open in the old Madison Square Garden, and the Barnum Show opened in Chicago."

Handled Corporation Shows

Incidentally, Billy recalls this last proved a failure and the following year Ringling returned to Chicago for its opening and the Barnum show went to New York. This procedure was not changed until both shows were merged in 1919, leaving the Chi-

cago Coliseum to Sells-Floto until that show played its last stand in Louisville in the fall of 1933.

When the Ringling interests bought American Circus Corporation, Bill supervised much of the printing for the so-called "corporation shows," which were Sells-Floto, John Robinson, Hagenbeck-Wallace, Sparks Circus and Al G. Barnes Wild Animal Shows, as well as the "Big Show" itself. But fate decreed that all these shows but one make their final trip to the barn, and today only Ringling Bros. and Barnum & Bailey is an active title of this once-great aggregation of circus property.

Billy continues to supervise much show printing today, handling the work of many big carnivals, rodeos, fairs, circuses, dance bands, and similar attractions. He has also developed a group of commercial customers who hold the same loyalty to him that he commands from those he has in show business.

Billy is a quiet man, small in stature, keen, alert and plain spoken. If you ask him a question you can bet your bottom dollar that his answer will be exactly what he thinks. He will tell you the truth even if it isn't exactly what you want to hear. That's why Billy Blencoe's word is all that a showman needs.

He has made about 25 trips to Texas—to fish. He has fished over a lot of Gulf of Mexico water, in and around Galveston. That's his chief hobby—but his first love is show business.

Now 65, Billy has been married 30 years to the former Lillian Lucas, and they have one son, Howard, who also lives in Chicago. Both father and son are members of the Showmen's League of America.

POLACK EASTERN

(Continued from page 59)

Johnny Malikova with a red face, the result of shooting himself with a blank cartridge. While trying to force open the gun barrel of D'ime Wilson's prop gun, the blank went off. Johnny was burned on the arm and in the stomach. He was taken to a hospital for treatment. . . . Those new faces at the novelty stand are Lowell and Mary Shearer. . . . Jack Harris's great job on the red and blue velvet drape for Henry Kyes's bandstand. It has a musical scale in gold sequins and Polack Bros. Circus Band in white satin. . . . Ann Porter is now helping Pauline Molino in the grab joint.

Jack Klippel was out of the show for a few days because of illness. Nate Lewis was called to New York by the serious illness of his father.

Visitors: The Bricks, Charles Campbell, Mr. and Mrs. Everett A. Fuller, Harry Phillips, Fred Timon, Pete McGuinness, George Barlow Jr., Ed Feldbauer and party from Rochester; Bruck Sauter, Fred Roedel, Wilbur Tinney, Howard L. Adams, George Fisher, Frank W. Baker, Charles C. Baker, Milo Smith, Waldo Griffith and Stuart Davis.—BILLY BARTON.

BILLER BROS.

(Continued from page 59)

Staley, joined from Cole Bros., along with Tommy Marvin and Paul Hudson, wrestlers, both of whom work the concert. Louis Reed, formerly with Hunt Bros.' Circus, is now handling the bulls. He is assisted by Possum Red, Smokey, Cotton and Miles.

Lola Conklin, Prell's Broadway Shows, visited Ira Gaskill and Jackie Lynn. Larry Benner visited Mr. and Mrs. Pete Pierce. The Pierces do the knife throwing act in Scott Hall's Side Show. J. B. Coffey, of the Coffey Trailer Sales Company, Columbia, S. C., renewed acquaintances with various personnel.

Dave Friedman, Paramount Pictures rep in Charlotte, and son of the late Leon Friedman, Birmingham newspaperman, trouped on the show for two weeks.

Jack Bell, bandmaster, also acts as mailman and The Billboard sales agent. John Willis is now in charge of ring stock.

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Manning En Route to Haiti For November 15 Expo Preem

NEW YORK, Nov. 5.—Ross Manning Shows, bound for the Bi-Centennial Celebration, Port-au-Prince, Haiti, left here on its own fleet of trucks and trailers October 31 for Miami where they will be loaded on two LCT barges Monday (7) for the final leg of the journey. Midway of the \$26,000,000 expo, which has been awarded to Owner Manning on an exclusive basis, will open Tuesday (15) and run thru May 1. Celebration officially opens December 9.

Manning said he was informed by exposition officials that his org would furnish the first carnival attractions seen in Haiti during its 200-year history. Exposition officials are predicting an average attendance of about 20,000 with crowds of 25,000 or better on week-ends.

Applicants Plentiful

With little more than a week to line up concessionaires and supplementary shows and rides, Manning reported that he was deluged with phone calls and telegrams after his ad appeared in *The Billboard*. He estimated that the long distance calls which he received cost in excess of \$2,000 and said that more than 400 telegrams had been received thru last Monday.

Manning left here Tuesday (1). He plans to return for several Eastern fair meetings, leaving the exposition midway operation in charge of Harry Parker, his general agent and assistant manager.

Showmen inked include Jack Korie, Cetlin & Wilson Shows op, who will have the Side Show and Illusion Show; Frankie Paluga, Posing Show; Roxie Lee, Girl Revue; Speedy Babbs, Motordrome, and Mc-William's Snake and Unborn shows. Manning will use his own nine ride units, adding only a kiddie auto unit owned by Ken Murray.

Manning said he purposely limited the number of shows and rides, so that all units will get money even if

Calif. Shows Go To College To Play Homecoming Cele

LOS ANGELES, Nov. 5.—California Shows became the "Carnival That Went to College" when it played within one block of the University of California, Los Angeles (UCLA), for the school's homecoming. Altho a State law does not permit a traveling show within a mile of a campus, the ruling was waived for this date, sponsored by the Junior Chamber of Commerce.

California Shows, the Bob Schoonover org, had 13 rides, 30 concessions and 3 shows. Rides included two kid rides spotted on the lot by Clyde Gooding and among the shows was Red Crawford's Monkeydrome.

Show was brought into Southern California by the agent, W. Lee Brandon, and played the UCLA date following week runs in both Glendale and Burbank, both under the sponsorship of the Veterans of Foreign Wars. In Burbank, Forrest Freeland handled the promotion, making the tie-up with 31 merchants who took ads in a two-page newspaper spread. Show gave the merchants 10,000 half price tickets with 7,000 of them being used.

Completing its eighth season, California Shows moved out of here for a return date in Corcoran and then to Fresno to the barn. Season of 34 weeks opened in Santa Paula, near the Los Angeles County line.

Brandon said plans are under way to add two new baby rides and a Rock-o-Plane next year.

Alex Freedman had the novelties during the UCLA date.

the expo is only moderately successful.

Concessionaires

Concessionaires signed include: Vic Davis, Long Beach, Calif., wheel; Larry and Louis Sage, Waterbury, Conn., wheel; R. Gilmore, Fitchburg, Mass., cigarette and penny pitch; Billie and Bobbie Cooper, Shreveport, La., candy floss and six-cat; Mitchell and Miller, Columbia, S. C., phrenology; M. O. Williams, Conroy, Tex., ball game and cane rack; Stanley Soller, Pritchard, Ala., cookhouse; Edward Schultz, Wilmington, N. C., Big Six and bird cage.

Herbert Anderson, Hampton, S. C., stuffed animals, photos; H. Groetzing, Newberry, S. C.; short range; J. W. Ackley, Union, S. C., swinger, under and over, cork gallery, fishpond, glass pitch, guess-your-age, scales, bird cage; John Connely, Lynn Mass., balloon darts; Mrs. Milton Morris, Dothan, Ala., snow cones and chocolate dip; Moreo Bros. Amusements, Greenwood, S. C., ball game, hi-striker, darts.

N. S. Columbus, Mobile, Ala., guess-your-weight; Robert Buffington, Loris, S. C., bingo; Eddie Goldman, Columbia, S. C., custard; Ken Murray, Bloomington, Ill., auto ride and popcorn, and Al De Luca, New York, bird cage.

Endy's Wilson Closer Up 20%

GOLDSBORO, N. C., Nov. 5.—Endy Bros.' Shows closed its season at Wilson (N. C.) County Fair, October 24-29, with a gross 20 per cent above the corresponding 1948 date and has arrived in quarters here for winter refurbishing. As in previous years, said press man Joe Rowan, the fairs at York and Bloomsburg, Pa., held up well, helped along by the Sally Rand show which was on the midway with a three-week contract.

The staff that started the season in April remained intact, and most of them left for Miami at the close, as did many of the personnel. A farewell party was held closing week, featuring dancing and door prizes, under the direction of Rita Cortez and entertainers from her show.

Equipment is under cover in a hanger at Seymour Johnson Field here. At the close five cars were sent to Miami to handle local rentals. Superintendent John Dempsey is having two carloads of oak shipped to quarters for repair of equipment. A new front is to be built for the Flame Show.

Ethel Shapiro Named To Head NSA Aux.

NEW YORK, Nov. 5.—At Wednesday (2) meeting of the Ladies' Auxiliary of the National Showmen's Association the nominating committee, headed by Chairlady Cell Foreman, brought in the following slate: President, Ethel Shapiro; first vice-president, Magnolia Hamid; second vice-president, Margaret McKee; corresponding secretary, Ann Brown; recording secretary, Jeanette Finkel; treasurer, Esther Eichel; assistant treasurer, Betty Schat; chaplain, Lydia Nall; auxiliary hostess, Martha Susskind; board of governors (all charter members): Anna Halpin, Dolly McCormick, Blanche Henderson, Francis Simmons, Lillian Elkins, Fay Goldman, Mildred Peterson, Veronica Zucchi, Ruth Gottlieb, Flora Elk, Lillian Wallenstein, Sidone Silvers, Theresa Janpol, Fredi Coleman, Sylvia Stern and Anita Goldie.

At the meeting Wednesday (9) nominations can be made on the floor.

Weiss's 25% Biz Dip Equalized by Cut Merchandise Costs

NEW YORK, Nov. 5.—A 25 per cent tumble in the dollar handle was the principal item of interest in the seasonal report handed in here this week by Benny (Big Hearted) Weiss, cross-country bingo operator.

But Weiss hasn't yet been forced to lower his standard of living, since other factors served to equalize the season's diminishing takes. The merchandise offerings of jobbers were more varied than at any time since before the war and, even more important, prices were down on the average about 25 per cent, Weiss reported.

Patrons are more discerning than they were before the war, Weiss said. They eye the flash, pick it up for inspection, and usually end up shaking an item to see if there are any loose parts before making their choice.

Practical Items

The trend is for practical stuff, with electrical appliances leading the field, according to Weiss's experience. The yen for stuffed toys and blankets has been pretty much satisfied, as far as Weiss is concerned, altho he still stocks them, favoring a multiple choice. Clocks and aluminum ware, and almost any other hard-to-get product prior to this season, are much in demand.

The biggest drops in gross biz were registered in the manufacturing communities. Rural patrons are still well heeled and spend freely.

Weiss journeyed here after storing his equipment in Orangeburg, S. C. His wife, Martha, went to Miami to ready their home. Their son, Jackie, quit the road several weeks ago to enter his final year at Miami University.

Weiss is combining business and pleasure during his stay here. George Brayford, his partner many years ago and now retired, is in from Wilkes-Barre, Pa., to keep him company. Fred Blaser, Kankakee, Ill., coin machine op, and his trainer-vet, Dr. David Finay, have a string of horses, including Count-a-Bit, running at Jamaica, in which all of the cronies are much interested.

Altho it's still much too early to attempt to feel the pulse of the coming season, Weiss says it will be all right with him if it just equals the 1948 biz.

Fire in Cavalcade Drome Injures Two

MOBILE, Ala., Nov. 5.—Two members of the Motordrome troupe of the Cavalcade of Amusements, Buddy Latour, motorcycle rider, and Everett Fillingim, manager, suffered injuries here Wednesday night (2) when the motorcycle Latour was riding burst into flames.

Latour suffered a leg injury in jumping off the machine and Fillingim suffered burns and was overcome by smoke while trying to fight the blaze. Latour's motorcycle and other machine were damaged.

The Cavalcade org, which will winter here, opened here Tuesday (1) to cold weather but warmer weather hypoed biz the next few days. Org concludes its still date here Sunday (13).

Perry Tabs Fair Biz At Manning, S. C.

MANNING, S. C., Nov. 5.—Jack J. Perry Shows found the Clarendon County Fair's business fairly good during the week's run ended Saturday (29).

The small annual pre-dated the larger Sumter County Fair, near by, by two weeks. Operating at night only, the crowds were fair for the size of the community.

Blue Grass Ends 1949 Tour in Sylvester, Ga.

HATFIELD, Ind., Nov. 5.—Blue Grass Shows are in newly purchased winter quarters here after closing a 30-week tour at Worth County Fair, Sylvester, Ga. Org managed to hold its own, according to C. C. Groscurth owner, despite polio, bad weather and other reverses.

Org played a big week at Two-County Colored Agricultural Fair, Augusta, Ga., October 17-22, with capacity crowds, but spending was off.

Owner Groscurth held a party for personnel, which changed little during the season. The Great Knoll, free act, came on the show the last eight weeks. Eddie Greeno opened and closed with the org and went to Tampa for the winter.

M. G. and Mrs. Stokes are heading for Indianapolis for a short rest, after which they will go to Chicago for the outdoor convention. Owner Groscurth and Mrs. Groscurth will rest in Owensboro, Ky., until the Chicago meeting.

Recent visitors included John Tinsley, Bob Stewart, Bob (Diggers) Parker, Earl Backer, and Ned Torti.

Gem City Org Ends Tour in Sikeston, Mo.

QUINCY, Ill., Nov. 5.—Gem City Shows are back in quarters here after closing a spotty season at Sikeston, Mo., October 22. After five years absence from active management of a show, Owner Tom Hickey took the helm at midseason and wound up with a small profit.

Before the close, Hickey bought a Screw-Ball ride from John Gallagan and a popcorn trailer and truck from Al Baysinger. W. E. (Bill) Snyder, the org's general agent, is arranging 1950 dates, and Harry Thomas, secretary, is closing the 1949 books here. John Beam, general superintendent, is in charge of work at the quarters.

Hickey and Snyder plan to attend the outdoor meeting in Chicago and various State fair meetings.

I. T. Org Awarded '50 Mineola Midway

NEW YORK, Nov. 5.—Phil Isser, co-owner with I. Trebish of the I. T. Shows, this week announced that the org had been awarded the 1950 midway contract for the Mineola (N. Y.) Fair. Isser and Trebish have held the contract for the past several seasons.

The letter from Charles Bochert, manager of the annual, announcing the award, was highly complimentary of the shows and their owners.

Isser is in good physical shape again after being hospitalized recently in Brooklyn for possible appendicitis. No operation was necessary.

Grenada Quarters For Royal Midwest

GRENADA, Miss., Nov. 5.—Bill Harris, general manager, Royal Midwest Shows, last week completed negotiations with the city board and its representatives to winter his org at the former air base here.

Repair equipment is being set up and storage space is being readied. Pat Brady, press representative, says that the spot will be the scene of much activity in line with shows' large-scale building plans.

Shows' former winter-quarters site in Findlay, O., was destroyed by fire last April.

JJJ Gets Chilly Weather Early In Closing Stand

ALBANY, Ga., Nov. 5.—The Johnny J. Jones Exposition caught chilly weather in the early days of its run here this week, the last of its season, but held high hopes for a strong finish on the stand. Org closes tonight and will rail to Bainbridge, Ga., where it will winter.

Dothan, Ala., fair, played last week yielded a good gross which would have been even better had it not been for rain on closing day, usually the big one.

Mid-Way of Mirth Org Hit By Weather in Cardwell

CARDWELL, Mo., Nov. 5.—Cold and rain hurt the stand of Mid-Way of Mirth Shows here. As a result, business was on the light side. Org has two more weeks to go before moving into quarters. Next stand in Senath, Mo.

Mrs. B. C. Hines left to visit her children in Utah. Mrs. Luckey was guest of honor at a stork shower. Becky Mack, daughter of Mrs. Esther Speronie, writes that she and her husband recently purchased a home in Detroit. F. R. Shultz closed because of ill health. He is at his home in St. Louis. His agent, Mrs. Lelah Graber, also is in St. Louis. Mr. and Mrs. Jimmie Rogers entertained Mrs. Rogers' parents, Mr. and Mrs. Pincho Davis.

Visitors here included Mr. and Mrs. W. R. Davis, Pete Sutton, Mr. and Mrs. Harry Sutton and daughter, and Mr. and Mrs. Bill Reece.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Road Girdle, Ark.
November 5, 1949

Dear Editor:

When you read this weekly news letter, you'll perhaps read it with doubt. Let me say that anything printed under the Ballyhoo Bros.' title is always sworn to and endorsed by Manager Pete Ballyhoo, who's word is his bond. The copy below was sworn to by the boss, not a stack, but on a 20,000 shipment of pitchmen's miniature Bibles.

Now for the story that reeks with veracity. On the bosses' arrival here they found the lot on which they have played annually, for 26 years, split in two with a super rubberized highway. The new stretch of road was only 600 feet long and 80 feet wide, and because it wasn't finished for traffic we could have used it even tho it was no longer the property of our old landlord. What kept the show off was a ride and concession unit. The Middle of the Road Shows, that had rented the strip from the road builder.

The bosses held a contract for the land on each side of the new highway, but couldn't set up because of the midway already erected in the center. After contacting the road builder, it was agreed that we could have the lot for a stipulated, but off-the-record sum, if the squatter would agree to sublease the property to our show. The manager of the Middle of the Road Shows refused to budge his equipment. When the boss held another conference with the roadbuilder, a new agreement was reached for another stipulated, but off-the-record sum, and to avoid having any trouble with the squatting midway, its money was kicked back by our fixer to its fixer. However, our fixer remembered kicking back the lot rent, but the Middle of the Road Shows' fixer didn't remember getting it. That somewhat upset the bosses' plans. We knew our legal adjuster wouldn't take money and not turn it over to another fixer. The manager of the other midway was just as sure that his legal adjuster was honest and wouldn't accept dough and hold it for himself. Later when our man produced a receipt for the lot rent, which he claims was signed by the other, the opposition legal adjuster claimed it to be a crude forgery, which leaves the old argument. "What is a duke and what is a score?" unanswered.

The stubbornness of the squatting show caused us to lose Monday night. The local radios kept on blasting, "Ballyhoo Bros.' Shows will positively open tomorrow, Tuesday," and we kept on unloading the train. At mid-

Silver Slipper Tour Okay; Equipment to Chattanooga

CHATTANOOGA, Nov. 5. — All equipment of the Silver Slipper Shows, which closed a successful season at the Gainesboro, Tenn., Fair September 25 has been moved into local quarters. Immediately following the season's wind-up, two rides and three shows were placed with the J. A. Sparks Shows to play five Georgia fairs.

William O. Hammontree, shows' general manager, is shaping plans to attend the outdoor meetings in Chicago as well as the Kentucky, Tennessee and Georgia fair meetings.

Prell Employees Robbed

COLUMBIA, S. C., Nov. 5.—Two employees of Prell's World's Fair Shows were robbed at knife point in a cattle barn at the State Negro Fair here, last week, local police reported. The men, Albert Lemmond and Norman Davis, said \$20 was taken from them. Lemmond received a cut across the hand.

night black rolling clouds darkened the skies. The lot was shrouded in darkness when 16 of our tractors lined up on each side of the lot. Silently men hooked chains to the edges of the rubberized highway, and when the order, "Take it away," was given our tractors started stretching the lot and didn't stop until they stretched the section or which the Middle of the Road Shows were setting a distance of 400 feet. It set them in a plowed field owned by a farmer. Guards were stationed on all sides to keep the opposition from unhooking the anchor chain to make the lot snap back. All equipment was moved onto the rubberized highway. The midway opened on Tuesday, as advertised, to big takes.

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CAN BOOK a few Major Rides that don't conflict.
CAN BOOK Merchandise Wheels, Eat and Drink Stands and Grind Stores.
CAN BOOK Concessions of all types.
Four more fairs to follow. This show closes December 10 in Florida and reopens Fort Myers, Florida, January 30. All address
SAM E. PRELL
Valdosta, Ga., this week; then as per route.

—RIDES—

Fine Equipment For Sale

If you are looking for good equipment, I have for sale as follows: 1940 Tilt-a-Whirl, in excellent condition, with two 1947 Semis, two 1942 Tractors; complete outfit, \$8,500.00. One 1947 Spitfire, condition perfect, M. & M. motor, complete in every respect; 26 ft. Semi and 1942 Dodge two ton Tractor, complete; Look at the price, \$6,500.00. 1948 Super Rolloplane, both Motors perfect, ride same as new; Semi, 28 ft. built for ride; 1942 Tractor, price complete, \$6,500.00. 1947 Flying Scooter, perfect condition, same as new, with 28 ft. 1947 Semi, streamline, built for ride; 1942 Tractor, complete outfit, \$8,500.00. Semis, open and closed Vans, also several Tractors, one Transformer Semi, 24 ft, with 2 100 K.V.A. Transformer with Switches, 1945 Tractor for same, a beautiful outfit; If you are interested in any of the above equipment, wire Western Union the day I can expect your equipment. May be seen anytime by appointment.

All replies to W. R. GEREN, Greensburg, Ind.

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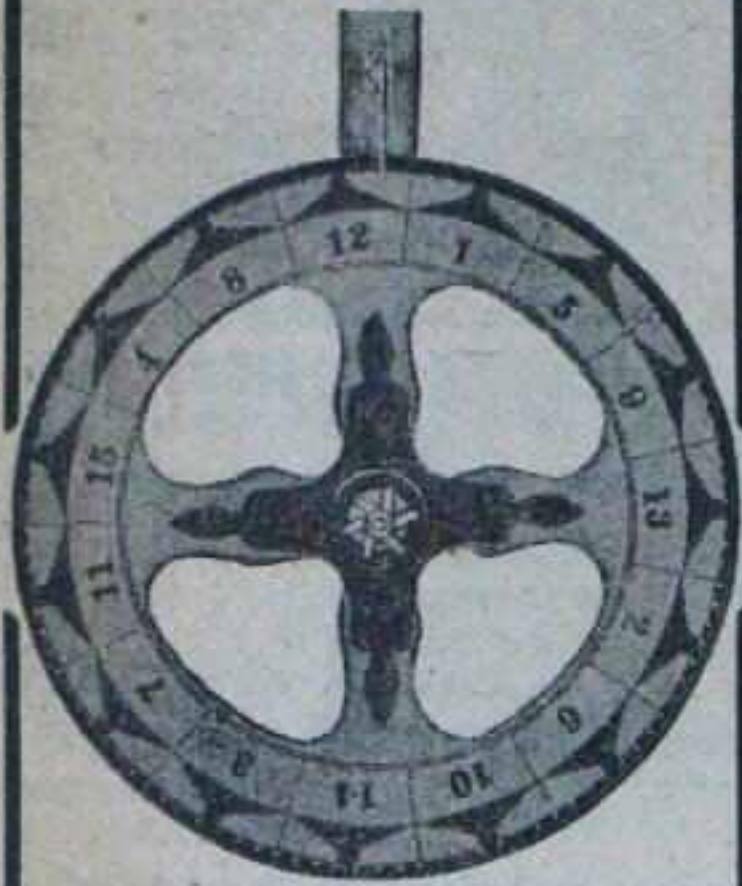
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MIDWAY CONFAB

City dads at Prichard, Ala., have granted a permit to the local fire department to sponsor the Pan-American Animal Exhibit for five days in the near future. . . . Dick and Irene Best have advised Mobile, Ala., friends that they expect to winter in Mobile at the conclusion of their season with Johnny J. Jones Exposition at Albany, Ga.

Midway hep guy is one who is wise to all the ingredients in juice bowl.

G. M. Cowan reports that he has moved his concessions from Idle Hour Park, Phenix City, Ala., where he has operated the last two years. He plans to retain his concessions in Burt Flynn's Olcott Beach Amusement Park, Olcott, N. Y. . . . Pat W. Dorsey, Royal American Shows concessionaire, was a New York visitor last week.

Highest compliment that can be paid to a jack-potter is to listen to him.

After closing with the James E. Strates Shows in Raleigh, N. C., A. Lyne Adams rejoined her husband, Skeeter Adams, on Prell's Broadway Shows in Columbia, S. C. They will remain with the latter org for several weeks before going to their home in Tampa for the winter. . . . Lillie Krug, wife of C. H. Krug, who closed the season October 26 with the J. A. Gentsch Shows at Meadville, Miss., October 26, entered the Methodist Hospital, Hattiesburg, Miss., November 2 to undergo an operation for gall stones. She expects to be there for about 14 days and would like to read letters from friends.

Never worry about the guy who has had so much bad luck that he owes an office SG. He's had a helluva big season.

William T. Collins, owner William T. Collins Shows, stopped briefly at the org's St. Paul winter quarters after an extended trip thru the South before heading east to scout a name attraction for 1950. While in the South he visited fairs at Dallas and Shreveport. . . . Buford Nessler, owner Nessler's Shows, has closed the season and returned to his Sand-oval, Ill., winter quarters. . . . Clarence and Madge Thames, recently

returned from Mexico, visited Doral Deshon, Girl Show operator, on the Capital City Shows, in Monticello Ga. Deshon is recovering from leg burns suffered in a recent mishap.

Only beauty contests we haven't had yet is one sponsored by the grab joint operators to choose Miss Hamburger of 1949.

John Quinn, owner of the World of Pleasure Shows, recently joined Mrs. Quinn at St. Petersburg, Fla., where they will remain until the Chicago outdoor convention. . . . Eugene and Verna Avery, who brought out Avery's Modern Shows this past year, will winter at their home in Royal Oak, Mich., where they will ready the show for the 1950 season. . . . Captain E. V. Ritz is back in Detroit for the winter, and is framing a new show to take out next year in place of the Motordrome which he disposed of this past season at doctor's orders. . . . Bill Postelwaitte, general agent of the Down River Amusement Company, planned to leave Detroit Friday (11), for deer hunting in Northern Michigan. Upon his return, he and Severin Hilo, owner of the Down River org, will go to Florida. . . . John Reid, owner of the Happyland Shows, planned an early trip to the Traverse City, Mich., area to visit fair men. . . . Mr. and Mrs. Max Goodman are in Miami after a sojourn at Hot Springs. Mr. and Mrs. Curley Reynolds (World of Today Shows) were recent arrivals in Hot Springs, and John Galligan, concessionaire, is there for several weeks.

Midwayites welcome rain on Sunday on the theory that it might end falling before opening hour on Monday.

G. R. and Gussie Knox, owner-operators of the Funhouse, train and concessions on the M. A. Srader Shows, have returned to their home in Aransas Pass, Tex., following a successful season on the shows. . . . Peggy Ewell returned to her home in Bloxom, Va., for the winter after a successful season on the Clyde Smith Shows. This year marked her 12th with the org. . . . About 40 guests attended the surprise birthday dinner tendered Mrs. Esther Wallace and Mrs. Mildred Allen by Mrs. Jule



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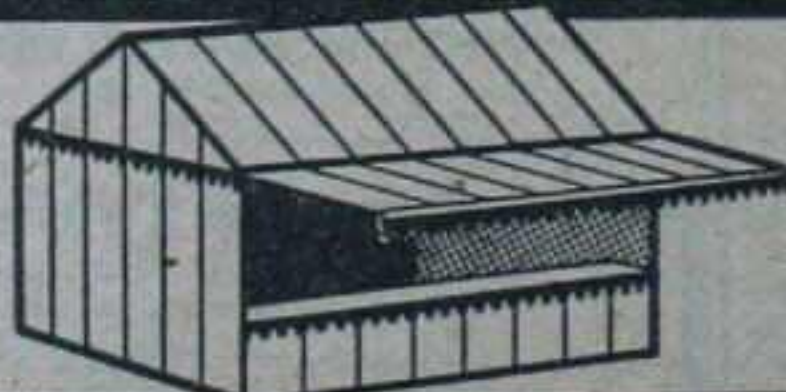
• LOS ANGELES—Dec. 10, 11, 12
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Uncle and I have pawned truck with show we were joining week you left. Contact us immediately.

M. R. S.

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Fireproof, 4 pole, dramatic and tent 50'x110' complete with seats; Power Plant; two Big Trucks; one 1/2 Ton Panel Truck; three PA Systems; two Concession Tents; all equipment in first class condition. Call 3-1438 or write
A. N. STAFFORD
959 Texas St. Mobile, Ala.

Moser and Mrs. Ray Marshall recently in Warrenton, Ga. All are with Wallace & Murray Shows. Mr. and Mrs. Joe Helms, parents of Mrs. Allen, motored in from Atlanta for the party. Mrs. Kenneth Slaughter, who is at her home in Augusta, Ga., was unable to attend because of the illness of her son, Jimmie. . . . Lee Post has closed with Prell's Shows and left for her home in Oklahoma City for the winter.

In the South the last rose of summer hangs on long enough to mislead showmen that closing night is far from being around the corner.

Bunny Venus, dancer and show operator, is vacationing in Maryland after playing New Jersey and Pennsylvania fairs with her "Bunny Venus Follies" and House of Horrors, preliminary to playing some Florida fair dates. . . . Bobby Kork, who closed the season with T. W. Kelley's World's Fair Oddities on the John

H. Marks Shows, will winter at Yesters Court, Trenton, N. J.

Mr. and Mrs. Scottie LaBrake, former concessionaires with the Blue Ribbon, Sunset Amusement and Gold Medal shows, celebrated their eighth wedding anniversary recently at the home of A. G. Alexander, Jacksonville Beach, Fla. The LaBrakes are wintering in that town. Also attending the celebration were Mr. and Mrs. Glen Alexander. . . . Lucille and Norman Newman write from Niagara Falls, N. Y., that they closed a good season of 19 weeks with their Girl Show on Douglas Greater Shows and will remain at the Falls until after Christmas, when they return to Seattle to prepare for the 1950 season.

When it comes to efficiency in building show fronts, we have to hand it to the house trailer wife who claims she could do it with the heel of her shoe.

Following a successful season on the Pioneer Shows with French fries, Mr. and Mrs. Don Crown have returned to their home for the winter. . . . During Royal Midwest Shows stand at the Tutwiler, Miss., Fair, Mr. and Mrs. Jack Sheaks, of the Den of Death, announced the engagement of their daughter, Barbara, to George M. Stacey, son of Mr. and Mrs. Jack Murphy, also of the Royal Midwest Shows. March 1, 1950, has been set as the wedding date. Murphy is the shows' legal adjuster. . . . While en route to Connecticut recently to buy equipment for next season, Mr. and Mrs. Lew Farreland visited the Pioneer Shows' quarters at Waverly, N. Y.

George Andrews is enlarging his Mechanical Show for presentation on the Pioneers Shows' midway next season. . . . R. F. Forkner, who closed his cookhouse for the season at the Tasley, Va., Fair, is wintering in Winston-Salem, N. C. Sam Padrone, Forkner's griddle man, joined Dumont Shows where he is operating a duck pond. . . . Jim Dailey, of Pioneer Shows, has his parade ponies booked at several events scheduled for the area around Waverly, N. Y., org's winter quarters site. . . . Ruth Williams, Alma Pumphry and Helen Clark took in the ice show, owned and operated by Mr. and Mrs. John Denton, during its stand at Jacksonville, Fla.

Often it's good manners to stretch the truth, as when a general agent and a manager part in a shower of abuses and then announce that their relations are still congenial and are the best of friends.

After spending a few days at quarters of the Pioneer Shows in Waverly, N. Y., Paul Merrick left for Detroit where he will winter. . . . Among visitors on Capital City Shows during their engagement at Fitzgerald, Ga., were Jim Chauvone, Thurston Apple, Shotgun Page, Bill Brown, Bobbie Stewart and Brownie, the Clown. . . . Carry Cardell advises from quarters of Pioneer Shows at Waverly, N. Y., that Pete Percell was a recent arrival from Georgia and that George Smith has returned to his lodge at Marshall's Creek, Pa.

En route from Shreveport, La., to Tampa recently, General Agent Robert L. and Mrs. Lohmar, of Royal American Shows, stopped over night at Mobile, Ala., and said hello to Frank J. Lee, Louis J. Berger and Walter B. Fox. . . . Concluding their engagement at the Mobile County Fair, Prichard, Ala., October 30, Dodson's Imperial Shows entrained for Alexandria, La., for a week's engagement, after which they will enter winter quarters at the old airport there.

From the Lots

Virginia Greater

HARTSVILLE, S. C., Nov. 5.—Org was in here this week after playing the preceding week on the streets of Union, S. C., where bad weather put a crimp in biz despite good location and excellent publicity.

Stand at Union was in conjunction with town's centennial celebration, which was heavily advertised and publicized. Event was promoted by the Union Chamber of Commerce and the midway was under the direction of F. H. Kirby, manager of the Union County Fair, and his assistant, J. F. Vaughn.

Show was laid out in two sections by Manager Rocco Masucci, with three rides, Bob Coleman's bingo and several concessions set up in City Square, which became the No. 1 unit, and remainder of the show occupying the ball park as the No. 2 unit. Lon's cookhouse was installed on the midway at the ball park.

Quite a few concessions joined at Union. Among them were J. Baron, with two; L. Reeder, three; John Williams, three; J. W. Ackley, one; W. Horne, one; Leroy Dabney, one; Frank Sullivan, one; W. O. Womble, three; Buster Morgan, two; William De Vello, two; F. Stempin, one; Mrs. Murphy, ball game; Sid Daniels, frozen custard; Ed Osman, jewelry, and H. Walk, two.

Weather was fair and cool first half of the week and business slow, but Wednesday (26) the big parade was held and passed thru the midway after parading thru town, which hyped business a little. Thursday (27) was cool and rainy in the evening. Friday (28) was also cool and wet, with business way off. On Saturday (29) the weather continued gloomy and damp but business was a little better. End-of-the-week biz was helped as three or four of the large cotton mills in Union distributed payrolls, which netted an increase in midway receipts.

Visitors at Union included Mrs. Shirley Lawrence Levy, of Lawrence Greater Shows, and H. Cooper, of the Dumont Shows. Bingo operator Bob Coleman underwent an operation but is convalescing nicely.—H. W. (HAP) ARNOLD.

FOR SALE
LARGE TRAIN—Engine, 4 Cars. Capacity: 22 adults or 48 children. Jeep gasoline motor, 288 ft. 20" gauge track.
CIRCLE SWING—Gruner, 18 ft. tower. Used 6 weeks.
POPCORN TRAILER—6x9 ft., complete.
BARTELS & MAXEY
1220 Cleveland Ave. East St. Louis, Ill.

CARNIVAL SECRETARY
Available Season 1950
Handle all office details any size organization. Dependable, reliable. Will attend Chicago-Indianapolis meetings. Address:
BOX D-260, c/o The Billboard
2140 Patterson Street Cincinnati 22, Ohio

FOR SALE
"The Cow Jumped Over the Moon"
Ball Games for Carnivals. If interested, write to:
JOHN A. ROSE
ROUTE 2 BARRINGTON, ILL.

WANTED TO BUY
BUCKLEY DIGGERS
ALSO ROTARY MERCHANDISERS
BOX 305, c/o The Billboard Pub. Co.
188 W. Randolph St. Chicago 1, Ill.

For Sale—1949 Spitfire
In good running order with bottom load. Also Trailer and Tractor built for ride. Will sell all or without transportation.
ALBERT H. BLOCK
1312 S. 3rd St. Norfolk, Neb.

FOR SALE
84-Seat Chairplane, 15 Ft. Tower.
\$800.00 Complete.
Good Condition.
BOX D-259, c/o THE BILLBOARD
2140 Patterson Cincinnati, Ohio

WANTED IN CALIF.
Lease or buy \$5 Ferris Wheel, 2-Abreast Merry-Go-Round for established year around public park.
E. C. LANE
1104-C Auburn Blvd. N. Sacramento, Calif.

FOR SALE
One 1947 Spitfire, \$5,500.00; one 1949 Roll-a-Whirl, \$1,750.00; one Jitterbug Glass House, \$950.00; one Navy Search Light, with generator and Hercules motor, \$750.00. Spitfire and Roll-a-Whirl can be seen in operation this week Nov. 7 thru 12. All can be seen after that Montgomery, Alabama.
N. L. CRESON
P. O. Box 1743 Montgomery, Ala.

JACK'S GREATER SHOWS
WANT WANT WANT
For Chatham Co. Colored Fair, Nov. 14-19, Savannah, Ga., and all winter's work. Can place Concessions of all kind Open midway. Want Popcorn, Candy Apples. All Eating and Drinking Stands open. Glass Pitch, Mug Joint, Roll Down, Skillos, Slum Concessions of all kind. Want Colored Girl Show with or without outfit for this date. Want Musicians and Performers for Minstrel Show. All winter's work. All mail and wires to
FRANK HARRISON, Mgr.; TOMMY BUCHANAN, Bus. Mgr.
LUDOWICI, GA., THIS WEEK; THEN SAVANNAH.

PALMETTO EXPOSITION SHOWS
OUT UNTIL XMAS
Want for four weeks in Macon, Ga., all city lots, starting Armistice week, Nov. 7 thru Dec. 3. Can place Mitt Camp, Custard, Apples, Popcorn, Coke, Ball Game, String Game, Clothes Pin or any other Stock Concession. Some P.C. open. Ted Meadows wants capable Agents for P.C. and other Concessions. Carolina and Johnnie Louellin, contact. All wires to
MILTON McNEACE

OUT ALL WINTER
VETERANS EXPOSITION SHOWS
Can place SHOWS with own equipment, 10-in-1, Mechanical, Droms. RIDES—Octopus, Tilt, Whip, Screwball or any one Flat Ride. CONCESSIONS of all kinds. No X except Bingo. Can place Bingo. HELP on all Rides. Must have license and drive semis. Address:
JOHN J. CARUSO, Owner; HARRY E. WILSON, Bus. Mgr.; O. O. "BUD" POINT, Gen. Agent
Ocala, Fla., this week.

HARRY POLISH FISHER
WANTS FOR SEASON OF 1950
Shows, Rides and Concessions. A season of Celebrations and Fairs—bigger and grander than ever. What have you to book? Write or wire
GOLDEN WEST SHOWS, Herald Hotel, Jones & Eddy Sts., San Francisco.

CARNIVAL WHEELS
PADDLE WHEELS
120 Numbers \$20
180 Numbers \$30
PADDLE TICKETS and Supplies.
MERCHANDISE WHEELS IN ALL SIZES.
"Big Six" Dice Wheel, \$95.00.
Horse Race & Dice Wheels in all sizes. Laydown Cloths, 30 Nos., \$2.00 Ea.
Write for Catalog
CARDINAL MFG. CORP.
Manufacturers of Carnival Wheels and Supplies
430 KEAP STREET, BROOKLYN 11, N. Y.
Evergreen 7-5027

FOR LEASE
For winter show and all next year, Smith & Smith Chairplane, Kiddie Autos, Kiddie Airplanes, One Girl Show Top and Banners, P.-A. Set, 50 KW. Transformer, Switch Boxes and some Cable, also Transportation. Go anywhere. Leasing on account of ill health. All replies
MISS BOBBIE HENDRIX
BOX 324 HOUMA, LA.
P.S.: For Sale—One Sunshine Choo-Choo, Three Coaches, A-1 condition, One Thousand Cash.

WANT
For Marion, Louisiana, Nov. 7th to 12th. Stock Concessions and P.C. Good opening for Photos, Cork Gallery, Mitt Camp, Fish Pond, Popcorn, Bumper, Snaky, come on. Out all winter. No phone calls.
CURLY MIGRATHY

FOR SALE
Kiddie Pony Ride, Jeep Ride, Long Range Gallery mounted on truck, Short Range mounted, Custard Electro Freeze mounted on truck. Can be seen in operation Kenansville, North Carolina.
JOE E. KAUS SHOWS

WANTED
Ranky Panks, Novelties, Grab, Mitt Camp, or what have you? Going south for the winter.
HAROLD'S UNITED SHOWS
Mason, Tennessee, week of Nov. 7-12

WANT
Concessionaires for Field Day, June date. No Rides wanted.
COL. JOHN B. WEBER POST
44 Ridge Rd. Lackawanna 18, New York

FOR SALE
Smith & Smith Chairplane
Used six weeks, \$2,100.00. Sickness reason for selling.
BOX D-258
The Billboard, Cincinnati 22, O.

LESLIE'S TRAILER PARTS AND ACCESSORIES
Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.
1920 Stewart Ave., S. W. on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

WALLACE & MURRAY SHOWS
TATHALL COUNTY FAIR, REIDSVILLE, GA., NOV. 14-19.
WANT legitimate Concessions of all kinds. Will book Swinging Ball, Bucket Store and 6-Cal, or any legitimate Concessions. Want Bingo for balance of season.
All replies to **AL WALLACE, Mgr.**
This week, Montgomery County Fair, Mt. Vernon, Ga.; next week, Tathall County Fair, Reidsville, Ga.

Pacific Coast

Showmen's Association

1235 S. Hope St., Los Angeles 16
LOS ANGELES, Nov. 5.—A Halloween party, sponsored by the auxiliary, was the highlight of the Monday (31) meeting. Prior to the festivities the regular meeting was presided over by Vice-President Joe Krug. Also on the rostrum were Treasurer Al Weber and Executive Secretary Al Fling.

Invited to the rostrum were Mike Krekos, Doc Zeiger, J. Ed Brown, Henry Meyerhoff, of the Crescent Shows, British Columbia, and Moe Levine.

Elected to membership were Earl Payton and Ernest R. Bonner. Stirman Bradshaw and Bonner were inducted by Vice-President Krug, Past President J. Ed. Brown and Vice-President Joe Steinberg.

Mike Krekos presented the club with a check for \$1,050 raised on a show within a show on his West Coast Shows at Medford, Ore., in August. Krekos made a pitch and raised an additional \$290 at the meeting. Following that he addressed the Ladies' Auxiliary and got \$670 more, which made a total of \$2,010, including his own check, which was immediately paid on the building mortgage.

Donors included Mike Krekos, Clyde Gooding, Joe Krug, Dan Dix, Harry Taylor, Sam Dolman, Sam Coomas, Al Weber, Charles Ford, Harry Lewis, Michael Doolan, Bob Downie, Jack Glassman, Newton Stone, Lee Smith, Charlie Walpert, Harry White, Doc Zeiger, Joe Burrell, Joe Steinberg, Michael Goldberg, Joe Mole, Bob Mathews, George Lauerman and the Ladies' Auxiliary.

Henry Meyerhoff talked on business conditions in Canada and promised to raise funds for the building next year.

Ladies' Auxiliary

President Mary Taylor presided at the regular meeting Monday (24), with Opal Manley, second vice-president; Edith Hargrave, secretary; Peggy Forstall, treasurer, and Bertie Youden, a guest, also on the rostrum.

New members are Zoe Wicks, Mickey Bonner and Betty Payne. Norma Burke, Marie LaDeaux, Gladys Forrest and Martha Kenyon are on the sick list.

Capt. Louie Roth, who died recently in Yakima, Wash., was buried in Showmen's Rest, Los Angeles.

Attending their first fall meeting were Clara Connors, Fay Prosser, Edith Walpert, Hazel Work, June Hargis, Jessie Loomis, Ann Doolan, Ruth Samuels, Mae Mortenson, Nina Rogers, Jeannie Perry, Helen Henn, Morasa Herman, Lodi Belle Scarce, Eliza Berry, Bee Stein, Doris Stolze, Peggy Steinberg, Hazel Mack, Ora Ernst, Midge Holding, Esther O'Kelly, Ethel Smith, Gertrude Mathews, Mora Bagby, Lillabelle Williams, Daisey Jacobs, Jennie Regal, Bertha McCarthy, Vivian Gorman, Jetta Clancy, Lee Sturm, Esther Carley, Trudie De Santi and Clara Parsons.

Letters and dues were received from Cora Miller, Mayme Butters, Sylvia Lundgren, Artoria Gibbons, Alice Cochran, Alee Wrightsman, Glenna Hule, Margaret Atkinson, Betty Greiner, Elsie Sheppard, Josephine Smith, Marie Forrest, Eunice Olsen, Gladys Young, Ruth McAdams, Betty Wilson, Sue Cummings, Nancy Meyers, Dolly Martin, Francis Keller, Marie Mead, Verdi Endicott and Virginia Kline.

Bazaar donations were made by Emily Freidenheim, Opal Manley, Margaret Farmer, Lille Schue, Fay Prosser, Frances Keller, Nina Rogers, June Hargis and Marie LaDeaux.

Ann Doolan and Jennie Regal won pillowcases, Nina Rogers won the carving set and Ann Doolan also won two dolls. The bank award went to Edith Hargrave and Ann Doolan, while door prizes went to Jenny Rawlings and Trudie De Santi.

Ann Doolan reports great results on the booster page for the banquet and ball program. Those wishing to have their names on the booster page should send \$1 to Mrs. Doolan in care

CLUB ACTIVITIES

Miami Showmen's Association

236 W. Flagler St., Miami
MIAMI, Nov. 5.—Abe Gross is in a local hospital. Nat (Nappee) Braunstein is in the Coral Gables Hospital. Mike Roman closed with the John H. Marks Shows and is home for a rest. George Golden, Cetlin & Wilson Shows, sent in a check from the shows' jamboree.

Phil Cook arrived in Miami and brought along dues collected from members en route. He also brought in the membership application of George Siegel. Mel Dodson, Dodson's Imperial Shows, sent in a check from a jamboree held on his org in Mobile, Ala.

Letters were received from Walter Tyski, Doc Norman, Johnnie Miller, Steve Monticello, Charles Magid, Morris Friedenheim, Ernest Felici, Nicholas Colichio, Jack Barth and William R. Yohan.

Ladies' Auxiliary

President Hilda Roman, Babs Gefen and Cesare Buzzella are redecorating the rooms.

Ethel Weer reports Stella Ackley, Charlotte Wright, Jean Caslin, Regina Hill, Kate Velsey, Billy Anthony, Francis Fournier, Ruth Schreiber and Ida Kohler are on the sick list.

President Roman attended The Miami Herald press conference for Dade County club women.

Members in for the season are Ruth Soules, Ethel Weer, Freda Wilson, Betty Felici, Anita Gilbert, May Levine, Edna Lockhart, Rose Mary Zolin, Kitty Glosser, Jean Lampell, Margaret Lux, Laura Sedlmayr, Gladys Green, Evan Daniels, Leona Parker, Lottie Warfield, Betty Endy, Hazel Zabriskie, Mary Edith Magid, Carin Glassberg, Ina Weiss, Blanche Lytton and Polly Stahler.

Agnes Grosso recently spent a few weeks as the house guest of Hilda Roman. Ann Dernoga, Rositta Dell, Hazel Lee and Agnes Grosso all have new Spartan Mansion house trailers. They are residing at Track Trailer Court.

The first meeting of the season will be Thursday (17).

Lone Star Showmen's Club

Dallas, Tex.

DALLAS, Nov. 5.—High spot of the Monday (31) meeting was the report on the successful benefit show held in Sally Rand's tent, October 18, at the State Fair of Texas here. Over 1,500 crammed the enclosure to see the performance staged by Sally and Pappy Dolsen of Pappy's Showland night club. In addition to the complete cast of the Rand show, the bill included Uncle Willie, from Dolsen's local night spot; Dale Belmont, of the Skyvue night club, and Estelline Pike, woman sword swallower. Plans are to make this an annual event during the fair.

Show folks of the Ringling-Barnum org were guests of the club October 24, with a total of 75 persons present. A buffet supper was served at midnight. In charge of the party were Mary Ellen Liberman, Evelyn Harrell, Edna Hacker and Virginia Gifford. Honey Vaughn had charge of house arrangements and Sheik Lempert won the raffle.

A committee of five was appointed to nominate a new slate of officers, with election skedded for November 28.

Lois Crangle and Inez Carroll are back after long absences. Katie Little and Mabel Welshman were appointed to investigate improvements to Showmen's Rest. Honey Vaughn is on the sick list from a fall suffered this week. The raffle at the meeting was won by Gladys Pugh, and Evelyn Harrell took the door prize.

Plans are being formulated for a dance to be held during the meeting of Texas Association of Fairs and Expositions here January 5-7.

Estelle Wampler is house committee chairman.

You are requested to print your name.

National Showmen's Association

454 Broadway, New York

NEW YORK, Nov. 5.—Both the board of governors and special meeting Wednesday (2) were well attended. Among the officers present were Assistant Treasurer Ben Weiss, Secretary Phil Isser and President Emeritus George A. Hamid.

The most important matter discussed was the annual dinner at the Commodore Hotel, November 23. Table reservations are going fast, so send in your reservations without delay. Hamid promises many surprises in entertainment this year. The year book is nearing the deadline, November 15, so forward all ad copy immediately. Dinner reservations must be accompanied by check and all sales are final.

The joint testimonial dinner for President Frank Bergen and Past President James E. Strates will be held November 21 at Leon and Eddie's. Attendance is limited to 250; order your tickets at once.

On the sick list is Herman Moskowitz at the Jewish Memorial Hospital in New York.

Congratulations to Arthur J. Merrill, who recently married Elizabeth Wagner.

Among recent visitors were Jack Gilbert, from Buffalo; George Bernert, from Springfield, Mass.; Harry Schwartz, Jack Agree, Louis Weinstein, Murray Spitzer, David Ricci, Frank Carlton, L. Burt, Max Gruber, Joseph Hughes, Harry Kaplan, Jack Greenspoon, William Harrison Jr., Maurice Elk, Herman Cohen, George Stern, Irving Sherman, Sam Berk, Charles Wertheimer, Edward Goldman, Joseph Baker and Raymond A. (Brigham) Young.

Some of our members are leaving shortly for Haiti to work the exposition which soon gets under way.

Next regular meeting, Wednesday (9).

Ladies' Auxiliary

Meeting Wednesday (2) was presided over by President Queenie Van Vliet. There was a fine turnout, and among members making first appearance this season were Bess Hamid, Midge Cohen and Flora Elk.

Funeral services for Agnes Morris Saturday (29), were attended by the following members: Queenie Van Vliet, Anna Halpin, Margaret McKee, Aseanth McKee, Ethel Shapiro, Lydia Nalls, Dolly Udowitz, Vi Lawrence, Ethel Ortelli, Helen Rothstein, Ethel Weinberg, Frances Simmons, Pearl Meyers, Jeanne Grey, Midge Cohen, Flora Elk, Jeanette Finkel, Bess Hamid.

A testimonial dinner for President Queenie Van Vliet will be held at Rosoff's Restaurant Monday (14), with Esther Eichel as chairlady. A large turnout to pay tribute to Queenie is desired. Get in touch with the chairlady for reservations.

Jeanette Finkel is leaving for a Florida vacation. Evelyn Blakely has written in thanking members for flowers received during her hospitalization.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 5.—Thirty members attended the first meeting of the season Friday (21). F. W. Warfield, third vice-president, was in the chair. Secretary Al C. Wilson was also present.

A resume of summer business transactions was given by Wilson, and George Howk, chairman of the flower committee, reported on pieces sent to funerals.

A report on the banquet and ball was given by Sam Benjiman, chairman of the committee for the New Year's Eve celebration. Following the meeting, lunch was served by L. K. Carter, chairman of the entertainment committee.

Show Folks of America

San Francisco

SAN FRANCISCO, Nov. 5.—Regular meeting was held October 24 with President Eddie Burke presiding.

Members present after absences were Charles and Jane Albright, Dave McCarron, Bob Dignan, Fitz Fitzgerald, Mush and Mazine Ellison, Teddy and Mary Texeira, Con Reber-son, Polish Fisher, Moe and Lillian Eisenman, Sylvia Oberhandsli, Albert Haas, Sam and Lucille Dolman, Phil Sapira, Roy Pursley, Jim Hendry, H. Schwartz, Mr. and Mrs. Ronnie Lawrence, Al Lindenberg and Mr. and Mrs. Waterman.

Harry Friedman reported on the funeral service held for Morris (Moe Dubow) Dubowsky, conducted by Harry G. Seber, chaplain. O. H. Mattley read a letter of thanks from Mrs. Dora Worden, Allston, Mass., sister of Moe.

Mike Krekos presented a check for \$1,000 to the cemetery fund. The money came from the show within a show and other activities held on the West Coast Shows. Charles Albright of the Foley & Burk Shows, presented a check for \$35 to the cemetery fund. This amount was realized from a pot of gold on the Foley & Burk org.

Whitey Monette won the pot of gold on the Arthur Imperial Shows. He donated his \$61 to the cemetery fund.

Arizona Showmen's Assn.

Arizona Hotel Bldg., Phoenix, Ariz.

PHOENIX, Ariz., Nov. 5.—First Vice-President Melvin Galimore presided at the Monday (31) meeting in the absence of President Paul Pesicka, who was on a hunting trip. A total of 45 members were present.

New members were J. Hamon, Ed Lundgren, Marcia Burke, Billie Burke, Don Burke, Clyde Buckley, Charles Jonson, Mary Baer, J. Ritter, Joe Bales, Jean Bales, Jolene Pesicka, P. Rink, William Rooks, Pete Kortess, Clem Bricker, W. King, C. L. Scott, Leroy Whitehead, Clyde McKee, Tony Nammica, Carl Radcliff, Manuel Macis, John Burke, Nellie Radcliff, Alex Estfan, Robert Vanderburg, Ira Seamster, John M. Hicks, James Scrubbs and V. A. Davis.

Joe Applegate, boss canvasman on the Clyde Beatty Circus, arrived for the winter. Tom Osborn, of the Al G. Kelly & Miller Bros. Circus band, was a visitor. Johnnie Hicks and wife also visited. Dutch Shue, cook-house man, has a concession at the Arizona State Fair here. Madge Buckley and husband are taking the baths at Buckhorn. Siebrand Bros. Shows are in quarters here.

Money raised thru bingo parties and other methods were reported as follows: Siebrand Bros. Shows, \$96; Wilson Famous Shows, \$40; Jones United Shows, \$6.50 and Utah Exposition Shows, \$24.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Nov. 5.—First Vice-President Emily Bailey is presiding at meetings, as C. H. Allton, president, is vacationing with his wife in the East. Local clubrooms were refurbished, following a fire in September.

Lucille King, house chairman, is in charge of the big dinner, which will be part of the organization's homecoming and bazaar, November 17. Music will be furnished by John Lobo's ork. Mabelle Bennett and Tillie Palmateer, co-chairmen of the event, reported receiving a large number of items to be sold at the bazaar.

Ruth Korte was top winner in both membership drives this year, the first of which continued from March thru July and the second from July to September.

A Halloween party was held Thursday (27), and a box lunch is skedded for December 1. Other events on the schedule include Emily Bailey's bunco party November 22 and Founder's Night, November 10, in honor of Lucille King.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Nov. 5. — Lou Keller presided at the Thursday (3), meeting. Treasurer Walter F. Driver and Secretary Joe Streibich assisted on the rostrum.

Elected to membership were Carl Chaffin, Ralph Ross, Edward A. Schwab, Martin (Bob) Quinlan, Max M. Tarbes, William Cohen, George W. Bartley, Ralph E. Best, Clyde R. Warbritton and Alfred G. McKee.

It was announced that Ted R. Stacy had died, and funeral services held Monday (1).

Al Wagner sent in a sizable check from a benefit and sale of auto tickets on the Cavalcade of Amusements. George W. Johnson, in the absence of Chairman S. T. Jessop, announced tickets for the president's party would be \$5 per person. Bob Parker and his memorial service committee were reported completing arrangements for the service November 27.

Richard Napolitano, a new member, made his first meeting. Jack Duffield, Rube Liebman, Joe Coyle and Frank Perry were at the meeting after long absences.

Sam J. Levy reported arrangements almost completed for the annual banquet and ball November 30, with Gerald Snellens doing a good job of selling ads for the directory program.

As Thursday, November 24, is Thanksgiving Day, the meeting scheduled for that night will be held Saturday, November 26.

Mr. and Mrs. E. W. (Red) Moyer visited the club en route to St. Louis. Other visitors included Walter G. Kernan, Charles G. Driver, Maurice L. Krieger, Herb Payne, J. J. Dillon, Dave Malcolm, Eli Rudick, M. B. Harris, Henry Polk, Sid Siegel, Jack Yonover, Joe Shapiro, Sam Pers, Leo Sennett, A. Raymond, Chick Bohdan, Ned Torti, Jack Kaplan, Harry Simonds, Mel Harris, Al Kaufman and Ed Sopenar.

International

Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, Nov. 5.—Euby Cobb, first vice-president, was in the chair at the Thursday (27) meeting in the absence of President Earl Bunting. Leo Lang, treasurer, and P. E. (Heavy) Waughan, acting secretary, assisted with the meeting.

Dave Prevost made a motion that the 13th annual New Year's Eve party be held at the clubrooms instead of at the Statler Hotel, as usual. The motion passed.

Mort Silvers promised a four-piece orchestra for the "One Dollar" party to be held Armistice Day. Tickets will be sold at the door instead of being mailed to the members.

William (Red) McCoy, James P. Murphy, Mort Silvers, Dave Prevost, Dave Keifer and Euby Cobb spoke for the good of the order.

A large portrait of John Francis, first president of the club, was hung in the reception room. New covering is being put on the clubhouse roof.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Nov. 5.—The presentation of a check for \$1,000 by the Ladies' Auxiliary highlighted the Monday (31) meeting. The check, for the club's general fund, was presented by Mrs. Jack Dickstein and Mrs. John Moran.

A well attended Halloween party was held Saturday (29) by Chairman Max Kahn and his entertainment committee. The hall was decorated in typical Halloween motif.

The installation of a television set in the meeting hall was completed by Marvin Keyes, I. Sobel, Sam Burd and Sam Soloff.

Annual memorial services will be held in the clubrooms Sunday (6), it was announced by President Jack Gallagher. Ora Baker is chairman of this committee.

Storm windows are being installed, the roof has been repaired, the large meeting hall has been painted and the entire building was cleaned by John Kalus.

As a reward for his efforts in the membership drive, George Harris was given a life membership in the organization. The drive will continue until the end of the year.

Fats Nathenson letters he will spend the winter in New Orleans. Micke Golde will leave soon for Florida. Edward Horwitz is in the East. First Vice-President Nat Golden has returned from an Eastern trip.

Inspector Herbert W. Case, of the Detroit police department, was made an honorary member for his co-operation during the Detroit State Fair.

Seen at the clubrooms: Sam Fine, Louis Maltin, Sammy Wilson, Mike Balog, Joe Bennett, Sam Stone, Roy Voakes, John Moran and Jim Gallagher. Visitors at the Halloween party included Oscar Margolis, Edward Gold and Irving Rubin, who returned to Ohio to wind up their season.

A letter of thanks was sent to W. G. Wade and staff for their co-operation in staging a jamboree for the club at the Kalamazoo fair. Walter Schafer handled the publicity.

Ladies' Auxiliary

On the rostrum at the regular meeting were President Bessie Gallagher; First Vice-President Grace Ziegler; Third Vice-President Laura Baker; Treasurer Charlotte Richardson and Secretary Dorothy Gold.

New member was Sophie Rochkind. On the sick list are Ada Green, Elaine Lysinger, Rose Schimmel and Mae Lorraine.

Bessie Gallagher, Charlotte Richardson, Marion Dickstein, Clara Balog and Lauraine Smith assisted the men's club at its Halloween party. Edward Camilleri won the first prize in the raffle sponsored by the auxiliary. Second prize went to Pat Corgnale.

Grace Ziegler won the door prize at the October 24 social. President Bessie Gallagher made the cakes.

The auxiliary will hold its memorial services in conjunction with the men November 6.

Billboard TRADE SERVICE FEATURE

Dog Shows

CALIFORNIA
 Fresno—Nov. 13. Mrs. L. Auld, 1412 Vagades Ave.
 Turlock—Nov. 12. R. I. Jackson, Box 428.
 Ventura—Nov. 20. Mrs. Grayce Greenburg, Camarillo, Calif.

GEORGIA
 Atlanta—Nov. 20. Mrs. Marcia B. Carroll, 500 Spring St., N. W.
 Augusta—Nov. 16. Mrs. Edward Lewitz, 2135 Kennedy Drive.
 Savannah—Nov. 17. Mrs. William G. Ganau Jr., 114 Bernard St.

ILLINOIS
 Chicago—Nov. 20. J. Lynn Welsh, Glenn Elynn, Ill.

MASSACHUSETTS
 Boston—Nov. 20. Mary Rourke, 718 Huntington Ave.

MICHIGAN
 Detroit—Nov. 13. Edwin M. Combs, 24245 W. Nine Mile Road.

NEW JERSEY
 Camden—Nov. 13. Foley, 2000 Ranstead Philadelphia.
 Newark—Nov. 20. Foley, 2000 Ranstead Philadelphia.

NEW YORK
 Albany—Nov. 27. Foley, 2009 Ranstead Philadelphia.

OREGON
 Portland—Nov. 13. Miss M. L. Matti, 3518 E. Franklin St.

PENNSYLVANIA
 Philadelphia—Nov. 12. Foley, 2009 Ranstead Philadelphia.

SOUTH CAROLINA
 Charleston—Nov. 12. Mrs. Mary B. Chrisolm, 75 Darlington Ave.
 Columbia—Nov. 14. Mary S. Sannett, 3410 Blossom St.

TEXAS
 Beaumont—Nov. 13. Mrs. R. M. Reynolds, 2501 Wall St.
 Fort Worth—Nov. 5. Mrs. Oakland Ashby, 3616 S. Jones St.
 San Antonio—Nov. 20. Capt. A. C. Berry, Box 754.

WASHINGTON
 Tacoma—Nov. 13. Idelle Sullins, Bremerton, Wash.

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Coming Events

CALIFORNIA

Los Angeles—Great Western Livestock Show Nov. 26-Dec. 1. Harold W. Lane and W. H. Byrnes.

FLORIDA

DeFuniak Springs—Armistice Day Celebration Nov. 11. John W. Paul.

GEORGIA

Atlanta—Shrine Circus. Nov. 11-20. C. E. Wilson, 650 Cascade Ave., S. W.
Macon—Shrine Circus. Nov. 21-26. Eva Hall Barnes, 745 Poplar St.

ILLINOIS

Chicago—Internat'l Livestock Expo. Nov. 26-Dec. 3. Wm. E. Ogilvie, Union Stock Yards.
Chicago—Nat'l Assn. Amusement Parks Trade Show. Hotel Sherman. Nov. 28-30. Paul H. Huedephol.

INDIANA

Evansville—Shrine Circus. Nov. 21-27. Lew Petzold.

KANSAS

Wichita—Shrine Circus. Nov. 20-27. Jesse L. Moore, 115 N. Topeka Ave.

MAINE

Portland—Elks' Charity Circus. Nov. 14-20. Ernest S. Odlin, 92 Free St.

MARYLAND

Timonium—Eastern Nat'l Livestock Show. Nov. 12-18. Joseph M. Vial, College Park, Md.

MICHIGAN

Jackson—Antiques & Hobby Show. Nov. 26-29. L. Verne Slout, Vermontville, Mich.

MISSOURI

Kansas City—Shrine Circus. Nov. 14-20. Raymond E. Thornton, Continental Hotel.

NEW YORK

Rochester—Shrine Circus. Nov. 14-19. Elmer Ralthe, 334 East Ave.

NORTH CAROLINA

Charlotte—Charlotte Expo. & Food Show. Nov. 9-19. James B. Volger, 200 Providence Road.

OHIO

Cleveland—Food & Home Show. Nov. 10-13. Walter W. Knight, 1847 E. 55th St.

PENNSYLVANIA

Philadelphia—World Hobby Expo. Nov. 11-19. Chas. Smitow, 331 Madison Ave., New York.

SOUTH DAKOTA

Sioux Falls—Auto Show. Nov. 24-26. DeWalt T. Kieffer, care Argus Leader Pub. Co.

TEXAS

Beeville—Cattle Show, Sale & Rodeo. Nov. 14-15. Edwin S. Brown.

Harlingen—Valley Mid-Winter Fair. Nov. 18-26.

Houston—Shrine Circus. Nov. 2-15. Philip L. Johnson, City Nat'l Bank Bldg.

UTAH

Ogden—Livestock Show. Nov. 12-16. E. J. Fjeldsted.

CANADA

Toronto, Ont.—Royal Winter Fair. Nov. 15-21. James R. Johnston.

CARNIVAL ROUTES

(Continued from page 56)

- Burke, Harry: Church Point, La.; Malville 14-19.
- Capital City: (Fair) Luverne, Ala.; (Fair) Enterprise 14-19.
- Cavalcade of Amusements: (Fair) Mobile, Ala.
- Central Am. Co.: Tabor City, N. C.; St. Stephen, S. C., 14-19.
- Cetin & Wilson: (Fair) Sumter, S. C.
- Crafts Expo.: (State Fair) Phoenix, Ariz.
- Crescent Am. Co.: Crockett, Tex.
- Crystal Expo.: (Fair) High Springs, Fla.
- Dumont: McColl, S. C.
- Gentsch, J. A.: Shaw, Miss.
- Glades Am.: North Miami, Fla.
- Groves Greater: Abbeville, La.
- Harold's United: Mason, Tenn.
- Haven Park Am.: Lamesa, Tex.
- Heart of Texas: Haskell, Tex.
- Inland: Crawfordville, Ark.
- Jack's Greater: Ludowici, Ga.; (Fair) Savannah 14-19.
- Keystone Expo.: (Fair) De Funiak Springs, Fla.
- Kile, Floyd O.: Mamou, La.
- Kinland Am. Co.: Gordon, Ga.
- Lawrence Greater: Moultrie, Ga.; season ends.
- Lone Star: Lumpkin, Ga.
- Maddox Bros.: Amherst, Tex., 14-16; Sedan 17-19.
- Marion Greater: (Fair) St. George, S. C.; (Fair) Summerville 14-19.
- Midwestern Expo.: Conroe, Tex.
- Migrathy, Curly: Marion, La.
- Model: Bogata, Tex.
- Moore's Modern: Boeville, Tex.
- Myers: Pinhurst, Ga.
- Palmetto Expo.: Memphis, Ga., thru Dec. 3.
- Peerless Celebration: Appomattox, Va.
- Penn Premier: Walterboro, S. C.
- Prell's Broadway: (Fair) Valdosta, Ga.; Brunswick 14-19.
- Prell's World's Fair: (Colored Fair) Charleston, S. C.
- Rafferty, James M.: (Fair) Warsaw, N. C.
- Royal American: (Shrine Fair) Tampa, Fla. season ends.
- Royal Crown: St. Petersburg, Fla.
- Southern Valley: (Fair) Bustrop, La.
- Standard: Earth, Tex.
- Stebler Greater: Ellenton, S. C.
- Stephens, C. A.: (Colored Fair) Anderson, S. C.; Ware Shoals 14-19.
- Strates, James E.: (Fair) Jacksonville, Fla.
- Tassel, Barney: Winter Park, Fla.; (Fair) Belle Glade 14-19.
- Tidwell, T. J.: Sweetwater, Tex.
- United Expo.: (Dixie Park) Fort Worth, Tex. 7-9; season ends.
- United States: (Colored Fair) Sumter, S. C. 14-20.
- Veterans' Expo.: Ocala, Fla.
- Wallace & Murray: (Fair) Mt. Vernon, Ga.; (Fair) Reidsville 14-19.
- W. E. Attrs.: McLean, Miss.
- Wolfe Am.: (Colored Fair) Anderson, S. C.

FLASHBACKS

(Continued from page 57)

Comedy Ford, Houston's high school horses, Monticello's ponies, George's Liberty Stallions and Five Waldos.

Johnny J. Jones Exposition was awarded the contract to furnish the midway and concessions at the 1940 Southeastern Fair at Atlanta.

A three-month semi-independent survey by Market Analysts, Inc., revealed the New York World's Fair has failed as a result of its playing to the monied class. It was concluded that prices were too high at the turnstiles and on the midway.

Fred Bradna organized a troupe for the Santos & Artega Theater in Havana. In the show were: Cristiani Troupe, equestrians; the Ortans, acrobats; the Davisos, perch experts; Mademoiselle Louise, flying trapeze; the Artory-Concellos, aerial act; Madame Ella Bradna, menage act; Signor Bagonghi, comedy equestrian;

Albert Powell, aerial contortionist; and Polidor, the clown.

Cliff Liles, owner of Park Amusement Company, was nominated as State senator from the Lake Charles, La., district. . . . Parker & Watts Circus changed its name to Adams Flot. Circus. . . . Tom Mix returned from a European tour. . . . Terrell Jacobs came out second best in a mix-up with one of his cats at the Ringling-Barnum show in Daytona Beach, Fla. . . . Despite wartime conditions, the Jardin des Plantes, oldest Paris zoo, was reopened. . . . J. Harry Six, owner of the J. Harry Six Attractions, appointed F. Stanley Reed to manage the org.

Deaths: Leo Floyd, concessionaire; Edna Humphreys, circus performer; William F. Jahnke, fair official; Alexander F. Johnstone, fair official; Ulysses Leffel, circus photographer; Charles (Candy) Meyer, circus official; William F. Taylor, horse breeder and trainer.

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N. Y. RSROA Preps 2d Dance Contest

NEW YORK, Nov. 5.—A 14-step skate dance series, open to all Roller Skating Rink Operators' Association (RSROA) amateurs, was concluded at Gay Blades Rollerdrome here October 31. Three eliminations, leading up to the main event, were on successive preceding Mondays. Place winners were: (1) Jerry Nista and Terry Archipoli, Gay Blades; (2) Roy Reynolds and Eleanor Reynolds, Wal-Cliffe, Elmont, L. I., and (3) Bob Fitzgerald and Geraldine Badyna, Bay Ridge, Brooklyn. The favored team of Bobby and Joan LaBriola, Eastern Parkway, Brooklyn, placed fourth.

So successful was the series, both in number of contestants and spectators it drew, that announcement of a new competition was made immediately. This time it will be a Style-B waltz event, with eliminations on November 7, 14 and 21, and finals November 28. Medals and trophies will again be awarded. Only change in eligibility is that the new contest is open to RSROA amateurs who have never competed in the senior division.

Finkelstein Donates Skates

NEW YORK, Nov. 5.—Over 30 pairs of roller skates, purchased with money collected thru the efforts of local skater Sam Finkelstein, were presented to the Lighthouse, famed institution for the sightless at 111 East 59th Street, Saturday (29). Celebs on hand for the brief ceremony included Big Joe, WOR; blind singing star Betty Clark and amateur roller luminaries Bob Cawley and Gloria McCarthy, of Brooklyn's Eastern Parkway Club. Finkelstein's interest in the Lighthouse springs from the fact that his mother is one of its sightless out-patients.

Oaks Schedules Benefit Revue; Cast Over 100

PORTLAND, Ore., Nov. 5. — A benefit show sanctioned by the Roller Skating Rink Operators' Association (RSROA) and presented by the Figure, Dance and Social clubs of Oaks Park Roller Rink here promises to be the best ever presented by the rink, according to Robert Bollinger, manager. Bollinger reported that the recent fire at the park (*The Billboard*, November 5) did not destroy all the costumer and that the show will be presented as scheduled, November 16, 17 and 20.

The production of 18 numbers will use a cast of more than 100 skaters, including champions; ramps seven feet high; a shadow box, 7 by 20 feet for each number, with different scenes, and the rink's two organists to accompany skaters.

Directing the show is pro Pat Patten, gold medalist and national speed chairman of the RSROA, whose *Hats Off to Rhythm*, last year's show, drew more than 5,000 spectators during the four days it ran.

Dress rehearsal is scheduled for November 14. The following day pictures of all acts will be made for use in the show program.

Bliss to Baltimore Icery

BALTIMORE, Nov. 5. — Twenty-year-old Riki Bliss, who was part of the *Ice Capades* cast when he was 16, Saturday (29) was appointed pro at the Sports Centre icery. Bliss, who has been skating only eight years, left the *Ice Capades* when his partner quit to get married. The Sports Centre Figure Skating Club will be under the tutelage of Bliss.

"Stop the Music" At Hartf'd Palace

HARTFORD, Conn., Nov. 5.—Hartford Skating Palace has launched a new Sunday night feature, a roller adaptation of the radio quiz show, *Stop the Music*. Prizes range from precision shoe skates to dinners at a downtown Hartford restaurant, orchid corsages and a month's pass to the rink. Skaters are selected at random for the tunes played by organist Johnnie Nicolini. There is a separate jackpot tune for each contestant.

The rink was closed to the public the evening of October 27 when the city-wide Catholic Youth Organizations skating party was held at the location, with some 1,000 skaters participating.

Irving Richland, of the Palace management, was recently elected president of the New England chapter, Roller Skating Rink Operators' Association. Richland was a recent New York visitor.

Tri-District-States Judges' Course Set

WASHINGTON, Nov. 5. — A training course for judges of skating meets has been set up in the Tri-District-States area with the authorization of United States Amateur Roller Skating Association (USARSA). Wilfred Burgart, a member of the USARSA judges panel, is in charge of instruction. The first meeting, held recently at National Arena here, was attended by some 30 judges and aspiring judges.

The Tri-District-States area is comprised of rinks in Maryland, Virginia and Washington, with the possibility that it will be expanded to include Pennsylvania, West Virginia and Kentucky.

2-for-1 Party At Bal-A-Roue Attracts 500

MEDFORD, Mass., Nov. 5.—Bal-a-Roue Rollerway's two-in-one night (roller skating and dancing for the price of one admission), held October 11, was an unqualified success, according to operator Fred H. Freeman, with more than 500 patrons crowding the floor. Seldom, the management declared, has a promotion brought such quick public reaction, the rink receiving dozens of phone calls within 24 hours after the event from people wishing to learn when the next such promotion will be held.

The evening session began at 7:30 with the regular skating program, but from 9:30 until 12:30 skates were put away for dancing to the music of Frank Picher at the organ. Pros Coonie Umbach and Emily Melville took over the mike to emcee novelty dances, balloon events and the awarding of door prizes.

Membership in the Deb Rollers, a club made up exclusively of women employees of the John Hancock Insurance Company of Boston, is growing rapidly. Making Bal-a-Roue its skating headquarters, the club organized last year with 35 members has grown to 85, sparked by an intensive membership drive. Officers are striving to make the club the largest of its kind in existence.

November 25 will be a big day at Bal-a-Roue when two units of Girl Scouts of Medford and Somerville, Mass., hold skating parties. Some 500 Medford girls will take the floor from 10:30 a.m. to 1, to be followed by the same number from Somerville skating from 1:30 to 3:30. They are coming in on a party rate.

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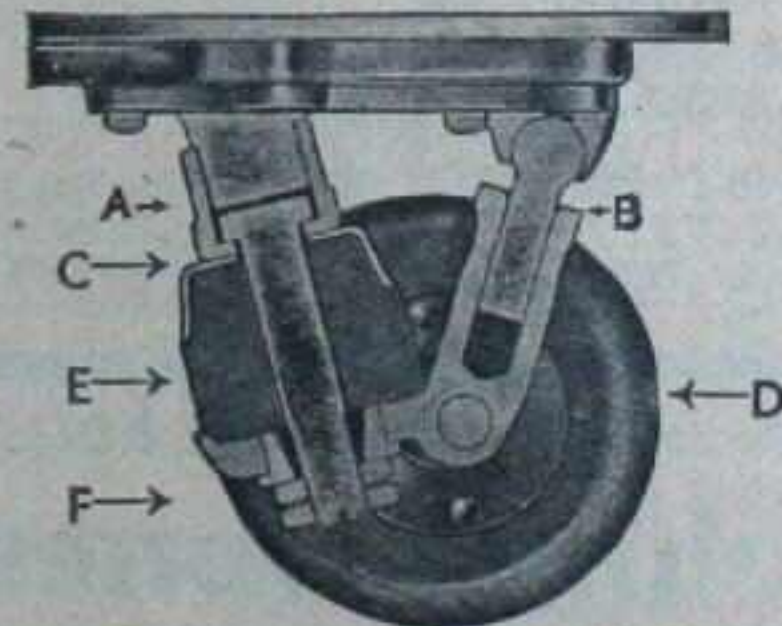
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Twin City Tops AOWN. Division

ELIZABETH, N. J., Nov. 5.—Winning five first places in the October 22 America on Wheels inter-rink races on their home floor here, Twin City Arena speedsters, with a season's total of 95 points, took over first place in the Northern division of AOW's inter-rink racing league. The upset marked the first time since early last season that the favored Hackensack (N. J.) Arena team was ousted from the top spot, said Jack Edwards, AOW director of speed.

The latest standings (Northern division): Twin City 95; Hackensack 82; Paterson (N. J.) Recreation Center 35; Florham Park (N. J.) Rink (non-AOW) 33; Boulevard Arena, Bayonne, N. J., 18, and Capitol Arena, Trenton, N. J., 13. Southern division: National Arena, Washington, 186; Alexandria (Va.) Arena 21; Bladensburg (Md.) Arena, 0.

The latest race program drew the best Saturday night attendance at Twin City since late 1948, said Edwards. He reported that many older people were among the spectators, attributing the increase in adult patronage to publicity given roller racing on television.

The next inter-rink meet will be held November 5 at Florham Park. An open meet is scheduled for November 7 at Boulevard Arena.

Mergert in Court Tangle at Borger

AMARILLO, Tex., Nov. 5. — Skating and baseball won't come together in Borger, Tex. (city of 15,800 just northwest of Amarillo) if condemnation proceedings filed in County Court by City Attorney J. O. Ward are carried out.

A. S. Mergert had contracted to buy three lots east of the ball park from Enor Hanson and F. J. Reihardt to move a skating rink there.

The commissioners said they felt it their duty to push condemnation proceedings since installation of the rink site would affect recreation and parking facilities. The property extends five feet into the site of the ball park concession area in places.

County Judge Norman Coffee is expected to appoint three men on a commission for the purpose of appraising the land value of the lots in question.

Roller Relay, Inc., a Delaware corporation, has registered with the Connecticut secretary of state to do business in Connecticut.

Roller Hockey Set For Jamaica Arena

NEW YORK, Nov. 5. — Roller hockey returns to New York Tuesday night (8) with a match between the New York Rockets and Washington Tophats at Jamaica Arena, Queens. The clash will mark the debut of the new All-America roller hockey league which plans to play at Jamaica every Tuesday and Thursday evening throughout the normal hockey season.

Contests will be according to professional ice rules, with wooden wheeled skates and a wooden floor.

Supervisor and director is Peter Petropolous, who has promoted basketball and other sports for 14 years. Other clubs in the six-team league are the Brooklyn Bombers, Oklahoma Cowboys, Texas Rangers and Pennsylvania Miners.

Toledo Rollercade Debuts New Floor

TOLEDO, Nov. 5. — The Rollercade, operated by Mr. and Mrs. E. M. Logan, has been reopened following installation of a rotunda-type skating floor. The floor, laid in a 100 by 200-foot space, is patterned in circular style, designed to make possible constant skating with the grain. This type of floor, a relatively new development, does away with the cross section of former patterns. It not only makes skating easier but is said to last longer, thus proving an ultimate economy.

Reopening of the rink was highlighted by the attendance of Patricia Martino, 10-year-old American juvenile free style champion of the Roller Skating Rink Operators' Association and Arena Gardens, Detroit. She presented a free style exhibition, accompanied by Joseph Hakim and Gail Locke, 1949 Great Lakes regional pairs champions.

B'port Skateland Reopens

BRIDGEPORT, Conn., Nov. 5. — Holland's Skateland here opened recently for its eighth season. The skating surface has been refinished and the building redecorated. Sessions are held every night except Mondays and Tuesdays from 8 to 11. Matinees are held on Sundays and holidays from 1:30 to 4:30.

AOW Bladensburg Nov. Bow

WASHINGTON, Nov. 5. — The scheduled opening some time this month of the new Bladensburg Arena in near-by Maryland will bring to three the number of rinks in this area operated by America On Wheels chain. Already operating are National Arena here and Alexandria (Va.) Arena across the Potomac River.

Roller Rumbings

International Roller Skating Guide, edited by Sam Finkelstein and published by William-Frederick Press, New York, is off the press. Included are articles, cartoons, dance diagrams, photographs, history and statistics.

Carey's Circus Garden Rink, Philadelphia, staged a Halloween party October 28, with cash prizes for best costumes.

Roller Dome Club of Chicago scheduled a bus trip September 28 to Palladium Roller Rink, Michigan City, Ind., to sample the rink's plastic floor which has been laid on Masonite, reports Joseph Wolok.

Biz Prospects Okay At Zanesville Arena

DETROIT, Nov. 5.—Andrew Foster, operator of Lind Arena, Zanesville, O., reports business satisfactory and prospects good for the immediate future, according to Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association (RSROA), who visited the rink recently.

This rink has embodied some unusual features in construction. According to Martin, a rink owner can "go to the very best architect and still they will not know what is needed for skating; but you can talk to a few rink men, visit their pet constructions, and there you have the answer."

The building is of concrete block and brick construction, with the interior finished in enamel brick to a height of six feet. This makes the interior more sanitary by making washing an easy task. The use of attractive colors enhances the appearance, Martin said, with the tile design carried over and around each window. This construction makes it unnecessary to install drape or trim on the window, thus providing an operating economy.

Phoenix Drome Bow Draws Gate of 500

PHOENIX, Ariz., Nov. 5. — The Rollerdrome here, operated by Margo Gascoigne and Ed Henderson, began its third season October 20 with a reopening party that attracted about 500 skaters and 100 spectators. Special entertainment included skating routines offered by some of the rink's "regulars" and eight-year-old Boots Kohli, who did a tap dance on skates.

Phil Grumbach, of Cleveland, who has been floor manager since the Rollerdrome opening in November, 1947, has been appointed manager. Grumbach has been associated with skating 26 years as speed skater, hockey player and rink manager. Mr. and Mrs. Howard Bailey, also of Cleveland, are beginning their second season as Rollerdrome pros.

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A complete line of Specials, Midgets, Featherweight, Heavy-weight Cards, Cages, Flash Boards, etc. FOR IMMEDIATE DELIVERY!

WRITE FOR CATALOG TODAY CAPITOL EQUIPMENT AND SUPPLIES MANUFACTURED BY METRO MFG. CO. 127 West 25th Street, New York 1, N. Y.

Direct from MANUFACTURER 3 Pc. Set \$60.00 Gr. in 8 Gr. Lots. Send \$2 for 3 sample sets. Send for price list. 25% deposit with order, balance C. O. D. Set consists of Fountain Pen, Ball Pen; Propel, Repel, Expel Pencil. All with sparkling gold tone cellophane caps. 14K gold plated smooth writing point. LINDEEN PRODUCTS 2730 Coldspring Road Far Rockaway, N. Y.

ENGRAVERS WITH IT SINCE 1907 Originators of the All-Aluminum Idents. MEN'S IDENT'S—LADIES' IDENT'S DOUBLE HEART IDENT'S (All Aluminum) \$14.40 GROSS Men's Massive Large Aluminum Idents. \$2.00 DOZ. DAY AND NIGHT SERVICE Phone: BAyport 1-5335 MILLER CREATIONS 6628 Kenwood Ave. Chicago 37, Ill.

Chinese Firecrackers Bundle 1200 1 1/2 Crackers \$3.00 Bundle 1600 1 1/2 Crackers 3.50 Bundle 2000 1 1/2 Crackers 4.00 Bundle 4000 1 1/2 Crackers 6.50 100% Profit—Cash With Order. BUCK BROTHERS Columbia, Tenn.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers RATE: 12c A WORD — MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full. FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1950 catalog free. Kleinman, 5148 Strohm Ave., North Hollywood, Calif. de17

ATTENTION! — SMART SONGS, PARODIES, Monologues, Ventriloquist Dialogues? Free list. Tizzard, 110 W. 76th St., New York.

"EMCEE" MAGAZINE — CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gas-packed back issues. Emcee, 1508-B South Roman, Chicago 23.

QUIET! M. C. AT WORK!—GAG-ATIONAL new booklet for MC's and performers; replete with openings, introductions, ad libs, insults, song titles, \$2. "Keys to Comedy," Box 1225, Hollywood, Calif. no12

SENSATIONAL GAGS, STORIES, SKITS, MONOLOGUES, Crossovers, etc.; list free. Edmund Bodlais, Box 5556, Metro Sta., Los Angeles 55, California.

AGENTS & DISTRIBUTORS

"AAA" — AMAZING AUTOMOBILE THEFT Alarm! Over \$70 weekly possible! Free Details. American Devices, 166B Montague, Brooklyn, N. Y. de3

AA FIRST QUALITY NYLONS, \$7.50 PER dozen; select grade, \$6.50; #2's, \$3.50; #3's, \$1.25 per dozen. Satisfaction guaranteed or your money refunded. Lookout Hosiery Co., Box 1221, Chattanooga, Tenn.

ABALONE PEARL SEA SHELL JEWELRY—Italian Sea Coral Jewelry, Italian Inlaid Mosaic Jewelry, Florentine Novelty Spoons from Italy; Tropical Souvenirs, Novelties. Joseph Fleischman, 1535 Broadway, Tampa, Fla.

A.B.C. ALWAYS BUY CHEAPER, BETTER NYLONS. First quality, \$7.50; irregulars, \$7; select seconds, \$6.25; #2's, \$3.50; #3's \$1.25; Assorted sizes and shades; 51-54 gauge. Tennessee Valley Hosiery Co., Box 605, Chattanooga, Tenn.

A BARGAIN IN NYLONS. \$1 PER DOZEN IN lots of 10 dozen or more; correctly sized, assorted shades. Shearnit Hosiery Co., Box 1524, Chattanooga, Tenn.

A BETTER DEAL—BUY DIRECT FROM MANUFACTURER. Write for special prices; Coin Tricks, Talking Cards, Lizards, etc. Columbia, 7315 Waring, Hollywood 46, Calif. no26

A BETTER BUY IN NYLONS—SHEARNIT. \$6.25 per dozen; Primrose, \$3.25; Everyday, \$1.25 per dozen. Sample order sent postpaid for \$4, composed of 12 pair Everyday, 3 pair Primrose, 3 pair Shearnit. Money refunded if not satisfied. Shearnit Hosiery Co., Box 1524, Chattanooga, Tenn.

AGENTS FOR AUTHENTIC ABRAHAM LINCOLN License on parchment; big profit. J. P. Burger, 1613 Columbus Rd., Cleveland 13, O. Sample, 15c. no12

AGENTS—COMIC XMAS CARDS, \$3 PER 100; 15 assorted samples, \$1 postpaid; wholesale only. Walter B. Fox, Mobile 2, Ala.

"A SENSATIONAL TALKING XMAS CARD"—Full tape and card will clearly say, "Merry Christmas." Real money-maker; retails only 25¢; send 25¢ for sample and prices; don't delay; representatives wanted everywhere. Minas Mfg., 2003 Main St., Santa Monica, Calif.

AT LAST!—A DOUBLE EDGE RAZOR BLADE that sells 5 for 10¢, that is unconditionally guaranteed; money refunded if not satisfied or if they are not a red hot seller; put up in a display carton holding 20 packages of 5 blades each; 100 blades for 60¢ prepaid. Write for sample or order direct; you can't go wrong. W. H. Wood & Co., 1144 Main St., Brockton 30, Mass.

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 218-F Investment Bldg., Pittsburgh 22, Pa. no26

COMIC XMAS FOLDERS—\$4 PER 100, A GOOD assortment of 10¢ sellers. A to Z Card Company, 239 7th Ave., So. Clinton, Iowa.

DARLENE FULL FASHIONED NYLON Hosiery, 51 gauge, now only, \$7 per doz.; don't drive your customers away with cheap hosiery; sell Darlene Hosiery, repeat sales guaranteed; special price to jobbers, twenty doz. or more, \$5.50 per doz.; sample doz., \$7. Order direct from Darlene Hosiery Co., Box 1484, Chattanooga, Tenn.

DIFFERENT AND SO PROFITABLE — ONE dollar buys a batch of 100 souvenirs; top 35¢ retailer. Ken Miller, Box 1257, Louisville, Ky.

DISTRIBUTORS, WAGON JOBBERS—WE are manufacturing a line of balloon novelties, paper hats, horns, paper novelties, prize package displays, jokers items. Eagle Specialty Co., Akron 14, Ohio. no12

DISTRIBUTORS & WAGON JOBBERS ONLY—Write for new 1950 catalog of boxed and carded items for resale to cigar, drug, variety stores, etc. We sell only to established wholesalers. Bryn Mawr Smokers Novelty Co., 63 E. Adams St., Chicago 3, Ill.

EARN GOOD MONEY EASY AND FAST—Plan and samples, 25¢ coin, stamps. Write Calimpex, 5017 Metro, Los Angeles, Calif.

FOR EAGLE FREEZERS—FINE OPPORTUNITY for good, ambitious agents; furnish details, background, territory covered, Eagle Machine & Tool Co., 1240 Randall Ave., Bronx, NYC. no26

FREE FOLIO — WHOLESALE SUPPLY Sources, Business Deals, Plans, Ideas, Formulas. Kolamite Co., A. Box 572, Dayton 1, Ohio. no19

FULL FASHIONED DUPONT NYLONS — Clear, sheer, packed in individual cellophane envelopes; 3 pair to each lithographed box; Style 151, \$7.50 dozen; Style 500, \$6 dozen; Style 300, \$3.50 dozen; sizes 8 1/2 to 10 1/2; rejects at \$1 dozen, in 10 dozen lots or more, McDonald Mfg. Co., Ooltewah, Tenn. de3

HOT JOBBERS' PRICES ON 200 OF THE FASTEST selling items in America. Kittrell Co., Bluff St., Waterloo, Ia. no26

HOT SELLERS — TALKING CHRISTMAS Cards, \$2.50 doz.; Snappy Suzzie in the Shower, \$1.80 doz.; Farmer's Daughter and the Traveling Salesman, \$2.50 doz.; samples of above, \$1; free list of other hot sellers. Hansen Sales, 2851 Madison St., Chicago 12, Ill.

INDIAN BEADWORK, BUCKSKIN, BEADS, Feathers, Wigs, Supplies; buying direct from Indians; prices reasonable; free price list. Pawnee Bill's Indian Trading Post, Box 35B, Pawnee, Okla. no12

JEWELRY BOXES—GOVERNMENT SURPLUS. For Watches, Brooch, Earrings, Pins, Men Set; distinguished rayon plush lining, blue outside, 6 1/2 x 3 1/2 x 1 1/2; cost \$2 each; Unbelievable Sale; \$1.55 doz.; 36, \$4.55; gross, 9¢. Am. Standard, 1208 North 13th, Philadelphia 25, Pa.

"MAK' UM LAUGH"—JOKES, WISERACKS, Anecdotes, Parodies, Dialogues, Patter, Bits of Humor, \$1. George's Bulletin, McHenry, Ill. no19

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. de31

MAKE "MAGIC MIRRORS" FROM ANY WINDOW or door glass; you can see out, no one can see in! Instructions in booklet form, 8 1/2 x 11, \$1. Daugherty, Box 12, Phillipsburg, N. J.

MARINE AND SPORTING GOODS SALESMEN: looking for a good sideline? Famous welded plastic coated starter rope for outboard motors and power lawn mowers; packaged in colorful, eye-catching, cellophane bag; easy selling sideline; write today giving territory, lines, etc.; details sent immediately. Wilson Products Co., 9919 South Wentworth, Chicago 28, Ill. no19

MEN, WOMEN—FULL-PART TIME SELL BETTER made men's ties; write today; be on time for Christmas business; best offerings. MacArthur Neckwear, 175 Fifth Ave., New York 10, Dept. B11. no12

NATIONALLY KNOWN PRODUCTS—CAPABLE salesmen to act as our sub-distributor in Western States; no investment required; earn \$15,000 to \$30,000 year. Automatic Service Supply Co., 5670 Wilshire Blvd., Los Angeles 36, Calif.

NYLON HOSIERY, FULL FASHIONED CHRISTMAS Specials; packed in beautiful envelopes three pair per box; sells on sight; our No. ones, \$7 per doz.; No. twos, \$4; No. threes, \$2 per doz.; sample order all grades, \$12; get ready for a Christmas rush; prompt shipments awaits you. Order direct from J. A. Thomas, Box 1484, Chattanooga, Tenn.

NYLONS—FACTORY REJECTS, UNLIMITED stock, assorted colors and sizes. Sample pair, 25¢ one or more dozen pair; \$1.50 per dozen postpaid. H. D. Prather's Sales by Mail Co., Dept. C, P. O. Box 28, Rossville, Ga.

OFFER NEWEST ITEMS FIRST—MONTHLY bulletins tell where to get 100 newest products before reaching open market; details free. Publishers, Gardenville 3, N. Y.

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1500 varieties for stores, taverns, etc., \$4 per 100; free catalog. Koehler, 335 Goetz, Lemay 23, Mo. no26

OUR BUSINESS YOUR PROFITS HIGHEST quality lowest prices lifetime mirror finished stainless steel flatware sells on sight, repeats 5 piece sample service, \$1.25 postpaid; Scissors; housewives crying for low priced high quality steel scissors; simple demonstration; sells large order 5" sample sewing scissor, \$1.25 postpaid; take orders direct; Paring Knives, hollow ground, stainless, \$1.85 postpaid; other cutlery items. Schaaf Brothers Mfg., 76 Voorhees St., Newark 8, N. J. no26

PERFUME—WHOLESALE, BIG PROFIT; WE manufacture only the finest perfumes; catalog free. Fischborn, 350 Lincoln Road, Miami Beach, Fla. no26

PITCHMEN, DEMONSTRATORS, AGENTS—Make big money with nationally advertised Waterless Hand Soap, send \$4 for twelve one pound jars; sell for \$12; money back guarantee. Sahara Co., 224 Winchester Bldg., Grand Rapids, Mich. no12

PLASTIC SCALLOPED TABLE CLOTHS — Latest prints, 54x54, \$6.50 up doz.; Bib Aprons, \$2 up doz.; free samples. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y.

POCKET COMBS—100 CARDS 12x, \$15; Pocket Clip Combs, 100 cards 12x, \$20; assorted colors; sample card, 25¢. Carleton House Distributors, Texas City, Texas. no19

REAL GIRL PHOTOS—TREMENDOUS PROFITS; sell on sight; 24 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa. de3

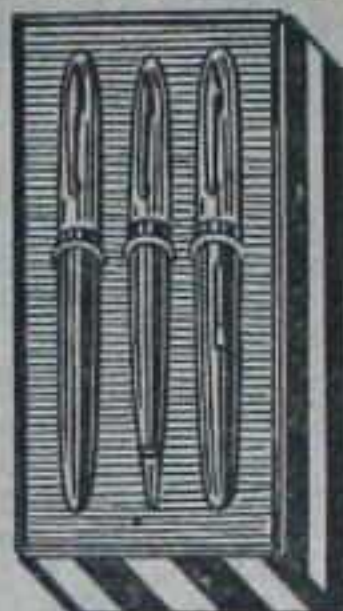
RURAL ROUTE MEN — MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Mount Morris, Ill. de31

RURAL ROUTE MEN, WAGON JOBBERS—Make \$5 a day extra selling popular nationally advertised Waterless Hand Soap; steady repeats. Write Sahara Co., 224 Winchester Bldg., Grand Rapids, Mich. no12

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry items; direct factory connection. Pickering Company, 19 Bank St., Attleboro, Mass. de3

WE WILL NOT BE UNDERSOLD!

3 PIECE PEN SET



3-piece Pen Set—Gold Plated Top—the fastest selling item in the country at the right price. Complete with beautiful box and embossed price tag. SPECIAL

New Price in Gross Lots \$5.75 doz. \$65.00 gr.

This 3-piece Pen Set has a fountain pen, automatic pencil and long-wearing ball point pen. In beautiful colors—grey, black and the new atomic blue and maroon. This is a tremendous number from now on to Christmas. Great flash.

Sample Pen Set, 75¢. Every Pen Set has guarantee slip, also has a gold embossed price tag—\$7.50.

All gold finished 3-piece pen sets. These pen sets all come with guarantee slips and embossed gold price tags and they are individually boxed. The boxes are terrific and beautiful and sell on sight. We positively ship orders same day as received.

SPECIAL \$7.50 Dozen

Gross Lots \$84.00 Gross SAMPLE SET \$1.00.

SPECIAL Filigree Ball Point Pen and \$27.00 Gr. Key Chain \$2.50 Dz.

25% Deposit—Money Order or Cash—Balance C. O. D. We ship same day as orders received

HARRIS NOVELTY CO. 1102 Arch St. Philadelphia 7, Pa. Phone No.: Market 7-9848

LUCKY NOVELTY ASSORTED NOVELTIES OF ALL KINDS PRIZE BOXES

5¢ Items \$4.50 Gr. 25¢ Items \$12.50 Gr. 10¢ Items 7.00 Gr. 50¢ Items 24.00 Gr. \$1.00 Items \$40.00 Gr.

SLUM GIVEAWAYS ALL USABLE ITEMS TOYS—GIFTS—NOVELTIES, ETC., ETC. FOR CHILDREN, ADULTS. Some items retail up to 25¢ ea. 3,000 PCS., \$25.00 LOT

Satisfaction guaranteed or money refunded. 25% Deposit, Balance C. O. D. MDSE. DISTRIBUTING CO. 19 E. 16th St. New York 3, N. Y.

NEW CATALOG READY TO MAIL

WRITE FOR YOUR COPY STATE YOUR BUSINESS

XMAS TREE LIGHT BULBS GENUINE MAZDAS

C6—Box of 10 \$.54 Per Carton (1000) 51.00 C7 1/2—Box of 10 .93 Per Carton (1500) 44.50 C9 1/2—Box of 10 1.19 Per Carton (500) 56.70

LEVIN BROTHERS

Established 1886 TERRE HAUTE, INDIANA

Genuine Latest Styles FUR COATS JACKETS AND SCARFS!

Let us put you in business for yourself! Big profits! Buy direct from reliable wholesale firm latest 1950 style Fur Coats! All sizes and colors. If not satisfied money refunded within 3 days! Wire or write today for free price list and catalog! Agents wanted! ROSE FUR CO., Dept. P-23 20 W. 27th St. New York 1

Biggest Profit Makers in WATCH History



Automatic Calendar WATCH
Tells at a glance the DATE, HOUR and MINUTE.
\$4.75

- AMAZING VALUE**
- Imported Swiss Movement
 - Luminous Hands and Numerals
 - Regular 12-Hour Dial, plus a 31-Day register
 - Mainspring power for 40 hours' running
 - Unbreakable crystal
 - Genuine leather strap
 - Printed One-Year Service Guarantee
 - Individually gift boxed



RHINESTONE DIAL WATCH

In 14K Gold Plated Case
\$4.25

- Brand New - Not Re-conditioned
- Written 1-Year Service Guarantee
 - 3 Flashing Rhinestones and 4 Simulated Rubies
 - Genuine Swiss Movement
 - Looks Like \$50 Watch
 - Individually Gift Boxed
 - Genuine Leather Strap (Matching Gold Plated Link Expansion Band, \$1.00 Add'l.)
- Above prices for orders of 6 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C. O. D.

DUNHALL Imports Co.
101 Cedar St. New York 6, N. Y.

Xmas Special! Engravable Tag Bracelets

EXTRA HEAVY CURB CHAIN YELLOW OR WHITE

STRONG FOLD-OVER CLASP

No. 31500
\$48.00 gross
\$4.50 dozen

6 Popular Designs

Heart Round Oval Oblong Fleur Octagon de Lis

Write For Our Big New Catalog Of Volume Sellers! Please State Your Business!

HARRY PAKULA and CO.
5 N. Wabash Ave., Chicago 2, Ill.

BUY DIRECT HOCKEY PINS

Gold Plated Individually Carded

\$14.50 Per Gross Samples 25¢

Deposit with order - F. O. B. Prov.

A. LEONARD COMPANY
51 Bassett St. Providence, R. I.

HAND MADE
CACTUS JACK Boots

Sizes 6 to 12
RETAIL **\$19.95 pr.**
Sent prepaid when money rec'd on order or c.o.d. plus postage.

WHOLESALE price list sent on request.

GROESBECK LEATHER CO.
506 San Francisco St. EL PASO, TEX.

BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

AGENTS & DISTRIBUTORS

(Continued from page 73)

SELL FINE USED CLOTHING, SAMPLE BUNDLE, 8 garments, \$1; resale value, \$5. Linsly, 857 Washington St., Dorchester, Mass.

SELL FLUORESCENT PLASTIC SIGNS—NEW, attractive, well on sight; territory wide open; write for liberal offer to salesmen. Everett Plastics, 118 South 15, Lincoln, Neb.

SELL HOLIDAY SPARKLING SIGNS TO stores; Christmas bankroll quick; 10 samples \$1 (sell \$6); start now. Byron Co., Clinton, N. C.

WANTED—MFG. WHOLESALERS, JOBBERS & Salesmen everywhere; patented and articles pending, produces heat and food at its best. Dr. Roberts, S. Patterson St., Valdosta, Ga. no12

WE HAVE RECENTLY HAD PURCHASERS by plane, train and truck, from Michigan, Louisiana, Pennsylvania, North Carolina, Indiana, Alabama, Ohio, Georgia and Kentucky; wires and letters have come from 48 states; everyone bought; full-fashioned Nylons, fancy pack, 3 pairs to box, convert first quality, \$6 dozen; same in converters, second quality, \$3 dozen; rejects, packed 12 to box, \$1.35 dozen; Men's Rayon Regular Socks, seconds, 25¢ dozen; same in Half Hose, 90¢ dozen; Cotton Half Hose, seconds, 85¢ dozen; Men's Classy College Sport Socks, extra flashy, \$1.60 dozen; same in seconds, \$1.20 dozen; same in Boy's, seconds, \$1.05 dozen; Children's Ankle's, 95¢ dozen; Ladies Rayon Panties, first quality, \$3.50 dozen; Ladies Rayon Briefs, first quality, \$3.50 dozen; Girl's Rayon Panties, first quality, \$2.75 dozen; Infants Cotton Training Pants, first quality, \$1.60 dozen; Men's Cotton Ribbed Athletic Undershirts, first quality, \$3.50 dozen; Men's Cotton Athletic Trunks, \$3.50 dozen; same in Boy's Shirts or Trunks, \$3 dozen; all-over Chenille Bed Spreads, first quality, \$5.50 each; part Chenille, seconds, Bed Spreads, \$3 each; Ladies all-over Chenille Housecoats, first quality, \$4.25 each; fine quality Clip Combs, carded, 20¢ dozen; Three Piece Atomic Pen, Pencil and Ball Point Pen Sets, all gold effect, nice case, 80¢ each; no inquiry necessary; first order samples; then up to 1,000 dozen. Order cash, part cash or c.o.d., from this ad. Sibert Jobbing House, Chattanooga 4, Tennessee, Phone 9-7949.

WOODEN NICKELS—UNIQUE POCKET PIECE round as a silver dollar, selling at two for quarter; brings fabulous profits to pitchmen, advertising salesmen, etc.; lots of 1,000 (minimum order), \$27.50; samples and literature, 2 for 25¢ postpaid. William Callaghan, Box 812, St. Ignace, Mont. no12

XMAS HOSIERY—LADIES' NYLONS, MEN'S and Children's Hosiery; satisfaction guaranteed or money refunded; state size and grade; try sample order. Ruth Hosiery Co., Box 4115, Chattanooga 5, Tenn.

51-54 GAUGE FULL FASHIONED NYLONS—15-30 denier; now ready packed 3 pair to the box in individual envelopes, fancy packed; our best grade, \$6.50 dozen; mill-run quality, \$3.50 dozen; rejects, \$1.25 dozen; in gross lots, \$1 dozen; popular shades; prompt delivery; satisfaction guaranteed. Southern Hosiery Sales, Box 1624, Chattanooga, Tenn.

\$500 BETWEEN NOW AND XMAS SHOWING new smart Firestone Velon, "3 in 1" Shopping Bag; women buy several; commissions advanced daily; sample furnished. LeNard, 179 Washington, Chicago. no12

ANIMALS, BIRDS, PETS

CHIMPANZEES—1 YR. OLD MALES AND FEMALES, can be handled by anyone \$650 each; 3 yr. old males and females, \$600 ea., or \$1,100 pr. Females, weighing about 25 pounds each, \$550 ea.; Males, weighing 25 pounds each, collar and chain broken, \$600 ea.; Males and Females, about 35 pounds each, \$500 each; Females, 75 pounds each, excellent for cage attraction, \$400 ea. Trefflich's, 228 Fulton St., New York.

MONKEYS—FIRST-CLASS STOCK. BABY Rhesus, \$25; Baby Bonnetts, \$30; Baby Javas, \$35; White Face, Black Body Ring Tails, \$35; Kinkajous South American Honey Bears, \$50. Immediate shipment. Terms, cash with order or half cash, balance C. O. D. Don Compton, Box 93, Mount Vernon, Ill.

MONKEYS—BABY RHESUS, \$25; BONNET Monkeys, \$30; Ringtail Monkeys, \$35; Baby Java Monkeys, \$35; Kinkajous, \$45; Coatli Mundies, \$17.50; immediate shipment. Terms: Cash with order or half cash, balance c.o.d. Don Compton, Box 93, Mt. Vernon, Ill.

MONKEYS—PIGTAIL MONKEYS, YOUNG, \$40 ea.; medium and large, \$50 ea.; Mother and Baby Pigtail Monkeys, \$80 set; Red Face Apres Babies, very tame, \$65 ea.; Spectacle Langurs, \$100 ea.; Spider Monkeys, \$30 ea.; Rhesus Monkeys, small and medium, \$20 ea.; large, \$30 ea.; Java Monkeys, babies, 1/2 to 2 lbs., very tame, \$30 ea.; Bonnet Monkeys, \$40 ea.; White Face Ringtail Monkeys, \$40 ea.; Mandrills, young, 3 only, \$100 ea.; African Green Monkeys, \$25 ea.; Java Monkeys, medium, large, \$25 ea. Trefflich, 228 Fulton St., New York.

MOTHER AND BABY MONKEYS, \$75 SET. Trefflich, New York.

ONE EXCELLENT MALE CHEETAH, VERY tame, can be led by collar and lead, \$1,250; would make good show in arena; a wonderful pet. Trefflich, New York.

ORDERS TAKEN NOW FOR TRAINED SEA Lions (Seals) for spring delivery; \$100 down, balance c.o.d. Animals selected by Trapper, trainer Homer Snow, 1538 Golden Ave., Hermosa Beach, Calif. no12

SNAKES—RETICULATED PYTHONs, 20-22 FT., are arriving December 6; write for prices on same; first come first served. Trefflich, 228 Fulton St., New York.

SPOTTED INDIAN LEOPARDS—TWO TO four years of age, \$1,200 pair; Black Panther, six months old, female, \$600; Malayan Bear Cub, very tame and playful, male, "Jimmy," \$125. Trefflich's, New York.

THREE HUNDRED DOLLARS—NEARLY NEW white Trick Riding Saddle, breast collar, headstall, 16 1/2 inch seat, \$200. Pinkey Barnes, 1208 Highland, Kansas City, Mo.

WANTED—PETS, MONKEYS, REPTILES, ANIMALS of all kinds. What can you supply me? Orrin Mitchell, 9247 Holmurd, Detroit 4, Mich.

2 ELEPHANTS—INDIAN FEMALES, YOUNG, 3 ft. and 5 ft. three, \$3,500 each f.o.b. N. Y. Trefflich's, New York.

BUSINESS OPPORTUNITIES

A BIG CASH INCOME POSSIBLE MAKING Sea Shell, Bamboo, Plastic, Ming Garden Novelties and Jewelry. Book of 150 Designs, \$1 (refundable); Wholesale Supply Catalog, 10¢. Giftcrafts, Box 4550-T, Coral Gables, Fla. no19

ASTRO NUMEROLOGY CHART—FORETELLS alleged lucky dates and numbers for any year. Attractive colored bond stock. Hot mail order or premium; giant horoscopes information free. Flury, Box 7A, Darby 17, Pa. no12

BIG ORDERS AWAIT YOU AS NOVELTY manufacturer; national organization offers opportunity manufacturing fast selling copyright designs; everything furnished; big profits, orders waiting. Plastercraft, 239 S. Luther, Detroit. no12

CANDY—MAKE, PACKAGE, SELL; BIG PROFITS; start at home; information free. Schenck, 717-B West Penn, Butler, Pa. no12

COLLECT AND GROW RICH IS A BOOKLET that is yours for the asking; learn of this opportunity for a lifetime, spare or full-time office business of your own where you can make a profit on the work of hundreds of others. T. J. Surface, Pres., Dept. 2353, Roanoke 4, Va. no26

DANCE PAVILION—WESTERN MICHIGAN'S largest and finest; 500 ft. lake frontage. Well established. Local and big name bands. Class C resort liquor license. Price \$55,000. Excellent terms to right party. Victor Leonard, Broker, 30 E. Clay Ave., Muskegon, Mich.

\$\$\$ IN PERSONALIZED BABY RECORD Books!—Over two million new prospective customers yearly; use same mail order literature we have for seven years. NO-CO-RO, Oakland 6-B, California.

DOLLAR MAKER "TIPS"—THE BOOK OF 101 opportunities for men and women, \$2 postpaid. Ewell Farley, Box 15, Ewart, Ky.

FLORIDA LAKEFRONT DUDE RANCH FOR sale or lease; has everything; nothing like it in state; needs only promoting. Sunset Guest Ranch, Narcoossee, Florida. no19

JACKSON, MICHIGAN, HOBBY SHOW CAN place Demonstrators of any article for home or sport. Wire Jewelry, Plastics, Wood Working, Weaving, Needlework, etc. Show runs four nights, three days. L. Verne Slout, Vermontville, Mich.

LEARN PIANO TUNING AT HOME—UN- limited income; sound recordings, tools and instructions furnished. Write Capitol City Tuning School, Department C1146A, 129 East Michigan, Lansing 16, Mich. de3

LIFETIME INCOME—BE A LOCKSMITH; Complete outfits \$35 and up. Catalog 10¢. Beebe, Box 260, Pontiac 13, Mich.

MAIL ORDER BUSINESS—NEW, 10,000-WORD Hand-Book, by noted expert, shows "how," spare time, small capital—from idea to Mail-bag; includes "Business Development Plan," "Profitable Mail Selling Ideas," "Pointers Along the Mail-Order-Trail" and Starting Questionnaire; 25¢ postpaid; satisfaction guaranteed. Maupin & Maupin, 327-4 S. 28th, La Fayette, Ind. de24

MAIL ORDER BEGINNERS—START SMALL, grow big; free details. Rowland T. Plain, 1 Laurel Ave., Binghamton, N. Y.

MAKE ORIGINAL JEWELRY—EARRING, PIN, other findings shipped promptly; free list. Lambert, 153 E. 26th St., N.Y.C. 10. no19

OPERATE OWN CONCESSION—"CONCES- sionaire's Guidebook," \$1, gives lowdown, knowhow, secrets, descriptive circular available. Stampico, Detroit 4, Mich. no20

PIANO TUNING PAYS—LEARN THIS PROF- itable profession at home; our Tonometer and mechanical aids make learning easy; no knowledge music necessary; diploma granted; largest and oldest school—51st year; G.I. approved; write for booklet. Niles Bryant School, 27 Bryant Bldg., Washington 16, D. C. np

PITCHMEN AND MEDICINE MEN—COMMU- nity Sale Directory of 1,000 sales in Middle West; price, \$1 postpaid. W. W. Simpson, 2705 Julie, St. Joseph, Mo. no19

SELL BY MAIL! SELL THROUGH AGENTS! We plan and write complete campaigns, letters, literature, publicity, investigate. Finkle Advertising, 257-B, South Spring, Los Angeles 12, Calif. no19

START BIG PAYING MAIL ORDER BUSINESS in your own home; free information. Mail Business Associates, Inc. 919-M State Tower Bldg., Syracuse, N. Y. no25

TESTED MONEY-MAKERS—68 PAGE BOOK, 25 cents postpaid; Ideas, Plans, Formulas, Supply Sources; money back if dissatisfied. L. B. Clay, Box 1063, Wichita, Kan. no12

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A Large List of Second-Hand Coin Machine Bargains will be found on page 85 in this issue.

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SINCE 1909—COSTUME BARGAINS, CHORUS, dollar up; Principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. ja7

(Continued on page 76)

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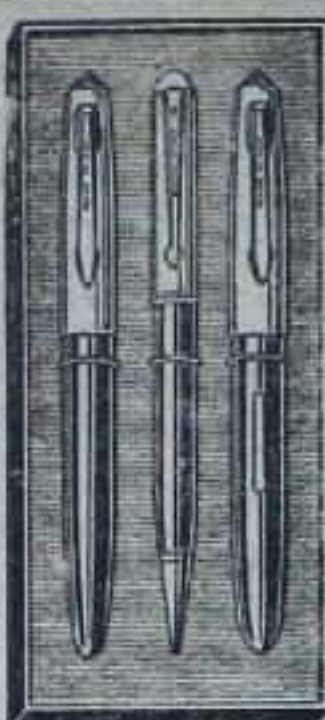
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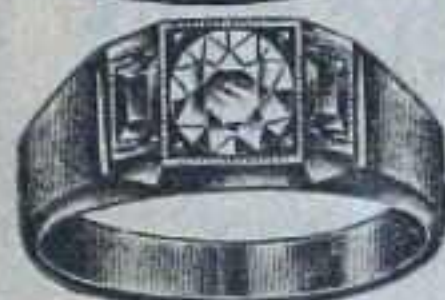
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Our LOW PRICES assure you BIG PROFITS. One-year guarantee. Shipped anywhere. Look like new—operate like new. Large assortment—individually boxed. 25% Dep. Bal. C. O. D. Write for catalog.
RE-NEW SWEEPER CO., 9591 Grand River Ave., Dept. 205, Detroit, Mich. Est. 1916.

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RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

ACCORDIONIST, DOUBLE PIANO, SOME VOICALS for trio; travel; forward details, photo. Musician, 2115 W. 4th, Williamsport, Pa.

ATTRACTIVE GIRLS FOR OUTSTANDING mentalism-magic show; steady work and excellent pay; previous experience unessential; must have good figure; answer fully enclosing photo. Nahala, 212 East 5th, Cincinnati, O.

DRUMMER—NO CHARACTERS; MUST PLAY good commercial two beat, all Latin rhythms, good shows; cut or no notice; minimum \$75. Jack Kerns, Stockmen's Hotel, Elko, Nev.

EXPERIENCED COMBO TENOR, ALSO DRUMMER; location. Leader, Concord Hotel, Natchez, Miss.

LEAD TRUMPET AND TENOR SAX, SINGING good ballad; established commercial band; state age, if single, previous bands, permanent address. Box 304, Billboard, Chicago. no19

MEDICINE MEN — QUAKER TREATS YOU right; send for sample of medicine ball at no charge. Quaker Products, 230 George St., Cincinnati, O. no12

MUSICAL DUO—AVAILABLE FOR HOTELS, cocktail lounge, restaurant (South only). Lady, piano, Solovox. Man, clarinet, guitar. Nice music, also nice appearance. Write Jameson, 1 Penn Ave., Marion, Ind.

SINGER-PIANIST WANTED — TOP NOTCH ability; interested in song writing-selling; partnership. Abe Eisenstadt, 53 Rensen St., Brooklyn 2, N. Y.

WANT DOG ACT—ONE OR MORE; SOMER-Sault Dog; also other small animal acts; must be good. Jean Nelson, 68 S. Maryland Ave., Youngstown, Ohio.

WANTED MUSICIANS, ACTORS—OLD TIME Western, doubling accordion, trumpet, sax, fiddle, girl singers doubling stage instruments; consider establish unit; must fake, read, take off; Smoky Ward, Elmer Twirp, Walter Price. write all details, no calls. Greater Barn Dance Radio Show, 1037 So. Spring Sioux Falls S. D. no12

WANTED — MOTION PICTURE OPERATOR and assistant manager; opportunity small eastern town. Box C-485, Billboard, Cincinnati 22, Ohio. no19

WANTED—PIANO MAN COMBO, \$75 START. No mickey or ear; cut or no notice. Contact Leader, 582 Avon St., Dubuque, Ia. Phone 9067W.

WANTED—CAT AND ELEPHANT MAN FOR Zoo. Supt. of Parks, City Hall Annex, Rochester, New York.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

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Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

GENERAL BUSINESS TEAM FOR HILLBILLY. Western or dramatic shows as east specialties, vent, whistling, imitations, vocal, comedy, dancing; good wardrobe; car, trailer; go anywhere. Ralph Lanya Young, Gen. Del., Alliance, Neb.

BANDS AND ORCHESTRAS

TENOR, BARY, CLARINET — EXPERIENCED section, commercial, mickey, read well; have novelties and some vocals; union, sober and reliable; prefer locations; no misrepresentation, please. Box 303, Billboard, 188 W. Randolph, Chicago.

CIRCUS AND CARNIVAL

AT LIBERTY — FLOSS OPERATOR. WILL work partners if you can furnish indoor spots. Circus preferred. I will furnish joint double head machine, or I will work your joint on percentage. John Bissig, 2834 Cory Ave., Akron 19, O.

AVAILABLE FOR FREAK SHOW—"SAMMY the Penguin Boy"; showed with Glen Porter's Freak Show on the World of Mirth Shows during 1948 season; good attraction; can belly, also does skating act. Sammy Danesi, 5656 Devon St., Philadelphia 38, Pa.

PRESS AGENT AND PROMOTER—15 YEARS' experience should produce results for you; can furnish best references. Write C. W. Franklin, care Billboard, St. Louis, Mo. no19

WANT MOTORDROME WORK FOR 1950 SEASON. Will answer all. George Atkinson, Garfield St., Saco, Me. no19

MISCELLANEOUS

GLAMOROUS AND FABULOUS "JAN LEE"—Female impersonator, Hollywood's Debutante of Songs and Fashion. Jan Lee, Box C-487, Billboard, Cincinnati, Ohio.

WANT—PART TIME WORK OF ANY NATURE in Chicago, Illinois. Write Clayton Mampa, 818 Dakin St., Chicago 13, Ill. no19

MUSICIANS

AVAILABLE IMMEDIATELY—STRING BASS, commercial, jazz, semi-name, etc.; appearance, sober, reliable. Monk Moninger, 816 Jefferson, Defiance, Ohio.

BASS MAN—AVAILABLE IMMEDIATELY; SIX years experience with combos and orchestras. Read, fake, union, reliable; age 23; will travel. Eugen E. Scala, 325 Heberton Ave., Staten Island 2, N. Y.

BASS DOUBLING VIOLIN—ALL ESSENTIALS, union; reliable; go anywhere. John Giebitz, Gen. Del., Berne, N. Y. Ph. E. Berne 7-R1.

DON PASQUAL, PIANIST OF REPUTATION, and his 5 piece rumba band open for engagement; also play fine American music and shows. Don Pasqual, 2243 Southern Blvd., New York 60, N. Y. SEdwick 3-5106.

DRUMMER—EXPERIENCED ALL STYLES and shows; two or four beat. Write or wire. Charlie Noble, 307 Summer St., Roversford, Penna. no12

DRUMMER—26, FINE APPEARANCE; READ, fake, do vocals; formerly Reggie Child's orchestra; cut or no notice; travel anywhere. Norman Cogan, 4517 43rd St., Sunnyside, N. Y. IRonsides 6-3242.

GIRL TENOR-CLARINET — UNION; DESIRES weekend work in or around New York. Zena Latto, 2031 Bathgate Ave., New York.

GIRL STEEL GUITARIST — EXPERIENCED; available immediately for small combo; wants location job in South; union. Box 28, Billboard, St. Louis, Mo.

GUITARIST AND BASS MAN—READ, FAKE, solo, vocals; available immediately; both union; age 23; will travel; many years experience; prefer small combos Musicians, 325 Heberton Ave., Staten Island, N. Y.

LEAD TRUMPET MAN—SEMI-NAME EXPERIENCE, 23 years, single, sober, will travel. Bob Schueneman, 508 Lorraine Ave., Waukegan, Ill. Majestic 385.

ORGANIST-PIANIST—COMMERCIAL STYLIST, read, fake neat appearance, sober, experienced, union. Organist, 24 Harris St. West Savannah, Ga. Telephone: 2-4653.

PIANIST—UNION, VETERAN, MALE, SINGLE, desires reliable accompanist, soloist opening All-round professional experience. Other offers Box C-484, Billboard, Cincinnati, O.

STEEL GUITAR MAN WISHES JOB WITH good Western swing band. The best of reference from many top stars; single, age 22; do not drink; neat and reliable; radio, stage, recording and screen experience; made 3 movie shorts in past year. Write or wire full particulars to Chuck Hatfield, 1281 E. Connell Flint 7, Mich.

TENOR CLARINET, VIOLIN—GOOD READER, tone, reliable; available November 10; no take off. Contact Ralph Hockaday, 708 Green, Orange, Tex.

TENOR, ALTO, CLARINET—READ VERY well; fake, cut shows; good clarinet work; prefer tenor band on location; can play lead. Louis Nelson, 202 S. Germanstown Road, Chattanooga, Tenn.

TRUMPET — AVAILABLE IMMEDIATELY; union; experienced combos and 2nd on jazz and commercial orks; good conception of jazz; good reader, tone, sober, reliable; age 28. Gray Taylor, Reid Hotel, Omaha, Neb.

VAUDEVILLE ARTISTS

ROBERTS BROS. KENTUCKY HILL BILLY Duet; radio and stage experience; have been working in Illinois. Frank Roberts, R.R. 4, Peoria, Ill.

SEALITORIUM SHOW—SANDI AND KELPI Sea Lion, Perri Pelican, Penni and Poki Penguin, Cormi Cormorant, Lenni Leopard Seal; dry or water. Homer Snow, following address only; Frontier 2-5957 1538 Golden Ave., Hermosa Beach, Calif. no12

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CHOCOLATES

Direct From Factory. Jobbers' Prices.

Luscious home-style asst. pieces, dipped in delicious rich coatings. Beautiful cellophane 1-lb. Xmas boxes, 40g. Gorgeous 4-lb. Xmas holly boxes, 38g. 1-b. 24 pounds candy to case. Case lots only. No C. O. D.'s at this low price. Sample \$1.

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STOCK UP FOR XMAS

- 9 1/2" LIZARD, reptile green. Doz. \$ 1.50
Gross 14.40
- 6" LIZARD, life-like. Doz.75
Gross 7.20
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Gross 7.20
- 17 1/2" SNAKES, green and brown. Doz. 3.00
Gross 28.80
- GIANT LIZARD, 32" long. Each. 5.00
Dozen 55.00
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Dozen 24.75
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Also nationally advertised Silverware, Ronson Lighters (all models), Parker Pen Sets and Elgin-American Compacts.
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- ★ BENRUS
- ★ BULOVA
- ★ WALTHAM
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Beautiful rhinestone case duplicates expensive diamond watch. Silk cord band. Rhinestone dial optional. Reconditioned and guaranteed like new.

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GUARANTEED LIKE NEW

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25¢ Retailer.
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Dozen 12 Styles

Interchangeable—can be worn as screw-on or for pierced ears. 1/20th gold wire for pierced ears free with every pair. Money refunded. No catalog.

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LETTER LIST

Letters and packages 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 is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Bernard, B. (Books) 20c
Drouillon, Frank D. (license) 18c
Devine, Mrs. Harlow 6c
Glosser, Diane 8c
Hallstrom, D. C. 15c
Hazzard, Stewart 60c
Mat, Jean 6c
Sciortino, Joseph 80c

Abston, Leslie N.
Ackley, Ann
Adama, Mrs. Wm. P.
Aiton, Thos.
Alcido, Mrs. Edna
Alexander, Al & Mrs.
Allan, Jimmy
Alland, Maurice
Allen, Barney
Allen, Bobbie
Allen, Geo. M.
Allen, H. B.
Allen, Leo
Allen, Tom M.
Anderson, Cleo
Anderson, Henry "Egony Trio"
Anderson, Leslie B.
Anderson, Miss Rusty
Annin, James
Asher, Chas.
Aubrey, Jr., Otho Lee
Auskings, Clarence
Awalt, Harry H.
Baker, Mrs. Alpha
Baker, Betty
Baker, Sally
Baley, Cardie
Baley, James
Balmor, Carl
Banthin, Larry
Barber, John
Barker, Joe
Barnaby, Geo.
Barnard, Sr.
Barriss, Toni
Barry, Raymond B.
Baxter, Harry
Beall, Harold W.
Beaupre, Joe
Beavers, Ruth
Bedford, James
Bell, Louis
Benjamin, Harry
Bennett, Bryce L.
Bennett, Geo.
Bennett, (Funhouse)
Benson, E. W.
Bentley, Tommy
Bercott, John
Bernard, Andy
Bernard, Arthur
Bernard, S.
Berryman, Evelyn Dean
Biddle, W. J.
Bilka, Mrs. Elsie
Blaylock, Robt. A.
Bluestein, R.
Boggett, Jimmy W. (Bligo)
Boswell, Thos.
Bowers, Beulah A.
Bowman, Les
Bozeman, Dr.
Brackenridge, Eddie
Braconier, H. L.
Bray's Great Southern Circus
Branch, Curtis
Brandoo, R. W.
Brannon, Pat
Bray, Mrs. Jean B.
Bray, W. M.
Brent, Josephine
Brewster, James
Bright, Louie
Brin, Emilio
Britton, Bradley
Brock, Barney
Brodney, Al
Brooks, Charlotte
Brown, Alvin
Brown, Arthur
Brown, Betty
Brown, Mrs. Jeanie K.
Brown, Mrs. L. W.
Brown, W. S.
Bucci, Anthony
Bufone, Verne
Bundy, Elmer J.
Burch, Charleston
Burd, Sam

Deluca, Frank
Demetro, Tom
Dencan, Joe
Dennis, Frank & Thos.
Dennison, Ernie
DeWald, J. W.
DeWolfe, Harold
Doersam, Chas.
Doss, Mrs. John
Dotty, Robt.
Donrely, Mrs. Bill
Donier, Courtney
Drayer, Mrs.
Drew, Mrs. Eula
Drew, H. D.
Drollette, Lillian
Duckett, Wm. R.
Duhon, Bill
Dulich, Ralph M.
Dunbar, Gale
Duncan, Dallas
Dunn, Mrs. Maggie
Dunn, Patsy
Dunn, Sonya A.
Eddy, Samuel D.
Eden, Juanita
Edgar, Geo. B.
Edwards, Harry & Mrs.
Edwards, J. D. & Katherine M.
Edwards, Roy
Eichorst, Henry C.
Eldridge Entertainment Co.
Elkey, Fritz
Emswiler, A. D.
Entry, Chas. H.
Erlene, E. D.
Eule, Art
Eule, Helen
Evans, Les
Exler, Joe
Fasion, Marion H. (Sibs)
Faye, Frenchie
Ferrell, Happy
Fiaz, Jimmy
Fields, Jerry
Fike, W. W.
Fiske, Norris
Fitzpatrick, Fred
Fleming, Pearl
Fleming, W. G.
Floyd, Morgan
Folk Celebration Show
Furbus, Joe & Edna
Forkum, Bill
Forster, August
Fors, Joe
Frazier, Mrs. Art
Freeman, Harry N.
Frisbie, Alfred
Frisbie, Alfred Mark
Frisbie, Alfred Annie
Frisbie, Alfred Leigh
Frisbie, Frances & Fay
Froemming, Mrs. Emily
Gallo, Geo.
Gates, Jack
Gates, Lela F.
Garner, Floyd H.
Gee, Robt. H.
Gentry, John
George, Sammy & Roy Edzell
Gibbs, Mrs. W. A.
Gibson, Benl. A.
Gillmore, Mrs.
Gloden, Mrs. Marge Eva
Glynn, Peter
Goad, J. D.
Golden Gate Shows
Goodwin, Lloyd O.
Gordon, Mrs. Ray
Gordon, Robt.
Gorman, Jessie W.
Gouch, Wm.
Gouran, Joe
Graham, Wm.
Granger, Allen
Gray, Mrs. Carolyn
Gray, Harold
Gray, Howard
Gray, Jennie
Gray, Mrs. Lorraine
Great Sutton Show
Gregory, Viola
Greth, John H.
Griffin, Carolyn
Griffin, Willard W. C.
Guertin, Jack
Gulon, John C.
Haasnoot, Herman
Haddix, Ben
Hagen Bros. Circus
Halera, Frank
Halos, Wilbert Lee
Hall, J. W.
Hall, Lester
Hallinger, Eddie
Hallstrom, D. C.
Hamiter, James
Hand, Johnny (Hell Drivers)
Haney, Charlie
Hanley, Raymond Harold
Hannon, Mrs. Ollie
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Harding, Wm.
Hardman, John C.
Hardy, James H.
Harmon, Wm.
Harms, Geo.
Harper, Jack B.
Harris, Everett
Harrison, Jr., Frank
Harvey, Helen, Girls
Hawkins, Howard
Hawkins, Ralph H.
Hawkins, Mrs. Ralph
Hayes, Buell
Jackson, Jr.
Heinke, Hodges
Hendrix, Mrs. Bobbie
Henley, Bob
Hewes, Junior D.
Hill, J. E.
Hill, James W.
Hill, Wynona
Hogan, Vera
Hoge, Mack
Holston, Jack F.
Holston, Mrs. Jack
Holtkamp, L. B.
Hooper, Louise & Frank
Horrell, Chas. Shackels
Howery, Wm. Henry
Hurst, Martin H.
Huston, Chas.
Huston, Lee
Hutchins, Geo. T.
Hutchinson, Geo.
Jackson, Thelma Jean
Janney, Frank
Jenkins, H. A.
Jennings, Wm. M.
Jeter, Van L.
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Johna, Mrs. Rallia
Johna, Riley
Johna, Mrs. Vaughn
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Johnson, Clayton (Musical Buck)
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Johnson, Ervin
Johnson, Frank B.
Johnson, Geo.
Johnson, Harry Lee
Johnson, Judith K.
Johnson, Mike
Johnson, Orville
Johnson, Russell T.
Johnson, Sam
Johnson, Tommy
Johnson, Virginia
Jones, A. B. (Jim)
Jones, James F.
Jones, J. H.
Jones, Mrs. Jane W.
Jordan, Ygnacia
Kabakoff, David
Kalin, Moss
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Kane, Larry
Kane, Mrs. Mary (Glass Blower)
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Krieger, Albert
Kroeso, Ronald J.
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Lang, James
Lang, Robt.
Langley, Geo.
Lanko, "Speedy" Wilson
Larriere, Lorraine
Larsen, Gladys
Lashy, James
Laye, John
Lazar, Frank
Leahy, Buck
Lee, Coleman
Lettler, Mrs. Pat
Lentini, Mrs. Frank
Leslie, Burt
Lester, Geo. D.
Letham, Ed
Lewis, Casey
Lewis, Jr., Earl
Lewis, R. N.
Lewis, Stan
Linloff, Gerald
Lint, Thomas W.
Little, Dave
Little Red Feather, Chief
Livermore, Norman
Loehler, Joseph M.
Logan, Ginger
Logan, Harry F.
Logan, K. H. (Sibs)
Long, Joseph O.
Loog, Lucky
Lottler, Marie DeAnn
Lovellette, Don
Lumbstrum, Bob
Lynch, Helen
McAllister, Henry
McCarter, Mac
McCarthy, Charlie
McCarthy, R. A.
McClure, James
McComick, Trizie
McDonald, Kenneth J.
McFarland, Margaret
McKenney, Bill
McKeown, Mrs. Grace
McLane, P. J.
McLean, A. O.
McMillan, B. E.
McReynolds, Earl
Macooly, Paul N.
Malanga, Geo.
Malcardo
Marco, Walter
Marcus, Robt.
Maricle, R. A.
Markoff, Paul
Marke, Eddie
Marquis the Magician
Marsh, Jr., Roland J.
Martell, Sherry
Martin, Bud & Betty
Mason, H. C.
Mathias, Iacarina
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Maxwell, O. B.
Meeks, Daniel A.
Meeks, Rosalie Stanley
Melton, Alberta
Memahon, Joe
Meyers, Wm. H.
Middleton, Odell
Miller, Carol
Miller, Edward L.
Miller, Harvey A.
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Millings & Bernale
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Mitchell, H. J.
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Morris, Mildred
Morton, Carlton V.
Morton, L. O.
Moyer, Ed
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Murray, Doc (Ferris Wheel)
Murray, R. E.
Myers, Harry J. (Noney)
Naldrett, Stanley
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WHOLESALE CATALOG

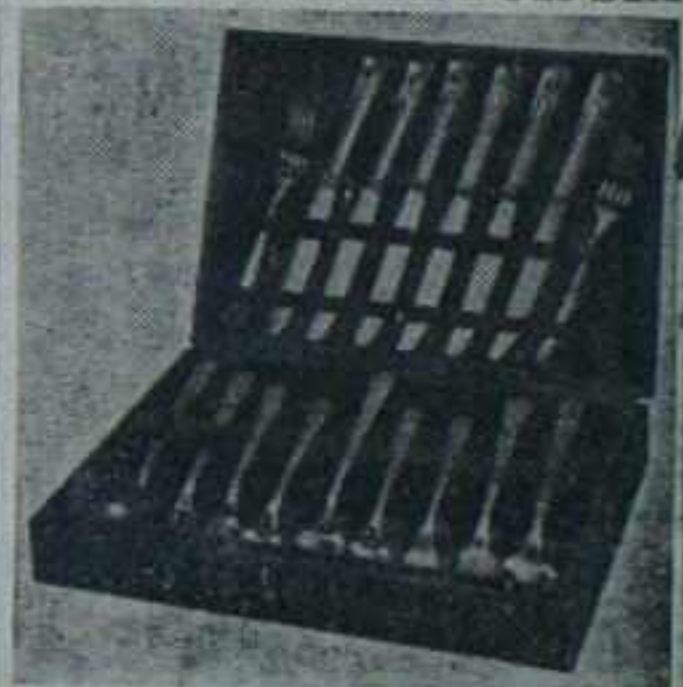
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 - Lula Bird, With Suction Cup. Dox. 1.45
 - Dog Squirt Ash Tray Dox. 2.00
 - Pearls, 3-Strand Rhinestone Clasps Dox. 7.20
 - Blondie Wallets, Carded ... Dox. 6.50
 - Braided Pass Cases, Leather. Dox. 7.50
 - Wearover Tri-Color Ball Pens. Dox. 7.20
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HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR. Ideal Sales Promotion Item. Chest NOT included.

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ROHDE SPENCER CO.
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Chronograph Wrist Watch



Only \$3.50 In Dozen Lots

\$3.35 In Gross Lots

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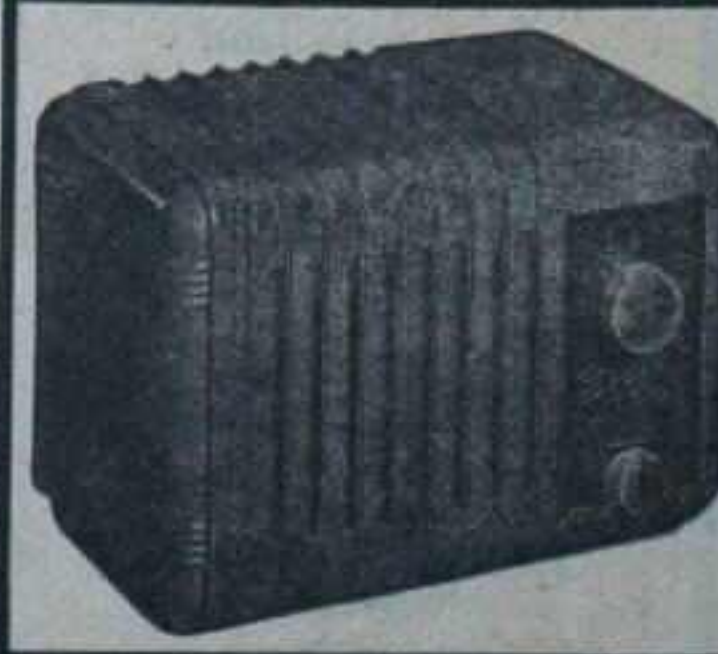
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- Sweep Second Hand
- Radium Numerals and Hands
- All New Merchandise
- Assortment of Colored Dials
- 1 Year Guarantee

Leather Bands, genuine, 10¢ each with your order.

25% with order, balance on delivery.

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MECK RADIO: 4 Tube AC-DC operation. Compact set featuring new multifunction tubes, alnico No. 5 pm speaker, ebony black plastic cabinet measuring 7 1/4 x 5 x 5 1/2 inches.

\$8.70 List \$11.95

1/3 Deposit, Balance C.O.D.

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29 WEST COURT STREET CINCINNATI 2, OHIO

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Containing beautiful Jar Creme Sachet, plastic capped bottle of Perfume and Corsage of beautiful hand-made flowers. Priced to sell wherever shown. This item is packed in beautiful many colored lithographed counter display carton for store sales. Sold direct to homes and to stores. This is an ideal gift item for all occasions. The answer for Holiday Gifts. If you are interested in selling an item that is tops and makes real money, write **GOODIER COMPANY, Dallas 8, Texas.**

*DON'T put this in your follow-up file -
next week will be TOO LATE!*

NOV. 16

is the deadline

The
Billboard

Annual **OUTDOOR REVIEW** (Convention Issue)

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Pipes for Pitchmen

By Bill Baker

DOC McROY . . . old-time med show operator, is working the mines in Kentucky.

KENTUCKY LEE . . . is reported to be working for Bill Swails.

WHAT HAS BECOME . . . of Harry Woodruff, veteran pitchman of note?

FRANK ROBERTS . . . is pitching jewelry to reported good returns in Asheville, N. C.

JOHNNY REICK . . . the man who hangs himself, is reported to be getting the lucre working med in Winston-Salem, N. C.

LORD (BUNYON) LEE . . . and Wesley M. Braziel, veteran sheet aces, are working the trades to big business in Hendersonville, N. C.

FRANK EARLE . . . and Bob Holiness worked sheet to good results at the South Carolina State Fair, Columbia.

CARL E. (POP) EVANS . . . is in Jasper, Tex., framing a sharpener layout which he will take on the road next spring.

SIGHTED . . . at Woodville, Tex., recently with sharpeners was Red Farland, who was working to fair returns.

BILLY WILLIAMS . . . and wife passed thru Jasper, Tex., recently en route to Beaumont, Tex., to work novelties.

WINDY JIM LEWIS . . . scored with peelers at fairs in Knoxville, Chattanooga, Pensacola, Fla., and Dothan, Ala. He says he plans to give Kansas City, Mo., stores a whirl this winter.

ABIE COHEN . . . and Sol Castle successfully purveyed sheet at the Anderson, S. C., Fair. The two Eastern gents are making their first trip South since before the war.

REPORTED TO BE . . . purveying sheet to lucrative counts in Winston-Salem, N. C., are Earl (Father) Patrick, W. M. (Country Boy) Hawkins and R. F. (Heavy) Forkner.

R. F. FORKNER . . . since closing his cookhouse at the Tasley, Va., Fair, has been working sheet a few days a week around Winston-Salem, N. C., and reports that business has been okay.

HORACE BRAZIEL . . . letters from Macon, Ga., that Virginia wasn't what he thought it was going to be so he's planning to play the peanut country in South Georgia and Alabama.

MORRIS SPAZKUDNIK . . . propelled himself into the Lone Star State recently and since has been working balloons and novelties on private property in many of the small towns to good results. He'd like to read pipes here from Pup Tent Brooks and Tom Kennedy.

JAMES (KID) CARRIGAN . . . has left his familiar Los Angeles haunts and is working auction sales thru Missouri. He's splitting time with D. R. Kruger. The Kid says that Los Angeles is a cheap town in which to live but adds that there's no place to work. He says he plans to work southward to Miami.

EARL (FATS) PALMER . . . well-known balloon and novelty worker, is in a serious condition at Columbia Hospital, Columbia, S. C., where he has been a patient since suffering a stroke a week ago and has been in a coma since then. George M. Fair, who reported Palmer's illness, says that he has been unable to locate any relatives. Fair, however, believes that Palmer has a sister. He

asks that anyone knowing her whereabouts have her contact Miss Brooker, social worker, Columbia Hospital, S. C.

GEORGE S. LUNSFORD . . . rambled into Winston-Salem, N. C., last week after a successful run of farm sales in Kentucky. George plans to work farm sales in North Carolina and reports that business has been good thus far. Lunsford would like to read pipes here from some of the boys in other sections of the country, particularly Doc Schneider, Jack Wilson, Toby Hudson, Ralph Myers and Lois and Harry Maiers. George says that he and Earl (Father) Patrick recently visited Mills Bros.' Circus and were royally entertained by Doc Waddell and Buffalo Ben.

PITCHDOM . . . was shocked by the news of the death recently of Thomas E. Clancy, widely known pitcher and carnival trouper. This column received the report of his death last week via a clipping from the *Springfield (Ill.) Journal* sent in by Doc H. J. Clayton. "It was with great surprise and sadness that I read the clipping," says Clayton. "I have known Tom thruout the years as we were about the same age and virtually grew up together. I met him last year while he was with the Great Sutton Shows, where he had a concession. I had not heard of or from him in recent months until reading the report of his death in Jacksonville, Ill. Tom was well known to old-timers and he built and framed many stands around carnivals."

OSARK MED SHOW . . . which opened its season last April and is still on the road is enjoying a profitable 1949 tour. Fred C. Landrus advises from Swainsboro, Ga. Landrus caught the show at Wadley, Ga., where he was doing an assembly program at the Wadley High School. The four-person unit, Landrus says, includes Doc Eddie Gould, who also is known as the Health Evangelist; Nellie Brenizer, accordion and piano; W. O. Sullivan, magic, vent and cartoonist, and Virginia Sullivan, ballet and contortions. Landrus says the unit has enough material for three-week stands and adds that the show is giving its patrons what they want and holding the crowds. Gould, according to Landrus, expects to remain open all winter, with his schedule taking him into Florida.

ACE WIRE WORKERS . . . Ken and Greta Reynolds blast thru the following from Columbus, O., after a lengthy silence: "We have been operating what is believed to be one of the largest gift shop and arcade layouts in the Lake Erie Islands. Our spot measures 2,300 square feet. After Labor Day we hit the road with the Old Tented Store and met many old-timers on our tour of Southern Ohio fairs. Among them were Hamilton Whitey and Elizabeth; Port and Ger-tie, confection kings; the Richards, jewelry exponents of Cincinnati; Eddie and Ethel Hill, jewelry purveyors of Dayton, O.; the Brenner Family, punch needle, jewelry and ink stick workers of Ohio and New Orleans; the Costello Family, jewelry experts of Sandusky, O.; Hollie and Celie Hornsby, one of the boys of the horse and wagon days; Bill Razor, who had the ex on novelties at the Iron-ton, O., Centennial Celebration; Mr. and Mrs. Ripple and Bill Leisure, photos. A collection again was taken up for Squire McGee, former locator at Butler County Fair, and now ill in the County Home, Hamilton, O. We have no complaint over business for this year. We recently purchased 50 more feet of ground along Delaware Avenue, Put-in-Bay, and have signed a manufacturer to an exclusive contract for jobbing Florida. We get older but can't seem to stay-put. We must get back in a house trailer and (See PIPES on page 82)

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PIPES

(Continued from page 81)

knock off the miles to those moonlit palms. We plan to make the Tin Can Tourists Home-Coming at Arcadia, Fla., December 15-January 2. It seems that the JCL's are a mostly different breed, or is it that they lack road experience? Guess the store worker is not a pitch stalwart."

RAY C. HERBERS . . . pipes the following from Dallas: "Was on the Big Show for a few days and while in Sweetwater, Tex., I slipped over an embankment and strained the ligaments in my left heel. So, now I have to get around with the aid of a cane, but other than that I'm okay. Opened here with Sta-Clear and business is better than expected. My wife, the one and only Madallne E. Ragan, and her twin sister, Mary, are still hibernating down in the hills of Arkansas. We have the Herbers & Ragan Hygiene Exhibit in storage until next spring. We are planning a new exploitation idea. Plan to be in Eastern Texas for most of the winter and then head for New Orleans for the Mardi Gras. Let's have some pipes here from Doc Lushwell and his partner, Count Seldom Scoff, and the author of the doings of these two knights: Eddie Gillespie, Herb Casper, Ruth and Speedy Hascal, Doc and Eunice Lance, Eddie St. Mathews, Steamboat Bill, Doc Ward, Doc Turner, Doc Emmet Smith, Doc Wall, Doc (Clean Shirt) Phillips, Doc Bill Meador, H. H. Wolf, Louise and Ben Rankin, Doc Do Do and some of the other knights of the stripes and keister who seldom give an account of their doings. We've been having some snow flurries here, which is good weather for Sta-Clear."

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BURLESQUE

(Continued from page 48)

the 19th Hole, New York. Thence she goes to the Paddock Club, Miami Beach, December 29, and after that to the Show Bar, New Orleans. . . . **Billy Koud's** chorines at the Grand, St. Louis, include **Mary Veanes**, captain; **Frenchy Faure**, **Adrian Christodore**, **Betty Detwiller**, **Rose Martin**, **Jane Kersten**, **Rusty Hill**, **Margo Dennis**, **Alice Massey**, **Maria Jourdan**, **Terry Kraft**, **Marie Shipman** and **Virginia McDonald**. . . . **Dolly Logan**, strip headliner, dancer and singer, has changed her burly moniker to **Queen Tigress**. . . . **Princess R'Wanda** is held over for an indefinite stay at **Joe Schiavone's Savannah Club**, New York. . . . New units launched last week for the Ohio circuit have as principals **Shorty McAllister**, **Ray Kolb**, **Holly Leslie**, **Renee Grant** and **Vivian Morgan**, featured, at the **Roxy**, Cleveland; **Walter Brown**, **Charlie Levine**, **Earl Root**, **Florette** and **Ivy Vine**, featured, **Gayety**, Columbus; **Lee Murray**, **Art Watts**, **Norma Jean**, **Bob Winkler**, **Pinky Patrick** and **Amy Fong**, featured, **Park**, Youngstown, and **Tiny Fuller**, **Abe Gore**, **Johnny Kane**, **Tania** and **Jean Hayes**, featured, **Embassy**, Rochester, N. Y. . . . **Bobby Parker** and **Mildred Sherry** are the house strips at the **Roxy**, Cleveland. . . . **Barbara (Mrs. Herbie Faye) Blake**, confined at the **Hotel Belvedere**, New York, in a wheel chair because of arthritis, is nevertheless active aiding other shut-ins as a member of the **Sunnyside (N. J.) Shot-In Club**. . . . **Phil Seed** began working opposite comic to **George Murray** October 28 in Milwaukee. . . . Recent changes in house vocalists include **Ronnie Sterling**, now at the **Gayety**, Baltimore; **Lennie Lane**, Howard, Boston; **Bob Ridley**, Troc, Philadelphia, and **Tommy Leno**, Empire, Newark, N. J. . . . **Al Farr**, with the retirement of **Irving Harmon**, was the replacement opposite **Cliff Cochran** at the **Casino**, Boston, October 23, in a **Milt Schuster** unit. . . . **June Allen** joined the **Anger-Hyatt** show at the **Gayety**, Baltimore, October 30. . . . **Rosalie**, who vacationed in New York following 28 weeks in Coast niteries and burly, has returned to the **El Rancho**, Los Angeles. . . . Under a new policy, the **Folly Theater**, Kansas City, Mo., has dropped the chorus and pix in favor of five acts of vaude in conjunction with regular burly roadshows four times a day. **Stanley Monfort** is staying as emcee and stage director. **Ray Hughes's** six-piece ork is in the pit.

MAGIC

(Continued from page 48)

(**Maurice Cohen**), in Cincinnati last week to visit his sister, phoned the **Magic Desk** to say that he's hopping into Chicago soon to rehearse a femme partner for his new mental turn prior to hitting out for the Florida country for the winter. **Cohen** has been working in and around his native Pittsburgh the last 10 weeks.

LADY FRANCES, who followed a recent South American tour with a 12-week swing thru Texas, Arizona, Arkansas, California, Washington, Iowa and South Dakota for **Hospice Camp Shows**, is currently in Florida vaude houses. She opened at the **Olympia**, Miami, October 19, followed with **Jacksonville**, and closes a week at **Tampa** Wednesday (9). In the clippings we've seen the Florida critics speak highly of her magicking. . . . **Pat W. Paxton**, former agent for **Wormald the Magician**, is now serving the **George Marquis** magic unit in the same capacity. He visited the **McDonald Birch** show at **Lima, O.**, Tuesday of last week (1). . . . **Duke Regal** posts from **Springfield, Mass.**: "I've just returned from a trip around the world. In Singapore I met a fellow named **George Edwards**, magician and trick pistol and rifle shot. He is billed as the **American Cowboy** and has been in the Orient over 20 years now. He asked that I write you and have a notice put in the **Magic** column for

OLD-TIME THEATERS

(Continued from page 49)

are familiar with the question: "What time does the vaudeville begin?" meaning, of course, what time does the dramatic show begin. Vaudeville never was played at the **Grand Opera House**, but a list of all the dramatic companies that have appeared there would encompass all the stars and plays and go back as far as October 3, 1891, when the theater opened. **Maude Adams** was appearing there when the news came of the death of **Charles Frohman** in the **S. S. Lusitania** disaster.

Thespian Hall, the old opera house in **Booneville, Mo.**, is the oldest theater in continuous operation west of the **Allegheny Mountains**. The oldest theater still operating as such is in **Charleston, S. C.** Both are over 100 years old. **Sarah Truax**, who played the lead in more than 150 major stock company tours thruout the United States and Canada, has written a book titled, **A Woman of Parts**, which incorporates memories of life on the stage.

Melville Burke, director of the **Lakewood Theater**, **Showhegan, Me.**, says that more than 400 permanent resident stock companies played in the United States from 1890 to 1925. Almost all of the fine old theaters in which they played have been torn down and their sites occupied by garages or parking lots.

EASTERN PENNSY

(Continued from page 49)

are under way for the first drive-in in that territory. Bids for land are said to have been made. Latest drive-in for Philadelphia's suburban territory will be located in **Montgomery Township**. The open-airer, to be ready next spring, will be built and operated by the **Sablosky Theater** interests and **W. W. and V. C. Smith** of **Park-In Theaters, Inc.**

Milgram Theaters, Inc., owner-operators of theaters here, last week opened the **Boulevard Drive-In** near **Allentown, Pa.** Erected at a cost of \$240,000, it accommodates 1,000 cars. Outstanding features include a television viewing room, bottle-warming service and playground with extensive recreational facilities.

RINGLING-BARNUM

(Continued from page 59)

Freddie Canestrelli and **Boghundi Cristiani**.

Back yard scenes: **Cookhouse** and **Side Show** personnel happy to be in a building again. . . The trains are just a stone's throw from the back door. . . With the many poets jotting down rhymes, this one, I believe, is the best to date:

The fall has fell

The ground has friz

I wonder where my bankroll is.

—MARY JANE MILLER.

him. He may be addressed in care of the **American Embassy**, **Singapore**, **British Malaya**. He would appreciate hearing from old friends. . . . **John H. Davidson** and wife, of **North Stonington, Conn.**, were house guests of **Harry Cecil** in **Highland Park, Mich.**, for 10 days recently. **Uncle John** is past president of the **International Brotherhood of Magicians**, is 81 years young, and still doing his magic. . . . **Frank Amand**, one of the country's best escape artists who traveled with the late **Houdini** for several years, is confined to **Maybury Sanitarium**, **Northville, Mich.**, and will be there for some time. Friends are urged to drop him a line. . . . **Preston the Magician** posts from **Pineville, Ky.**, under date of November 2: "**Julian Boehm**, who was featured in an article in the October issue of **The Linking Ring**, is incapacitated with a sprained ankle. He is past president of the **Atlanta Society of Magicians** and has a list of honors too long to attempt to list in your column. He was chosen as emcee for the world premiere of **'Gone With the Wind'** in Atlanta and, naturally, introduced all of the film's celebrities, including **Clark Gable**, **Vivian Leigh** and the late authoress, **Margaret Mitchell**."

REP RIPPLES

(Continued from page 49)

sector. . . . **Drummond Players**, a family group, will open a series of sponsor dates around **Dover, Del.**, using **E. F. Hannan's "On Vacation"** as a feature. . . . After a summer with a platform sales show, **Gus Vernie** is playing halls around **Gonzales, Tex.** . . . **Haver Players** are making show-dance dates around **Keene, N. H.** They also have closed for dates in **Vermont**. . . . **Allan Bird** has a magic-pic show working to good returns in **Southwestern Kansas**. . . . **Chester Cobb** has added a new religious pic feature to his unit, which is working its way toward **Florida**. He's currently playing **Pennsylvania territory**. . . . **Sidney Hermanson** is showing 16mm. pix around **Fort Wayne, Ind.** . . . **Vernon Tyson** writes from **Hobart, Okla.**, that he has ended his platform trick tour and has returned to halls. "With three people, I'm set to stay in any small town for a week," **Tyson** writes. "I have never cottoned to the show-dance idea, but I'm going to give it a whirl since we also have some pretty good music." . . . **Clifford Derne** will try an amateur show production around **Plattsburg, N. Y.** . . . **D. E. Thurman** advises from **Kernersville, N. C.**, that he closed his platform show there October 15. He will spring with his 16mm. pic show soon and move into **Alabama**. "I haven't seen many tent shows in this sector the past summer," **Thurman** pens. "I agree that the tent is too costly for small shows these days and believe you must travel. That's what I have been doing. I opened in **Maine** last May and will be in **Texas** before **January 1**. I believe that the old-time tentshow is gone and that the roadshow will take its place."

A. & K. DAVIES

(Continued from page 59)

old balloon gag. **Lee Briggs** is a member of clown alley.

Ayres Davies makes sure now that he doesn't get in the way of the clowns. He was on the receiving end of a kick. **Tom Quenstel** is known as **Wrong Way Corrigan**, the result of so many wrong turns on the highway. **Pete**, son of **Ayres** and **Kathryn Davies**, visited when we played near **Dixon, Ill.**

The writer disposed of his trailer court in **Sioux City, Ia.** **Capt. Eugene Christy's** lion act goes over big.

Visitors opening day were **Mrs. Hartley** and son, **Jerry**, who motored from **Davenport, Ia.** — **HARRY VILLEPONTEAUX**.

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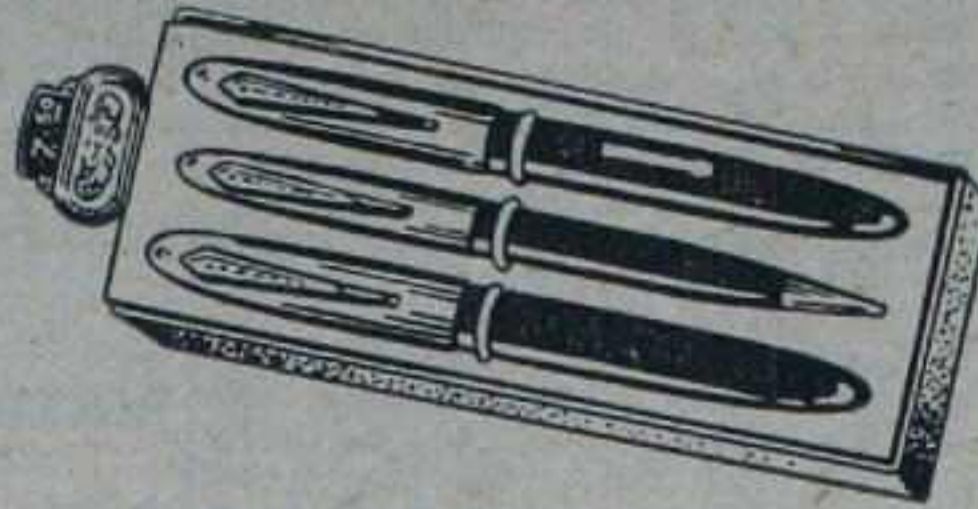
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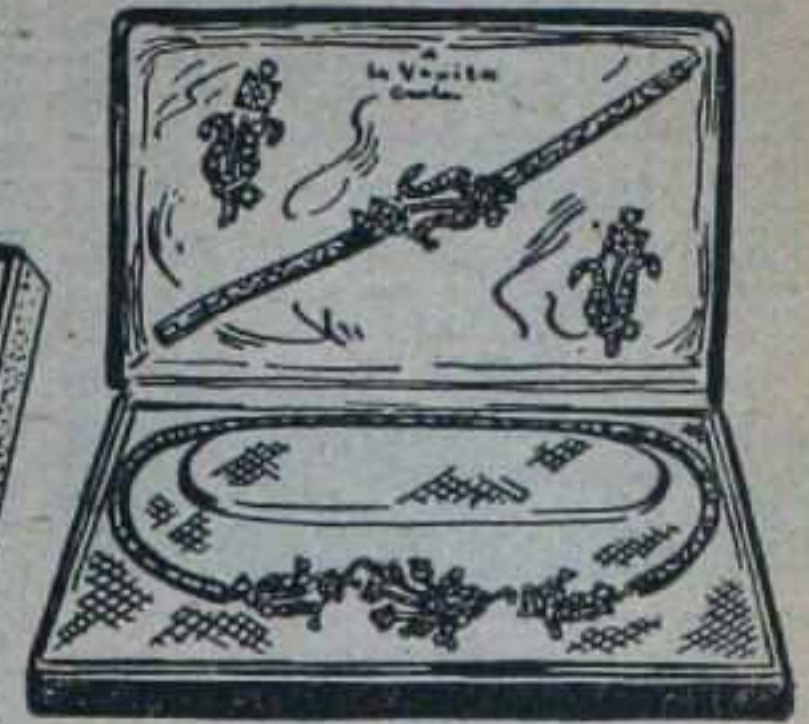
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Big Value Base Autographed By Roy Rogers and Trigger 23" High

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Tells the Time—Tells the Date

Date changes daily in the automatic window.



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- ★ Guaranteed imported Swiss Movement
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DOLLS of All Nations	\$14.00 Dz.
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SAVE UP TO 50%

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CHINESE FIRECRACKERS

80/16 (1280 1 1/2 in. Firecrackers) \$2.25 per bundle
40/40 (2400 1 1/2 in. Firecrackers) 5.00 per bundle
Cash with order F. O. B. Center Tax.
Special price case lots

HURST-JONES FIREWORKS

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT.

Holes	Name	Def.	Profit	Price
400	5¢ Dollar Game	Def. \$ 7.00	\$.58	
1000	5¢ Double Finn	Def. 24.00	.89	
1000	25¢ Charley	Def. 50.00	.79	
1000	25¢ Charley, X Tk.	Def. 50.00	.94	
1800	5¢ Lulu X Thick	Def. 18.00	1.49	
1000	25¢ J. P. Charley X Tk.	Def. \$52.00	\$.98	
1200	25¢ Texas Charley Seal	102.28	1.49	
1200	25¢ Texas Charley X Tk.	102.28	1.59	
1000	5¢ Big Forty	Avr. 24.00	1.49	
1000	5¢ Ready Money	Avr. 50.10	1.69	
1000	5¢ Assorted J. P. Bds.	27.00	1.95	
1000	5¢ Assorted Girlie Bds.	28.00	2.15	
2170	5¢ Rd., Wh., Blue Tkts.	\$36.50	\$1.39	
120	Tip Tkt. Bks.	Gr. \$18.75	Doz. \$1.39	

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
Deluxe Building Blue Earth, Minn.

ATTENTION OPERATORS AND JOBBERS

Make big profits with high class Salesboards and Jar Tickets. National distributor for Glassine Banded Tickets. We have been in business here the past 12 years.

Write or Phone 2660
for Information and Samples

MILNER NOVELTY COMPANY

500 N. 9th Street La Fayette, Indiana

WE ARE MANUFACTURERS
All Kinds—PULL TICKET GAMES
TIP BOOKS
Buy Direct From Manufacturer at Very
Very Reasonable Prices.
—Columbia Sales Co.—
102 MAIN ST. WHEELING, W. VA.
Phone: Wheeling 340

SALESBOARD SIDELIGHTS

Gardner & Company, Chicago, continues to issue highly optimistic reports of increasing tempo of orders, matched by record-breaking streamlined production. Another sign of the definite change for the better in the business picture is the steady stream of local and out-of-town customers who are coming in to Gardner's conveniently located showrooms on South Michigan Avenue, where the entire board line is on full display. Joe Robinson, one of Gardner's crew of boosters, stresses that the showrooms boast comfortable surroundings and a friendly atmosphere where customers are given expert assistance on their board requirements. Too, orders are filled "while you wait," Joe adds. And the short wait in the adjoining modern bar is another pleasant experience, he says. Firm's Charles B. Leedy, sales manager, sends in word from the Southwest that business continues on the up-trail.

Roy Galentine, Crown Products, South Bend, Ind., relays word that Moe Burden, firm's former Southern route man, is now out in Idaho where he has entered the tavern business. Taking Moe's place is Harold Gerring, who is doing a big job for Crown, according to Roy. Crown reports good operator acceptance on its envelope ticket deals and is backed up by its office and sales

custodian, Ellen Holderman, who states that a steady stream of operators are daily buying the Blackhawk products. Roy pitches in with the word that firm is now handling toys and finds operators use a lot of them on salesboards.

Irv Sax, sales director for Consolidated-Container Corporation, St. Louis, sends the news that the firm has doubled its Silver Front board

BIRTHS

(Continued from page 50)

delphia. Mother is Valerie Parks, burlesque headliner.

A daughter, Ravel, to Mr. and Mrs. Billy Faith October 29 in Philadelphia. Father is a guitarist; mother is a former vocalist known as Mallory Scott.

A daughter to Mr. and Mrs. Dan Morley October 3 in New York. Father is radio program director for producer Bruce Chapman; mother is Ruth Homond, legit actress.

A daughter to Mr. and Mrs. Ben Oakland October 7 in Hollywood. Father is a songwriter.

A son, James Jr., to Mr. and Mrs. James Bull recently in St. Louis. Father is in the KXOK news department.

A son, Wesley Eugene, to Johnny and Peaches King, rodeo performers, recently in Good Samaritan Hospital, Lexington, Ky.

A son to Mr. and Mrs. Jack Aldridge October 6 in Jackson, Mich. Father was formerly Octopus foreman with the World of Pleasure Shows.

A daughter to Mr. and Mrs. Mal Bellairs October 9 in Chicago. Father in a WCFI staff announcer.

A daughter to Mr. and Mrs. Alan Copeland October 11 in Los Angeles. Father is a member of the Modernaires, singing group.

A son to Mr. and Mrs. Liam Gannon October 1 in Dublin. Parents are actors.

A daughter to Mr. and Mrs. Don Landstrom October 11 in Burbank, Calif. Father is a nitery op.

A daughter to Mr. and Mrs. Milton T. Putnam October 10 in Chicago. Father heads Universal Records.

A son to Mr. and Mrs. Ed Scott October 7 in Chicago. Father is a WBBM announcer.

A son to Mr. and Mrs. Russell Stebbins October 6 in Chicago. Father is a salesman at WBBM.

A daughter to Mr. and Mrs. Edward Hinkle October 22 in Boulder, Colo. Father is a radio program director; mother is Metopera soprano Josephine Antoine.

A son, James William, to Mr. and Mrs. Ladd Thomson, recently in Fort Worth. Mother is a dancer, formerly with Johnny J. Jones Exposition. Father is a musician, formerly with Billy Bishop and Bud Waples orchestras, and now heading his own trio in Fort Worth.

Divorces

Patricia Ellis, former model, from David Ellis, radio actor-writer, in Los Angeles October 10.

Bonnie Baker, singer, from Frank Taylor, Chicago theatrical agent, October 7 in Chicago.

Marilyn Elwell Stromberg from Hunt Stromberg Jr., legit producer, recently in Fort Lauderdale, Fla.

Lorraine Nickerson from Albert C. Nickerson, saxophonist with Alex Bartha's orchestra, Atlantic City October 24.

Rosalind Smith, dancer at Beverly Hills Country Club, Newport, Ky., from Edward T. Smith in Cincinnati November 2.

Deanna Durbin Jackson, film actress, from Felix Jackson, film director, in Los Angeles October 27.

Constance Barker from Lex Barker, film actor, in Los Angeles October 26.

line from the original 15 to 30 numbers. A new screening process enables the foil to carry three different colors, adding to the eye-appeal. Another feature for the line are the all-winners which are now available in all play denominations. One of the newest boards, Silver Sails, is pulling rising orders with its dime play, Irv states. Irv took time out to add up the bright tidings during his current intermountain territory tour with that area's representative, James Murphy.

Irwin Secore, Secore & Secore, Chicago, has a rash of new releases to report. Shoot-a-Duck, a 1,200 definite payout with section action, at 5-cent play, leads off with Derby, another newie, available in 5-10-25-cent play. Biff Bam, a dollar number with \$100 first step-up and \$200 second step-up, follows. Irwin says that a new book cover board, Big Game, and two others, Definite Payout and Positive Payout, were released recently. Both of the Payout boards, offering nickel and dime play, feature a new type of action never before used, Irv declares.

Another Secore plug number, Junior Jumbo Winner, continues to hit top order demand since it was introduced two months ago. This insert deal should be a steady puller, Irv thinks. Mort Secore is winding up his one-week Illinois tour, while Irwin is taking off on a three-week trip thru the East. . . H. & H. Novelty Company, Cleveland, announces the opening of a Louisville branch under the same title at 517 Forum Avenue, with Mr. Sherman, district manager, in charge. The outlet will feature a complete line of Bee Jay boards, Universal tickets and premium deals.

CANDY BARBER POLES

Approximately 5 lbs. One wide red stripe, 6 red pin stripes, one green stripe. Beautifully made. Ribbed. 6 to case, safely packed—18c per lb. 1/2 Cash, Balance C. O. D. Freight paid on 4 or more cases.

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TURKEY PUSH CARDS

Also all other sizes and types for any and all merchandise.

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LOUISVILLE, KENTUCKY

We Carry a Complete Line of

BEE JAY BOARDS

UNIVERSAL JAR O DO TICKETS

PREMIUM MERCHANDISE

PREMIUM DEALS

Mr. Sherman in charge.

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Showroom

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FIRST QUALITY SALESBOARDS

420 HOLE DOUBLE SAWBUCK	22.00
300 HOLE FIN AND SAWBUCK	2.00
TWENTY FINS, FULL O TENS	2.00
1000 to 1300 HOLE 5¢ GIRLY BOARDS	1.85
1000 HOLE 5¢ PICK A CHERRY	2.00
ANY 5¢, 10¢, 25¢ Board \$1.50 to	2.50
Plain Boards, Tin Boards 50¢ up. 20% Deposit.	
H. F. PRODUCTS	1910 Piedmont Road
Phone 25-771	Charleston, W. Va.

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SKIPPER
2 AWARDS FROM JACKEY BEP THE WORLD FOR NO. 1000 SKIPPER GIRL BOARD
2 \$3.00 OR \$20
\$15.00 OR \$2.00
15, 14, 13, 12, 11 AND 10 HOLE BOARD
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131-231-331
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475-575-675
50¢
25¢
LAST SALE ON BOARD RECEIVES ONE PUNCH IN JACKPOT

ANOTHER FAMOUS GARDNER GIRL-BOARD!

ORDER AS:
NO. 1000 SKIPPER
TAKES IN: 1000 - 5¢ \$50.00
PAYS OUT: 22.64
AV. PROFIT: 27.36
MAX. PROFIT: 31.00

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A COMPLETE LINE OF
GARDNER GIRL BOARDS
IN ALL TYPES OF PLAY

WRITE FOR CIRCULAR

MOST COMPLETE LINE OF BOARDS FOR EVERY NEED - LEADING PUNCHBOARD MFR. FOR OVER 40 YEARS

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SALESBOARDS—JAR TICKETS NEW LOW PRICES

ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Def.	Profit	Price
400	5¢	LUCKY BUCKS, THICK	Def. \$ 7.00	\$.60	
300	25¢	KWARTER KOLORS, THICK	Def. 15.00	.60	
1000	5¢	5¢ CHARLEY, THIN	Def. 17.00	.90	
1000	25¢	J.P. CHARLEY, THICK	Avg. 52.00	1.15	
1200	25¢	TEXAS CHARLEY, THICK	Avg. 102.98	1.60	
1000	5¢	SWING IT THICK GIRL BOARD	Avg. 24.65	2.25	
1040	5¢	TAKE A CHANCE THICK GIRL BOARD	Avg. 29.40	2.25	
1040	5¢	TIGHT SQUEEZE, THICK GIRL BOARD	Avg. 30.25	2.25	
500	25¢	FULL O TENS, THICK, 6 Nos. to Ticket	Avg. 49.33	2.50	
500	25¢	TEN TENS, THICK, 6 Nos. to Ticket	Avg. 61.42	2.50	

JAR TICKETS
RED, WHITE AND BLUE
LUCKY SEVEN
BINGO TICKETS
on Sticks—Sizes 1000-1200-1260

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Stating your requirements. Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C. O. D.
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NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS
10th year giving immediate delivery on finest boards

LEGALSHARE SALES

P. O. BOX 86-E 222 2nd St HUNTINGTON BEACH, CALIF.
Ph.: Lexington 6-3218

PALACE, N. Y.

(Continued from page 43)

black grease paint, would keep attention on the puppets, resulting in a better rounded act.

Ray Motte and Pedro did a good comedy, acro act, tho their selling wasn't up to their tricks. Their hand-to-hand and head-to-head stuff was outstanding, with a blind-folded head-to-head and upside-down drinking bit as their biggest. Where they miss is on chatter. If they want to do talk, they'd better get some material or drop it entirely.

Florence Ann, pint-sized Korean soprano, made a good impression with a commercial routine and an audience-pleasing soprano. She came on with *Night and Day*, proceeded to show voice quality with a sparking *Granada* and wrapped it up with *My Hero* for big hands. The girl is a good bet for sight and ear values for the family trade.

Ely Ardely, a standard circus trapeze act, did a series of one-leg stands (no hands), using a ladder and also a chair sit on the trapeze, topping it all with a head stand, for a big finish and a great mitt.

The Five Harstons were nervous when caught, missing some tricks, but their formula makes for plenty of flash and salability. The three boys and two girls, all costumed in white, use a teeterboard and a Risley cradle for trick combos. The teeterboard is used as a catapult for shoulder and one-leg catches by the guy doing the Risley. Their last trick, a catapult ending in a three-high shoulder stand, followed by a one-foot catch and hold, was outstanding.

The Harstons were a last-minute replacement. The Six Cycling Paiges, booked for the bill, met with an accident early Thursday morning outside of Stroudsburg, Pa., when their station wagon was hit by another car and Otto Paige was fatally injured.

Pic: Mary Ryan, Detective.

Bill Smith.

OASIS, LOS ANGELES

(Continued from page 45)

cently appeared in the all-Negro *Sugar Hill* musical, a five-girl line with routines on the peppery side and Johnny Anderson's jivey sextet.

Sole white entertainer is Larry Stevens, ex-Jack Benny airshow crooner. Stevens' song style and selections are strictly on the mickling dreamy side. Not one rhythm ditty is injected, with the result that he's as out of place as a ballet dancer at a hoedown. His hand-clasped rendition of *Because, I Can Dream* and *You're Breaking My Heart* only spurs conversation among those who came for the jive and gals. Lad's pipes are ear-worthy. He has some sense of interpretation, but blame it on poor booking if he doesn't click here.

Scat Man Crothers wows with his burleyed song versions of *Riders in the Sky* and on the *Sunny Side of the Street*. Miss Parker's gyrations click with the patrons as she does *My Sweet Hunk of Trash*, a ditty she introed during *Sugar Hill's* premiere. Line's best is the *Boogie Woogie Blue Plate* number.

Anderson's group produces a lot of music for six men and capably backs show and provides dance music.

Lee Zhitto.

PARAMOUNT, N. Y.

(Continued from page 43)

ment of *Dancing in the Dark* was particularly outstanding, and his novelty *The Hot Canary* drew enthusiastic applause.

The show's best hand went to comedian Jackie Green. He opened cold with some warmed-over jokes, but his likable personality and musical mimicking of Eddie Cantor, Al Jolson and Jimm, Durante garnered a big hand. If Green sold his own material as well as he does the borrowed routines he might develop into a showman of like caliber. The vitality is there.

In the opening spot the Piero Brothers, comedy jugglers, merited a better hand than they drew. The

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Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6418 N. Newgard Ave., Chicago. no12

A. B. T. TARGETS—LOST LEASE; SACRIFICING machines; single, \$9.75; quantities, \$9; other bargains. Jules Gould 541 S. Dearborn, Chicago 5, Illinois.

ATTENTION, POP CORN OPERATORS!—When buying any type 'Pop' Corn Vendors it's smart to check with the factory first, take advantage of lowest prices, factory guarantee and complete parts service; you get the best deal at the factory. Write, wire or phone Auto-Vend, Inc., 5210 Bonita, Dallas 6, Tex. Phone Victor 4-4525. no26

COIN-OPERATED RADIOS—RCA, ORIGINALLY sold for \$67; will sell 30 for \$27.50 each; one year old. 114 Sixth Ave., Huntington, W. Va.

FOR SALE—USED PHONOGRAPHS, PINBALLS and Counter Games; cash or terms. Ralph Alexander, Seneca, S. C. ja28

FOR SALE—13 COIN RADIOS; ORIGINAL cost, \$65 each; one or all, \$25 each; these are in perfect condition with less than one month service. A. Lively, 3000 N. Orange Ave. Orlando, Fla.

FOR SALE—10 5¢ SUN PEANUT MACHINES, \$5 each, very clean; 5-10-25 cent Buckley Criss Cross, \$125 each; Vest Pockets, \$45 to \$65; very good condition; 10¢ Cherry Bell, \$50. Frank Guerrini, Burnham, Pa. no19

JUST OFF LOCATION—70 ADVANCE D BALL Gum Vendors, \$3.50 each or will trade for Exhibit Ideal 1¢ Card Vendors, metal cabinet only. Adair Company, 6926 W. Roosevelt Road, Oak Park, Illinois.

OPPOSITION BOOKING

(Continued from page 45)

with him and comes back to play the opposition. Whether he'll be able to get enough strong acts for real opposition is another matter.

Agency toppers admit that there is some justice to Altman's beefs. But they throw the blame on the actors and their personal managers.

"We can urge actors to play certain spots, but we can't make them do it." Reps admit that Altman, with his one-week policies, is a major talent buyer. He uses the highest priced talent in all fields and builds solid shows around it. Actors, however, say agents, aren't impressed with Altman's complaints. They'll go where they think they can get the best deal, agents notwithstanding.

Personal managers say they can't see Altman's complaints at all. "If we have a property that's hot we'll try to make as much dough with it as we can. We have to pick our spots and play them accordingly. Our problem isn't local, like Altman's. We have to worry about the over-all picture," said one manager.

In order to get back at some personal managers, Altman refused to play some of their lesser properties because they sold their attractions away from him. This tended to increase the bitterness without solving anything. Agencies who want to do business with Altman are trying their best to keep the peace. Altman says he doesn't want to fight, but he's in business and wants the kind of attractions his rep, the size of his operation and buying power entitles him to.

Actors in demand say, "talk to my manag -"

Managers say if a theater chain comes up with enough time in new territory at money, we'll take it and let Altman stew. "We don't want to hurt Altman," is the consensus, "but we want to protect ourselves."

good looking Latin lads displayed fine timing and their comedy bits were surprisingly expert.

In line with the anniversary whoop-de-do, organist George Wright made a zestful pitch for the audience to vocalize before the stagershow started. The lyrics were projected on a gaudy "23d birthday" drop, and the resultant din proved a fine contrast to Miss Stafford's dulcet tones.

June Bundy.

LIKE NEW, 10 COOKIE OR CRACKER 5¢ Vendors, \$24.50 each; 1/3 cash, balance C. O. D. Rufus P. Raney, 1927 Ave. N., Lubbock, Tex. no12

PACKARD BOXES \$19.50; 1015 WURLITZERS, \$320; 500 Wurlitzers, \$100; Underseas Raider, \$100; Atomic Bomber, \$90; Victory Derbies, \$100; Shufflebacks, \$175; Pokerinos, \$35; all equipment in top condition inside and out. Paul Hawkins, 329 E. 7th, Tucson, Ariz.

PENNY GUM, PEANUT AND CARD MACHINES at bargain prices; excellent condition; popular makes. DeColes, 26 Duane Ave., Binghamton, N. Y. de3

POKERINO TABLES—PERFECT CONDITION, like new priced right for quick sale; 12 tables including stools, \$85 each James Travis, 700 E. Main St. Millville, N. J. no19

STAMP FOLDERS DIRECT FROM MANUFACTURER at lowest prices; write for prices and samples. Plymouth Press, 506 W. 122 St., New York City

USED PANORAM FILMS, PARTS, SUPPLIES, rebuilt Claws Aperture Plates, \$6; exchange; send for your needs. Jack Parr, 13 Everett, E. Orange, N. J. no12

WANT TO BUY DIRECT FROM FACTORY, maple shuffleboard playing fields, no finish; also powdered wax Al Lively, 3000 N. Orange Ave., Orlando, Fla.

WANTED—OLD COIN OPERATED BARROOM Pianos: National Seeburg Wurlitzer, Nelson, Wiggen, Western Electric, etc.; also extra music rolls Harvey Ludwig 1515 Southeast 15th, Portland Oregon no19

WANTED—5-BALL LEAP YEAR, MADE BY Marvel Co.; state condition, price and quantity. Box C-486, Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

10 OR MORE 3-COLUMN HOLLI-WARE PENNY Vending Machines with Stands; like new; cost over \$75; sell for \$25. Autovend Co., 6200 N. E. 24th Ave., Portland, Ore.

10TH INNING WITH STAND, \$67.50; GOTTlieb Grip, \$17.50; Acme Shocker, \$12.50; in cartons; used Kicker-Catcher, \$12.50; Windmill, \$7.50. Alexander, Box 388, Hannibal, Mo.

22 1/2 NUT MACHINES ON LOCATION — \$110 for lot or best offer. Earl Dickerson, 1324 W. Walker St., Milwaukee, Wis. no12

510 (5¢) STAMP MACHINES, \$2.95 EACH; LOTS of 10, \$25; Sanitary Machines, \$7 each. U. S. P., Waterbury 5, Conn.

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LUCKY 7 - SPINDLES - REFILLS

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

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SALESBOARD SPECIALS

1000 B & Boom, Wonder 3 Bar Each \$1.50
1200 Goldie, Your J.P. Aloha, Each 1.75
25c Play Boards, 6 Tickets to Giant Hole .. 1.95
1000 to 1200 Hole J.P. or Seal Boards, 5¢ .. 1.95
25c Play Boards, 5 Numbers on Ticket .. 2.25
1000 to 1200 Hole Girly Boards 3¢ Play \$1.95 Up
1000 Hole Plain Boards—50¢ .. 20% Deposit.
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5c PLAY No. 20054-5 Takes in \$100.00 Av. Payout \$30.00 Plus GRAND PRIZE	10c PLAY No. 20054-10 Takes in \$200.00 Av. Payout \$55.00 Plus GRAND PRIZE
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SALESBOARD — SLASH! — IMMEDIATE DELIVERY

300 or 340 Kuter Kolors \$.40	2000 Lulu Belle \$1.40
400 Bucks45	2000 Akron Trade Board98
1000 Charley Board, thick75	2500 Canton Trade Board 1.40
1000 Jackpot Charley, thick85	1000 Plain Boards50
1200 Texas Charley 1.10	1000 Cigarette or Checkers55
1200 Cheerful Charley 1.10	800 or 1000 Girly Money Boards 1.75
1800 Lulu, Jar O, etc. 1.12	

75% deposit with all orders—balance C. O. D. All orders paid in advance will be shipped prepaid—minimum order \$10.00.

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New Operators to Industry

Play Divided Between 5-10 Cents; Supply Below Demand

CHICAGO, Nov. 5.—It is now a firmly established fact that a good portion of the improvement in general business conditions enjoyed by the coin amusement game business thru all levels over the past two months is attributable to the new wave of straight novelty games which has swept the country. In addition to stepping up production schedules of most manufacturers, the introduction of the novelty games has strengthened the position of distributors, stepped up operators' grosses, opened up new territories and brought in much needed new blood in the trade. Altho there are several types of novelty games in quantity production, the basic game which started the trend was one which combined leading elements of bowling and shuffleboard. This includes Bally's Shuffle-Bowler, Chicago Coin's Bowling Alley, Keeney's Line-Up, Genco's Glider, United's Shuffle Alley and California Shuflepins. Of these, Shuffle Alley and California Shuflepins, most operators claim, were responsible for pioneering the trend. The United product led the way because it brought into play a completely automatic novelty game which was an immediate success on location operating on dime play. Ever since the war, operators, distributors and manufacturers have racked their collective brains looking for ways and means of putting top games on location at a price which would result in the operator getting back his investment in a shorter time. With the costs of production, both in material and labor, soaring in the postwar era, there was no chance

(See Novelty Games on page 107)

Hot-Rods Game
Rolls at Bally

CHICAGO, Nov. 5.—Hot-Rods, a new type five-ball game, is now in full production. Jack Nelson, general sales manager at Bally Manufacturing Company, announced this week.

Set in a racing car background, Hot-Rods permits the player to make from one to seven-car selections after depositing a coin for each selection. After all selections have been made player releases a knob and all five balls are sent high on the playfield simultaneously. They swirl and mix and then race down the playfield among obstacles on the board. Winner is first selection number to be contacted by a ball at the finish line, which is made of seven numbered roll-over and two "blow out" roll-overs. Winners receive indicated odds which change for each coin inserted.

Animated Light
Keys Interest
In Genco Game

CHICAGO, Nov. 5.—Rip Snorter, a five-ball game manufactured by Genco Manufacturing & Sales Company, is in quantity production and initial deliveries have started. Designed to key player interest to a high pitch with several skill features, the game also introduces an animated light idea.

Playfield action is built around seven numbered kickout pockets which run from top to bottom of the center area and a lettered roll-over series which spells out R-I-P. During the progress of a game, the indicator light moves over the seven kickouts and the three spellout roll-overs. If a ball drops in one of the seven numbered holes or energizes a roll-over switch when the indicator light is showing, a replay is earned. Other ways to gain replays, which number 14 in all, include lighting up all seven numbered kickouts or dropping a ball in any kickout after all seven have been illuminated. Still another way is to light up the R-I-P feature followed by a contact with either of two special bumpers which come into play after the spellout feature is made.

In addition to several new five-ball principles, Rip Snorter contains such player proven ideas as bumpers and flippers which when skillfully handled give the player additional opportunities to run up a high score. Maximum score is 3,400,000 points.

Begin Shipment
Of Chi Coin's
Bowling Alley

CHICAGO, Nov. 5.—Chicago Coin Machine Company thru Sam Gensburg and Sam Wolberg announced samples of its Bowling Alley novelty game were shipped this week to distributors thruout the country. They added that United Distributors, Wichita, Kan., will hold a formal operators' showing of the new game in its headquarters Sunday (6).

Measuring approximately 8 by 2 feet, Bowling Alley can be played by one or two players. When two play each deposit a coin. It will be shipped to operators on dime play but is convertible to nickel operation.

The game simulates the action in a regulation bowling game and therefore strikes, spares, splits and railroads are all possible. Using a puck, the object of game is to make as many hits on simulated pins as possible; these are aligned in customary bowling formation. When puck is put into play by sliding it at the simulated pins, it passes under a row of electrical contacts which put out the pin lights and automatically register the score on the backglass. Patrons keep playing until they have had 20 shots or completed 10 frames. A strike completes one frame and if no strike is made in a frame, two shots constitute a frame. It takes approximately one minute for the completion of a single game.

At the Wichita showing, Chicago Coin will be represented by Sam Lewis. The showing at United Distributors will begin at noon and continue thruout the day to give operators from out of the city a chance to view Bowling Alley.

OPS STILL HIT BY STRIKES

Grosses Going
Down as Labor
Woes Continue

Sawyer Sees Biz Upswing

CHICAGO, Nov. 5.—While there was a glimmer of hope that the labor situation was clearing up early in the week when Bethlehem Steel signed its contract, the national picture again took on a dark hue as coal strike negotiations bogged down and additional steel settlements failed to materialize. Signing of the Bethlehem contract meant a return to work for 80,000 workers, but labor experts estimated there were still more than 2,000,000 unemployed at the end of this week and that this figure would increase sharply should the strikes continue thru next week.

Operators in strike areas reported this week that grosses on most equipment was off between 60 and 90 per cent, depending on the type of equipment handled. Hardest hit were those

(See OPS STILL HIT on page 95)

Hy Greenstein Sees European
Coin Market 5-10 Years Away

MINNEAPOLIS, Nov. 5.—A European or Israeli market for coin machines is 5 to 10 years off in the opinion of H. H. Greenstein, head of Hy-G Music Company, distributor here, who returned Tuesday (1) from a two-month trip overseas.

Greenstein and his wife left the States September 1 and visited in England, France, Switzerland, Italy and Israel. Only in the latter two countries, he said, are things being accomplished. England is on the brink of bankruptcy, he added.

Thruout his travels Greenstein saw only 1939 Genco spring bumper five-ball coin machines in operation. These were in France where a 10-franc coin is used to operate the devices.

Otherwise he saw no coin machines in operation, with the exception of a few scales in Italy where patrons must purchase special slugs from the location owner. In England he saw a single juke box on location.

Coinage Problems

The reason for the lack of machines in the countries he visited, Greenstein observed, is the fact that there are no

coins available for the operation of the units. The governments have clamped down on importing coin-operated mechanisms, with the dollar control such that those who are interested are unable to use the money for such purpose.

However, should Europe and Israel begin to prosper, Greenstein predicts that dollar restrictions on imports will be relaxed sufficiently to permit coin machine games to be brought into those countries.

In Napels, Italy, he and Mrs. Greenstein visited at the factory of the Electro Cigaret Machine Company, operated by Mario Caruso. The 200 employees are being kept busy making parts for gasoline-driven bicycles and have no materials for their cigarette machines, he reported. While in Naples the Greensteins were the guests of Mrs. Caruso at tea. They missed Caruso but were shown thru the factory by his son-in-law.

On the Continent, Greenstein was most impressed with the recovery program under way in Italy. The

(See HY GREENSTEIN on page 95)

Shuflepins Wins
Chi Court Okay

CHICAGO, Nov. 5.—The straight novelty game, California Shuflepins, is legally operating in Chicago under a writ issued in the Superior Court of Cook County Tuesday (1). Game is nationally distributed by Amusement Sales Corporation here.

California Shuflepins combines the action of bowling and shuffleboard and can be played by from one to four patrons simultaneously. It is available in either 9 or 12-foot lengths. All scoring is comparable to bowling and strikes, spares and splits are an integral part of the game. Pucks used in the game are returned to players automatically after each frame by a button control on the coin box which automatically resets the alley for the next frame.

Amusement Sales, headed by Harry Brown, completed its removal to 4047 Fullerton Avenue this week following remodeling of the showrooms and offices. The event was celebrated by open house festivities Wednesday, Thursday and Friday.

Okay Pins in Texas City

TYLER, Tex., Nov. 5.—A ruling handed down in Tyler's Eastern District Court this week sanctions pinball operations in Longview. The court also ordered Longview's city commission to issue proper licenses authorizing exhibition of pinballs by the East Texas Novelty Company. Games had been barred in Longview since May 6.

Ops Major Factor at NAMA Meet

Tax Solons Up Cig Vender Standards in N. Y., Conn.

NEW YORK, Nov. 5.—As the first step in what may develop into a widespread effort to fix tax-stamp-display standards for cigarette venders, officials of New York and Connecticut early this week cautioned equipment manufacturers to make certain adequate provision is made for viewing State tax stamps thru vender display panels. If this is not done they warned that certain machines may be barred from locations.

Altho the Connecticut action was taken to implement an amendment to its tax statutes passed by the Legislature recently, the New York action followed close on the heels of a meeting of a national committee of State tax officials. The formation of this committee by the National Tobacco Tax Association (NTTA) was seen as heralding similar action by other States. The committee was assigned the specific duty of checking closely

cigarette vender construction.

The New York warning was issued by James J. LaMotte, assistant director of the State Tax Commission, in letters mailed to all equipment manufacturers. The letter recalled that cigarettes retailed here must be so displayed that the State tax stamps are visible to the purchasers.

"Cigarette vending machines which do not have a show window or some other means thru which the cigarette tax stamps affixed to the packages may be seen," read the letter, "do not comply with this requirement and (See Tax Solons on page 88)

Convention Program Themed To Salesmanship, Operator Problems, Equipment Exhibs

Sked Clinics Covering Many Phases of Vending Industry

CHICAGO, Nov. 5.—With its program geared to the joint theme of salesmanship and the operator, the National Automatic Merchandising Association (NAMA) convention program this year is one of the strongest in its history. The pre-convention luncheon for regional chairman and the State legislative chairman will be held Saturday, November 26, at the Ritz-Carlton Hotel, Atlantic City, and the official tee-off for the convention and exhibit will take place at 1 p.m., Sunday (27). Convention visitors, who will converge on Atlantic City for the convention immediately following Thanksgiving, will face four strenuous days, packed with special sessions designed to stress salesmanship and to cover operator matters in all phases of the automatic merchandising field.

L. A. Cup Vending Training Course Ends; 100 Graduate

LOS ANGELES, Nov. 5.—Third and final session of the nation's first Cup Vending Training Course, directed by the Los Angeles City Health Department and sponsored by the industry's representatives, was held here Wednesday with approximately 100 operators and servicemen taking the written quiz for certificates. Featured speakers were H. W. Westfall, cup vending division of Coca-Cola Company, and William J. Herpin, specialist, Food Sanitation Section.

Westfall discussed the vending machine industry from a cleanliness angle, pointing out that in a business that handles food products, cleanliness in every phase of operation was absolutely essential.

"Your customers expect cleanliness," he said. "It indicates that your business is run efficiently and that you serve high-quality products in a wholesome way. Clean offices, clean personnel, clean trucks and

clean machines—all give customers confidence in the drinks you serve. All have a direct bearing on sales."

The Coke representative advised that operators should keep their trucks in good shape as they were a substantial part of the business. He urged that trucks be lettered by an expert and that the vehicles be waxed and polished at regular intervals.

Continuing his talk on *Proper Cup Machine Operation*, Westfall discussed uniforms and stressed the need for the selection of the proper type of personnel.

"Your machines are directly under the critical eye of the public at all times," he declared. "A clean machine has a lot of sales appeal. It presents an attractive appearance and extends an invitation to wholesome refreshment. On the other hand, a dirty, scarred machine actually repels customers."

"Operating costs go up when ma- (See 100 Graduated on page 92)

A NAMA First

CHICAGO, Nov. 5.—Honor of being the first NAMA operator in the country to file an advance convention registration with association headquarters went to Victor B. Neiswanger, candy and cigarette operator in Elgin, Ill.

George Seedman, convention chairman, emphasizes that when making transportation arrangements, "make sure you're going to arrive in Atlantic City before noon Sunday (27) so as not to miss the grand opening of the 1949 Exhibit at 1 p.m."

Daily Skeds

Doors of the mammoth Convention Hall will be opened at 1 p.m. Sunday, and exhibits will be open thru 5 p.m. that day. The Old Gold party, honoring NAMA directors, will start (See NAMA Meet on page 89)

Spacarb Hot, Cold Vender To Bow Soon

16 Model Variations

NEW YORK, Nov. 5.—Having completed six months of field testing, Spacarb, Inc., is preparing for the early introduction of its new four-drink cup vender, said President I. H. Houston. The machine, dispensing both hot and cold beverages, will be available in 16 model variations and will be shown publicly for the first time at the National Automatic Merchandising Association (NAMA) convention later this month. Deliveries are not scheduled to begin, tho, until December 15.

Tagged the 4-D-51, the new vender incorporates a number of improvements over the earlier 3-D-50 designed to better fulfill a variety of (See SPACARB'S HOT on page 94)

SuperVend Gets Union News OK For SW Locations

NEW YORK, Nov. 5.—Union News Company of New York gave approval this week to SuperVend Corporation, Dallas, for installation of its three-flavor cup venders in all available Union News locations in the Southwest.

Approval came as the result of a six-month test, just completed in the Dallas Union Terminal, according to W. R. Kendrick, SuperVend sales manager. The first vender was installed in the terminal May 1 and, to date, over 74,000 drinks have been served from the unit, averaging out to over 3,000 drinks per week. This in spite of the fact that the location is away from a direct traffic flow, Kendrick said.

SuperVend President M. M. Miller, announcing another "first" for the firm, states that in addition to serving three cold carbonated flavors, the machine can now dispense hot coffee, hot chocolate, or a non-carbonated fruit flavor with the addition of a special unit.

CTA Offers Vender Contracts

Coffee Cost Rises; Vender Firms Seek Supply Saving

CHICAGO, Nov. 5.—The increase in coffee prices, bringing the per-gallon peg on liquid concentrates up from \$6 to \$7 and over and powdered concentrate from \$1.92 to \$2.60 a pound, has set supply cost reduction wheels in motion by java vender manufacturers. In an effort to maintain operator profit margins in the face of increased supply costs, counter measures range from enriching cream so more servings can be made per gallon to lowering of cup price.

If such supply cost cut-backs prove out, the operator could continue to sell nickel coffee. The alternate would be to raise the price to a dime, which is considered an unfavorable move, generally. Those operators favoring dime sales say they will delay increasing the price until they see what the lunch counters do. If counters go to a dime or 7 or 8 cents, venders in many instances will go to straight dime sales.

Last week Rudd-Melikian operators were told by liquid concentrate maker Standard Brands that deliveries

would be frozen until this week, at which time a 12 to 25 per cent increase in price would go in effect. And Standard warned that this would be only the first boost. Two weeks

(See Coffee Costs on page 94)

Triple Play

CHICAGO, Nov. 5.—Bernard Kiley and John Fielding, operator-partners heading Airport Vending Service, have set up a "balanced location installation" program of operation. With hot coffee, cup-type soft drink and cookie venders complementing each other and acting as profit sustainers during the different seasons, firm turns a "toehold" location into a full-fledged vender stronghold by placing one machine of each type in a common vending area for customer convenience.

Asks Bids on Four Types of Installations

New System Starts Jan. 1

CHICAGO, Nov. 5.—Bids for four phases of vender operation in Rapid Transit Authority (CTA) stations and car barns, shops and offices will be asked Tuesday (8) at 2 p.m., it was announced by H. L. Pollard, CTA director of public relations. Copies of concession contract forms will be made available at that time at the office of the purchasing agent, 175 West Jackson Boulevard. A fifth contract will cover the newsstand concession.

New contracts will go into effect January 1, 1950, following the expiration December 31 of the blanket news, vending contract now held by Union News.

Five separate contracts will be offered, including two for soft drink (See CTA Asks on page 90)

WRITE FOR FREE CATALOG

On bulk merchandise, gum, music boxes, pin ball machines, games, etc.



TOPPER

HOT-POP

UNIVERSAL

VICTOR'S 3 BIG WINNERS!

TOPPER

An all purpose vendor that is "TOPS" in its field. Efficiently vends all types of bulk merchandise including ball gum and charms.

\$10.75 Each

\$10.50 Each 24 or more
\$10.25 Each 48 or more
\$10.00 Each 100 or more

Plastic globes available for 50¢ additional per machine at time of machine purchase. Plastic globe replacements for any present Victor model is \$1.50 per globe, plus 50¢ additional for the square top.

VICTOR'S NEW MONEY MAKER "HOT-POP" POPCORN MACHINE

Non-Coin Operated
OPERATOR MAKES \$4.20
Per Week on sale of 2 lbs.
You Collect profits in advance.
\$47.50

UNIVERSAL

An all purpose, custom built vendor in an ultra-modern design. Its outstanding beauty will attract and maintain those "top notch" locations.

\$13.95 EACH
\$13.50 EA.—24 OR MORE

1/3 Deposit, Balance C. O. D. on All Orders

PARKWAY MACHINE CORPORATION
623 W. NORTH AVE. DEPT. B. MADISON 1947 • BALTIMORE 17, MD.

OUR PLANT IS GOING DAY AND NIGHT FILLING ORDERS FOR THE SENSATIONAL

ACORN 1c or 5c All-Purpose Bulk Merchandisers
Order Yours Today!

Look at These

OUTSTANDING Service Head Features

- Enables you to do a faster, more thorough cleaning job on your merchandise compartment.
- Permits you to service more than twice as many Acorns as any other machine.
- Allows you to arrange charms so they won't become disarranged on location, because the Acorn service head is designed to set upright.

Write for complete details today!

Distributors!
A Few Choice Territories Are Still Open.
Write, Wire Phone

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OAK MFG. CO., INC.
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Culver City, California

WRITE FOR OUR FREE ILLUSTRATED CATALOG!

Rush Your Order Today

VICTOR'S AMAZING NEW TOPPER

1 to 5 Cases
\$43.00 Per Case
(\$10.75 Per Mach.)

6 to 11 Cases
\$42.00 Per Case
(\$10.50 Per Mach.)

12 to 24 Cases
\$41.00 Per Case
(\$10.25 Per Mach.)

25 Cases or More
\$40.00 Per Case
(\$10.00 Per Mach.)
Prompt Delivery

SPECIAL! HART BUBBLE BALL GUM

6 Colors — 140, 170, 210 Ct. 25 lb. Cases. Orders for 150 lbs. or more 24c Lb. Shipped Prepaid.

NUT and GUM MACHINES

Reconditioned like new

25 Silver Kings, 5c	8.10
25 N.W. Deluxe, 1c & 5c	13.75
35 N.W. 33 Ball Gum	5.95
25 N.W. 33 Nut	4.95
25 N.W. 40 Nut	5.95
5 Atlas All Purpose	5.50

CIGARETTE & CANDY MACHINES

Reconditioned Like New

5 Stoner 8 Col. Candy, Cap. 160 Bars	\$120.00
10 Uneda 6 Col. Candy, Cap. 102 Bars	65.00
8 Rowe Presidents, 8 Col. Lite-Up Candy, 120 Bar Cap.	75.00
5 Du Grenier Champion, 8 Col. Cigarette, 350 Cap., King Size, Silver Quarter Slot	85.00

WE TAKE TRADE-INS—LIBERAL ALLOWANCE

1/3 Deposit With Order. Balance C. O. D.

VEEDCO SALES COMPANY

2124 MARKET ST.

(Phone: LOcust 7-1448)

PHILADELPHIA 3, PA.

Tax Solons Up Cig Vender Standards in N. Y., Conn.

(Continued from page 87)

will be barred from use by cigarette venders in this State." It concludes by suggesting that manufacturers submit new models to the commission for approval before production is begun.

The possible effect of the State's action on old machines already on location was clarified by John J. Purcell, assistant director of the Miscellaneous Tax Bureau in Albany. He told *The Billboard* Friday (14) that some old machines may have to be modified to improve tax-stamp visibility. Considerable leeway will be exercised in the examination of aging units, however, he indicated. In general, approval to venders will be given by tax inspectors if one pack in each column is visible and shows the tax stamp.

Purcell, a member of the six-man

NTTA committee, said the group was appointed October 20. Authorization for the committee was voted by NTTA at the association's last national convention in Seattle. With its prime function the creation of standards intended to keep unstamped packs out of venders, the committee will report to the national group next fall, at a meeting probably to be held in Omaha, according to Purcell. Recommendations will probably be made urging uniform State practices in this connection, he added. Meanwhile, the committee is to maintain close contact with manufacturers. Producers will be urged to consult with committee members before putting new machines on the production line.

Members of the NTTA committee, in addition to Purcell, are W. E. Chase, of Maine, chairman; E. B. Atkins, Alabama; Warren Peterson, Arizona; William D. Dailey, Ohio, and Amos Tilton, New Jersey. Tilton and Purcell plan to attend the forthcoming convention of the National Automatic Merchandising Association convention.

Conn. Tax Law

With the amendment to Connecticut's tax law, effective October 1, cigarette vender manufacturers are now required to register each new machine with the tax commission. Separate forms must be filled out for each model detailing design features of the machine affecting stamp display. A photograph of each unit must also be attached.

According to reliable reports, old equipment in Connecticut not fully meeting the requirements will be allowed to remain on location. But the machines may not be sold and placed in new stops unless modification is made.

It was learned this week that at least two manufacturers had made some changes in their machine lines as a result of the New York and Connecticut actions.

General Intros New 23-Flavor Bottle Vender

CHICAGO, Nov. 5.—General Vending Machine Corporation announced a new multi-selective bottle vender this week, offering up to 23 flavors with fully automatic action. E. A. Terhune, general manager, stated that the new model, called Selecto, is priced at \$335.

Scheduled for unveiling during the American Bottlers of Carbonated Beverages (ABCB) convention in Detroit November 14-17, the new model has been field-tested over the past year, Terhune declared. It is tooled up for production, with deliveries to start at an early date.

Selection of desired flavor is made by pushing one button, positioned above a plastic viewer glass. Patron holds button depressed until his flavor choice appears and then releases the button. Insertion of a coin then automatically delivers the bottle. Latter is delivered in a waist-high position, due to machine's elevator action.

New model, of the upright cabinet design, is 65½ inches high, 29½ inches wide and 19 inches deep. Quick loading is possible, as bottles are simply laid on shelves. No adjustments are required to vend various size bottles ranging from six to 12-ounce sizes. Total capacity is five cases, with three and a half cases in vending position and one and a half cases in precool.

Movie Venders

CHICAGO, Nov. 5.—Importance of vending machines in theater operation was accentuated last week with the opening of the new Telenews Theater at Rush and Oak streets here. Emphasized as providers of functional equipment to the complete operation of a movie house were names of equipment and building firms that had a hand in the outfitting of the theater. Carried in illustrated acknowledgments along the border of the almost full page ad in the *Chicago Herald-American* (October 28) was a picture of a soft drink vender with the name of the operating firm, United Beverage Company. The vender occupied space with illustrations of such equipment as a marquee, air-conditioning system, plumbing, seats, sound equipment, flooring, etc.

Ad and illustrations called attention to the equipment, deemed necessary for the "perfect entertainment" of a theater patron.

New Florida Cig Tax Cuts License Fees

TALLAHASSEE, Fla., Nov. 5.—Florida's new 5-cent-per-pack cigarette tax has revoked the \$3 retailer and \$5 jobber license fees.

While both must still be licensed, there is no fee. Formerly, collections on both licenses returned about \$100,000 annually to the State.

Philip Morris Biz Rise

NEW YORK, Nov. 5.—Philip Morris & Company, Ltd., Inc., reports an increase of \$16,990,621 for the first six months of the current fiscal year, ending September 30, over same period last year. Sales for the first half of the fiscal year amounted to \$128,547,106, a 15.2 per cent increase over sales of \$111,466,485 in the corresponding period during 1948.

Officials also reported an estimated net income of \$8,012,610 for the 1949 fiscal six months, equal to \$3.81 a common share. This compared with net income of \$5,801,258 or \$2.69 a common share earned in the six months ended September 30, 1948.

HOT-POP POPCORN VENDOR
(Non-Coin Operated)
\$47.50

Makes big profit at small cost. It will pay you big dividends to investigate. Write for circular.

LOGAN DIST. CO.
JACK NELSON JR.
Gen. Mgr.
2320 Milwaukee Ave.
Chicago 47, Ill.

VICTOR'S AMAZING NEW DOUBLE TOPPER
With Plastic Globes. 2 Units to a Case, \$45.00 per case.



Special November Offer
1 Double Units PLUS 25¢ 210 Ball Gum PLUS 25¢ Boston Baked Beans PLUS 1000 assorted copper and silver plated charms. ALL FOR ONLY... **\$61.00**

Colored Bubble BALL GUM 140, 170 or 210 count, in 25¢ cartons 25¢ lb. In lots of 150 or more with freight prepaid 23¢ lb. FULL CASH WITH ORDER.	PISTACHIOS 25 lb. carton Large 50¢ lb. Small 45¢ lb. Full Cash With Order. Autographed Football Charms \$3.75 per 1000 Write for our FREE Complete Charm List.
---	---

175 Deposit, F. O. B. Brooklyn, N. Y.
Balance C. O. D.
Orders Under \$10.00. Money in Full.
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 SACKMAN ST., BROOKLYN 12, N. Y.
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NAMA Meeting Agenda Themed To Better Sales

(Continued from page 87)
promptly at 5 p.m. at the Shelburne Hotel, and will continue on into the evening.

On Monday (28) convention business will start in earnest, with the opening session, called "Salesmanship," starting at 9:30 a.m. in Convention Hall. Fen K. Doscher, Lily-Tulip veepee in charge of sales, is chairman of the session, which also will feature Zenn Kaufman, merchandising director, Philip Morris & Company, Ltd., and I. H. Houston, Spacarb, Inc. Because it is one of the most important sessions of the convention, no other meeting has been skedded for Monday morning. Exhibits will open at noon and will remain open thru 6 p.m. Exhibitors will hold open house in their hotel suites Monday night starting at 8 p.m.

Tuesday Agenda

Tuesday (29) morning will mark the start of clinics devoted to specialized operations. At 9:30 a.m. the Cigarette Operators' Clinic will get under way in Room "A" at Convention Hall with E. G. Chandler, Rowe Service Company, Los Angeles, acting as moderator. In Room "B" of Convention Hall, the Cup Beverage Operators' Clinic will start at 9:30 a.m. with Richard Hatfield, Spacarb-Essex, Inc., Maplewood, N. J., as moderator. At the same time a third session, this one the Penny Machine Operators' Round Table, will convene in Room "C" under the direction of Fred L. Brandstrader, NAMA's legal counsel. The three sessions are scheduled to adjourn at noon.

NAMA will take over the Convention Hall restaurant starting at 12:15 p.m., when the round-up luncheon for operators, manufacturers and suppliers is scheduled.

The Exhibit Hall will open at 3 p.m. Tuesday, and close at 9 p.m.

Final Activities

On Wednesday (30), the final day of the convention, two special sessions are scheduled for the morning hours. The Candy, Nut, Gum and Biscuit Operators' Clinic opens at 9:30 a.m. in Room "A" under the direction of Jack LaFever, Automatic Canteen Company of Cleveland, and the Bottle Beverage Operators' Round Table convenes at the same hour in Room "B" with G. R. Schreiber, editor of Vend, acting as moderator.

Exhibits will be on display for the last time Wednesday from 12 noon thru 5 p.m., and convention activities come to a close with the annual banquet and entertainment scheduled for 7 p.m. in the American Room of the Traymore Hotel.

Women's Program

As has been the case in past NAMA conventions, a special program has been worked out for the visiting wives. A hospitality center will be established at the Claridge Hotel, and will be open at set hours thruout the convention dates. An open house will be held at the center Sunday (27) from 12 noon thru 5 p.m.

A ladies' luncheon and business session has been set for Monday at 1 p.m. in the Ocean Dining Room at the Claridge Hotel. Speaker will be Mrs. Sidney Kronenberg. At 8 p.m. Monday a bingo party will be held at the hotel.

The women will gather at 10 a.m. Tuesday (29) for a trip to the Renault Winery at Egg Harbor. Busses leave from the hotel. At 8 p.m. a card party will be held at the Claridge.

For the final day of the convention, a fortune tea, complete with fortune tellers, hand writing analysts, etc., has been set from 3 to 5 p.m. in the West Room at the Claridge.

for **BIGGER PROFITS** per vender **THAN YOU'VE EVER HAD BEFORE—**



Northwestern
MODEL **49**

ENTIRELY DIFFERENT from any other VENDING MACHINE!



New Sani-Carry Globes can be cleaned and refilled at home or warehouse... by inexperienced help if you want it. No more filling, spilling and messy cleaning on location. Greater cleanliness assured. Cuts servicing time in half. That means twice as many machines serviced per day per man... bringing servicing costs down to new lows... boosting profits to new highs. Equally important, by checking merchandise in returned globes against cash collection, you can be sure of more accurate accounting and tighter control. No other vending machine gives operators so much. Wire, phone or write for details.

NEW NORTHWESTERN MODEL 49 SPECIAL OPERATOR NET PRICE LESS THAN \$10.00 EACH



With each Model 49 Special ordered during this sale at billing price of \$14.75 we will include at no charge, 5 lbs. Spanish #1 Grade Peanuts. Model 49 Special with 5 lbs. Peanuts, \$14.75 Gross take 5.00

Your net cost when machine empties. **\$9.75**

ORDER TODAY AND SAVE
Parts, Supplies, Charms—Write for List
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WHITE'S COMB VENDER
THE NEWEST POCKET COMB VENDING MACHINE, dispensing one of the finest Combs on the market at 10¢.

A very attractive compact machine. Machine capacity 200 Combs. Coin returned when machine is empty.

Plenty virgin territory available. An entirely new field for Merchandise Vending Operators.

Large profits on small investment on a commodity used every day.

COIN MACHINE DISTRIBUTORS, OPERATORS, SALESMEN. Contact us immediately. Get in on the ground floor. Be the first in your territory.

Send for price list and full particulars today.

White Distributing Co.
1326 Green St. (Phone: 39233) Rockford, Ill.

POPCORN MACHINE OPERATORS and Distributors

SUPROPT HYBRID
SPECIALLY MADE POPPED CORN Makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags. 12 to shipping carton by express anywhere. **WIRE OR WRITE FOR PRICES**

DWIGHT HAMLIN CO.
5958 BAUM BLVD. • PITTSBURGH 6, PA.

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS...
Write today for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND EMBLED RINGS, WEDDING RINGS, RINGS, JACKS, BALLOONS, TRUITS, ETC.

BECKER VENDING SERVICE - BRILLION WISCONSIN

THE NORTHWESTERN CORPORATION
818 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

IN PENNSYLVANIA IT'S RAKE
FOR THE COMPLETE **NORTHWESTERN LINE**

CAN BE PURCHASED ON "RAKE" 24-PAY PLAN.
Write for Circulars and Price List. WE TAKE TRADE-INS—LIBERAL ALLOWANCE.

RAKE Coin Machine Exchange | **RAKE Coin Machine Agency**
609 Spring Garden Street | 2120 Fifth Avenue
Phila. 23, Pa. | LOmbard 3-2676 | Pittsburgh, Pa.

MR. OPERATOR!

DID YOU KNOW?
There are less used or rebuilt VICTOR MACHINES offered than any other make.

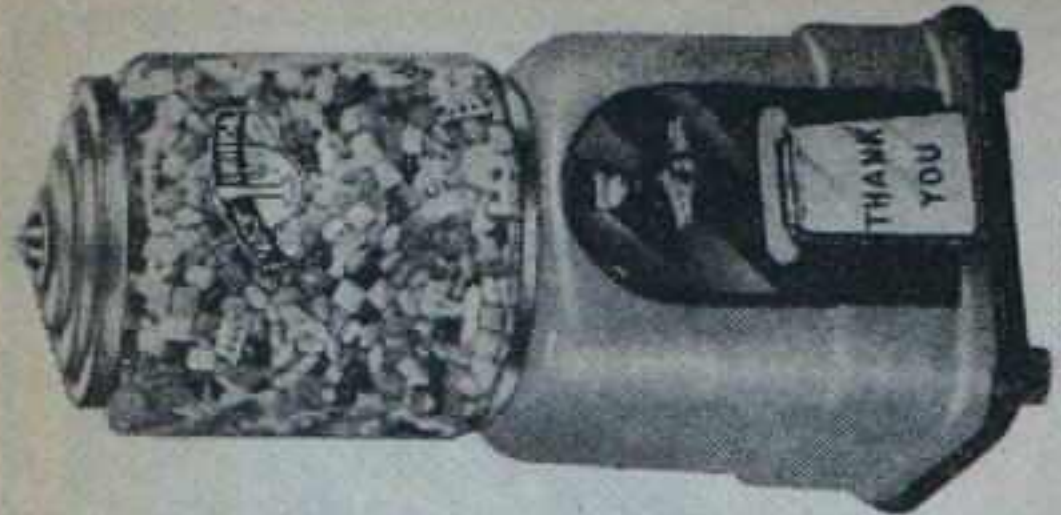
DID YOU KNOW?
That you can buy TOPPER as low as \$10.00 in lots of 100 or more.

DID YOU KNOW?
You can buy 100 TOPPERS for less outlay of cash than you would expect to pay for 25 other machines.

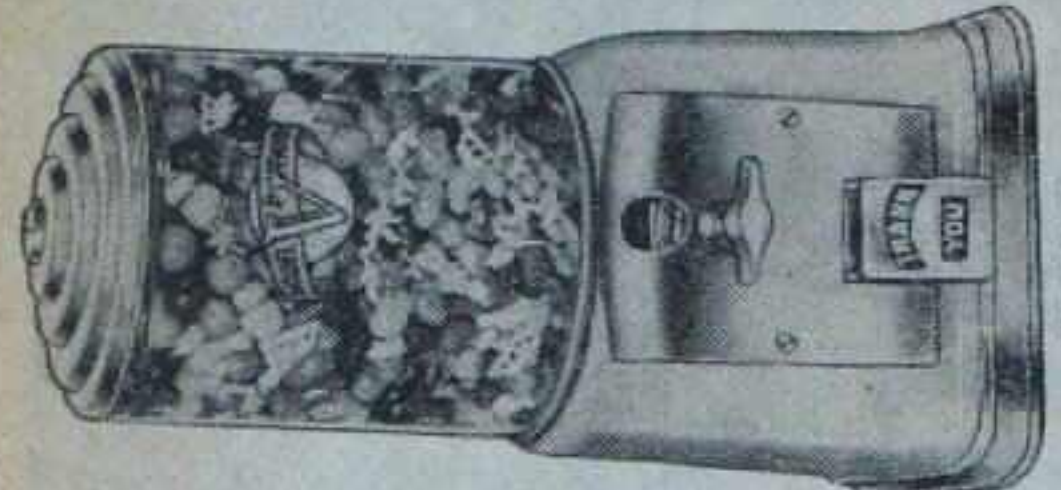
BETTER WRITE FOR TIME PAYMENT PLAN

ROY TORR
LANSLOWNE, PA.

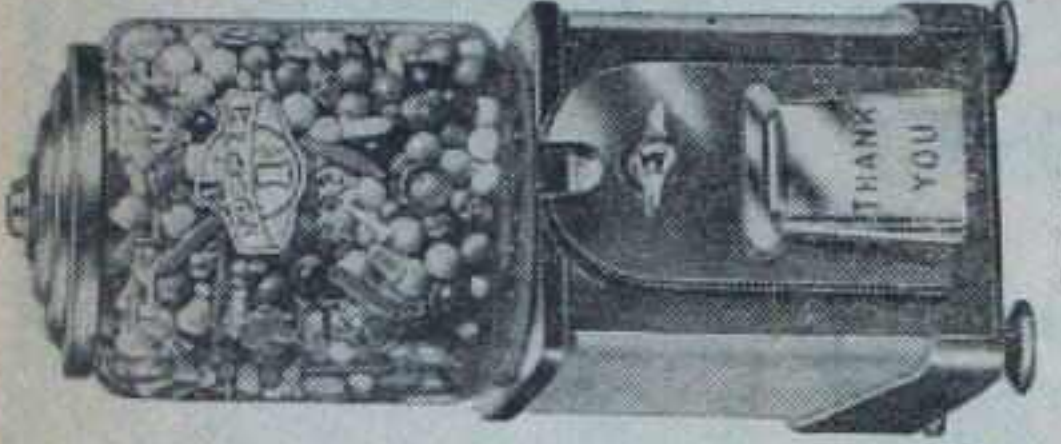




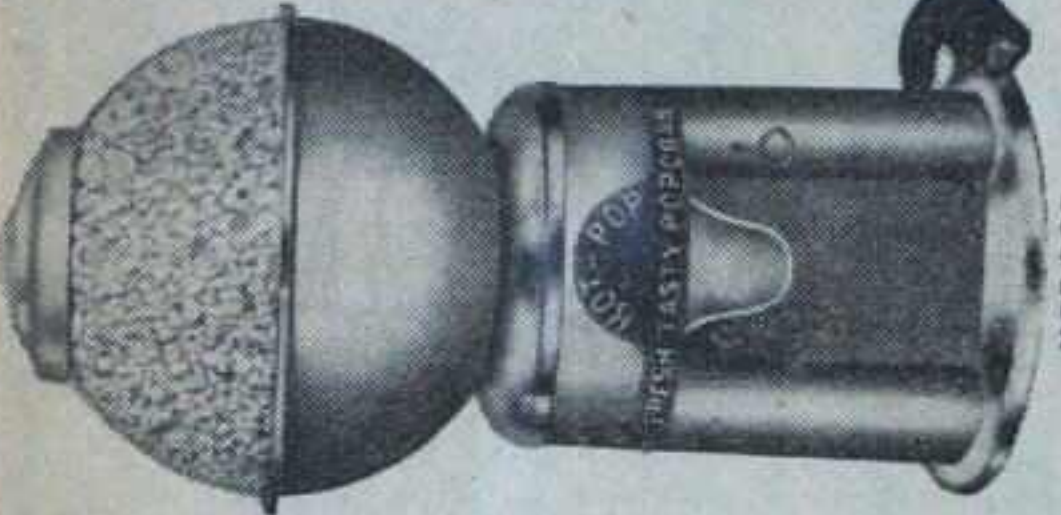
UNIVERSAL



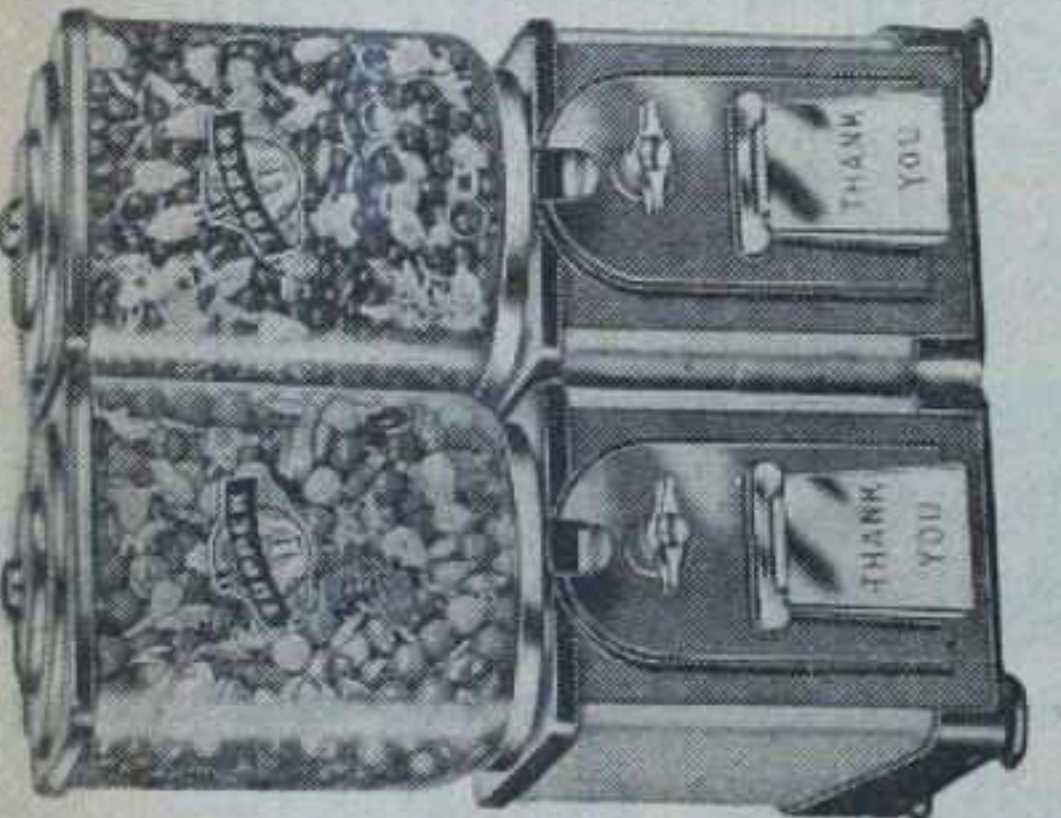
MODEL V



TOPPER



HOT-POP



DOUBLE-UNIT TOPPER

The popularity of these venders is amply demonstrated by their total absence on the used-machine market.

Victor Venders have proven themselves time and time again under the most rigid tests over a period of 15 years. The great majority of the first machines produced by Victor are still on location and rendering satisfactory service.

Equipped with the new VICTOR plastic globe. Available on all VICTOR models at small extra charge at time of machine purchase.

VICTOR'S 5 BIG WINNERS

It's Victor's Exclusively With Successful Operators—Get the Complete Details Now!

VICTOR VENDING CORP.

5701-13 W. GRAND AVENUE, CHICAGO 39, ILLINOIS

CTA Asks Bids On Four Types Of Installations

(Continued from page 87)

vending equipment which will be a "first" for CTA. The present contract for news, concession and candy, gum, nut, service machine and drink venders (latter added in May this year) permits subcontracts to be offered by Union News for the vending operations. These are now held by Transit Sales, Inc., for candy, gum and nut machines and by Mechanical Merchants, Inc., for cup-type soft drink venders.

Separate Pacts

Under the new system, CTA will offer separate contracts on (1) newsstand operation; (2) penny and nickel candy, gum and nut units and scales; (3) soft drink equipment. Latter will be a broad contract, so as to make possible operation of other types of nickel-and-over vending and service equipment, with the exception of candy, gum, nut and penny weighing units.

A further subdivision will be made for public (stations) and shop and office vender operation. Two contracts will be offered for candy, gum, nut and scale operation and soft drink vender operation in CTA shops, offices. Thus, it may be possible that the drink installations, for instance, in stations and shops will be made by two different firms.

Polland revealed that CTA's commission for 1948 on candy, nut, gum and scale operation amounted to over \$58,000. The news concession returned \$78,000 in revenue. The drink vender operation, broken down by months, returned \$175.91 for the last week or so in May (from the original nine machines); \$894.55 during June; \$1,045.41 during July; \$1,680.87 for August (from about 17 venders) and approximately \$1,000 for September from 20 drink venders.

The CTA contracts will call for operating firms to exert special effort to expand and promote operation of vending equipment in rapid transit stations, both in the subway and on El platforms. Polland stated that while the principal stress has been placed on installation of equipment in subway stations, installations of venders on El platforms and in El stations will be emphasized in the coming months. First move in this direction has already been made by Mechanical Merchants, which has placed a drink vender on the Wilson Avenue El platform. This unit will be moved indoors for the winter, it was reported.

Thousands of locations are waiting for the new

ALKUNO
5c GUM AND CANDY VENDOR

Capacity: 328 Packages of Gum or 218 Packages of Candy or Any Combination of Both.

MODEL 130-MM
Metal Cabinet and Base.
Ht. on Base, 60"x18".
Wt. on Base, 44 Lbs.

Write for new reduced prices

Immediate Delivery in Green, Blue or Tan.

Write for Catalog of Complete Line of 5c Gum and Candy Vendors.

ALKUNO & CO.
408 Concord Ave.
New York 34, N. Y.
Melrose 5-7757

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

BUBBLE BALL GUM
140 or 170 size. Crown Jack Brand with colored centers. 25 lb. ctn. \$ 5.65
100 lbs. or more 21.90

CHARMS

Plastic Charms, small, 1,000 \$2.50
Copper and nickel, small, 1,000 4.50
Copper and nickel, large, 1,000 5.75
Silver Wedding Rings, 1,000 5.95
Gold Wedding Rings, 1,000 7.95
Stone Set Rings, 1 gross 1.95
Sassy Wise Crack Buttons, 1,000 5.95
Cop. & Nick. basketballs, 1 gr. 1.95
Copper alphabet charms, 1,000 4.25
Toy Watches, 2 gross 2.50

STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weight 17 lbs.

\$2.99 each

We are factory distributors for all leading makes of VENDING MACHINES. 1/3 DEP ON ALL ORDERS

PARKWAY MACHINE CORPORATION
623 West North Ave., Baltimore 17, Md.

Complete, Separate Service Heads on

ACORN

1c or 5c All Purpose Bulk Merchandiser

Fast to service and exchange on location. Extra heads—removed simply by unlocking—give you many more Acorn Vendors at minimum investment.

Write today!

CALIFORNIA TINEY ALMONDS
VACUUM PACKED IN 5 LB. TINS
SPECIAL, 77c LB. F.O.B. L. A.

OPERATORS VENDING MACHINE SUPPLY CO.
1023 South Grand, Los Angeles 15, Calif.

WALT DISNEY Character Charms ^{©w.d.p.}

Available in 16 Walt Disney Characters! New! Copper, silver, gold and color plated finishes!

MICKEY

They increase sales 500%! They make more money!

DONALD

Vends perfectly with all gum and bulk merchandise!

PLUTO

Disney character decals available in full color!

Get More "FACE" Value for Your Charm Dollar. Operators, contact your distributor! Distributors, contact us!

CHARACTER CHARMS, INC.
1607 E. 16th St. Los Angeles 21, Calif.

ACTUAL SIZE

NAMA Extends Drive To Add 500 Members

CHICAGO, Nov. 5.—National Automatic Merchandising Association (NAMA) has announced that it will extend its membership drive until January 1. Goal of the drive is 500 new members, according to Tom Donahue, of National Vendors, St. Louis, chairman of the membership committee.

Donahue declared that special sales representatives' kits are available to operator members writing the Chicago office.

N. C. Self-Service Wash Ops Organize

ASHEVILLE, N. C., Nov. 5.—The Self-Service Laundry Owners' Association (SSLOA) was formed here this week by six laundry operators. H. E. Pollock Jr. was named general chairman.

Firms making up the association are the Launderette, Beverly Hills Self-Service Laundry, Down Town Self-Service Laundry, Biltmore Laundrell and two branches of the Laundromat.

CHARMS

NEW PLATED FOOTBALLS EMBOSSED WITH NAMES OF COLLEGE TEAMS

COPPER PLATED FOOTBALLS. \$5.50 per M

GOLD PLATED FOOTBALLS. . . . 7.00 per M

Penny King Company
415 Neptune Street Pittsburgh 20, Pa

NEW LOW PRICES

U-SELECT-IT

CANDY MACHINES

U-Select-It, 54-Bar Size. Each \$22.50

Cigarette Machines

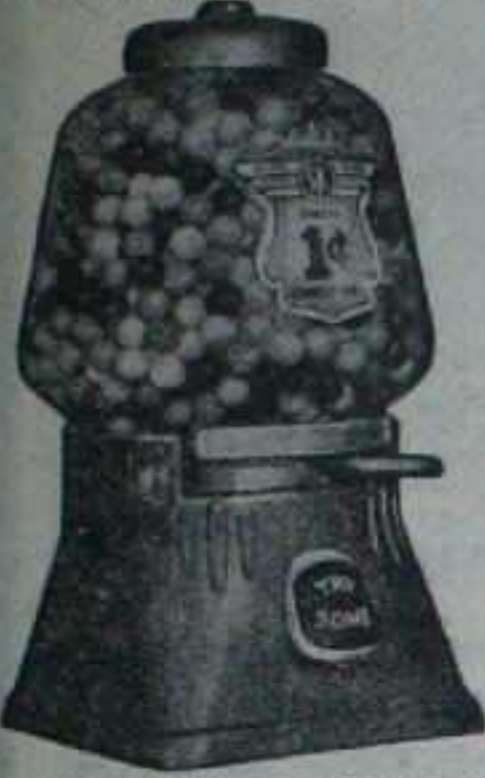
OU GRENIER, Col., Like New \$40.00
OU GRENIER W, 9 Col. 45.00
OU GRENIER CHAMPION 50.00
UNEEDA MONARCH, 8 Col., Like New 70.00
NATIONAL 9-30 50.00
COUNTER MODEL, 7 Col. 17.50

Half Deposit. Phone: BA. 9-0604

HARRIS VENDING
1717 N. Park Ave. Philadelphia, Pa.

BUY SILVER KINGS KING OF VENDORS

Nut and Ball Gum, Candy, Charms Vendors. 1c-5c. U. S. and Foreign Coins "Hot Nut" Vendors



Bigger Profits from locations are natural with Silver Kings or "Charm King" Ball Gum Vendor Designed for sales compelling eye appeal as low as \$10.00 in quantities

At All the Best Dealers—or Write. Ask About the New "Hunter." **SILVER-KING CORP.** 622 Diversey Parkway CHICAGO, ILL.

District Court Rules Against Simulated Orange Drink Mfr.

CAMDEN, N. J., Nov. 5.—A jury in U. S. District Court here last week ruled in effect that it is wrong for a soft drink beverage company to manufacture and distribute an "orange" drink that looks too much like real orange juice. At the end of four weeks of trial, the jury deliberated two hours and then returned a verdict before Judge Thomas M. Madden ordering 88 cases of Bireley's orange drink destroyed.

The case was the first of its kind tried in this country and the verdict, according to legal observers, will affect the entire industry producing and distributing non-carbonated "fruit flavored" soft drinks. The Bireley product is used extensively in soft drink vending machines.

The trial involved 88 cases of the orange drink shipped in January, 1945, to the Monmouth Products Company in Atlantic City by the Bireley Beverage Company. It was defended by the General Foods Corporation, which absorbed the beverage company after that date.

Assistant U. S. Attorney Grover C. Richman Jr. emphasized the government was not contending there was any impurity in the drink, but merely that it was made to look "better than it is." He introduced surveys conducted in various cities to show the average buyer of the drink thought he was getting real orange juice. He said the color of the drink was almost a "dead ringer for a split Valencia orange."

Defense counsel, headed by Sidney P. McCord, contended there was no misrepresentation in the sale of the drink. He indicated there was a possibility that an appeal would be

taken. Federal Attorney Richman announced that further action involving distribution of the drink was "up to the Pure Food and Drug Administration."

McCord produced an array of technical witnesses who testified the beverage was marketed solely as "a soft drink" and did not purport to be pure orange juice.

ATTENTION POPCORN OPERATORS

You will benefit most in PROFITS and SALES by using the original "POP" CORN SEZ pre-popped corn! Scientifically popped, packaged and sealed by a method originated by "POP" CORN SEZ, our product is designed for you!



Write for details! Ask about our "Pop" Corn Sez Vendors, too - both new and reconditioned.

"POP" CORN SEZ, INC. OF PENNSYLVANIA Montrose and Delaware Aves. Upper Darby, Pennsylvania

IN PENNSYLVANIA IT'S RAKE For the Complete SILVER KING LINE

RAKE COIN MACHINE EXCHANGE 409 Spring Garden Street Phila. 23, Pa. LOmbard 3-2676

RAKE COIN MACHINE AGENCY 2120 Fifth Avenue Pittsburgh, Pa.

ADVANCE DUPLEX-E

and OTHER SANITARY MACHINES AVAILABLE IMMEDIATE DELIVERY Order Sample Today! Write for Quantity Prices!

LISTO SANITARY NAPKINS

Sample and Prices on Request. Manufacturer and Distributor

J. SCHOENBACH 1645 Bedford Ave., Brooklyn 25, N. Y.

Form Calif. Co. To Op, Distrib Coffee Venders

SAN FRANCISCO, Nov. 5.—Marbac Corporation is now installing new nickel coffee vending machines in a number of business firms and industrial plants, in addition to its present locations in shipyards, radio studios and municipal carbarns. It plans further expansion around the first of the year when production of the machines really gets rolling.

In addition to producing the Marbac Coffee Bar for local operation and sale in other territories, Marbac makes its own liquid coffee concentrate for the machines. Twenty years of research and successful use lies behind the company and this is one of the reasons for the success of not only Marbac but other coffee vending machine operators in this area.

About a year ago Marbac entered the coffee vending machine field in conjunction with Vend-o-Matic Sales Company with its automatic coffee bar which serves one cup of freshly made coffee or tea every 10 seconds. Machine has 400-cup capacity per servicing. The base of the machine is 27 inches deep and 36 inches wide and can be adapted for counter use without the base which reduces the size to approximately 20 by 25 inches by 22 inches.

Unit serves the coffee black. Cream or sugar is optional. It also embodies a hot-water faucet for tea and hot soup. The machine will be offered for sale about the first of the year for around \$500.

Marbac Corporation and Vend-o-Matic Sales Company together have formed Coffee Service Company, 12 Hale Street, and will both operate and sell the Marbac Coffee Bar. Principals are Robert E. Marble, John E. Bacon, Walter H. Innes and Roy W. Gugiere.



SALE \$75.00 Uneeda Candy Vendor 102 Bar Capacity. Floor Model. **COUNTER MODEL \$65.00**

ATTENTION —25c & 30c CONVERSIONS

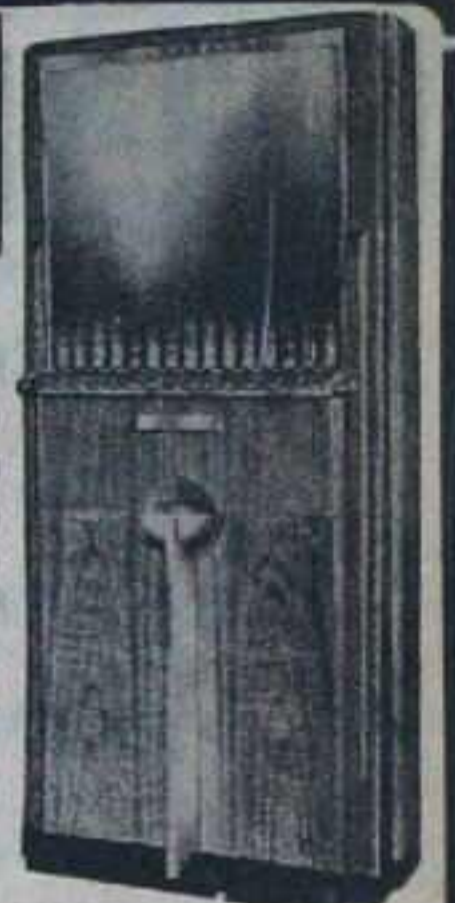
Silver, Quarter or combination Nickel-Dime Guaranteed Parts. Expert Workmanship.

CIGARETTE MACHINES

- NATIONAL ELECTRIC, 9 Cols. \$185.00
- UNEEDA, 8 Cols. 110.00
- UNEEDA, 6 Cols. 100.00
- ROWE PRESIDENT, 10 Col. 100.00
- Royal, 10 Col., 400 Pack Cap. 95.00
- Rowe Imperial, 8 Col., 240 Pack Cap. 70.00
- DuGrenier Model W, 9 Col., 308 Pack Cap. 62.50
- Special! 8 Col. Cig. VENDOR. 39.50
- Special! 4 Col., 100 Pack Cap. 27.50
- Special! 4 Col., 80 Pack Cap. 20.00

CANDY MACHINES

- NATIONAL 9-18, 9 COL., 162 BAR CAP. \$100.00
- ROWE, 120 Bar Cap. 85.00
- Uneeda 5 Col., 102 Bar Cap. 75.00
- VENDIT, 150 Bar Cap. 57.50
- Candyman, 72 Bar Cap. with Base 65.00
- U-Select-It 35.00



SALE Uneeda Model 500 9 Col., 350 Pack Cap. **\$95.00** 7 Col., 250 Pack Cap. **\$85.00**

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D. Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES" 166 CLYMER STREET EVergreen 7-4568 BROOKLYN 11, NEW YORK

CHARMS—PROVEN SALES BOOSTERS

SENSATIONAL NEW

HELMETS



Approximately 3/8"

- PLASTIC— 6 Bright Colors ... \$ 5.00 M
- COPPER Plated ... 8.00 M
- Gold or Silver Plated. 10.00 M

FOOTBALLS

- Colorful Plastic ... \$3.75 M
- Brown Plastic ... 3.75 M
- Gold or Silver Plated ... 7.00 M
- Copper Plated ... 6.00 M

24 TEAM NAMES

- 5/8" TREASURE BALLS**
- With Tattoos ... \$12.50 M
 - With Key Chain ... 18.00 M
 - With Balloons ... 14.00 M
 - With Dice ... 12.50 M
 - With Bracelet ... 5.50 Gr.

- #494 ANIMAL CHARMS**
- #494 Bright Plastic ... \$3.00 M
 - #494M Metal Plated ... 5.75 M
 - #494 Color Plated ... 5.75 M
 - #494G Gold or Silver Plated ... 6.75 M
 - #494 Metallic Plastic Bronze or Silver ... 3.25 M

- NEW!!! #500 CHARMS**
- #500 Bright Plastic ... \$3.00 M
 - #500M Metal Plated ... 5.75 M
 - #500C Color Plated ... 5.75 M
 - #500 Gold or Silver Plated ... 6.75 M
 - #500 Metallic Plastic Bronze or Silver ... 3.25 M

- #3 Asst Small Plastic Charms ... \$2.50 M
- #3M Asst Small Metal Plated Charms ... 4.50 M

President Buttons — Pictures and Dates of Office of the 32 Presidents of the U. S.—Washington to Truman \$6.00 M



KARL GUGGENHEIM, INC.

33 Union Square

New York 3, N. Y.

WALT DISNEY CHARMS



IN NEW GLITTERING METALLIC COLORS

Red, Green, Blue, Yellow Plate and Gold, Copper, Nickel Plate.

Introducer package—assortment of all colors and plates. Your money's worth, plus \$2.50

ORDER NOW! LA RUE International, Inc. 540 Hayes St. San Francisco, Cal.



FRANCHISE SALESMAN

An exceptional opportunity for a high grade man with a record of earnings upwards of \$15,000. Must be free to travel and able to finance himself. Franchise sales of new service to a basic industry. NOT COIN MACHINES. Write fully, giving complete record of past connections for interview. Box NY-112, Billboard, 1564 Broadway, New York City 19.

After all,
there's only
one place
where you
can

all

MEET THE PEOPLE

who know
the most there
is to know
about your
business—the
vending machine
business.

Naturally, that's

N.A.M.A.'s 1949 CONVENTION and EXHIBIT
ATLANTIC CITY, N. J. NOVEMBER 27-30

If you haven't made
(1) your hotel reservations
and (2) your travel arrangements,
you'd better hurry!

For last-minute (and we really mean this)
details, write, wire or
phone N.A.M.A. at
7 South Dearborn St.,
Chicago 3, Illinois—
Financial 6-0370.

MERCHANDISE
and SERVICE
VENDING
CONVENTION
and EXHIBIT **EVER HELD!**



Auto. Service Opens Offices In Los Angeles

LOS ANGELES, Nov. 5.—New offices of the Automatic Service Supply Company have been opened here at 5670 Wilshire Boulevard, according to Frank Huesman and Kirk Mueller, officials of the firm. The company specializes in automatic merchandising machines and is now on the look-out for new items, Huesman said.

The firm was one of the first to locally foster the vending of Kleenex pocket-pack tissues. A tie-in with the Vend-Rite Manufacturing Company, manufacturers of vending machines, was effected by Huesman some months ago at which time negotiations were started with the International Cellucotton Products Company for permission to market their product thru vending machines. The deal was closed recently, Huesman said.

Automatic Service Supply Company also will soon introduce another machine to vend a national product. Ready for market is a cabinet-type coin-operated six-tube radio with magazine and newspaper racks in the lower part of the cabinet.

The firm recently opened offices in Dallas, with Oliver Aubrey as district manager and in Seattle, under District Manager Ted Lee.

At present the company is concentrating all efforts in the 11 Western States and Texas, according to Huesman.

100 Graduated From LA School

(Continued from page 87)
chines are dirty. Dampness from sirup or water may cause controls to stick. Dust and dirt often gum moving parts. Dirty machines are more frequently out of service than clean ones. Maintenance time and expense pile up.

"Each machine that you operate should be visited daily—whether or not it needs filling and servicing. Daily visits should include a definite schedule. Complete cleaning instructions are available from the manufacturer of your machines. Be sure that your route men know and follow these instructions. Your cleaning schedule should cover the entire machine, inside and out. Put special emphasis on cleaning the cup station, the waste cup receptacle and the outside surface of the machines."

Special attention was given by the speaker to the amount of sirup to be used in making a drink. He advised against giving any more or less than the manufacturer suggested. In this way, he said, the right drink can be served.

Installations

Herrin's subject was *Machine Installation* and was illustrated by colored slides. His talk was mainly concerned with the placing of the machine on location. Operators were advised to have their machines located within 150 feet of a sink and to make proper arrangements for the storage of sirups and cups on location and pointed out that these were not to be placed in the machine.

A colored film on the operation of machines was shown with special attention being given to the steps of the procedure.

An examination with 33 questions to be answered by true or false was held. The papers will be graded with those attending the full training schedule receiving certificates.

Dave Davidson, president of Davidson Bros. and a former regional chairman for National Automatic Merchandising Association (NAMA), expressed appreciation of the support given by the health department in holding the school.

BRAND NEW COLUMBIA DOUBLE JACKPOT BELL

\$145.00
EACH



Used \$79.50
Each
Changeable right on location in a few minutes' time to 1-5-10-25¢ play. SIZE: 18 1/2" high, 14 1/2" wide, 12" deep, 50-lb. wt.

BRAND NEW IMPS

Either 1¢ or 5¢ Play
Cig. or Fruit Reels

\$21.50 Ea.



MILLS VEST POCKET BELL

Pays Out
Automatically

\$65.00 Ea.

USED ... \$44.50 Each



Brand New ABT CHALLENGERS

Special Price

\$47.50

Reconditioned \$19.50



ASK ABOUT THE "RAKE" 24 PAY PLAN

Let Us Know What Machines
You Are Interested In.

WE TAKE TRADE-INS
LIBERAL ALLOWANCE

1/3 Required With All Orders—Balance
C. O. D.

RAKE
COIN MACHINE
EXCHANGE
609 Spring
Garden Street
Phila. 23, Pa.
LOmbard 3-2676

RAKE
COIN MACHINE
AGENCY
2120 Fifth
Avenue
Pittsburgh, Pa.

THE BIG 3 FOR THE SUCCESSFUL OPERATOR



1. ACORN

1¢ or 5¢ Vendor,
\$13.95 Ea.; \$13.45 in
100 lots. Trial order
guaranteed.

2. LEAF GUM

100 Lb. Lots .25¢ Lb.
Freight prepaid
From Factory on 150
Lbs. or More.

3. WALT DISNEY CHARMS

Lb.
Copper Plated . \$2.50
Nickel Plated . 2.50
Color Plated . 2.75
Gold Plated . 3.00
Silver Plated . 3.00

\$13.95 Ea.

AMERICAN DISTRIBUTORS

1349 Fifth Ave., Pittsburgh, Pa.
12046 Linwood, Detroit, Mich.
111 W. Columbus Drive, Tampa, Fla.

Manufacturer of
HIGHEST QUALITY CHEWING GUM
BALL GUM
BUBBLE GUM
BUBBLE BASE

SOLICITS INQUIRIES FROM
QUANTITY BUYERS ONLY

BARKER BRANDS, Inc.

SEA BRIGHT, N. J.



"The Magazine of Automatic Merchandizing"

VEND is doing a terrific job. Operators of Coin Operated Beverage Vending Machines should read VEND.

Roy K. Quinlan
Vendall Corp.

VEND 11-12
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to VEND Magazine for One Year for which I inclose \$3.

Name

Address

City Zone State

VENDING MACHINES RECONDITIONED—REBUILT Ready for Location NATIONAL CIGARETTE MACHINES

- 9-E—Electric \$219.50
 - 9-A—350 Cap. King Size 104.50
 - 9-50—350 Cap. King Size 104.50
 - 9-50—Reg. 350 Cap. No King Size 85.00
 - 9-30—270 Cap. No King Size. . 65.00
- For 25c Vending, All National's Add 10.00
- Rowe Crusader—8 Col. 104.50
 - PX 10 Col. 90.00
 - Eastern Elec. 169.50

CANDY MACHINES

- 9-18—162 Cap. \$95.00
 - 6-18—102 Cap. 79.50
- 1/3 WITH ORDER—BAL. ON DELIVERY

L. H. CANTOR
11219 Superior Ave. Cleveland 6, Ohio

New! Improved! "HUNTER" Ball Gum Vendor

Keeps Cash Pouring In Fortunes being made with Vending Machines. Thousands of choice locations waiting. Chance for big daily profits. Machines work day and night. FREE Literature tells you how you can start Big Pay Business in your locality. Post card brings amazing facts. No obligation. Old reliable company backs you. Write

RAKE COIN MACHINE CO.
405-409 SPRING GARDEN ST.
PHILADELPHIA 23, PA.
2120 FIFTH AVE., PITTSBURGH, PA.

There'll Be a Smile On Your Face When You See

KOFFEE KING
NEW FUTURAMIC HOT COFFEE VENDOR

Trade Directory

New Equipment

Band Leader—five-ball—J. H. Keeney & Company, Chicago.
Collection box—M. H. Rhodes, Inc. & Taylor & Fenn Company, Hartford, Conn.
Export Chief—bell—O. D. Jennings Company, Chicago.
Five Jacks—counter game—Auto Bell Novelty Company in conjunction with Monarch Coin Machine Company, Chicago.
Model D. Junior—cup, dual drink vender — Bradley-Edlund Corporation, Syracuse.
Quarterback—straight novelty—Williams Manufacturing Company, Chicago.
Shuffle scorer—all-plastic—Sun-Glo Shuffleboard Supplies, Inc., Belleville, N. J.
Silver Bullets—straight novelty—Exhibit Supply Company, Chicago.

Change of Address

Mills Automatic Merchandising Corporation moving to 4401 11th Street, Long Island City, N. Y.

New Offices

Monarch Shuffleboard opened a branch office at 2998 Grand River Road, Detroit.

Personals

Ken Ferguson, Stillwater, Minn., resigned as co-ordinator of the Five States Phonograph Convention.

Fred Sebulske, general manager of the Pepsi-Cola Metropolitan Bottling Company, Pittsburgh, has been named president of the Keystone Bottlers' Association. Other officials elected were Morris Levin, Philadelphia, first vice-president; Wesley Woodson, Altoona, second vice-president; E. H. Browning, New Castle, third vice-president, and George Derry, Philadelphia, treasurer.

Purchases

Essex Wire Corporation, Fort Wayne, Ind., purchased all machinery and buildings of Cords, Ltd.

Joe Kalishman, head of U-Need-a-Service & Parts, Union City, N. J., acquired control of New York Vending Machine Exchange, and has formed U-Need-a-Enterprises at 1010 Myrtle Avenue, Brooklyn.

Distributors

AMI, Inc., Grand Rapids, Mich., announced the following distributors: Hermitage Music Company, Nashville, to cover central portion of Tennessee; Miller-Newmark Distributing Com-

pany, Grand Rapids, Mich., to cover the entire lower peninsula of Michigan; Steel Music Company, Durham, N. C., to cover North and South Carolina.

Bonanza, Inc., Los Angeles, appointed Frank Burns, Chicago.

Coan Manufacturing Company, Madison, Wis., appointed Carl C. Miller, New York, to cover New York, New Jersey and the New England States.

O. D. Jennings, Chicago, appointed C. A. Robinson & Company to cover the State of Nevada.

Automatic Products, New York, appointed George McCain to cover the firm's drink and cigarette machines in Texas, Louisiana, Arkansas, Oklahoma, Mississippi and the Memphis area.

Northwestern Corporation, Morris, Ill., appointed King & Company, Chicago, to cover Illinois counties of Cook, DuPage, Lake and Will, and Lake County in Indiana.

Sales Org Set By Futuramic For New Mach.

Breger To Head Agency

NEW YORK, Nov. 5.—Charles Gondolfo, president of Futuramic Machines, Inc., announced this week the formation of a new company to handle sales of the firm's coin-operated coffee vending machine. Koffee King National Distributing Corporation, the new firm, was formed to separate functionally sales and production activities of the enterprise, he said.

Jack Breger, named president of the distributing agency, said that sales policies to guide the distribution of the Koffee King machine were now being outlined. With a new model due for introduction to the trade at the National Automatic Merchandising Association convention later this month, Breger indicated that sales thru authorized regional distributors and/or to franchise operators were being considered.

Operators' Supplies

To aid operators in placing equipment, the firm is now blueprinting a promotional campaign that will include institutional advertising and printed sales aids, according to Breger. Also to be supplied Koffee King operators are accounting charts. These will enable them to keep an accurate record of each machine's earnings, he said. The distributing agency also plans to act as a clearing house for operational data gathered from the field. This information will be supplied operators at periodic intervals so that they may compare their route expenses and earnings with those of other operators.

Breger, a new-comer to the vending machine industry, was formerly connected with the Underwood Corporation in a sales capacity. Other officers of Koffee King National Distributing are Milton Tane, secretary-treasurer, and Charles Gondolfo, vice-president. Offices are maintained at 20 East 35th Street here.

Expensive Parking

CRAWFORDSVILLE, Ind., Nov. 5.—"Thar's gold in them thar parking meters," city officials here are agreed. They have some glittering evidence to prove their statement, too, in the form of a \$2.50 gold piece that was discovered in one of the meters.

All Kids Go For EPPY CHARMS!

FAMOUS #1 CHARMS PER M
Plastic—52 ass't charms \$ 2.50
Metal-Plated—52 ass't charms 4.50

BIG FAMOUS #2 CHARMS
Plastic—another 52 ass't 3.00
Metal-Plated—another 52 ass't 5.75

BOXING GLOVE CHARMS
Plastic—30 Engraved Champe 5.00
Metal-Plated—30 Engraved Champs 7.50

FOOTBALL CHARMS
Plastic—30 Engraved Colleges 3.75
Metal Plated—30 Engraved Colleges 6.00

BASEBALL CHARMS
Plastic—30 Engraved Names 6.00
Metal-Plated—30 Engraved Names 10.00

A-10-Z ALPHABET CHARMS
Plastic—Scientific ass't 2.00

FUNNY FACE CHARMS
(Indians, Devil, Skull, Cannibal, Clown & Pirate)
Plastic 4.00
Metal-Plated 7.50
Plastic—with Rhinestone Eyes 8.50
Metal-Plated—with Rhinestone Eyes 12.50

RINGS
Plastic—20 Styles 2.50
Metal-Plated—20 Styles 6.00

JINGLE BELLS
1/2"—Ass't Colors 5.00
3/4"—Ass't 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 Balloons 14.00
With Key Chains, Undrilled 16.50
With Bracelets, per gross 5.50

METAL PICTURE BUTTONS
60 Ass't Subjects 4.50

COLOR PLATED CHARMS
Series #1 4.75
Series #2 5.75

24-K 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 on our mailing list—so we can send you samples of our new items.

America's Largest Charm M'fg.

EPPY

Samuel Eppy & Co., Inc.
113-08 101st Ave., Richmond Hill 19, L. I., N. Y.

Big Profits 6 Ways with the New BIG "6" "SILVER-KING"

Vending Equipment

In this BIG "6" Line you'll find a machine for every "type" of merchandise.
"Candy-King" Bar Vendor
"Package-King" Package Vendor
"Silver-King" Bulk Vendor
"Charm-King" Ball Gum and Charms
"Hunter" Amusement and Ball Gum
"Target" Free Play and Ball Gum
Made to receive 1c and 5c U. S. and foreign coins. Ask your dealer about "Silver-King" or write for FREE Illustrated Literature and complete information.

SILVER-KING CORP.
622 Diversey Pkwy. Chicago 14, Ill.

SACRIFICE

20 Tele-Juice Frigid Machines. Original price \$550.00 each; my price \$275.00 each. Just off locations.

HARRIS VENDING

2717 N. Park Ave. Philadelphia 32, Pa.

Vender Finance Plan by Mills

CHICAGO, Nov. 5.—R. A. Hoagland, vice-president of Mills Industries, announcement by Leroy M. Lewis, arrangements have been made with C. I. T. Corporation for financing the purchase of firm's drink venders on a deferred payment plan.

Payments may be spread over a 12 or 24-month period, following a small initial payment. Hoagland declared that there is no change in price of the venders.

NLRB Soft Drink Ruling

WASHINGTON, Nov. 5.—National Labor Relations Board this week upset a trial examiner's ruling that a wholesale distributor of soft drinks and beer is not engaged in interstate commerce. Declaring that most of the distributor's goods were bought outside the State, even tho distributed solely within the State, NLRB said that fact placed the distributor in interstate commerce and so under the provisions of the Labor Relations Act. The case involved William A. Mosow, franchised dealer for the Pabst Sales and Hoffman Beverage companies in the Stamford, Conn., area.

NEW Northwestern '49 Special
Cuts Costs and Servicing Time In Half
Less Than 25 ... \$13.75
Less Than 100 .. 13.55



NEW PRICE REDUCTIONS On the NEW SILVER KING CHARM KING 2 GREAT VENDORS

Sample	\$13.95
2 to 3	\$12.50
1 to 5 Cases	\$42.00 Case
4 Cases or More	\$40.00 Case
Packed 4 to Case	



NEW VENDORS

N.W. De Luxe Comb., 1 1/2 & 3 1/2	\$27.00
N.W. Dual, 1 1/2 & 3 1/2	45.00
N.W. 33 Ball Gum, 1 1/2	10.50
N.W. 39 All Purpose, 1 1/2	12.75
S.K. Hot Nut, 5 1/2	29.95
S.K. 100-Bar "Candy King," 5 1/2	64.50
S.K. 50-Bar "Candy King," 5 1/2	64.50
S.K. "Package King," 5 1/2	69.50
"Package King" Kleenex Special	69.50
Columbus Tri-Mor With Pedestal	45.00
Columbus Bi-Mor With Pedestal	36.00
Adams Gum Mod. C. V., 4 Col., 1 1/2	19.50
Adams Gum Mod. N., 4 Col., 1 1/2	22.50
N.W. National Postage, Roll Type	69.00
Shipman Triplex, 1 1/2 & 3 1/2 Stamp	39.50
Marion Scales	79.50
Watling Scales	Write

VICTOR TOPPERS \$10.75 Each

34 or More	\$10.50 Ea.
48 or More	10.25 Ea.
100 or More	10.00 Ea.
Victor Universals	\$13.95 Ea.
Victor Mod. V	12.75 Ea.

"RAKE" 24 PAY PLAN
All Machines Listed Above Sold on Our 24 Pay Time Payment Plan.
WRITE FOR COMPLETE DETAILS
Specify What Machines You Are Interested in Purchasing.

NEW COUNTER GAMES

Silver King Hunter	\$45.00
Silver King Target King	45.00
A.B.T. Challenger	47.50
A.B.T. Strikalite	47.50
A.B.T. Target Skill	47.50
A.B.T. Skill Gun	57.50
Kicker and Catcher	34.50
Gottlieb 3-Way Grip Scale	24.50
Imps, 1 1/2 & 5 1/2	21.50
Buddies, 1 1/2 Clp. Reel	19.50

NEW AND USED COIN OPERATED MACHINES OF ALL TYPES
WE TAKE TRADE-INS LIBERAL ALLOWANCE
1/3 Deposit, Balance C. O. D.
Full Payment Must Accompany All Orders Under \$20.00.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA. 23, PA.
LOmbord 3-7676

RAKE COIN MACHINE AGENCY
2120 Fifth Avenue Pittsburgh, Pa.

DISTRIBUTORS WANTED
See our ad on page 53 in the general outdoor section. This machine is "hot"! Territorial franchises are still available to reliable, aggressive distributors who want tremendous profits from little investment. Write, wire, phone:
FORDMAN CO., INC.
1420 S. Calhoun St. Fort Wayne 2, Ind.

75 IMPERIAL IRON CLAW MACHINES FOR SALE
In excellent condition, \$100.00 each.
F. O. B. New Orleans. Write
ARCADIAN AMUSEMENT CO.
1204 Carondelet St., New Orleans, La.

Coffee Cost Rises; Vender Firms Seek Supply Saving

(Continued from page 87)
ago the concentrate was selling just under \$7 a gallon.

Another liquid concentrate producer, The Harrison Company, probably the next largest supplier of liquid concentrate after Standard, upped its price to \$7 per gallon last week from the former \$6 peg. Harrison claims it would have increased the price still more but they "wanted to cushion the shock." However, it definitely will go to \$8 a gallon, company officials state, and probably still higher later. Development of a lower-priced substitute, however, was under way, they said.

In Chicago The Bert Mills Corpora-

Spacarb's Hot, Cold Vender Set For Early Bow

(Continued from page 87)
service, dispensing and location requirements. It will vend carbonated beverages, still drinks, hot chocolate and soup out of the same unit. On the other hand, the choice of model variation permits the use of a machine to concentrate on vending one or more of the permissible selections.

Any Standard Cup

Provision also is made to allow the use of any standard cup between the 6 and 10-ounce limits. With smaller size cups the machine has a capacity of 1,000 drinks. A capacity of 600 drinks is obtained if larger cups are used. The temperature of hot drinks is said to be rigidly controlled so that a cold, coated cup may be used regardless of the beverage dispensed.

With cost accounting still under way to fix the selling price of the 4-D-51, Houston said the list of the basic machine would be disclosed at a later date. He did indicate, however, that the cost of the model variations would differ somewhat.

Despite its versatility, the new unit is smaller than its predecessor. It occupies 30 by 24 inches of floor space and stands 68 inches high. To conform with health department regulations, casters have been eliminated, the machine resting flush on the floor.

Special Tubing

The stainless steel valves used are said to be of a new design and to have received prior health authority approval. They can be disassembled on location and cleaned in a matter of minutes. Internal tubing leading out of the refrigerated mechanism has been shortened to insure the delivery of a cold drink altho the machine may have been inoperative for many hours, according to the Spacarb president. The same use of short tubing lengths to dispense soup and hot chocolate is said to enable the machine to dispense the "first" cup at an approved temperature.

The unit incorporates an improved refrigeration mechanism, with vent openings on both side panels and at the top and bottom of the rear wall, aimed at upping air-flow efficiency.

The steel cabinet is colored green, with the front panel finished in two tones. For display purposes a number of different square mirror panels will be offered for insertion near the top of the front panel. These will be "edge lighted" and call attention to the type of drinks dispensed in the different model variations. Some of these will carry three-dimensional design patterns. The coin-return button on all models has been relocated far down the front panel, near the coin-return receptacle. Coin changers will be offered as extra equipment, the vender being adjusted for straight nickel operation for all drinks.

The basic model, equipped to serve

tion, which distributes the special Maxwell House powdered concentrate for its own coffee vender, reported a 70-cent-a-pound increase. Offsetting this increase for the operator, according to Bert Mills, is the newly enriched cream made available last week. Making possible smaller portions of cream per cup, this means that the former 150 servings per gallon can now be upped to 225 servings. Instead of three grams of cream per cup, dispensing unit can be set to deliver two grams. With the \$1 per pound price for powdered cream still holding, the 30 per cent hike in coffee price is thus almost completely nullified and permits continued vending of nickel coffee at profit margins, Mills declared.

Powdered Cream

The newly developed powdered cream, containing 52 per cent butterfat, is being made available by Dean Dairy, thru its Rockford, Ill., plant, Mills explained.

Further aid to operators' supply cost problems is forthcoming in a new low-cost cup. Promising details within a week or two, Mills said the new cup will sell for about half the cost of present hot liquid-type cups. This will mean that the operator's cost, per serving, will be about 2.03 cents, when combined with the cream savings, in spite of the higher coffee cost.

P. Zimmerman To Amer. Nat'l As Sales Chief

LANSDALE, Pa., Nov. 5.—Paul Zimmerman has been named sales manager of the American National Dispensing Company, according to an tries, Inc., announced last week that announcement by Leroy M. Lewis, with Rudd-Melikian for the past year and a half, moved into the top sales post of the newly formed coffee machine manufacturer, replacing Jack Bramham, who was understood to have been given another executive assignment.

With deliveries of the American National machine due to begin in December, Zimmerman reported he is now organizing his sales force. This will consist of direct factory representatives, to be assigned special territories for nationwide coverage. He said that a franchise policy will govern sales of the \$750 unit. The list price includes a changer as standard equipment. The machine is designed to vend either coffee or soup, at the operators' option.

American, an affiliate of the 30-year-old Central Automatic Sprinkler Company, held its first formal showing of the coffee machine here last week as a feature of observance of Pennsylvania Week.

The company has set as its goal the output of 1,000 venders during the coming year.

three sirup drinks and club soda, can be modified in the field to dispense any of the 15 remaining cold and/or hot combinations, Houston maintained. The machine was engineered with this in mind to allow for varying location needs.

To speed distribution of the venders as well as to cut transportation costs, they will be assembled at three or more separate points. In addition to the home office here, one assembly point is being set up in Milwaukee. Another is to be established in a West Coast city, possibly San Francisco.

For export, Spacarb has adapted a water purifier for use with the machine's filter to take care of differing water conditions. First export shipments are planned for Brazil.

Another in the great family of Electro Distributors...

MORT SIMON
1470 N. W. 36th Street
Miami, Florida
DISTRIBUTOR OF ELECTRO IN FLORIDA, EAST OF TALLAHASSEE



EASTERN ELECTRIC VENDING MACHINE CORP
GENERAL MOTOR MFG. NEW YORK, N.Y.
A PRODUCT OF C. I. LABORATORIES

ABT CHALLENGERS
USED—GOOD CONDITION
\$17.50
10 Machines, \$150.00

OTHER USED MACHINE BARGAINS

1 1/2 Ball Gum, Cap. 1000	\$7.95
1 1/2 Peanut, Cap. 5-Lb.	7.95
1 1/2 Northwestern Mod. 39	8.95
5 1/2 Silver King	8.95
5 1/2 Columbus Bus. Mod. 2M	8.95
1 1/2 3 col. Peanut-Pistachio	9.95
1 1/2 Gottlieb Grip Scale	9.95
1 1/2 5 col. Peanut-Pistachio	12.95
1 1/2-5 1/2 Northwestern De Luxe	14.95

SPECIAL BRAND NEW!
1 1/2 Cigarette Reel \$9.95
Penny Pack Counter
Game

Terms: 1/3 Dep., Bal. C.O.D., P.O.S. Newark

ASCO VENDING MACHINE EXCHANGE
55-57-59 BRANFORD STREET, NEWARK 5, N. J.
BIGELOW 3-7744-5

TOPPER \$10.00 EA.
IN LOTS OF 100
24 to 44, \$10.50 ea.
4 to 20, \$10.75 ea.

Packed 4 to a case. Plastic Globes, 50¢ extra per machine on new machine orders. Vends Ball Gum and Charms. Also Bulk Merchandise.

Send for free descriptive leaflet on "Topper" as well as other popular Victor vendors.

R. H. ADAIR COMPANY
6924 W. Roosevelt Rd. Oak Park, Ill.

Every Day Will Be Christmas With
KOFFEE KING
NEW FUTURAMIC HOT COFFEE VENDOR



OPS STILL HIT BY STRIKES

Upswing in Biz Adds Punch to Op Celebration

NEW YORK, Nov. 5.—With phonograph income here reported on the rise during the past month, following a lengthy leveling-out period, 540 members and friends of the Automatic Music Operator's Association (AMOA), gathered at the Waldorf-Astoria Hotel last Saturday (29) for their 12th annual dinner-dance.

Keeping to the precedent set by the organization, no AMOA business was discussed, no speeches were made, and the affair was given over to informal social contact between operators, talent, juke box manufacturers, record producers and accessory suppliers. Al Denver, president, said the informal nature of the yearly events was designed to make for better understanding by all segments of the automatic music industry of their overlapping problems.

Denver noted, after the affair that AMOA had suffered some membership losses during the year. Until recently juke revenue had dipped to a point where the inefficient operator could not get enough profit out of his route, he said. These few fell by the wayside. But the "more seasoned operator" could cut corners, lower overhead and thru intelligent management keep his route profitable, Denver reported.

He also stated that local operators had not yet felt any adverse effects of the steel and coal strikes. Reduced labor income is having a marked effect on juke income in the Midwest, according to Jack Cohen, head of the Cleveland operators' group and a visitor at the AMOA celebration.

Entertainment at the AMOA celebration, while high in talent, was not as lengthy as usual. A representative of the American Guild of Variety Artists (AGVA) was on hand to insure against the appearance of unscheduled talent, long a feature of the org's affairs.

New Dallas Disk Distrib

DALLAS, Nov. 5.—Gramophone Enterprises, located on North Harwood, has been established here as a record distributor and will handle popular and classical labels, it was announced by George C. Leslie, general manager, and Mel Rose, sales manager. Included in the labels to be repped by the firm are London, Vox, Allegro, Haydn Society, Concert Hall and others.

Firm, which will handle record distribution thruout the Southwest, is owned by Everett L. DeGolyer. Leslie and Rose have both been associated with the record business in this area for many years.

Pay-as-You-See

PHILADELPHIA, Nov. 5.—Alexander Shellow Company here is the first local concern to pioneer the use of a 25-cent coin meter making it possible for hundreds of Philadelphians and those in neighboring States to own and enjoy home television sets. According to William Green, sales manager for the Shellow Company, this pay-as-you-see method of purchase is also being used by dealers for many electrical appliances and radios. The coin meter has a quarter chute

Music Is Her Business—

Reaching the Top Is No Bed of Roses, But Woman Operator in Indiana Hits the Right Formula

INDIANAPOLIS, Nov. 5.—Most women who reach the top in business have spent a lifetime building up to it. But Mrs. Blanche Janes, sole owner of the Janes Music Company, is an exceptional business woman. The business, which bears her name, was founded in 1934 with one coin-operated phonograph and was conducted from her home with the assistance of her husband, Russell C. Janes.

Relating her story Mrs. Janes says: "It was far from a bed of roses. In the beginning it was hard and I recall many dark days. My husband and I bought one machine, and after a month, we bought five more. During the first year we purchased 18. We had a limited amount of money and were heavily in debt. My husband

did all the servicing of the machines and looked after the collections. Both of us worked all hours of the day and night. Regardless of the time of night, when service calls came in, my husband took care of them—in cold weather, or rainy nights—it made little difference. We chose our business and decided to make a go of it.

"After six years of struggle we decided to open a small place of business and took on records and operated a small record shop. Business went along nicely but in 1944 my husband took sick, was ill for two years, then passed away. Since I had managed the business during his illness, when I was widowed, I decided to continue. I increased my locations until I had (See REACHING TOP on page 98)

CPMA Observes Eighth Birthday Of Monthly Hit Tune Promotion

CLEVELAND Nov. 5.—The Cleveland Phonograph Merchants' Association (CPMA) this month is celebrating the eighth anniversary of its Hit Tune of the Month promotions, which, according to Sanford Levine, CPMA chairman of record promotions, started in this city and has since spread to areas thruout the country. Working closely with record manufacturers, song publishers, writers and artists, the CPMA promotion has proven financially successful for

association members over the eight-year period.

Selection of the monthly hit tunes now follows a regular pattern, Levine said. Tunes which seem like potential hits are played for the association members at regular weekly meetings. A few of the best are then given tests on selected juke boxes and local disk jockeys play the tunes on their regular airers. After this test of public reaction to the songs, the one showing (See CPMA OBSERVES on page 96)

Hy Greenstein Sees European Coin Market 5-10 Years Away

(Continued from page 86)

Italians are working night and day to rebuild their war-torn land, he said, and are determined to make their country a nation respected by the rest of the world.

The English he found happy to be able to get enough food to feed themselves. The austerity of the country, he said, was extremely disheartening. English authorities have managed to reduce black market operations to a

bare minimum but in France and Italy money can buy anything at a high price.

Israel Impressive

It was the new State of Israel which impressed the Greensteins most as they saw this small land open its gates wide to refugees from all over the world. He said the government had placed no restrictions on immigration (See GREENSTEIN on page 111)

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:

COLUMBIA KICKS OFF SINGLE POP DISK SALES PROMOSH. For the first time in several years the company gears for special wax.

DISKERIES JUMP THE GUN ON "PAINTER." In a mass move, recording companies jump the release date on the tune.

"MULE TRAIN" PROMPTS GIMMICKS IN TRADE. While the song continues to climb, promotional gimmicks spring up.

MARGARET WHITING TEAMS WITH BOB HOPE. They share the grooves on the tune *Lucky Us* from Hope's new picture.

And other informative news stories as well as the Honor Roll of Hits, pop charts and *The Billboard* feature—two pages devoted to new merchandising and mechanical developments in the business—Radio-Phono-TV section.

Grosses Going Down as Labor Woes Continue

Sawyer Sees Biz Upswing

(Continued from page 86)

operators with amusement games and/or vending equipment. In the latter group some ops were almost at a standstill with the majority of their stops located in industrial plants affected by the strikes.

Phonograph operators in some areas reported income in tavern locations almost entirely cut off, but that restaurant spots were still holding their own. One important factor in the operating picture which has proven of vast aid to the operator has been the trend toward diversification. Thus, operators in many of the strike areas have found that while one form of equipment has practically no play, other types continue to carry the load.

Generally speaking business thruout the country is good, according to a report by Charles Sawyer, U. S. Secretary of Commerce, which was made here Wednesday (2). On the last lap of a nationwide survey trip, Sawyer said he had found that business in general had picked up "dramatically" until the coal and steel strikes had halted the forward strides.

Sawyer said that in his opinion the coal strike is "approaching a state of national emergency" and that it would take "some time" to overcome the effects of the strikes.

Hartford Ops Meet To Form Citywide Assn.

HARTFORD, Conn., Nov. 5.—Approximately 25 local coin machine operators attended a meeting here recently in the offices of State Music Distributing Corporation to discuss the proposed launching of a Hartford Coin Machine Operators' Association, to operate in conjunction with the newly organized Connecticut Coin Machine Operators' Association (CCMOA) with headquarters in New Haven.

Among the speakers were Nat Cutler, New Haven, and George Mara, Danbury. Twenty of the Hartford men registered in favor of the proposed start of the Hartford organization, with future plans to be discussed at another meeting to be held shortly at State Music.

Meyer Parkoff, J. P. Seeburg Corporation, New York, discussed the formation of the New York coin operators' group.

Altho immediate plans of the State-wide org aren't set as yet, it's believed that similar organizational meetings will be held shortly in key cities of Connecticut, with eventual hope of coinmen backing the State-wide moves to see a Connecticut organization composed exclusively of coin machine operators. "These men," Ralph Colucci, owner of State Music Distributing, told *The Billboard*, "can use our office facilities for meetings anytime they wish. The organization they are planning is vital to the future good of the Connecticut coin machine industry."

Among Hartford area men spearheading the campaign to get the city (See HARTFORD OPS on page 111)

DADDY KNOWS BEST!

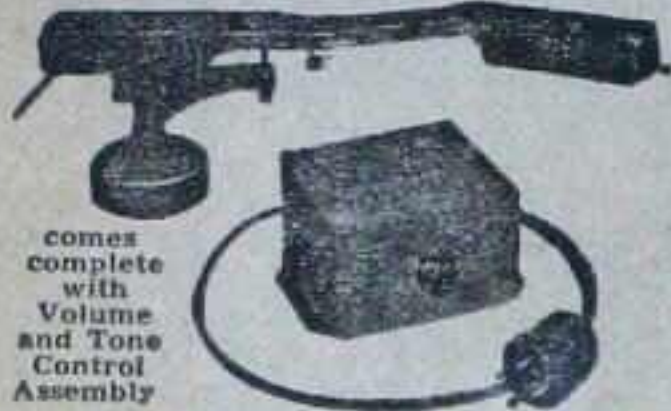
Yes, and as daddy of the coin-operated hotel radio industry we are still turning out TRADIOS at the same old stand and in larger numbers than ever. The motel field keeps begging for TRADIOS, so take a tip and get your share of the 1949 Gold Rush. You are dealing direct with the factory when you become a TRADIO operator. And you make more because you get more of the best, for less. We'll tell you how if you'll ask us on a postal.

TRADIO ASBURY PARK NEW JERSEY

South Wind

TONE ARM

Especially designed for WURLITZER AND SEEBURG PHONOGRAPHS "light as a Southern breeze"



comes complete with Volume and Tone Control Assembly

No Record Wear, No Scratch, Long Life
PERFECT REPRODUCTION
 WURLITZERS (except counter models and P-12) \$11.95
 SEEBURG Hi-Tones 9.95
 Earlier SEEBURG Models 10.95
 "Specify Model When Ordering."
PHILLIPS MFG. CO.
 2816 Aldrich Ave., So., Minneapolis 8, Minn.

Open House Staged By Shaffer in Col.

COLUMBUS, O., Nov. 5.—Shaffer Music Company opened new offices here Sunday, October 23, with an open house from 12 to 6 p.m., attended by a large number of music machine operators, employees and their families from the Cincinnati area.

Ralph C. Hall, local operator, won the door prize, a \$995 Seeburg Select-O-Matic 100, in a drawing made by Karen Sue Hobbs, daughter of Harvey Hobbs, manager of the Shaffer office.

Shaffer Music is distributor for Seeburg coin-operated and industrial music systems with main office here. Sales and service offices are located in Indianapolis and South Bend, Ind., and Wheeling and Charleston, W. Va.

CPMA OBSERVES

(Continued from page 95)

up the best is given the nod as Hit Tune of the Month, and is distributed to the 3,000 juke boxes in the Cleveland area. Special title strips are prepared and the CPMA ties in a publicity campaign with the selection. Two or three of the runners-up in the location and disk jockey tests are named Hit Tune Extras, and also are put in the 3,000 machines and given added publicity.

With the selection of the monthly plug tunes given so much attention the CPMA has come up with tunes which have later made the national Hit Parade lists and, resultingly, have added many extra plays to the phonographs featuring the songs.

Among those tunes which were picked as Hit Tunes of the Month, and then moved into national prominence, were: *You're Breaking My Heart, Lucky Old Sun, Galway Bay, Thoughtless, Cruising Down the River, Deep in the Heart of Texas* and *Toolie Oolie Doolie*.

ALBUM REVIEWS

(Continued from page 37)

THE NIGHT BEFORE CHRISTMAS—Dick 65
 Keys (1-7")
 Red Feather 1

A small record containing a recitation of the popular poem is included in an illustrated book in which the poem is printed. Combination of the visual and auditory may appeal, altho here neither recording nor printing is done with any special distinction. The idea, however, and the outward appearance of the package may sell copies during the holiday rush.

JUKES Not suitable. JOCKS You can do better.

SQUARE DANCE TONIGHT—Pee Wee King 78
 Ork (3-10")
 Victor P 257

Devil's Dream; Fisher's Hornpipe; Sally Goodin; Arkansas Traveler; Billy in the Low Ground; Whistling Rufus.

These square dances are without calls, and as such will be especially useful to large groups, where the dances will require special briefing and prompting by the caller. King's group projects with old-time, banjo-plucking Americana flavor, and keeps a strong, steady beat. The numbers are mainly additions to the repertoire. Attractive cover, but no liner notes.

JUKES Okay for some country spots. JOCKS For country - style shows.

PRELUDE TO PEARL HARBOR—Kent 60
 Stevenson (4-12")
 London (33) LLPA 1

Comparisons of records are admittedly odious—but sometimes inevitable. This is such a time. The Ed Murrow Columbia album, "I Can Hear It Now," having been the first, and a great first at that, must serve as the criterion for further efforts in recorded contemporary history. London's "Prelude to Pearl Harbor," a mammoth, four-LP, two-and-a-half hour package, is like an interminable news-reel, episodic, focused too closely on details, lacking in pace and thread of continuity. The Columbia job, crisp, dynamic, unified, is like an exciting documentary by comparison. True, there are exciting spots in "Prelude"—the description of an aerial dogfight over the Channel, the story of the Graf Spee, the story of the newsman's scoop on Germany's invasion of Norway, the Dunkirk chronicle—but these are oases in a dry, long journey. Also on the debit side are the spurious accents of some of the actors on, like the Baron Munchausen dialect of the man who translates Hitler's speeches. There are other such low comedy effects. From the larger viewpoint, "Prelude" is the story of Munich to Pearl—thru British eyes. The production, with original excerpts from the speeches of the important politicians and soldiers of the era, commentary, narration and some dramatization, is about the level of a "Cavalcade" radio show—no better, no worse. In sum, this album is important for institutional archives, school and radio station libraries, history students, etc. For the general collector to plunk down the price of four LP's and a cover—that's dubious. Listening to the work from cover to cover makes rough going for the casual auditor. Write it off as a prestige job for the London label.

JUKES Not suitable. JOCKS Excerpts make excellent material.

THE ORGAN PLAYS AT CHRISTMAS—58
 Buddy Cole (3-10")
 Capitol CC 9002

Silent Night; Joy to the World; Away in a Manger; O, Little Town of Bethlehem; Adesita Fideles; We Three Kings of the Orient Are; God Rest Ye Merry Gentlemen; Oh, Tannenbaum; O Holy Night. Buddy Cole, better known for his jazz and salon piano stylings, turns here to the pipe organ to perform nine hymns and carols. He does them with spirit and feeling, plus satisfactory technique. Album makes good institutional, radio and church fare for a Yule catalog item.

JUKES Not suitable. JOCKS Good holiday stuff.

UNDER THE CHRISTMAS TREE—Jan 63
 Garber Ork (3-10")
 Capitol CC 9003

Santa Claus Is Coming to Town; Jingle Bells; Deck the Halls; Christmas Waltz; Winter Wonderland; Here Comes Santa Claus. The sweet Garber style is eminently suited to nostalgic Christmas pops and secular standards, and this presentation makes fine Yuletide listening and dance fare. There isn't too much competition in Christmas music designed for dancing, and so the steady Garber terp tempos may pay off.

JUKES Single sides okay for holiday spint. JOCKS All or any for seasonal airing.

SQUARE DANCE PARTY—Burt Hilber 82
 (3-10")
 Atlantic 310

This one'll be tough to beat. First, by special grooving technique it gets five minutes on each side of a 10-inch disk. Then, all of the dances are described before the band takes off. The caller is easy to understand thruout, despite a strong beat and good band color. There's a big variety of games and dances, well-paced and programmed. Music is provided by The Boys From Chubby's Headquarters, a busy Long Island group.

JUKES Not suitable. JOCKS Has its own continuity; could be used practically as is.

CALL YOUR OWN SQUARE DANCES—77
 Carson Robinson and His Pleasant Valley Boys (2-10")
 MGM L-13

Mouse in the Bread Box; Scratchin' Gravel; Right Foot Up—Left Foot Down; Cracklin' Corn Bread. Robinson is here strictly for name value since these are all instrumentals. Actually this is one of the better jobs without calls with the orking handled in a manner that gives the caller a chance to be heard, yet without cutting down the volume of the rhythm. And the rhythm is excellent. The numbers are unbackneyed too. Attractive envelope.

JUKES Okay for square dance spots. JOCKS For country shows where the jock can call.

SNOW WHITE AND THE SEVEN DWARFS 68
 ALBUM—Freddie Rich Ork (3-10")
 Vocalion VP-4

Whistle While You Work; I'm Wishing; Helig-Ho; Some Day My Prince Will Come; With a Smile and a Song; One Song. Altho this is a bargain package, it should have trouble finding its market. It's not a kiddie set, since there is no attempt to follow the Disney continuity. Rather it is a fine dance package, orked in the style of the 'thirties. Considered as a show score, this stacks up fine, and collectors will find the renditions very adequate. Many will be sold under the misapprehension that these are kiddies. Envelope cover is simple but attractive.

JUKES Not suitable. JOCKS Enough variety here for a complete show.

ROY ROGERS ROUND-UP—Roy Rogers 76
 (3-10")
 Victor P-253

I Wish I Had Never Met Sunshine; My Chickashay Gal; A Little White Cross on the Hill; My Heart Went That-a-Way; No Children Allowed; Dusty. All of the selections contained herein are reissues, and the package should be a steady standard. The "King of the Cowboys" runs the gamut from light love songs to heavy weepers, and sounds sincere in every one. Strong name pull, and fine warbling to boot here.

JUKES All sides could continue to pull coin. JOCKS Good, well-rounded Western show here.

DEBUSSY: IMAGES POUR ORCHESTRE 82
 (SET III)—L'Orchestre De La Suisse Romande—Ernest Ansermet, Dir. (1-12")
 London (33) LLP 44

For the first time, all three portions of Debussy's "Images" have been made available in a single package—a job of record repertory that figures to get a large welcome from collectors. Ansermet and the Suisse orchestra do a sentient job with the lights and shades of this delicate work. Recording and surface are satisfactory, and this important LP diskings should do well for London.

JUKES Not suitable. JOCKS Good program.

DICK CONTINO, ITALIAN FOLK SONGS—82
 Dick Contino (3-10")
 Horace Heidt 503

Funiculi Funicula; Carnival of Venice; Neapolitan Nights; Toselli's Sereenade; Tarantella; The Flight of the Angels. The highly publicized Contino's initial album sold extremely well. In addition to his proficiency as a pop accordionist, Contino is constantly on the go and gets himself seen as well as heard on any number of personal appearances. And then there's the Heidt radio show impetus as well. Consequently, this second package, tho its largest appeal will be to those of Italian origin, should also sell plenty of copies. The tunes are all solidly established Italian folk fare of a sort which is equally as well known to non-Italians. Contino's effective accordion work is backed by some simple and clean orking.

JUKES All sides good in Italian sections. JOCKS Passable pop spinner fare.

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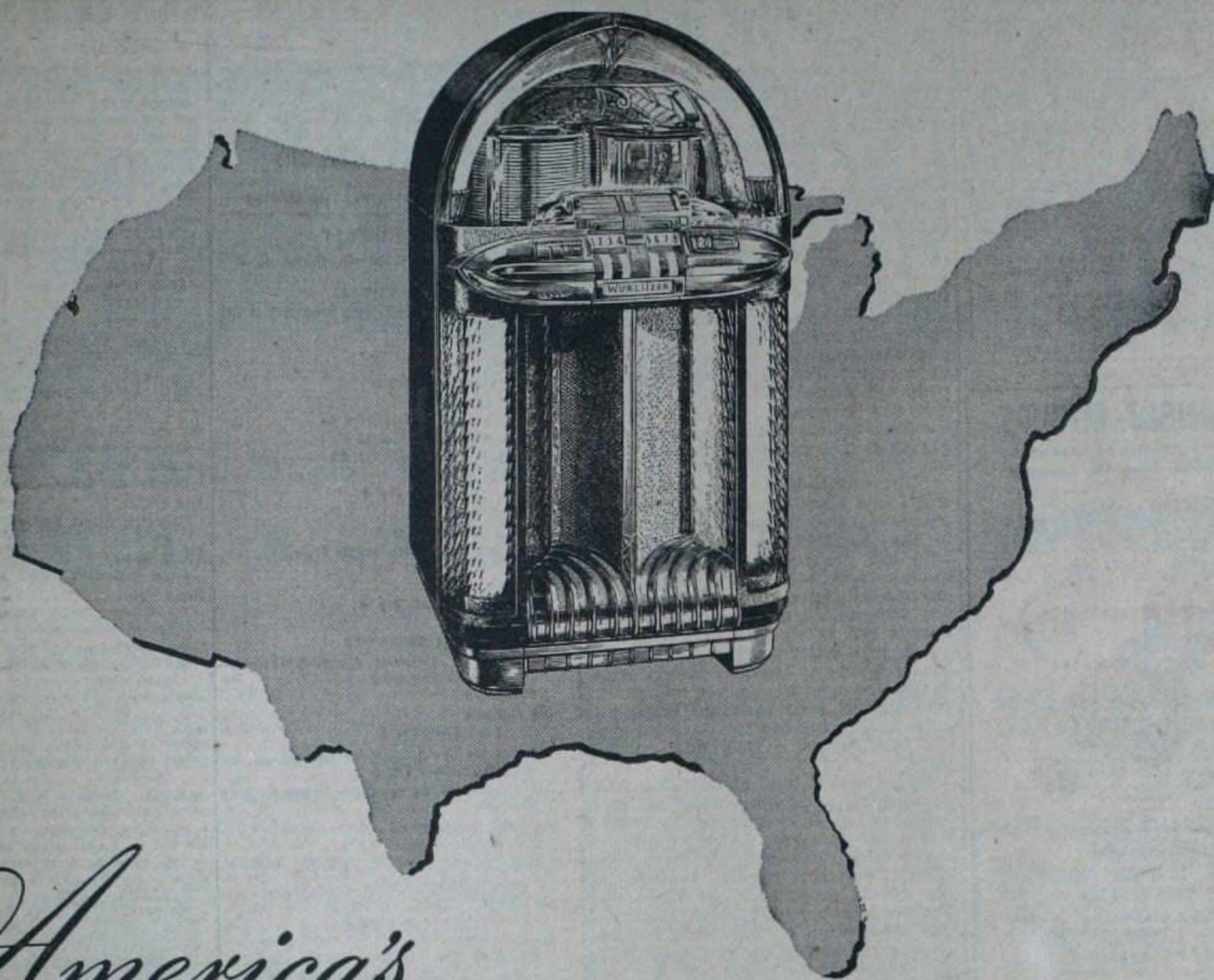
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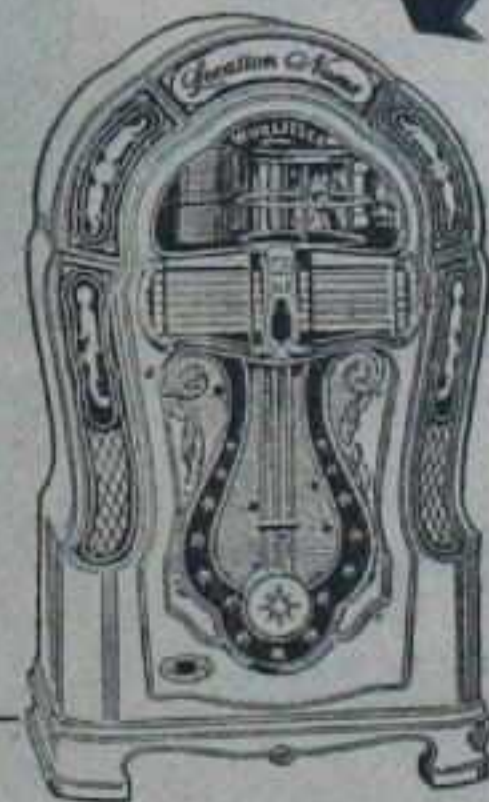
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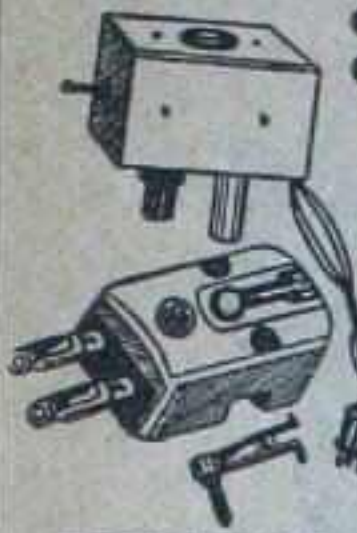
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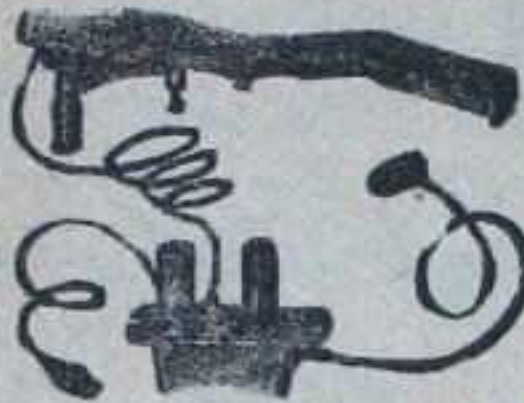


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(Continued from page 95)
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Mrs. Janes is fond of traveling and on several occasions has taken extended trips. It is her way to relax. While she is away, Hohman directs her affairs. She employs two collectors, two servicemen, a clerk in the record shop, and her manager. She is a member of the Music Operators Association of Indiana, a patron of musicals and name known orchestras, and takes an active part in civic affairs.

ADVANCE RECORD RELEASES

POPULAR

- (Continued from page 36)
You Bring Out the Devil in Me
The Merrie Musette Ork (Beautiful Land)
V(78)25-1141, (45)51-0032
You Broke My Heart With Be-Bop
J. Bond Ork (John, Asta) MGM 10568
You're Wonderful
B. Eckstine (Fool's Paradise) MGM 10568

CHILDREN

- A Christmas Carol Album—R. Colman (12-12")
(Mr. Pickwick's)
Dec(33)DLP8M; (78)1DAU-727
A Kiddie Carnival Album—Korn Kobblers-S. Fritts
(12-10")
MGM L-12
Billy Boy
(Pop Goes) Small Fry 5
Brahms' Lullaby
(Twinkle Twinkle) Small Fry 6
Do You Know These Sounds?
(Parts 1 & 2) Small Fry 24
Farmer in the Dell
(Looby Lou) Small Fry 4
Happy Birthday
(We Want) Small Fry 3
John Brown, Muffin Man George Pogle
(Three Blind) Small Fry 1
Looby Lou
(Farmer in) Small Fry 4
Looby Lou
(The Mulberry) MGM 50027
Mr. Pickwick's Christmas Album—C. Laughton
(1-12") (A Christmas)
Dec DLP8M
Old McDonald
(She'll be) Small Fry 8
Pop Goes the Weasel and Humpty Dumpty
(Billy Boy) Small Fry 3
Rip Van Winkle Album—L. Barrymore (3-12")
MGM 45A
She'll be Comin' 'Round the Mountain
(Old McDonald) Small Fry 8
Squirt, the Little Fire Engine (Parts 1 & 2)
S. Wayne Mayfair Records K-123
The Blue Tail Fly
(The Erie Canal) Small Fry 7
The Erie Canal
(The Blue) Small Fry 7
The Miracle of the Music Shop Album—R. Dann
(2-10")
MGM L-10A
The Mulberry Bush and Did You Ever See a
Lassie
D. Dame (Looby Lou) MGM 50027
The Story of Jesus Album—C. Rains
Cap(78)DC-3049; (45)CCF-3049
Three Blind Mice, Hickory Dickory Dock
(John Brown) Small Fry 1
Twinkle Twinkle Little Star
(Brahms' Lullaby) Small Fry 6
We Want You To Be Happy
(Happy Birthday) Small Fry 3

RELIGIOUS

- Bedside of a Neighbor
Silveraires (Journey to) Gotham G-623
Can't Make That Journey
Syke's Gospel Singers (There's Nothin') Selective
S-107
Done Found My Lost Sheep
I. Powell-W. Talbot Choir (I Want) Salvation 102
Don't Wonder About Him
St. Paul Baptist Church Choir of L. A. (Search
Me) Cap 57-70049
Farther Along
Corinthian Singers (There'll Be) DC 8057
God Looked Down
Keys of Heaven (When We) Loop 806
God Looked Down From Heaven
Key of Heaven (Where We) Loop 806
He Knows How Much We Can Bear
C. Ward (Just Over) Savoy 4012
Heaven's Joy Awaits
Statesmen Quartet (Hide Me) Cap 57-40248
Hide Me, Rock of Ages
Statesmen Quartet (Heaven's Joy) Cap 57-40242
Good Evening, How Do You Do
Selah Jubilee Singers (I Cried) Gotham G-620
He Knows How Much You Can Bear
The Roberta Martin Singers of Chicago (Only a)
Apollo 214
Hide Me, Rock of Ages
Harmonizers Quartet (Jesus Is) V(78)21-0137;
(45)48-0140
Hush Somebody's Calling My Name
Musical Millers Quartet (I'm On) King 820
I Cried Holy
Selah Jubilee Singers (Good Evening) Gotham
G-620
I Want Jesus To Walk With Me
I. Powell-W. Talbot Choir (Done Found) Salva-
tion 102
I'll Never Turn Back
M. Ernestine (While The) Gold Star 118
I'm on the Battlefield for My God
Musical Millers Quartet (Hush Somebody's) King
820
I'm Satisfied
Rev. B. C. Campbell (Sweepin' Thru) Apollo 215
Jesus Is Coming Again
Harmonizers Quartet (Hide Me) V(78)21-0137;
(45)48-0139

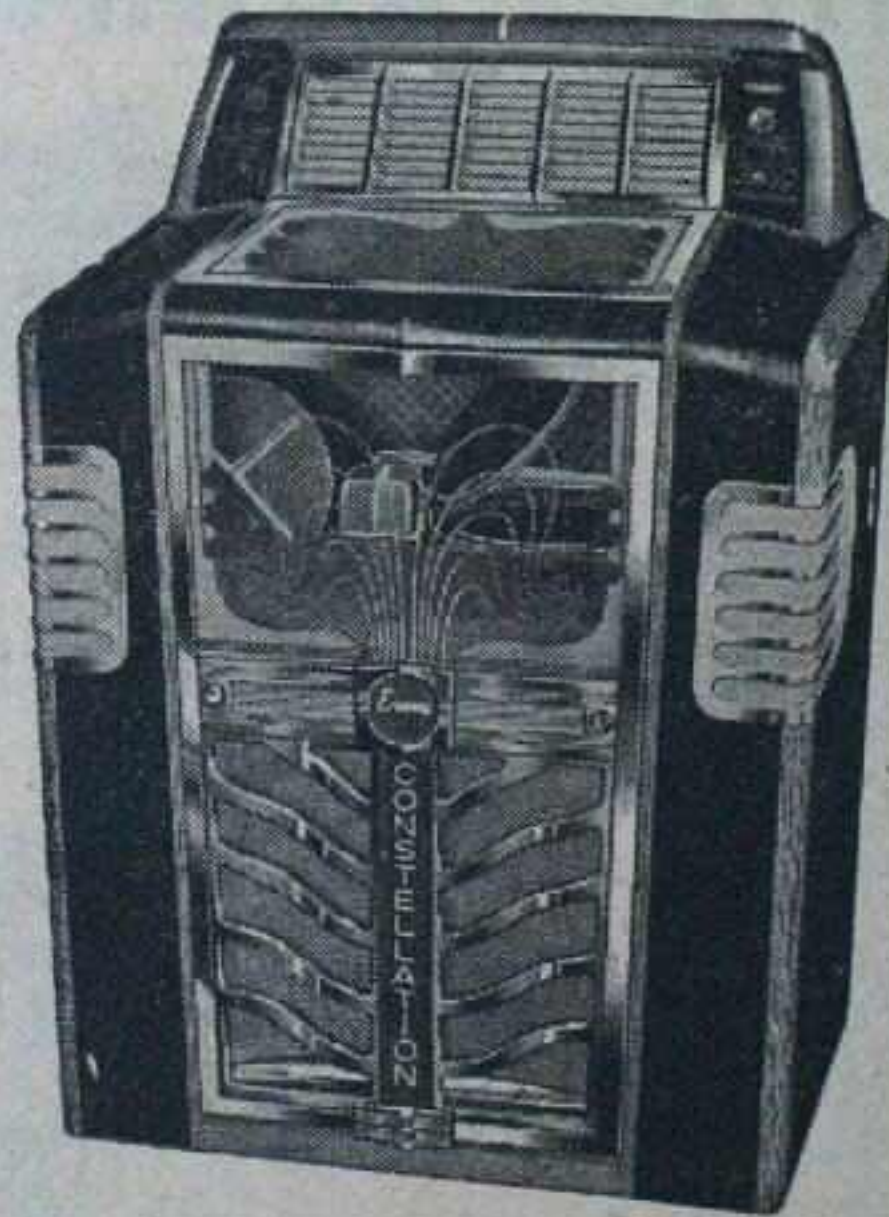
- Jesus Is the Only One
S. Maratin (The Little) Cap 57-70048
Jesus Is So Real to Me
Famous Ward Singers (My Jesus) Savoy 4013
Jesus Put a Song in My Soul
Tabernacle Gospel Singers (Now, Lord) Gotham
G-616
Journey to the Sky
Silveraires (Beside of) Gotham G-623
Just Over the Hill
C. Ward (He Knows) Savoy 4012
Leave It to Jesus
B. Faye-L. Call (Trusting in) ABC-Eagle 189
Lord, Am I Born To Die
Royal Harmony Singers (Mercy Lord) Apex
AP-1119
Lord I've Tried
E. Beck & His Religion in Rhythm (You Better)
Gotham G-622
Mercy Lord
Royal Harmony Singers (Lord, Am) Apex
AP-1119
My Eternal Home
Pilgrim Travelers (Jesus Is) Specialty SP 340
My Jesus
Famous Ward Singers (Jesus Is) Savoy 4013
Now, Lord
Tabernacle Gospel Singers (Jesus Put) Gotham
G-616
Only a Dream
Gospel Messengers (Won't You) Gotham G-617
Only a Look
The Roberta Martin Singers of Chicago (He
Knows) Apollo 214
Search Me Lord
St. Paul Baptist Church Choir of L. A. (Don't
Wonder) Cap 57-70049
Shall We Gather at the River?
Chuck Wagon Gang (When the) Col 20630
Sign of the Judgment
Five Trumpets (Swing Low) V(78)22-0050;
(45)50-0034
Speaking of Our Savior
B. Faye-L. Call (Believe in) ABC-Eagle 193
Swing Low, Sweet Chariot
Five Trumpets (Sign of) V(78)22-0050;
(45)50-0034
Sweepin' Thru the Gate
Rev. B. C. Campbell (I'm Satisfied) Apollo 215
Thank God, Amen
Gospel Stars (Jesus Is) DC 8059
Thank You, Jesus
J. Jackson (What Manner) Cap 57-70055
The Gospel Train
Silveraires (In That) Gotham G-612
The Little Wooden Church on the Hill
S. Martin (Jesus Is) Cap 57-70048
There'll Be a Great Day
Corinthian Singers (Farther Along) DC 3057
There's Nothin' Like the Holy Spirit
Syke's Gospel Singers (Can't Make) Selective
S-107
This World Is Not My Home
S. Patterson (Where the) Apollo 216
Trusting in Him
B. Faye-L. Call (Leave It) ABC-Eagle 189
What Manner of Man Is This?
J. Jackson (Thank You) Cap 57-70055
When We Shall Meet
Keys of Heaven (God Looked) Loop 806
When the Saints Go Marching In
Chuck Wagon Gang (Shall We) Col 20630
Where the Sun Will Never Go Down
S. Patterson (This World) Apollo 216
Where We Shall Meet
Keys of Heaven (God Looked) Loop 806
While the Blood Runs Warm
M. Ernestine (I'll Never) Gold Star 115
Won't You Come Back Here
Gospel Messengers (Only a) Gotham G-617
You Better Watch Your Close Friends
E. Beck & His Religion in Rhythm (Lord, I've)
Gotham G-622

LATIN-AMERICAN

- Christmas Polka
F. Yankovic Ork (There'll Always) Col 12420
Dearest
Bal Tavern Musette (The Pretty) Col 12424
Dusty Serenade
T. Glenn All Stars (Sultry Serenade) Abbey 5001
Everybody's Polka
W. Solek Ork (We Don't) Col 12428
Hebrew Chant
L. Fuld (Where Can) London 488
Honey
F. Yankovic Ork (Polka Town) Col 12427
Jingle Bells
J. Gumin Ork (Sleigh Ride) Col 12421
My Cross-Eyed Gal
Skertich Brothers' Ork (Play to) Col 12426
Play to Me, Gypsy
Skertich Brothers' Ork (My Cross-Eyed) Col
12426
Polka Town
F. Yankovic Ork (Honey) Col 12427
Sleigh Ride Polka
Globe Tratters (Jingle Bells) Col 12421
Sultry Serenade
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The Pretty Neapolitan
Bal Tavern Musette (Dearest) Col 12424
There'll Always Be a Christmas
F. Yankovic Ork (Christmas Polka) Col 12420
We Don't Make Any Money
W. Solek Ork (Everybody's Polka) Col 12425
Where Can I Go?
L. Fuld (Hebrew Chant) London 488

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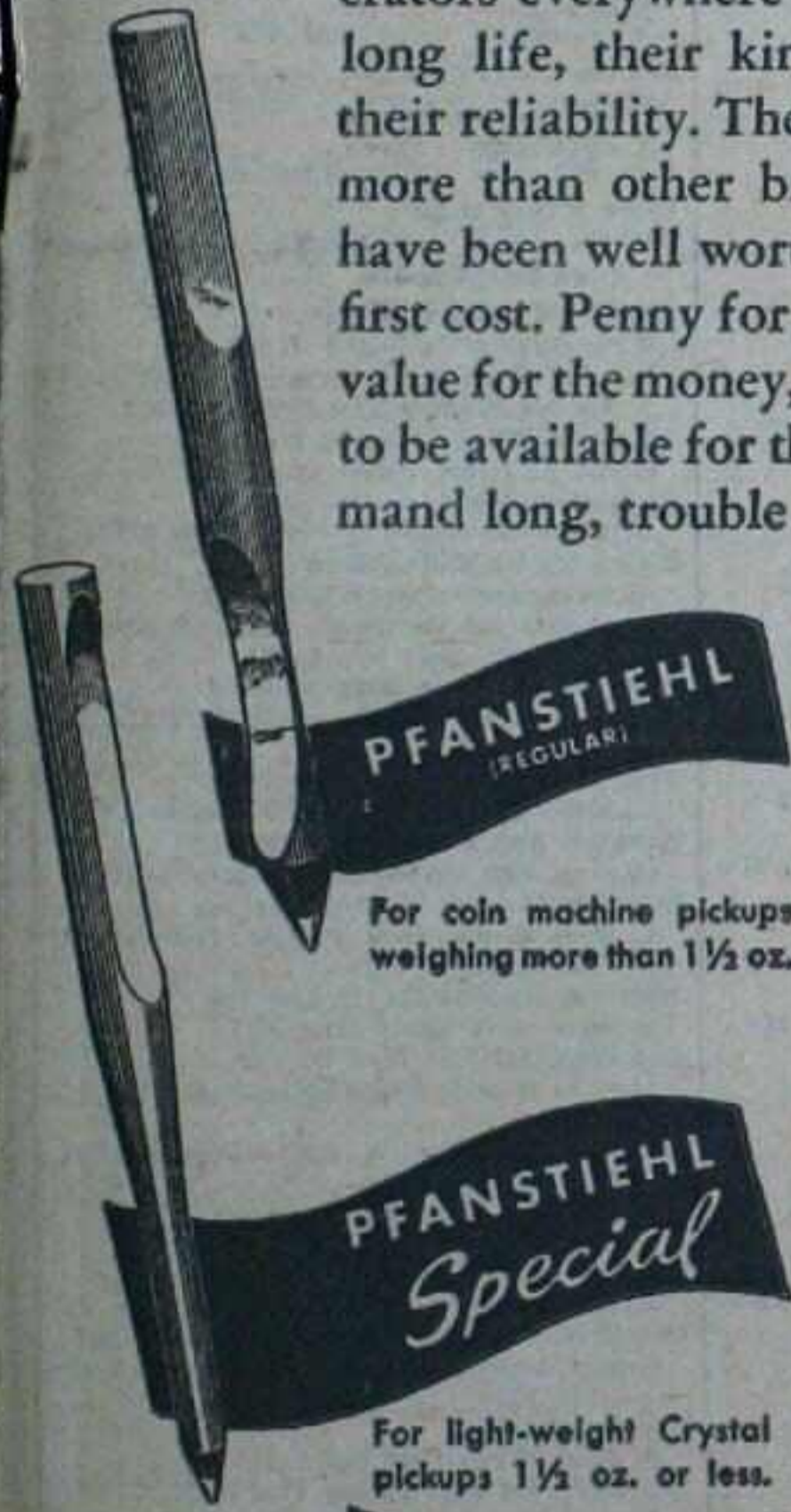
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Record Reviews

(Continued from page 34)

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST **TUNES**
LABEL AND NO. **COMMENT**

		POPULAR	
EZIO PINZA Columbia 4588-M	Bali Ha'i Pinza's Metopera basso tonals attack a "South Pacific" tune which he doesn't do in the show. It's a majestic and sympathetic conception.	84--86--86--80	
	Give Me Your Hand Lovely song is treated somewhat pompously by Pinza but is sure to draw action because of the still tremendous "South Pacific" publicity.	80--85--80--75	
TOMMY TUCKER ORK MGM 10553	I've Got a Lovely Bunch of Coconuts Tucker, on his return to the podium, makes competent coverage of this fast-breaking novelty for MGM.	78--80--76--78	
	Let's Harmonize Nice production job on an attractive novelty tune which hasn't managed to click in earlier recordings.	69--69--68--70	
MARGARET WHITING-JIMMY WAKELY Capitol 57-40246	I'll Never Slip Around Again Here's a follow-up song that's as good as the original: superlative lyric with a wonderful common touch and a fine melody. All signs point to a repeat for Jimmy and Maggie with this one.	90--90--90--90	
	Six Times a Week and Twice on Sunday A harmless roundelay gets a light, deft job from the smooth-blended duo. Tune, apparently because of title, has already had the accolade of a network ban, tho it's not at all gamy.	72--72--70--74	
NAT "KING" COLE & TRIO Capitol 57-70050	Exactly Like You Cole mysteriously improvises a new melody on the standard as the trio repeats a riff behind his vocal. Artificial and unconvincingly precious.	62--67--62--58	
	My Mother Told Me Nat and the group pace politely thru a light blues.	63--68--62--60	
CARLOS BARI & HIS CASA SEVILLE ORK (Lee Russell-The Angel Sisters) Metro M-8003	Nina Pop rumba gets a feeble orking and vocal, with bad recording balance for fagnappe.	35--35--35--35	
	Two Lips Are My Favorite Flower Same inferior stuff in fox-trot time.	35--35--35--35	
BOB SCOTT (Abbey Albert Ork) Metro M-8005	Twilight Small group tries to get a big "concerto" sound on an instrumental treatment of the adaptation.	40--40--40--40	
	Cross My Heart Bob Scott does an adequate vocal, with Crosby overtones, on a fair ballad.	44--42--42--48	
LOUIS ARMSTRONG Decca 24751	I'll Keep the Lovelight Burning (In My Heart) Decca here applies its old formula of the Armstrong heyday: a sweet pop, a big band and Pops blowing and singing in his inimitable style. Louis doesn't quite warm to his material here.	70--71--70--72	
	Maybe It's Because Tune is eminently congenial to the warm Armstrong treatment. He chants it with sincerity and blows a neat half chorus. Disking is reminiscent of his "Confessing" job.	82--82--80--84	
RUSS MORGAN ORK Decca 24766	Blue Christmas Tune, a torcher with yule trimmings, strikes an appealing note of nostalgia. Organ, bells, choir combine for a convincing seasonal note.	86--88--86--84	
	The Mistletoe Kiss Morgan gets a fragile, old-fashioned charm into his warm treatment of a new Christmas ditty that figures to be much-played holiday time.	86--87--84--86	
LOUIS ARMSTRONG Decca 24752	That Lucky Old Sun A standout Armstrong vocal and the usual smart Gordon Jenkins production backing make this an excellent entry in the "Sun" stakes.	88--89--88--89	
	Blueberry Hill The Armstrong-Jenkins combination projects a standout ballad of some years back with feeling and charm.	82--82--80--84	
RALPH FLANAGAN ORK Bluebird 30-0009	White Christmas Competent dance disking of the Berlin seasonal standard in the Miller tradition with a passable Harry Prime vocal.	72--75--70--70	
	(Round Her Neck) She Wore a Yellow Ribbon Fine medium jump disk of the flick revived oldie reminds of such Miller items as "American Patrol," "In the Mood," "Johnson Rag," etc., but loses some edge via a poor vocal. Spinners will probably wear this side thin.	85--88--82--85	
RALPH FLANAGAN ORK Bluebird 30-0007	Don't Cry, Joe (Let Her Go, Let Her Go, Let Her Go) Miller-styled dance disking of the current hit is highly satisfactory. Harry Prime vocal is good.	80--84--77--80	
	Swing to 45 Fresh-sounding swing instrumental gets the Miller reed and brass sound but has a rhythm section which kicks unlike the late Glenn's. Midway brass riffs sound more like T. D. than Miller. No doubt the jockeys will wear out lots of 78s spinning this Flanagan-Bluebird-Victor Indorsement of 45.	84--88--82--82	
JO STAFFORD-GORDON MacRAE Capitol 57-768	Wunderbar Lovely waltz from "Kiss Me, Kate" is done beautifully by the wosome. Reissued for re-backing.	76--80--75--72	
	I'll String Along With You Another reissue of one of the best sides this team has turned out. Song, of course, is the lovely evergreen.	75--75--75--75	
PEGGY LEE Capitol 57-769	Run for the Roundhouse, Nellie Mark this down as one of Peggy's poorest sides.	66--70--62--67	
	A Man Wrote a Song She is more like her fine self in thrusting this very lovely Dave Franklin ballad.	73--77--73--70	

(Continued on page 108)

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

(Continued from page 32)

Lonely B. Strickland & Hillbilly Kings (Babi Doll) Hill and Country C-2304	T. B. Blues R. Crabtree (T for) Talent 718
Louisiana Z. Clements & His Men From Music Mountain (Girl That) MGM 10552	T for Texas R. Crabtree (T. B. Blues) Talent 718
Lovin' Lies P. Pyle (I'm Walkin') Bullet 686	The Adams Bop Hop M. Davis & the All Stars (Hung Out) Swing Bear 191
Mind Your Own Business T. Fletcher (Why Don't) Vocalion 55063	The Adams Bop Hop M. Davis & the All Stars (Hung Out) Swing Bear 191
Miner's Welfare Fund C. & B. Barley (John L's) Bullet 694	The Beetle J. Black Ork (The Mainliner) Derby 721
Moherless Children Singing Crusaders (I Know) MGM 10540	The Cowboy's Trademarks G. Austry (Riders in) Col 20637
My Baby L. Fulson Trio (Just a) Swing Beat 122	The Great Outdoors C. Johnson (Wind of) High Time 129
My Bucket's Got a Hole in It T. Tyler (Cry-Baby Heart) Four Star 1383	The Mainliner J. Black Ork (The Beetle) Derby 721
My Red Headed Gal From Arkansas A. Hesson (I'm Still) Talent 710	There'll Be No Teardrops Tonight C. Gribbs (Before You) Vocalion 55064
No, Not Now C. Williams & His Georgia Peach Pickers (Barbecue Rag) Col 20633	Thirty Pieces of Silver W. Lee-S. Cooper (What's the) Col 20631
Okie Doaks J. Durham & His Kentucky Boys (I Sent) Fortune 123	Till the End of the World F. Oliver's Prairie Pioneers (Just You) Hart-Van 16005
Old Time Dance Album—R. Acuff & His Smoky Mountain Boys Col (33) HL 9010	This Is the End M. O'Day-The Cumberland Mountain Folks (Poor Ellen) Col 20629
On the Sunny Side of the Street C. Powell (Rock the) Col 30175	This Cold War With You S. Long (I Wasted) V(78)21-0131; (45)48-0134
One Has My Name B. Walker (Let's Be) Talent 704	This Cold, Cold War W. Tuttle (Yodelin' Boogie) Cap 57-40241
Our Fathers Had Religion Grandpa Jones (Jonah and) King 818	Tie a Little String Around Your Finger H. Hart (Something Old) 4 Star 1378
Poor Ellen Smith M. O'Day-The Cumberland Mountain Folks (This Is) Col 20629	Today, Tonight, Tomorrow Texas Tophands (Little Band) Everstate C-102
Panhandle Shuffle B. Briggs (If I) Midwest Records 109	Too Long R. Perkins (I Know) King 823
Post Office A. Jones (Give Me) Cap 57-40249	Too Many Tomorrows J. Padgett (Boogie Woogie) Talent 729
Precious Memories A. Campbell (Beyond the) Mer 6214	Top and Bottom W. Bill Moore (Rocking With) Savoy 717
Remember This Song G. Robinson (Settin' by) MGM 10541	Twelve o'Clock Waltz P. Howard & His Arkansas Cotton Pickers (Here Sta) King 814
Revenge B. Flannery (Won't You) Cap 57-40248	Waiting for a Train R. Crabtree (Blue Yodel) Talent 718
Riders in the Sky G. Austry (The Cowboy's) Col 20638	Warm Red Wine T. Fletcher (Country Boy) Vocalion 55062
Rock the Joint C. Powell (On the) Col 30175	What's the Matter With This World W. Lee-S. Cooper (Thirty Pieces) Col 20631
Rockin' Chair Blues Maxim Trio (Let's Have) Swing Beat 318	Wheelwright Boogie D. Rivers-The Rangers (I Don't) Ronda R-250
Rocking With Leroy W. Bill Moore (Top and) Savoy 717	When I Lay My Burdens Down R. Wiley (Driving Nails) Talent 712
Rogue River Valley B. Reid (Christmas Candles) Bullet 1059	When a Man Has the Blues S. Turner (My Soul) Mer 8153
Rudolph, the Red-Nosed Reindeer G. Austry (If It) Col(78)38610; (33)1-378	When the Ice Worm Nests Again Montana Slim (Shackles and) V(78)21-0136 (45)48-0139
Run Mountain J. E. Mainer's Mountaineers (Shoot the) King 819	When It's Harvest Time Louisiana Hayriders (When You) Coral 64024
Said the Spider to the Fly M. Johnson (Hillbilly Boogie) Cap 57-70043	When You Were a Boy on My Knee Louisiana Hayriders (When It's) Coral 64024
Sally Goodin Call Split the Ring R. McKnight (Bill Cheatem) Gold Star 520	When It's Christmas on the Range B. Willis & His Texas Playboys (Santa's) and MGM 10512
Santa's on His Way B. Willis (When It's) MGM 10512	When You Have No One to Love You B. Drake (Let's Start) Bullet 680
Settin' by the Fire C. Robinson (Remember This) MGM 10541	Who Pulled the Plug From the Jug Lonzo & Oscar (I Wonder) Cap 57-40236
Shackles and Chains Montana Slim (When the) V(78)21-0136, (45) 48-0139	Whoa Sailor B. Gay-A. Parker & His Plainsmen (That Ain't) Cap 57-40250
Shoot the Turkey Buzzard J. E. Mainer's Mountaineers (Run Mountain) King 819	Why Don't You Haul Off and Love Me T. Clayton (Twenty-Four) Varsity 214
Some Sweet Day T. Ritter (Never Mind) Cap 57-40248	Why Don't You Haul Off and Love Me T. Fletcher (Mind Your) Vocalion 55063
Something Old, New, Borrowed and Blue H. Hart (Tie a) 4 Star 1378	Why Don't You Haul Off and Love Me Maddox Brothers & Rose (George's Playhouse) 4 Star 1369
Songs of the Saddle Album—B. Atcher Col(33)9013	Why Should I Cry R. Sykes (Candy Man) Bullet 319
Square Dance Tonight Album—Pee Wee King & His Golden West Cowboys (3-10") V(78)P-257; (45)WP-257	Why Don't You Haul Off and Love Me? B. Lister-D. Dunbar (I'm Gonna) Everstate C-113
Square Dance Party Album—B. Hilber (3-10") Atlantic 310	Will Santy Come to Shanty Town E. Arnold (Christmas) V(78)21-0124; (45)48-0127
Broom Dance Game . . . 113	Wind of the Western Night Cam Johnson (The Great) High Time 129
Hot Time in the Old Town Tonight . . . 111	Wonderful Christmas Night R. Rogers-D. Evans-F. Wiling (Christmas on) V(78)21-0125; (45)48-0128
The Loochie Lu . . . 111	Won't You Come Into My Heart B. Flannery (Revenge) Cap 57-40240
The Michigan Cross . . . 112	Yodelin' Boogie W. Tuttle (This Cold) Cap 57-40241
Uptown-Downtown . . . 112	Yodeling Song B. Briggs (I'd Rather) Midwest Records 110
You Did It So Well . . . 113	Yodelin' Freight C. Warren-The Branders (Swing to) Everstate C-103
Square Dances With Calls Album—Pee Wee King & His Golden West Cowboys (3-10") V(78)P-256, (45)WP-256	You and Me Are Done A. Baker Fris (Don't Ask) Bullet 316
Swing to My Yodel C. Warren-The Branders (Yodelin' Freight) Everstate C-103	You Put Me on My Feet T. Duncan (Just a) Cap 57-40247
Swing Your Partner Album—Arkansas Woodchopper & His Square Dance Band Col (33) HL 90009	You'll Never Know What I've Been Through C. Moody (Cherokee Waltz) King 822
That's a Dad-Blamed Lie T. Daffan & His Texans (Take That) Col 20628	Your Love is Worth More Than Money to Me E. George (I'll Have) Maunoy M-102
Take That Leash Off of Me T. Daffan & His Texans (That's a) Col 20628	Your Lovin' and Huggin' J. Osborne (Tears of) King 817
That Ain't in Any Catalog B. Gay-A. Parker & His Plainsmen (Whoa Sailor) Cap 57-40250	You're Gonna Be Lonesome, Downhearted and Blue Z. Turner (How Can) King 816
That's the Only Way The Texas Tophands (Banders Waltz) Everstate C-101	

Foreign Leagues Being Formed

Leagues Mean \$\$\$

The fall season is here and shuffleboard interest in many areas is growing as new leagues and tournaments get under way. In the past, these promotions have proven that they can make money for the operator and the location as they grow.

League play is completely unknown in many areas, and only slightly so in others. In order to help those operators (and other interested parties) who would like to start this type of promotion in their areas, *The Billboard* has prepared a special booklet entitled *Here's How To Set Up a Shuffleboard League*. In this booklet are suggested rules, constitution, league set-ups and promotion ideas which can be adopted by any operator to his locations.

Anyone who would like a copy of this booklet will receive it free by writing to *The Billboard*, 188 W. Randolph Street, Chicago, Ill. Attention, Coin Machine Department.

Write for your copy today.

Operators in Canada, Cuba, Puerto Rico and Mexico Ask Advice From Manufacturers

Hint International Tournament Next Spring

CHICAGO, Nov. 5.—League and tournament play this fall is moving into the international phase, with operators in Canada, Cuba, Puerto Rico and Mexico turning to the competitive promotions to build the sport in their respective areas.

While this phase is necessarily restricted at this time, especially in Canada where the import situation has cut down the number of boards in operation, the trend toward league and tourney play in the foreign markets is becoming increasingly evident as operators seek information from U. S. sources on methods of estab-

lishing leagues and running tourneys.

Meanwhile, manufacturers here are watching the foreign developments with interest. There is a distinct possibility that an international tournament may be held next spring, presumably after the proposed national championship has taken place in this country under the auspices of a group of manufacturers.

Philly Locations Opening Up as Player Demand Grows

PHILADELPHIA, Nov. 5.—Shuffleboards, almost foreign to local locations, are beginning to take hold in taprooms and restaurants here. Since pinball machines are permitted in locations where liquor is sold, amusement machine operators have been cold to shuffleboards, particularly since the taverns were investing in television sets for the first time.

However, the operators have given in to public demand. Since the shuffleboards are proving money-makers across the river in New Jersey, where pinball machines are prohibited in taprooms, locations here have been calling for shuffleboards. Local fans playing shuffleboard in New Jersey, particularly at the seashore resorts during the summer, have created a demand for the game here that is growing.

"The shuffleboard has become a part of the tavern scene," declared Sam Kane, operator of the Belfield Tavern, "and I doubt that it could be dispensed with."

Mary Valones, who has been operating the Arsenal Cafe for the past 17 years, says shuffleboard has become quite popular with the patrons. Tony Zalis, owner of Zalis's Cafe, observes that customers play shuffleboard and watch television between drinks. Shuffleboard also gets a big play at the Cottage Inn, according to proprietor Bill Eil, and in a dozen or more places similar testimonials were given. The feeling is pronounced now that "shuffleboard is another attraction that we in the tavern business have to have, same as television and darts."

The Erlen Bar, in setting up a game room, installed two new American shuffleboards and the patrons almost immediately started taking up "this popular pastime." Many locations, as at the Erlen Bar, provide free instructions for the women in order to spread the popularity of the game. Many other locations, such as McDonnell's Bar and Restaurant, have added shuffleboards to television in its newspaper advertising.

Greatest impetus to the amusement game has been the organization of teams at the various locations. Tavern operators themselves are sponsoring teams and arrange home and away games with similar teams in Philadelphia and Southern New Jersey. Efforts are being made to organize teams along industrial plant lines, similar to the many bowling league teams. In fact, operators envisage the sport becoming as popular on a team basis as bowling.

Allied Coin Formed To Handle Supplies

CHICAGO, Nov. 5.—Allied Coin Machine Company has been formed here by Victor Weiss and Bill Knapp to deal in shuffleboard supplies as well as all types of coin machines. They have set up headquarters at 766 Milwaukee Avenue.

Knapp said that the shuffleboard division was established to handle requests for all shuffleboard supplies in the Midwest, including wax, pucks, scorepads T-squares, etc. Both partners have had years of experience in all phases of the shuffleboard business. All supplies handled by the firm bear the Allied Coin trade name.

Knapp added that the coin machine division is equipped to renovate older equipment as well as furnish parts for coin machines.

Cleve Shuffle Congress Sets '49-'50 Execs

Ross Elected President

CLEVELAND, Nov. 5.—The Cleveland Shuffleboard Congress (CSC), which is currently conducting a doubles tournament in 100 locations throughout the city, this week elected new officers to serve during the coming year.

James Ross was elected president, Tom Miller vice-president and Al Witalis secretary-treasurer. Named to serve as members of the board of directors of CSC were Ben Mart, J. B. Music Company, and George George, of the Monroe Coin Machine Company.

All officers and directors assume their new duties immediately.

Editorial

Beating the Bushes

Shuffleboard promotion, thru localized leagues and tournaments, has started in many areas, and is in the process of getting under way in a number of others. In those cities and towns where this type of promotion has already started, a marked increase in play has been noted by operators and locations alike. Not only have the players who participated in the early 1949 tournaments and leagues returned for the 1949-'50 season, but many new players have been attracted to the game. There is no doubt these promotions have been extremely successful, and, if handled correctly, will perpetuate the game in the same manner in which bowling was popularized to its present peak.

Now the shuffleboard industry, at the manufacturing level, is faced with a problem of extending its sales scope. Surveys conducted in recent months by some of the manufacturers indicate shuffleboard is virtually unknown to prospective players in many areas, and has barely gained a foothold in others. In some sections, especially where general coin machine income has held comparatively steady during the past 10 months, operators have been too busy with their regular operations to undertake placement of shuffleboards. In others, they have purchased the boards, placed them on location, then gone about their business, leaving the board to attract players without any promotional help.

What To Do?

Naturally, there is a limit as to how much any one, or even a small group of manufacturers, can do to educate the operator on promotion of his shuffleboard. The larger firms have hired special staffs of experts who go into a city, set up leagues for operators, get the play started, and then arrange for special tournaments. These men have done an excellent job with the material they have had to work with. Sol Lipkin, National's field supervisor, has made many operator friends for his firm thru his activities in various parts of the country. Ed Lake, representing Standard, has also done a top job in this respect. Penn and American are two other firms which have been active in this phase of the game.

It was thru the efforts of these men that shuffleboard gained its present stature in such areas as Chicago, Springfield (where Lipkin

(See *Beating the Bushes* on page 102)

Steaks at Stake In Moose League

MONTEREY, Calif., Nov. 5.—An amateur shuffleboard league of Women of the Moose, Chapter 630, and members of the Loyal Order of the Moose, No. 876, is in progress at the local lodge here.

Larry Youngman, lodge secretary, and Armand J. Schaule, one of the leading players, organized the league. They call it an amateur league because the winning team is competing for a steak dinner. The competition will continue six weeks with play scheduled for Monday nights. As an added feature the losing team will dine with the victors but will be served hamburger.

Each team has 10 players and doubles matches decide who gets what for dinner. The winners will have the doubtful distinction of meeting the champions of the Monterey Centennial Shuffleboard Tournament who were crowned several months ago.

Youngman reports that thus far the attendance at the matches has been surprisingly high and that if it continues to hold up other amateur leagues will follow. As a result of the first two league nights the action on the lodge's shuffleboard has picked up considerably and there is every reason to expect the development of a fine crop of players within a short time, Youngman said.

TV Promotion

BALTIMORE, Nov. 5.—Table shuffleboard came in for some added promotion here and in Washington October 26 when television stations WAAM and WTTG carried a video-eye's view of the rapidly growing sport. Eastern Distributing Company installed a full-size American board in the studios of WAAM, and recruited several local shuffle champs to participate in an afternoon sports show. The players demonstrated various shots for the viewers, showing how easy it is to play the game.

In addition, the method of scoring and close-up shots of the scoring areas were shown.

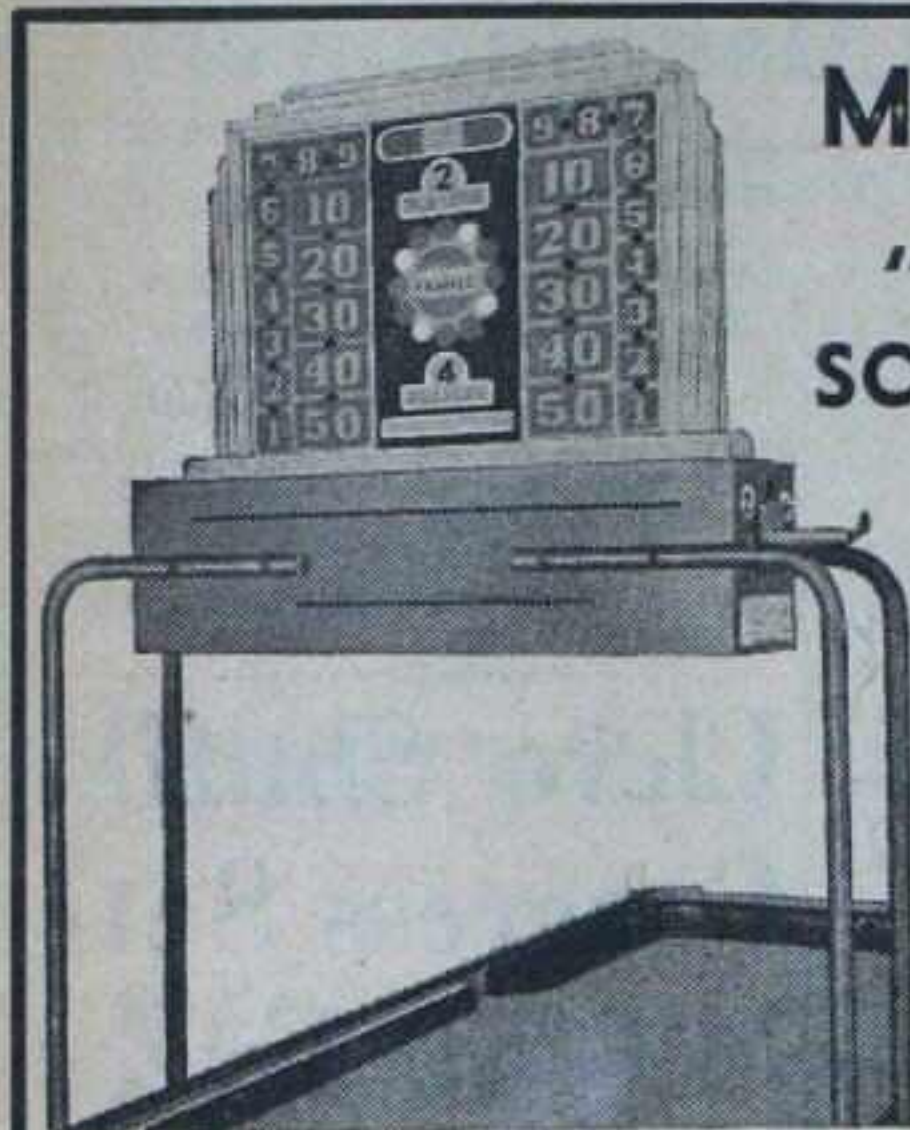
PUCK PATTEN

Chicago:

With the Purveyor Shuffleboard Leagues now in full sway, Herb Perkins, firm head, reports a definite program on the part of the company to enlarge its sales scope. With Bill Tucker as the chief scout, firm is investigating the many areas where shuffleboard is still practically unknown, and will appoint distributors in

these areas to help the operators get started in shuffle operations. Meanwhile Perkins says sales are continuing their upward trend, and that the firm's production plant in Michigan is meeting its schedules, assuring immediate deliveries.

This city may soon have a number of teen-age shuffleboard parlors, located in (See Puck Patten on page 104)



MONARCH DeLuxe "ALL PLAY" SCORING UNIT FOR ALL SHUFFLEBOARDS

Location Tested! Proven!
Guaranteed Finest!

SCORES FRAMES AND POINTS
FOR Regular Play, Horsecollar
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With or Without Frames.

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"SHUFFLETTE" REBOUND

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1545 NO. FAIRFIELD AVE CHICAGO 22, ILL. ARMITAGE 6-1434

Beating the Bushes

(Continued from page 101)

staged a successful State-wide tourney this spring), Milwaukee, Toledo, etc.

In each, while the end results were successful, the preliminary work in setting up the leagues and tournaments took weeks, in some cases months. And at that rate, it can easily be seen that to cover the entire country would take years of man hours, and thousands of dollars. Smaller manufacturers can not undertake this type of a program because of the money involved. To date, therefore, the few big companies have carried the load, with the smaller manufacturers confining their activities to their immediate vicinity, patterning their programs after the leaders.

Solution

If the operator is to successfully handle his role in the shuffleboard picture, and provide the circulation for boards which will greatly increase the number of fans necessary to make this a national sport, he will need the help of the manufacturers in setting up the right kind of competitions.

Because only a few of the manufacturers have league and tournament promotional facilities (men, money and know-how), the operator in the hinterlands must necessarily wait for many months before he can receive personal help from these league and tournament experts.

Cognizant of this fact, many operators off the beaten path watched with interest when manufacturers met in Chicago several months ago to set up an association which had as its chief objective the promotion of shuffleboard. Many have waited these past few months to see if an association would be formed, and now, with no official word forthcoming, are looking to competing products as a source of revenue.

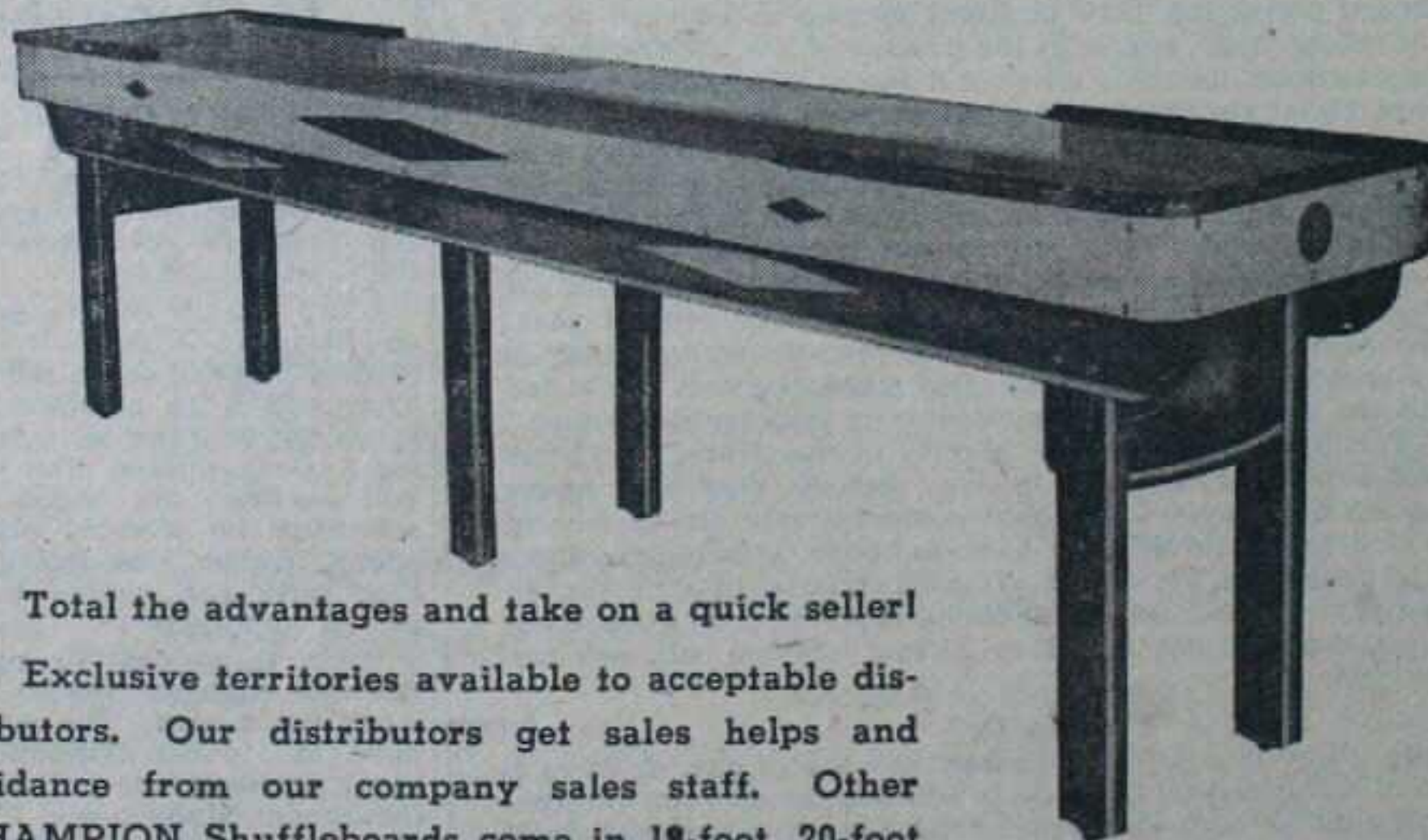
If manufacturers are to successfully beat the bushes, a vital activity if sales scopes are to be enlarged, they must offer some measure of assurance to the operators that they will help them build shuffleboard leagues and tournaments in their areas, no matter how distant they may be from metropolitan centers. The manufacturers' conference established the nucleus of a group which could accomplish this job, with all manufacturers helping to pay the bills.

Within a few weeks the manufacturers are scheduled to again meet and either set up a permanent org, or let matters continue as they now stand. This meeting will get first-hand reports from men who have been traveling the byways in recent weeks, and who can offer first-hand proof of the need for op aid in those areas. Then it will be up to those present to decide how they can best accomplish the job.

**NEW sales-builder
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Space-saving MINIATURE CHAMPION SHUFFLEBOARD

**This is what the public
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Total the advantages and take on a quick seller!
Exclusive territories available to acceptable distributors. Our distributors get sales helps and guidance from our company sales staff. Other CHAMPION Shuffleboards come in 18-foot, 20-foot and 22-foot sizes.

Now! Small bars and clubs can install a miniature CHAMPION Shuffleboard! Only 11 feet long—it's a sure attraction for winning and holding customers!

CHAMPION takes the lead in introducing a superior shuffleboard. Saves space. Weighs less, costs less. Gives a challenge to everybody who loves the game. Requires as much or more skill as standard size shuffleboards. Skillfully constructed for beauty, for durability. Made entirely of kiln-dried hardwood. Playing surface all maple.

First users report:

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FOR twenty years Penn produced exclusively maple top shuffleboards of the finest quality possible, designed for maximum player enjoyment and long-time location satisfaction...all at the lowest price consistent with the high standard of workmanship and materials that go into Penn boards.

A little over a year ago, following extensive research and thorough testing, Penn developed Cosolite, the patented warp-free play surface used in Penn's Black Beauty.

TODAY, Penn offers operators a shuffleboard to fit their every need with

★ PENN MAPLETOP

For locations and territories requiring the finest laminated maple surfaces.

★ PENN BLACK BEAUTY

For operators preferring the advantages of the only shuffleboard manufactured today that is unconditionally guaranteed against warpage for two full years.

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DIVISION OF
COSGROVE INDUSTRIES, INC.
WEST CHESTER, PENNA.
PHONE 2940

PUCK PATTEN

(Continued from page 102)

cated near high schools and churches and sponsored by civic groups, if talks now being held between operators and civic officials jell. Suggestion has been made that ops open up the parlors, and kids of high school age be allowed to join the center, paying a small fee. Vending machines would supply the refreshments. Program is being discussed in the hopes the kids can be given amusement centers which will keep them off the streets, and provide

them with a competitive game which will keep them interested.

Nation Wide Novelty's Fred Spencer reports the firm's Canadian affiliate is stepping up its output. . . . John Moss, in charge of Monarch Shuffleboard's Detroit office, is making steady progress with the new line which includes a shuffleboard (equipped with a mechanical coin slot) of the drop chute variety. . . . Mero Industries' Frank Carroll says that the second week of play for

League I proved that players have improved considerably since last year. Almost every match was a nip and tuck affair and remained undecided till the final puck was played. . . . Some trade observers feel that club leagues will make progress this season especially at ex-servicemen's posts in smaller cities.

Mid-State Company, headed by Phil Ruby, reports increased activity on its wall-mounted and over-top scoreboards. One of its wall models is designed for locations which operate on the point system exclusively. . . . Coin Machine Service claims the wax it distributes nationally, Glide Rite, will not pit, scratch or mar the finish on any playfield. . . . Seymour Golden, firm head, adds that the product is not affected by changing weather conditions. . . . Paul Leven, Grand Rapids, Mich., was a visitor at several local plants last week.

Ted Rubenstein, who heads Mid State Company, reports the firm is now pushing its electric scoreboard. Firm, which pioneered the electric scorers in the shuffleboard field, has been expanding steadily, Bruno Kosek said. Three salesmen have been added in recent weeks and are now traveling for the firm. Mid State features a point-only scorer, and a combination point and frame board.

Shuffleboard Specialists last week closed a deal whereby they will be using butt walnut wood in their shuffleboard cabinets. Julian Crum, firm official, says the wood is the finest available, and will be used in all cabinets of the company's 1950 deluxe model. Crum reports business is increasing steadily, and that while production has been stepped up, it still is behind demand. In line with the addition of the butt walnut to the cabinet, Crum says firm's policy of maintaining a low overhead will be continued, with the savings going into board improvements.

3 New Coin Machine Firms Chartered in Pennsylvania
PHILADELPHIA, Nov. 5.—Three new vending machine firms were incorporated here this week, including the Q Ball Corporation of Pennsylvania, Western Automatic Vending Corporation and Coin Automatic Laundry Equipment Company.

The Q Ball firm, represented by Frederick Thompson, local attorney, was organized for the purpose of buying, selling, leasing, operating and servicing amusement machines.

Western Automatic Vending, a New York corporation located at 107 Broadway, branched out here for the operation of candy stands, sale of candy and the operation of vending machines.

Seeks Lower Coin Tax for Fla. City

JACKSONVILLE, Fla., Nov. 5.—Pin games and related amusement machine taxes would be reduced sharply under a proposed ordinance now before the city council.

Under terms of the new measure introduced by Councilman Claude Smith Jr., operators of 100 machines would pay \$50 tax annually compared with the present \$450 for the same number of machines.

G. E. Fluorescent Lamps "Beauty Aid" for Colors

NEW YORK, Nov. 5.—Development of new fluorescent lamps which, for the first time, bring out the "full beauty" of colors was announced this week by General Electric. Available in two types, the new lamps were said to have been made possible by development of a special fluorescent powder, designated as DR phosphor.

Called "deluxe cool white" and "deluxe warm white," the lamps employ the DR phosphor as an inner coating to eliminate the color-rendering deficiencies which have characterized fluorescent lamps in the past.

Use of the new type lamps to bring out the best in eye appeal of colorful new vending machines may be made by many operators.

BE SURE TO SEE

CALIFORNIA SHUFLEPIN

The New Table Model Bowling Alley Specially Designed for Your Smaller Locations!



LOCATION TESTED FOR FIVE MONTHS
THE MORE IT'S PLAYED, THE BETTER
THEY LIKE IT.

LEGAL ANYWHERE!

MADE IN 9 FT. AND 12 FT. SIZES
10 Frames for 10¢—As many as 4 can play this at one time.

Completely Automatic in Operation. Scoring comparable to regular bowling alley scoring.

Players enjoy all combinations such as strikes, spares and splits. Discs are returned automatically to player after each frame by button control on cash box and automatically resets alley for next frame.

A Natural for League and Tournament Promotion.

Easily Installed . . . pays for itself in very short time. Increase your profits. Inquire TODAY!

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MERO'S 1950 STANDARD MODEL MERO WOOD SHUFFLEBOARD

- Inexpensive Price Class
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All Makes and Sizes. Best Workmanship and Materials Used. Get-Acquainted Prices. Pick-Up and Delivery Anywhere in Chicago

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MODEL B77
 Scores: Frames, points—horsecollar or baseball.
 Players can choose the game they want, thus meeting any and all player trends.

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 Mounted over center of board—always in full view of players and spectators.
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 Sets up 2-player game on deposit of 2 dimes—4 player game for 4 dimes and 30 points or 12 frames (whichever comes first), baseball or horsecollar game for 5 dimes.
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 Lights up on scoreboard showing number of dimes deposited.
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 Sets the scoreboard for type of game to be played—frames or points. Selection may be made either before or after dimes are deposited.
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 Light-up signal on scoreboard clearly shows type of game selected.
- ✓ **GAME CONTROL SWITCH**
 Located inside scoreboard—can be pre-set by owner to regulate play—frames or points. Eliminates selection by player.
- ✓ **FRAME SCORING**
 Electric register shows points scored. "Game over" in the 8th frame for singles game, or 10th frame for doubles game.
- ✓ **POINT SCORING**
 Manually operated score-buttons at end of shuffleboard automatically registers points on scoreboard—15 points for 2 players, or 21 points for 4 players.
- ✓ **FRAME ADVANCE BUTTON**
 When a "No-score" frame is played, player presses button to advance frame.
- ✓ **BASEBALL OR HORSECOLLAR**
 Sets up scoreboard to score 12 frames or 50 points—whichever comes first.
- ✓ **ELECTRIC COIN COUNTER**
 Inside scoreboard. Keeps accurate count of number of dimes deposited in coin control unit.
- ✓ **EASILY SERVICED**
 All parts conveniently located for servicing.

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COINMEN YOU KNOW

Chicago:

Walter Young, Jennings vice-president, left for Reno, Nev., Monday (31) to help handle the showing of the C. A. Robinson Company opening there last week. Robinson was appointed a distributor of Jennings products in Nevada recently and has already been one in Southern California for the bell manufacturer. Following the grand opening of the Robinson Reno office, Young will make a brief swing thru the West. John Neise, sales manager, reports the Operator's Chief is receiving a steady stream of inquiries.

Harry Brown, head of Amusement Sales Corporation, put in a busy week. He held open house on his return to his old headquarters on West Fullerton Avenue, launched what he believes will be an effective sales campaign for California Shufflepins and at the same time tried to supervise the completion of a remodeling job on the reopened showrooms and office. His firm is now the national distributor of the straight novelty game which combines bowling and shuffleboard action.

Sam Stern, Williams Manufacturing vice-president, reports Quarterback, the novelty football game, is now in full production and that inquiries are being handled as rapidly as possible. Stern says there is nothing to match the advantages of having a game production line in a one-story building. . . . S. I. Neiman, public relations director for the National Coin Machine Distributors Association (NCMDA), reports mounting interest in the trade org based on the increased inquiries since the annual meet.

Tom King and Paul Crisman, heading King & Company, are planning a two-day shindig November 19-20, to officially announce and introduce the Northwestern Corporation's line of venders. Affair, offering free refreshments to all comers, will be held in firm's Lake Street offices and shop.

Howard Aylor, head of Hamilton Scale Company, Toledo, was in town last week to take in the popcorn show and to meet with Robert Alexander, of Alexander Postage Stamp Service. Aylor and Alexander are agreed on promoting the new Hamilton scale-stamp vender combo as a good thing for both types of equipment. At any rate, the number of such combination units are being increased in the stamp operation, following the first successful placement in the Municipal Airport terminal building recently.

Walter Ashton, general manager of Searles Manufacturing Company, reports that current wind-up field testing of the improved Kalva 3-Way bottle-carton vender indicates production will roll come January. With meticulous redesigning of component parts for the vending and coin mechanisms, Ashton says the unit has proven itself on a variety of long-term test operations and so is qualified for production-line output. . . . Dick Cole, Cole Products Corporation, keeps busy promoting firm's Cole Spa cup vender. Theater management in a number of cities is backing placement of the unit in lobby installations, Dick relays.

Vital Statistics

Births

A daughter, Robin, to Mr. and Mrs. Len Goldstein, of the T. & L. Distributing Company, Cincinnati, November 2 in that city. The Goldsteins other child also is a girl.

Los Angeles:

George Knapp drove in from Nogales, Ariz., to check on some new games. . . . W. C. Gordon, Brawley operator, was also in town. . . . Henry Van Stelton, who operates in the Whittier area, was in town. . . . Fred Miller left his Bakersfield operation long enough to pay a visit to the boys on Pico Street.

Bill Leuenhagen, of the W. H. Leuenhagen Company, says the next record preview party put on by his firm will be the latter part of this month. As usual the leading platter firms will be on hand to spin their latest waxings for the operators. Mary Solle, chief record dispenser at Leuenhagen's, says she's getting dizzy trying to keep track of the many versions of "Mule Train" now being stocked.

William R. Happel Jr., of Badger Sales, trekked to Palm Springs over the week-end for confabs with Harold Murphy and James Hume. Incidentally, he's waiting for the first shipment of Keeney's Band Leader. Badger tested the game on location in this area and reported top grosses. . . . Coinman E. E. Peterson was in from San Diego to gander some new equipment. . . . Ditto for Edwin Gaffko, who operates in Rialto.

Export business has really taken an upswing according to Joe Duarte, who heads up that department for Badger Sales. . . . H. C. Gilmore was in from his San Bernardino headquarters to renew acquaintances on Pico Street.

Twin Cities:

Matt Engel, of Mayflower Novelty Company, reports business has kept the staff active. Shuffle Alley and Shuffle Bowler have been getting top attention from operators who are ordering numerous units for their locations. . . . Dave Ziskin, of Silent Sales Company, reports his firm is taking on distribution of the California Shufflepin. . . . Jonas Bessler, Lieberman Music Company, is well pleased with the manner in which business in general has been going of late. . . . Back from his two-month trip overseas, Hy Greenstein, of Hy-G Music Company, returned last week to find business holding up in fine shape, with Solly Rose and Sid Levin having done an excellent job during his absence.

J. H. Porter, of Woodward, Okla., a former Duluth, Minn., operator, was visiting distributors here the past week and reporting business in his area as just fair. . . . Operators who came to the Twin Cities market on shopping tours last week included Roy Foster, Sioux Falls, S. D.; Mr. and Mrs. Andy Olberg, Grand Forks, N. D.; Eddie Lapage, International Falls, Minn.; Don Hazelwood, Aitkin, Minn.; Stanley Bader, New Rockford, N. D.; Stanley Woznak, Little Falls, Minn.; Don Ehman, Winona, Minn.; Henry Kueger, Fairfax, Minn.; Ben Jahnke, Hutchinson, Minn.; Jack Backus, Jamestown, N. D.; Jack Lowrie, Lake City, Minn.; Al Redding, Houston, Minn.; Pete Vanderhyde, Dodge Center, Minn., and Mayo Priebe, Rochester, Minn.

Dallas:

W. R. (Dick) Kendrick, sales manager of SuperVend Corporation, was all smiles last week when he delved into reports of sales volumes of firm's individual cup venders. Citing one industrial installation by Burlington, Vt., operator F. W. Siegest, in the General Electric plant in that city, he stated that a single SuperVend there was averaging 5,500 servings each week. There are now over 130 SuperVend operators thru-out the country, with new accounts being opened every few days, Kendrick declared.

Philadelphia:

Jackie Fields, former Wurlitzer distributor, has moved to Pittsburgh. . . . Y. & Y. Popcorn Supply has added three salesmen to cover the East Coast on Iro deodorizers. . . . Jack Beresin, head of Berlo Vending Company, renamed chairman of the charity "Heart Fund" committee for the Philadelphia Variety Club, a post he has held since the club's founding. . . . Dave and Ned Yaffe, heads of Y. & Y. Popcorn Supply, returned from a business trip to Washington.

Publicity for the Community Chest campaign is making much use of juke boxes to frame activities of teen-agers, pointing out that 22 per cent of the Chest's budget provides youth and recreation services.

Felix Valdera, who operates the Paramount Entertainment Service, music box operation, in addition to two record shops, will put out his own Value Record label specializing in spirituals. . . . G. Loos & Son, 237 East Tioga Street, manufacturing an automatic miniature bowling alley. . . . Mrs. Dorothy Fink, secretary at Y. & Y. Popcorn Supply, back from an Atlantic City vacation. . . . Hershey Bar Banks, plastic vending machines dispensing candy as a toy for children, introduced at the Strawbridge & Clothier department store.

For the first nine months of this year, Receiver of Taxes W. Frank Marshall reported a decrease in both amusement taxes and coin machine levies over a similar period last year.

Pilot machine of the Kenro ice cream venders, put out by Eastern Engineering & Sales Company, was placed at the Broad Street Station of the Pennsylvania Railroad Company last week during a meeting of Union News executives. The machine's proceeds will be turned over to the polio campaign fund. Previously, the Kenro machine was on display for a week at the Supplee-Biddle hardware show, and the \$280 realized was turned over to the Eugene Beck Fund being raised for the stricken life-saver.

Detroit:

Maurice J. Feldman, manager of the Central Coin Machine Exchange, made a business trip thru the State last week. . . . The Michigan Miniature Bowling Association has suspended its regular schedule of meetings because of the general quiescence of business, and is functioning temporarily thru the officers and board of directors.

Arthur Brown, operator of a music route in the Flint area, was a local visitor looking over new equipment. . . . Frank J. Londy Jr. and Harold W. Londy are teaming up to form the Londy Brothers Music and Vending Machine Operators, located at 11870 Ohio Avenue. . . . John Kowalik, Carl Angott, and Irving B. Ackerman are incorporating the Basic Sales Company, 2616 Puritan Avenue. New firm has a capitalization of \$10,000.

Glenn Payne, formerly with the Atlas Music Company, has joined the Miller-Newmark Distributing Company, AMI representatives here. He will have charge of music machine sales. Hazel Reichlin, formerly with A. P. Sauve & Company, also has joined the firm to take charge of sales of amusement games.

Carl Hill, of the Hill Vending Service, has been on the road contacting operators in Southeastern Michigan, as distributor for the Victor Vending Company. . . . Thomas A. Beers, who operates a route of sanitary product venders in Ohio, has dropped plans to move to Florida, and will continue to make his headquarters in Detroit.

New York:

Herb Oettinger, United Manufacturing exec, was in on biz last week. . . . Neil Mitchell, sales manager of Lehigh Foundries, Vendor Division, visited here last week for a confab with W. G. Fitzgerald, of International Ticket Scale. They conferred on National Automatic Merchandising Association (NAMA) biz. Both are members of the NAMA nominating committee.

George Seedman, Rowe secretary, insists he won't be drafted again as NAMA convention chairman. "Let someone else have the honor next time," he says. Jack Mills, Rowe veepee in charge of sales, has returned from Columbus, O., where he attended a tobacco distributors' confab. Dick Gluck, who holds an Eastern sales post with the cigarette machine firm, showed the Rowe console to Philly ops last week.

Mel Graham and Bob Deutsch are new additions to Spacarb's executive roster. Graham, a production engineer trained at the Massachusetts Institute of Technology, is supervising technical work on the firm's new four-drinker (see separate story). . . . Murray and Bill Wiener, of Eastern Electric's sales staff, ran a C-Eight Electro school and display session at Philly's Bellevue-Stratford Hotel November 4-5. W. A. Klenota, of the factory's production department, was on hand to take care of the more complicated technical questions.

Eddie Lane, head of the American Q-Ball Congress, is out of town on a 10-day biz trip. Meanwhile, Cliff Thayer and wife have been running exhibition games on the miniature pool tables in taverns around town. . . . Jack Breger and Milton Tane, newcomers to the vending industry, are associated with Charlie Gondolfo, of Futuramic Machines. They will be active in a new sales company set up to handle distribution of the firm's coffee vender.

Other AMOA staffers who deserve credit for assisting in the preparations are Nash Gordon, manager, and Dorothy Wolk, office chief. Credit too was due Charlie Bernoff, veepee; Harry Wasserman, treasurer, and Sal Trella, secretary.

Entertainment was emceed by Harvey Stone and Nick Kenny. They introduced, among others, Cass Franklin and Monica Moore, Franc Small's revue, Fisher and White, Eddy Duchin, Monica Lewis and Bobby Wayne. Music was by Marty Beck and his orchestra. It was 3 a.m. before the affair broke up.

Cincinnati:

The Automatic Phonograph Owners' Association (APOA) will hold its regular monthly meeting Tuesday (8) at the Hotel Gibson. Session will convene at 9 p.m. The APOA board of directors are scheduled to go into session one hour earlier.

Dave Tavel was operated on for a shoulder injury and is recuperating at his home in Roselawn. . . . Abe Pearlmutter, who operates the A & P Vending Company, has also returned to his home after undergoing a major operation. He was confined to the hospital for four weeks before being discharged.

Another casualty here is Simon Rissover, who owns the Midwest Automatic Music Company. He is confined to the hospital after undergoing major surgery. . . . The APOA is working on a special disk promotion with MGM Records. Tie-in is with the song, "Ten Little Flowers," which was recorded by Blue Barron and his orchestra. Members of the APOA will feature the tune in their boxes and special promotion will be used in an attempt to boost the disk into the hit class here.

Calendar for Coinmen

November 7 and 22—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

November 10—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

November 10—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

November 13-14—North Dakota Music Operators' Association (NDMOA), annual meeting and exhibit, Dakota Hotel, Grand Forks, N. D.

November 14-17—American Bottlers of Carbonated Beverages (ABCB), annual convention and exposition, Convention Hall, Detroit.

November 16—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Houston Chamber of Commerce Building, Houston.

November 24—Michigan Self-Service Laundry Association (MSSLA), regular dinner, discussion meeting, Leland Hotel, Detroit.

November 27-30—National Automatic Merchandising Association (NAMA), annual convention and exposition, Convention Hall, Atlantic City.

November 27-30—National Association of Amusement Parks, Pools & Beaches (NAAPPB), annual trade show and outdoor convention, Hotel Sherman, Chicago.

November 29—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

November 30—Michigan Miniature Bowling Association (MMBA), monthly meeting, Jericho Building, Detroit.

December 1—Washington Music Guild, Inc. (WMG), monthly meeting, Washington.

December 5—Amusement Machine Operators of Greater Baltimore (AMOGB), regular monthly meeting, 2441 North Charles Street, Baltimore.

(Association officials are invited to submit convention and scheduled meetings information to The Billboard, 168 West Randolph Street, Chicago 1, for listing in this calendar.)

Indianapolis:

John Gallagher has joined the service department at Southern Automatic Music Company, distributors of AMI coin-operated phonographs. . . . James McCaa, formerly working in the Mississippi State territory, has joined the personnel at Midland Music Distributors, Inc., distributors for Wurlitzer phonographs. Jack Jaques, operator at Thornstown, Ind., was a business visitor on coin row.

Collections from many of the top spots here are slightly down. In some of the taverns a live entertainment program has been added on Saturday nights, one of the best nights before the advent of the new amusement. The take on the coin-operated phonograph has declined in some spots more than others. However, latest reports show the additional program has not helped the music to any extent.

S. Medcalf, Huntington, Ind., operator, was in buying new parts during the week. . . . Byron Holloway, operator at Brownsburg, Ind., was in on business. . . . Midland Music Distributors, Inc., have been named sub-distributors for Bally's Shuffle Bowler.

Harold Smith, Smith Music Company here, reports his wife seriously ill and confined to her home. . . . Joe Flynn, manager at the Shaffer Music Company here, reports his business with the Seeburg phonographs is on the increase, and has been increasing each week since the new branch has opened. . . . Janes Music Company reports record sales very good; in fact, a comparison shows the sales ahead of the same period a year ago.

Hartford, Conn.:

Al Christiani, service manager for Mattatuck Music Company, Waterbury, Conn., coin machine operators, was a recent Hartford visitor. The concern is owned by John, Mike and Vito Colucci, brothers of Ralph Colucci, of State Distributing Corporation, of Hartford.

Albert Latauska, Hartford branch manager, Capitol Records Distributing Corporation, contacted radio stations in the Hartford area as part of his extensive promotional campaign in the interests of the recent week-end booking of Jo Stafford and Paul Weston and his orchestra at the State Theater, Hartford.

Washington:

Starting with the November 1 issue, Washington Music Guild News Letter will feature a guest column. Eddie Gallagher, of WTOP, and Arnold Fine, editor of The Washington Daily News night club page, are slated as the first two writers in the series.

Marlin Amusement Corporation has installed two 25-cent photomatic machines in Union Station, one near the baggage room and the other in the main lobby. Previously they had just one located near the baggage room. Jimmy Smith, acting manager of Marlin, said receipts have picked up since the two new machines have been in service. . . . Ben Rodins, of Marlin, has returned to Miami for the winter.

A concerted effort to enroll new members is now under way by the Washington Coin Machine Association (WCMA). At its October meeting, the organization decided to try working more closely together and to promote more co-operation between ops.

"I Can Dream, Can't I?" with the Andrews Sisters, Perry Como's "Dreamer's Holiday," and "My Filipino Rose" by E. Tubb, top the current hits at Standard Music Company, according to Gerald F. Davis, Davis, who had been in business with his father, Simon, at Washington Music Company, is now on his own.

The Washington Coca-Cola Bottling Works, Inc., and Terminal Refrigeration and Warehouse Corporation are both listed as members of the National Symphony Orchestra Association in this year's symphony programs.

A. Morton Thomas, of Bethesda, was recently appointed director of the Montgomery County (Md.) Department of Inspection and Licenses. Supervision of coin machines will fall under his authority. Thomas was formerly chief engineer of the Maryland-National Capital Park and Planning Commission.

Jack Kaplan says that his Music Supply Company would like to see a few really good tunes right now. His brother, Harry, is doing well in his new business in Southeast Washington on the same spot where Jack started out. He has changed the name, however, to Harry's Variety Company.

Novelty Games Hypo Ops' \$; Players' Interest Is Revived

(Continued from page 86)
for the manufacturer to drop his costs and still put out the top-flight games in that period. Whenever dime play was brought up or tested on location it left much doubt in the minds of operators. But the success of Shuffle Alley and related games at dime play proved that a good novelty game could go with the higher price if the customer felt he was getting full value.

Shufflepins First

California Shufflepins, now being nationally distributed by Amusement Sales Corporation, actually predated the other shuffle novelty games, but when it first came out the field apparently was not yet ripe for a game of this type and heavy production was deferred till only recently. Up to four persons can play the game at one time.

But while these two models may have been the forerunners, the Bally, Chicago Coin and Genco units also were heavy contributors to the success of the novelty trend. Tho not along the shuffle line, Williams's Quarterback and Exhibit Supply's Silver Bullets also have met with immediate success on location, altho they have only recently been shipped in quantity.

The following surveys made by staff members and representatives of The Billboard reflect the influence the novelty trend has had on the trade in key cities:

New York

The shuffle novelty games began arriving in New York City soon after a license was granted for the games in September when they were proven to be 100 per cent skill amusement pieces. Distributors in New York point out that most of their early sales were made to newcomers in the trade. Following the success of the new blood with the shuffle-type games, veteran operators started to climb aboard the bandwagon.

Main reason why the experienced operators showed little interest in the new-type games was that rebound-type shuffleboard tables introduced in New York in June made little impression on the public and several operators reportedly did not get back their investments on this type equipment.

Games like Shuffle Alley, which introduced dime play, are still at that level, and experienced coinmen like Dave Simon believe the games will continue to draw well.

Arcades also report the shuffle novelty games are getting heavy play. One of the points operators are now debating is what effect some similar games now being introduced will have on the over-all picture.

These have a shorter average playing time and are set for nickel operation.

Detroit Report

The prevailing trend toward novelty games has been slow in getting started in the Detroit area. To date there are virtually no machines in Detroit proper because of long-standing legal barriers against almost all types of amusement games except Ray Guns, pool tables and Skeeballs. For that reason major metropolitan operators are "not interested" in the recently introduced games.

Up-State, the situation appears to be much more favorable. Typically, Bill Miller, of the Miller Vending Company, Grand Rapids, Mich., reports there is a big demand for new games, particularly the shuffleboard type, operated on a short table. Occupying less space than the standard shuffleboards which have been enjoying a real boom around Detroit, the new games find acceptance in locations where space is at a premium.

As only a minimum of approvals have been granted by the State Liquor Control Commission, sales up-State have been held back. With taverns as the best locations for most of these units, any installation is dependent upon the okay of the commission. Genco's Gilder and Chicago Coin's Bango have the necessary go-ahead, but few other firms have requested approval, and distributors indicate that this fact is responsible for a general lag in sales.

Coin Biz Up

The coin machine market itself has enjoyed a modest pick-up as a whole in recent weeks, but the actual volume increase has not been startling—only hopeful. With this recent background of activity, typified by a marked increase in advertisements in local newspapers of routes for sale, prospects are favorable for the near future. It must be emphasized, however, that a lot of this activity is shown in older machines already on location, and that operators buying them are unlikely to have much cash left for new machine purchases in the near future.

New Faces

One result of this situation has been the entrance of an unusual number of new faces into the operating field. Many of these are located up-State, or are Detroiters operating routes up-State and putting in a few of the new machines. The typical route is small, 5 to 20 machines, but has potentials for growth. A surprising percentage of the new ops. (See Novelty Games on page 108)

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Mardi Gras	69.50
Maryland	159.50
Paradise	89.50
Phoenix	99.50
Rainbow	89.50
Ramona	99.50
Saratoga	110.00
Serenade	119.50
Show Boat	119.50
Singapore	49.50
Speedway	79.50
Spinball	59.50
St. Louis	149.50
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Novelty Games Hypo Ops' \$; Players' Interest Are Revived

(Continued from page 107)

ators are former tavern owners—or, in some cases, still active location owners. In most cases these men have watched machines in operation in their own taverns, then, having sold their major investment, they turned a part of their money over to the machine business as an investment—a sound tribute to the good job of operation which they observed from the other side of the bar. Most of the newer operators, incidentally, tend to be older men, and few of them are ex-G.I.'s, in contrast to the reversed situation a year or so ago. Ten-cent play is practically unknown in this State on these games, according to Dale Sauve, of A. P. Sauve & Son, who is in close touch with a substantial percentage of operators as a major distributor.

Twin Cities

Six weeks ago Minnesota coin machine operators were wondering what to turn to next to help pick themselves off the floor of the pin game doldrums, the drop-off in shuffleboard play, and the decline in juke box business.

Today they've got the answer and are going into high gear in capitalizing on the new novelty-type game which United pioneered in this area with Shuffle Alley.

Mayflower Novelty Company, St. Paul, headed by Herman Paster, with Matt Engel as sales manager, got in on the ground floor here with Shuffle Alley distribution and then had its line augmented with Bally's Shuffle Bowler.

Engel is quick to admit that these two new units have made the difference this fall. Business has begun to hum once again. He estimates there are about 200 such games in operation in Minnesota, with his firm unable to meet all the orders that are rolling in.

Only this week Silent Sales Company, Minneapolis, took on the exclusive distribution in this territory of California Shufflepins and, according to Dave Ziskin, the game caught on immediately.

At Lieberman Music Company momentary delivery of Chicago Coin's new Bowling Game is expected, and if the success of the other games is any criterion, Jonas Bessler, sales manager for Lieberman, believes the new unit will be a success here, too.

Games Legal

As Engel described it, the games are legal in Minnesota and can be operated on the "State Capitol steps." They're subject to amusement game licenses as set in the communities in which they are located.

All the units in operation here are dime play machines. Engel said there have been many good reports about gross incomes from the games with one operator taking solemn oath that the first day on location one of his machines grossed \$36.

First week's collections usually are way up on a new location, but operators, gauging by the past experience of other novelties, don't expect such unusual grosses to hold up. Average weekly incomes run from \$35 to \$75, depending upon location.

Rural Locations

Most of the games, according to Engel, are on location in the country areas, with a sizable number in operation in St. Paul and Minneapolis. Principal location in the large cities is the tavern, but in the country the operators are placing the units wherever they can get in, he said.

Percentage commissions are along lines followed in each community on pin games and juke boxes. In the Twin Cities the division is 50-50, while in the country area the operator retains 60 per cent and gives the location 40 per cent.

"The beautiful thing about this new novelty," Engel explained, "is that it doesn't replace any machine but has an attraction of its own. True, some games are going to drop off in take from the start as the public investigates these shuffle bowling devices. But I don't look for these new machines to make the others obsolete. As they level off into their groove these units will draw a trade peculiar to themselves while the other devices will continue to attract their usual type of patronage."

League bowlers have taken to this new type of game and are playing it quite consistently, operators report. The units located in bowling alleys get considerable attention from bowlers, they claim.

The new games haven't as yet attracted any new men into the coin machine business, with the regular operators in this territory using the devices for their own locations. And once an operator has checked in his initial receipts he becomes enthusiastic and usually is back in a hurry for more.

"But that's the rub," Engel says. "The factories are swamped with orders and just can't keep up with the demand."

Chicago

The Chicago situation relative to the new type novelty games in many ways parallels results in New York. Veteran operators in both cities could hardly remember when amusement-type equipment reached locations in any quantity with the possible exception of roll downs which developed but average popularity with the players.

Currently, most operators in Chicago are concerned about how soon they can get more shuffle-type games. Games which have won court approval in Chicago in the past two months include United's Shuffle Skill and Shuffle Alley, Bally's Shuffle Bowler, Genco's Glider, Chicago Coin's Bago and just this week California Shufflepins. All are permitted in Chicago because they are amusement games based entirely on skill.

As in other areas where only skill games are permitted, experienced operators were not overly anxious to handle the shuffle novelty units. But once it became established that the games in this new crop were interesting and received heavy play from the outset, the veteran coinmen got in the swim. Empire Coin Machine Exchange, headed by Gil Kitt and Ralph Sheffield, reports surprise over the number of newcomers who have been brought into the field by the shuffle novelty games. Kitt points out that a typical example was a customer who dropped in a few weeks ago and asked what chances a newcomer had with the novelty games in Chicago. The customer pointed out that he had seen games like Shuffle Alley in operation and felt he could find a few locations which were logical ones for the game. When Kitt convinced him that he could expect a reasonable profit in the venture, the newcomer placed an original order for five games. Since then he has been back twice and ordered 10 each time.

Skill Games Draw

One of the interesting by-products of the novelty games in Chicago is that some locations have set up leagues on the bowling-type units. Players find that the skill games offer a good chance to play friends and other top players in a competitive set-up and this affords added interest. There is no indication as to how far the league idea will spread but currently locations with league set-ups on specific off nights such as Monday report their over-all trade has increased and they are all for league organization.

One veteran Chicago operator, who (See Novelty Games on page 111)

Record Reviews

(Continued from page 100)



ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	DISK JOCKEY
		RETAILER
		OVER-ALL
POPULAR		
JOHNNY MERCER Capitol 57-770	Apply the Fundamental An effective rhythm piece is sung engagingly by Mercer with aid from a hard-hitting background ark. Not quite another "Accentuate the etc." but that's the idea.	76--78--74--76
	I've Been Floating Down the Old Green River That rock-ribbed and swinging background ark bites hard while Mercer turns in one of his best wax jobs ever on the oldie.	82--85--79--81
WOODY HERMAN Capitol 57-772	(I'll Be Glad When You're Dead) You Rascal You Woody's in rare form for his vocalizing of this oldie. He makes the most of the humor of the lyric while his sharp crew slices a swinging backing.	81--83--80--80
	Rhapsody in Wood The "Wood" is Woody's clarinet as he turns in most of the solo work on this fine Ralph Burns original.	73--78--73--67
HERB JEFFRIES Columbia 38633	The Shepherd eden abbez's latest effort has a decided Western folk song flavor. Jeffries is competent as he sings it in the midst of an ark-chorus production.	76--77--76--73
	A Man Wrote a Song Jeffries does this lovely new tune with little conviction.	63--66--62--62
PEE WEE HUNT Capitol 57-773	Dill Pickles Fairly straight Dixieland treatment of a real oldie spots a mess of old-hat pianoing. Kind of thing which could attract customers.	80--81--79--80
	Tiger Rag The Dixieland fave is dished out at breakneck speed and with considerable tongue-in-cheek Schnitzelfritz band style. Could be a winner.	82--83--80--83
JAN GARBER Capitol 57-771	The Blossoms on the Bough Pretty new ballad is played cleanly and danceably with an effective vocal handled by Bob Grabeau.	79--80--79--77
	I Love My Baby A fine oldie is revived handsomely in a medium bounce dance cleffing with Grabeau serving up another fine vocal chore.	82--83--80--83
JUNE CHRISTY Capitol 57-774	Get Happy Modern and somewhat fanciful conception of the standard. June is rounding out nicely as a single. Her pipes sound fuller and her approach seems more certain than before.	70--75--70--65
	I'll Remember April Just about the best singing June has put down on wax. Has warmth as well as vitality. She does full justice to the lovely standard.	72--78--72--65
SAMMY KAYE Victor 20-3575	I Want To Wish You a Merry Christmas Kaye's org shows its usual good taste in this proper handling of a not unattractive new Christmas ballad.	76--78--73--76
	Here Comes Santa Claus Peppy performance of the catchy Christmas item which Gene Autry has made into a standard.	84--86--84--82
HAROLD PARR-HORACE HEIDT Horace Heidt M5 1010	White Christmas Warbler Parr acquires himself handsomely on the Berlin standard. Good catalog item for the Heidt label.	69--66--70--70
	Silent Night Ralph Sigwald-Horace Heidt Sigwald's rich, classic baritone and a choir do the carol in proper reverential style.	65--65--70--60
IRVING FIELD'S TRIO Victor 20-3577	Send Ten Pretty Flowers to My Girl in Tennessee Vocal group joins the trio for a cute waxing of a new novelty item.	71--72--68--74
	Puppet's Holiday Instrumental effort spots Field's fancy 88-ing on a rather gay and airy original.	72--75--70--70
CARL RAVAZZA (Lyle Bardo Ork) MGM 10559	The Jolly Coachman The nite life fave does a drinking song in subdued fashion.	67--67--66--68
	Princess Poo-Poo-ly Has Plenty Pa-pa-ya Ravazza does a slight sort of double entendre ditty in an intimate style.	67--65--65--70
BOB HOUSTON (Russ Case Ork) MGM 10557	Leprechaun Lullaby Houston handles this new tune in acceptable style. Tune's attractive.	68--70--65--68
	Just a Kiss Apart Houston slices just about the best side he has ever made with this waltz from the forthcoming "Gentlemen Prefer Blondes" show.	74--76--74--72
DORIS DAY (George Siravo Ork) Columbia 38614	The Three Rivers An involved tune about a girl, a boy and three rivers in Pennsylvania gets a gallant try from Miss Day, but the material pulls her under.	63--66--63--60
	Festival of Roses Thrush sings in her fine, throaty manner, but this prefabricated plug song doesn't ring true.	66--68--66--64
EILEEN WILSON-GORDON JENKINS ORK Decca 24738	Tell Me Why Beautiful Jenkins' ark and chorus work offer Miss Wilson ideal settings for an effective delivery of a lovely ballad.	88--89--86--88
	A Dreamer's Holiday The fast rising ballad is handled a wee bit slowly albeit the treatment is pretty and should do business if the song makes the top rungs.	84--86--82--84

Record Reviews



ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
POPULAR		
DICK HAYMES (Victor Young Ork) Decca 24740	You're the Cause of It All Haymes is in a subdued and effective mood for the delivery of a very lovely new ballad. Let Me Grow Old With You Another clean performance in the subdued manner of another new and not unattractive ballad.	77--79--77--75 74--75--75--73
BLUE BARRON ORK (The Bluenotes) MGM 10523	Christmastime Barron delivers a buoyant production built around a new seasonal ditty. Santa Claus Is Comin' to Town Rather slipshod performance and interpretation of the Christmas standard.	72--75--72--70 67--68--66--67
ERSKINE HAWKINS ORK (Jimmy Mitchell) Victor 20-3585	Miss Eva Well played albeit unspectacular instrumental original features some fancy high-note trumpet work. Who Are You? Tune bogs down a smooth Jimmy Mitchell vocal.	62--62--60--64 48--48--48--48
MARTHA LOU HARP & THE CAROLERS Autograph 814	Little Pink Toes Miss Harp sings with clarity and a forthright "singing lady" manner. Tune is a gushy dish of pabulum. Sentimental Me Tune, a saccharine ballad, has strong pop potential. Vic Anthony joins the thrush for an engaging close harmony job, with able ork support.	49--55--50--42 73--73--71--75
JAN GARBER ORK (Bob Grabeau) Capitol 57-759	Jealous Heart Bob Grabeau's fine warbling is standout stuff on a bright, bouncy, tinkie-tinkle rendition of the corn classic. The Hop-Scotch Polka Light, buoyant coverage of the heather-flavored hit. Boy-gal duet, band chanting and instrumental work are frothy and gay.	81--82--80--80 74--72--74--76
INK SPOTS Decca 24741	Land of Love With string backing and bolero beat, Billy Kenny does a solo on the slowly arriving but highly poetical eden abbez tea-with-lemon tune. Echoes The Benjamin-Weiss clippity-clopper again features the top Spot and strings. No recitation either. Tune will need a stronger rendition.	76--76--76--76 72--72--72--72
GUY LOMBARDO Decca 24760	The Story of Annie Laurie Kenny Gardner does a good warbling job, and the orking is slow, danceable stuff. A run-of-the-mill run-thru of a plug tune. My Bolero Don Rodney's turn here. Bolero beat is unusual on a Lombardo waxing, and his fans should eat it up, altho Damone's virtuoso treatment will be hard to catch.	78--78--78--78 80--80--80--80
CHILDREN		
JUNE WINTERS (Al Rickey Ork) Mayfair K 122	Two Front Teeth, Parts I & II Popularity of the title, and the vividly illustrated cover should spell Christmas kiddie sales for this one. Actually the production strains to fill the two sides, but offers some good advice on taking care of teeth.	75--72--78--NS
RHYTHM & BLUES		
THE NIGHTHAWKS Aristocrat 2301	Annie Lee Blues Moody blues could pick up business in the Southern market. It's well done. Black Angel Blues Neatly executed blues piece which fails to build after getting under way with much promise.	74--75--70--78 71--73--68--73
EDDIE "LOCKJAW" DAVIS King 4321	Huckle Boogie Big boogie beat, mood-setting BB-ing, band shouts and Davis's tenoring are the ingredients of a side which should pick up plenty of action in the rhythm marts. Mountain Oysters Big beat, Henry Glover's vocal shout, more Davis tenor and silly hunk of song round out the disk.	84--84--84--84 74--73--70--78
SHORTY MUGGINS Capitol 57-70052	Got a Great Big Shovel Energetic but uneven shout in the Joe Turner style, with tenor and rhythm backing in boogie. Mild double entendre lyric. We're Gonna Roll Stamp novelty, like Flip, is old hat despite its fervor.	54--50--54--58 53--50--52--56
JULIA LEE Capitol 57-70051	Draggin' My Heart Around Organ and rhythm backing add mood to Miss Lee's heartfelt pleading of a blusey torcher. Blues for Someone Nice feeling in a quite blues job with conventional rhythm support.	75--75--74--76 72--72--70--74
JOE ALEXANDER Capitol 57-70054	If I Could Make the World Stand Still Dull tune, dull rendition. Lost A good standard gets a slow-going, prosaic vocal. Alexander has voice quality, but shows little by way of feeling here.	47--49--47--45 54--56--54--52
LOWELL FULSON & HIS TRIO Swing Beat 122	Just a Poor Boy Anomalous combination of a Southern blues shouter backed by a hip-idiom trio adds to very little. My Baby Trio gets in the proper low-down groove here for slow, Southern blues vocal.	86--86--86--86 85--88--85--87
MAXIM TRIO Swing Beat 122	Rockin' Chair Blues Muffled recording of a weak blues vocal, with trite guitar-piano-bass work in back. Let's Have a Ball More of the same.	32--32--32--32 82--82--82--82

(Continued on page 110)

Diamond Declares Dividend
NEW YORK, Nov. 5. — Diamond Match Company directors declared a regular quarterly dividend of 37½ cents a share and an additional dividend of 50 cents a share on its common stock this week. A participating dividend of 50 cents per share on preferred stock was also declared. All dividends are payable December 1, 1949, to stockholders of record November 10, 1949. They will bring the total amount paid this year on each class of stock to \$2 per share, the same dividend as was paid in 1947 and 1948.

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Record Reviews

(Continued from page 109)



ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	DISK JOCKEY
		RETAILER
		OVER-ALL
RHYTHM & BLUES		
SIR CHARLES & HIS ALL STARS Apollo 794	Mr. Big Horn Lively up-tempo romper, featuring Leo Parker's agile, buzz-toned baritone sax, with brass riffing Basie-like figures in back. Not commercial enough.	56--56--56--56
JOE LUTCHER Capitol 97-70058	Benson Alley Bop solos strung between an opening and closing riff.	52--54--52--50
	Watch It, Gate A well-knit medium tempo semibopper. Interesting, good sound but lacking in mass appeal.	62--64--62--60
	I Knew You When Novelty blues with lively lyric and compact orking.	64--64--63--63
CHRIS POWELL & THE FIVE BLUE FLAMES Columbia 30178	Rock the Joint Combo pitches a mad ball in the "Good Rockin'" school. Gangbuster tenor, handclapping, unison chanting and a live beat add to a solid side.	72--72--70--74
	On the Sunny Side of the Street Smart, original treatment of the standard. Boys take it at a fast shuffle, with fly solo vocal, unison choir riffing. Could score in pop as well as b & r mart.	83--83--81--85
JOE BLACK ORK Derby 721	The Mainliner One of those express-train, rowdy stomps with a tenor sax ranting all the way. Not a standout of its kind.	56--54--56--58
	The Beetle Jive-tempo riffer, with tenor taking solo spotlight. Adequate, but no world beater.	54--52--54--56
FREDDIE MITCHELL ORK Derby 723	Jingle Bell Boogie Here's a likely successor to Mitchell's "Doby" slicks: a hard-driving stomp on "Jingle Bells," with potent rhythm riffing setting off sock piano lead.	85--85--84--86
	Auld Lang Syne Boogie While well executed, side doesn't have diversity and swing of flip.	65--66--62--66
BILLY WRIGHT Savoy 715	I Keep Drinkin' Wright does a torchy blues with simple honesty and stright-from-the-shoulder credibility.	77--77--76--78
	Billy's Boogie Blues Warbler does a restrained, effective shout on an up boogie blues.	77--77--76--78
THE RAVENS National 9068	Silent Night Reissue from last year is now on unbreakable material, and the result is a clearer-sounding side. Fine rendition could appeal in pop market.	82--82--82--82
	White Christmas Same comment, but more so.	84--84--84--84
THE RAVENS National 9053	September Song The lads get a bit fancy, concert style, and lose most of their effectiveness on what starts out as a strong, moody rendition of the standard.	75--75--75--76
	Once in a While One of their greatest sides.	84--85--84--84
LIGHTNIN' HOPKINS Gold Star 668	Fast Life Woman Quits, deep-South shouter-guitarist tosses a rawlful phrase, but with mostly obscure diction.	64--62--66--64
	European Blues Same problem despite fine down-to-earth blues delivery.	64--62--66--64
DELTA RHYTHM BOYS Atlantic 889	Sweetheart of Mine The fine harmony group delivers a mass of slicks in highly competent fashion.	67--67--65--68
	The Laugh's on Me Stronger stuff, and it gets a strong rendition. Bass soloist provides a highspot.	80--81--80--80
EDDIE MACK Apollo 414	Behind Closed Doors Powerful beat and poignant blues crying. Early guitar is featured too on this drag-beat apus.	82--82--82--83
	Kind Loving Daddy Strong Roy-Brown-type shouting by Mack, but man lacks material here. Good bary sax honking.	76--77--76--76
J. B. SUMMERS Gotham 203	Drinking Beer Would-be follow-up to "Drinkin' Wine" gets a driving beat and intense shouting by Summers. Choral-band assist is badly balanced on an otherwise fine jump side.	78--78--78--78
	Hey, Now! Format similar to "Let's Bell Tonight." Has a compelling beat, if little more. Fine lindy side.	76--75--77--77
RUTH BROWN Atlantic 887	I'll Get Along Somehow (Pts. I & II) Side issued a couple weeks ago is now recoupled with a newly cut Part 2, replacing "Rocking Blues." Still sounds mighty strong. Part 2 features a recitation like the L. Darnell version. Miss Brown's is well written and beautifully told. Should do well.	86--86--86--86
RILEY CRABTREE Talent 717	Mule Skinner's Blues Crabtree evokes memories of the rough-and-ready West in a country blues done with style and authenticity.	68--68--68--68
	Away Out on the Mountain Same honest folk quality pervades this yodel-ballad.	64--64--64--64
LOUIS INNIS Mercury 6217	Better Back Up Mama Rather placid country blues vocal and orking. Cleanly rendered, but without much push.	62--62--61--63
	Chattanooga Boogie Easy-swinging boogie blues with an okay vocal and strong steel guitaring.	73--73--71--75
ARCHIE CAMPBELL Mercury 6216	Beyond the Sunset & Should You Go First Odd production here sandwiches a long-winded recitation between choruses of a sacred-tinged country ditty. Two for one, but no bargain.	49--53--50--45
	Precious Memories Sacred song done with telling reverence. Solo warbling, harmonizing voices and organ-guitar backing combine compellingly.	72--72--74--70

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HARTFORD OPS

(Continued from page 95)
group functioning is Jim Tolisano, of Superior Music Company, Hartford. Tolisano reported that he has received much favorable comment on the proposal that Connecticut have its own organization. Both he and Colucci said they believed that a State-wide group would probably start operating as soon as meetings similar to the recent Hartford gathering had been held in every key city in Connecticut.

NOVELTY GAMES

(Continued from page 108)
had been handling only music and vending machines for the past few years, reports that the shuffle games have proved profitable even in locations which he had practically written off as marginal spots. "Oddly enough," he explains, "some of my better locations for a game like Shuffle Alley are spots which had dropped off so much that they could not support music or venders."

GREENSTEIN SEES

(Continued from page 95)
and that it was working determinedly to provide the newcomers with the necessities of life. He said miracles are being wrought in what has been considered an arid land, that the Israeli, long considered a non-agrarian people, are making the land yield as no where else in the world. The people there have proven themselves to be excellent farmers, and visitors from all over the world are studying their methods, he said.

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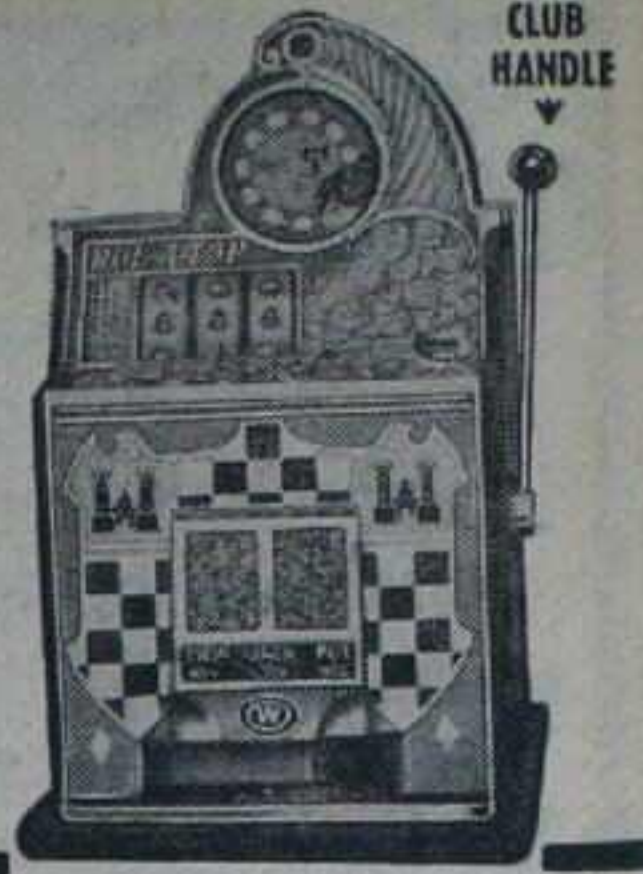
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Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
COUNTRY & WESTERN		
HAWKSHAW HAWKINS King 821	I'm Kissing Your Picture Counting Tears Material doesn't quite come off despite a strictly pro rendition by Hawkins.	71--72--70--70
	I Wasted a Nickel Material is strong here, and Hawkins makes the most of it. Should appeal over a broad area.	83--83--83--83
ZEKE CLEMENTS MGM 10552	Girl That Done Me Wrong She got him in jail, but he doesn't tell how. Tune has a catchy quality, but nothing too consequential here.	66--68--66--65
	Louisiana Rural boogie has color and beat, and lyrics with local interest.	65--65--65--65
ARTHUR (GUITAR BOOGIE) SMITH MGM 10551	I Never See Maggie Alone Smith is late with the smash, but could still pick up coin in some rural areas, or wherever his flashy guitar is preferred.	71--72--70--70
	Be Bop Rag No be bop here, just some good guitar razz-ma-tazz with a country beat.	70--71--69--69
RED PERKINS King 823	Too Long Perkins warbles fervently thru a sentimental waltz song and gives it some weight.	74--75--74--73
	I Know Better Now The virile warbler makes his material sound better than it is.	71--72--71--70
MEL & STAN Capitol 57-40243	I'd Like To Find a New Friend Every Day Brother harmony, hill style. Could register mildly in the territory.	68--69--68--67
	Carolina "Home" song gets a spirited harmony rendition from the lads.	69--70--70--68
BILLY WALKER Capitol 57-40244	Don't Be Afraid To Call Me Darlin' Competent performance of a country-Western, but the spark is missing.	67--68--66--66
	Headin' for Heartaches More conviction here.	70--70--70--69
AUBREY GASS Capitol 57-40239	Dear John A delightful, unusual country rhythm tune, engagingly warbled, with fine background effects from harmonica and unison chanting of refrain. All done to an infectious beat.	86--86--86--86
	Gee But I'm Lonely Tonight Pattern reverts to the conventional as Gass sings a soft waltz ballad, easily backed. Listenable, but not the standout the flip is.	70--70--70--70
LONZO & OSCAR Capitol 57-40236	Who Pulled the Plug From the Jug Male duo harmony and smooth string combo on a mild jingle. Treatment is citybilly rather than truly rural.	63--63--63--63
	I Wonder Why She Almost Drives Me Wild This ditty is a fine spoof of the current hillbilly hits, quoting from a couple of dozen of the leaders, with the quoted phrases cleverly woven into continuity. Smartly done.	73--76--72--70
TOMMY FAILE Capitol 57-40235	Two Little Brown Shoes Formula weeper about a defunct child doesn't carry much pathos, nor is the rendition especially emotional.	64--64--64--64
	I'll Never Have a Chance With You Again Faile warbles a 50-50 ballad with deadpan placidity.	60--60--60--60
COWBOY DIXON Talent 727	Everybody Wants My Picture Up tempo warbling and string orking, Western style, of a lightweight jingle. Nothing special in tune or treatment.	50--50--50--50
	My Love Again Weak warbling of a routine country ballad.	40--40--40--40
EVELYN GEORGE & HER BLUES BAND Maunay M-102	Your Love Is Worth More Than Money to Me Thrush shrills a bounce ballad weakly. String orking is rambling and loose.	35--35--35--35
	I'll Have Another's Name Another inefficient rendition, this one on a switch on the "One Has My Name" idea.	35--35--35--35
HAL HART Star 1378	Something Old, New, Borrowed and Blue An effectively written weeper on the broken romance theme gets an appealing, sob-voiced warbling. Melody has quality, too.	72--72--70--74
	Tie a Little String Around Your Finger Rather banal pop groove ballad doesn't register.	60--60--60--60
MADDOX BROTHERS & ROSE 4 Star 1369	Why Don't You Haul Off and Love Me? Rose, "the Sweetheart of Hillbilly Swing," gets off a brisk, down home treatment of the click, with vocal encouragement from the boys in the band. An engaging job, but a bit late.	68--68--68--68
	George's Playhouse Boogie Romping boogie woogie jump blues in the "Tennessee Saturday Night" groove gets a superlative swing job from Rose and a jumping string ork.	83--83--81--85
RILEY CRABTREE Talent 718	T for Texas Crabtree does a standard Western blues effectively.	65--67--63--65
	T. B. Blues Another blues with yodeling is rather gruesome in texture but is done with an air of folk authority.	63--65--60--65
CHARLEY AND BONNIE BARLEY Bullet 694	John L's Contract Time Hoedown rhythm and guitars dominate as Charley and Bonnie duet couplets dealing with John L. Lewis.	59--59--58--60
	Miners' Welfare Fund A country blues about coal mining has some touching lines and some true folk feeling but lacks commercial punch.	55--53--55--57

(Continued on page 112)



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Record Reviews

(Continued from page 111)

OPERATOR	RETAILER	DISK JOCKEY	OVER-ALL
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ARTIST	TUNES	RATINGS
LABEL AND NO.	COMMENT	
COUNTRY & WESTERN		
RED FOLEY- JUDY MARTIN Decca 46185	Our Christmas Waltz Neat waltz diskings spots Foley doing a solo chorus as well as a duet with Miss Martin. For Christmas.	77--79--75--77
	Here Comes Santa Claus Foley does a simple, attractive job on the couple of year old Gene Autry favorites.	77--79--75--77
KENNY ROBERTS Coral 64028	The Christmas Cannon Ball The sizzling Mr. Roberts does up a Christmas lyric of some infection set to the familiar melody. Should pick up country biz for Christmas.	82--83--81--81
	Christmas Roses Pretty country ballad in the rose trend with Christmas serving as the season of attraction. Roberts contributes another effective etching.	84--85--84--84
CURLEY WILLIAMS & HIS GEORGIA PEACH PICKERS Columbia 20632	Barbecue Rag Williams' lads excute a moderately paced razz-matazz instrumentally. Plenty of guitar featured on a danceable side.	68--68--66--70
	No, Not Now Similar pacing of an entertaining boy-girl novelty.	77--78--76--78
LATIN AMERICAN		
TROPICANA ORK Ecca 822	El Paso Del Serrucho (guaracha) Not much bass here, but the band and group manage to get over a good fast dance pattern. A Cuban cutting.	68--68--70--68
	Rareza Del Siglo (guaracha montuno) Interesting tune here and the vocal and trumpet choir do well by IL. Piano and bongos provide most of the rhythm.	70--72--71--68
DANIEL SANTOS Ecca 7018	Me Reire (bolero) The Cuban chanter croons one of his own tunes in slow dance tempo with full band. Nothing special here for the domestic market.	69--70--70--68
	Que Pedrito (guaracha) Santos' more pungent style serves better in this moderate guaracha.	74--75--74--78
LOS UNIVERSITARIOS Ecca 811	De Mi Depende (bolero mambo) Puerto Rican group serves up a danceable, listenable brand of rumba here. Vocal harmony, guitar, bass and shakers are the ingredients.	72--73--72--71
	Lo Que Tu Ignoras (bolero) Gentle, tuneful, romantic stuff. Danceable.	72--74--72--71
DON PABLO ORK Latin American 28	Diane Nothing Latin here, but the waltz standard is orked in simple, danceable fashion, instrumental thruout.	67--66--68--68
	Blue Waltz "Valse Bluette" rounds out this non-Latin waltz disk. Good, dreamy dance stuff.	66--65--67--67
DON PABLO ORK Latin American 30	Cae Cae (samba) Gringo-flavored samba, with gal chirping in Spanish. No advance over earlier renditions of the number.	61--61--63--60
	Oye Negra (samba) Similar.	62--62--63--61
DON PABLO ORK Latin American 34	Tango of Roses Mellow, but mild version of the tango standard.	59--60--60--58
	Orchids in the Moonlight (tango) Pleasant, danceable rendition of the Youmans tango standard.	64--65--64--63
PEDRO VARGAS Victor 23-1400	Jinetes En El Cielo The Spanish version of "Riders in the Sky," by the top Latin crooner. With cliffing similar to the Monroe version, this one's even more effective. Great jock novelty.	85--87--84--83
	Anoche (blues) Mexican band provides rich, Miller-style backing for one of Vargas top ballad efforts.	82--83--82--80
ERNESTO VELAZQUEZ Capitol 57-56708	La Enredadera (cancion) Good Mexican pop tenor delivers a hunk of material for Mex nabes strictly.	72--72--72--73
	Quisiera Cre'r . . . I (cancion ranchera) Lively Mexican folk stuff cut with spirit by the warbler and gang.	74--75--73--74
YEYO Capitol 57-86709	El Bobo De La Yuca (guaracha) Santos-style number and shouting. Strong dance side, with rhythm overbalancing much of vocal.	74--74--76--73
	Don Casimiro (son montuno) Rhythm is the thing here too. Good piano montuno.	71--72--72--70
MOSCOVITA Capitol 57-56708	Bocon (guaracha) Fast Afro side is for the more proficient rumbad-dicts. Wild stuff.	74--78--76--69
	No Te Me Acerques (bolero mambo) Too much going on at once here, but the beat is strong. Yankee mambo fans will go for this one.	75--75--77--70
PEDRO D. CASTILLO Capitol 57-56601	Ya Son Las Doce (bolero mambo) Lusty warbling of an attractive tune that's designed more for listening than dancing.	71--73--70--70
	Jose Maria (guaracha mambo) Strong dance beat here despite vocal breaks. Big brass section, piano and rhythm back the spirited warbler.	76--77--76--74
YEYO Capitol 57-56708	Suave (guaracha) Break-neck paced guaracha is for natives and experts. Flashy piano, rhythm and powerful brass blur in wide-open recording.	73--75--74--70
	Embrujo De Conga (guaracha) Similar pace, also blurred. Powerful rhythm here too.	69--69--70--68
SMILIN' EDDIE HILL Decca 46184	Mind Your Own Business Lethargic Western treatment of a country blues jingle.	50--50--48--52
	Afraid Hill does an engagingly sentimental vocal on standout country torcher.	72--72--70--74

Record Reviews

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST	TUNES	COMMENT	
LATIN AMERICAN			
TOMMY SOSEBEE Coral 64026	I Thought I'd Die (Till You Came Back to Me)	Sosebee impresses in his plaintive warbling of a high grade country ballad which could be a comer.	84--85--83--84
	Old Kentucky Waltz	Pleasant tune is enhanced by the warmth and good taste of Sosebee's vocalizing.	75--76--72--76
TITO GUIZAR RCA Victor 23-1363	Pronto, Pronto, Pronto (Guaracha)	Don Reid's "Hurry, Hurry, Hurry" in Spanish sounds like a charming folk tune.	75--75--75--75
	Los Bigotes (Guaracha)	Light, rhythmic folk tune gets intimate, flavorful treatment by the Mexican crooner.	78--80--78--77
MARIO ARANCIBIA-TRIO LLANQUIRAY RCA Victor 23-1366	Noche Y Dia (Night and Day)—Fox Trot	Chilean warbler and fem trio turn in a warm, if not-too-well balanced version of the Cole Porter classic in Spanish. Good jock novelty.	71--74--70--70
	Plenilunar (Bolero)	The fine baritone is more audible here. Number is a standard-type serenade. Unlikely to do much here.	68--72--68--66
EL NEGRITO CHEVALIER EL TRIO URQUIZA RCA Victor 23-1367	El Patito (Porro)	The Mexican novelty singer, with trio and big band helping out, turns in another of his entertaining sides. For natives.	80--83--78--78
	De Buen Humor (In the Mood)—Fox	Okay Mexican jazz in gringo style, with the warbler looking for the follow-up to his smash "Hey Baba Rebob" disk.	80--82--79--79
LOS DORADOS RCA Victor 23-1368	Dejame Tranquilo (Bolero)	Male vocal group, with guitars and rhythm, turn in some virile harmony on a pretty-enough ballad. Danceable.	73--74--73--72
	Que Te Pasa Que No Se Te Ve? (Bolero Ritmico)	Handsome harmonizing, with perfect diction, on a typical ballad. Dance rhythm is especially good.	78--80--79--76
TRIO URQUIZA RCA Victor 23-1391	Si Te Vi No Me Acuerdo (Bolero)	The honey-coated Mexican trio continues to disk up danceable stuff that falls mighty easy on the ears.	74--74--74--73
	No Hagas Caso (Bolero)	Same as above, but to a lesser degree.	69--69--70--69
NINO DE UTRERA RCA Victor 23-1392	Copla De Espana (Paso Doble)	Wild flamenco singer has less than his usual impact when backed by full ork, but there's poignant stuff here.	69--72--70--66
	Victoria De Los Reyes (Zambra)	Plenty of flavor in this gypsy offering. Man shouts his guts out.	70--73--71--67
TRIO SERVANDO DIAZ Victor 23-1353	El Directivo (Guaracha)	Tropical guitar-rhythm-vocal group turns in a strong side for rumbaphiles. Full of native flavor.	79--79--80--78
	A Santa Barbara (Ruego)	Brisk side is also full-flavored, but rhythm is more limited to natives.	68--70--68--67
DANIEL SANTOS Victor 23-1371	Doroteo El Doble Feo (Merengue-Guaracha)	Yankee dancers unfamiliar with the "merengue" can use this as a samba or fast rumba. Simple riff is repeated by Santos and chorus. Strong beat, sharp brass orking.	77--77--78--76
	En El Cafetal (Bolero)	Santos warbles the ballad in his usual pungent style. Band keeps things danceable, but side is run-of-the-mill.	71--71--71--70
HERMANOS MARTINEZ GIL Victor 23-1352	Vuelve (Bolero)	Brother harmony in typical tropical style is set to a steady, easy-going beat. Rhythm, guitars and muted trumpet are very pleasant and danceable.	71--72--72--70
	La Novia Blanca (Bolero)	Similar to flip in style and tempo.	72--73--72--70
PEPITO ARVELO Victor 23-1350	Shaker Shake (Guaracha)	The St. Regis rumba band, augmented by mamba organ, turns in a neat, dancey, jazz-style novelty. Fine rumba side.	80--82--80--78
	Murio La Reina (Son Guaracha)	Group's vocal effort isn't up to par, but the snappy rhythm and instrumental work are mighty infectious.	76--75--76--76
DANIEL SANTOS Victor 23-1384	Martin El Loco (Guaracha)	A scintillating rumba side by the Cuban shouter and his brassy group. Unmelodious, but very danceable.	72--72--72--71
	A Lo Mejor (Bolero)	Plenty of melody here and the band makes pleasant dance music. Santos satisfies more with his wilder vocals.	69--70--70--68
JUAN D'ARIENZO ORK Victor 23-1385	Vencido (Tango)	Smoother than the usual Argentine tango, this one's Yankee appeal is limited by an over-dramatic vocal. Danceable.	70--68--70--66
	Pampa (Tango)	Excellent side for listening or dancing. The Argentine tango king does this gypsy-style tune as an instrumental.	72--73--72--70
PEDRO VARGAS Victor 23-1372	Que Si, Que Si (Bolero)	Oswaldo Farres wrote this intimate ballad, and the Latin Crosby croons it beautifully with piano accompaniment.	77--75--78--78
	Pena, Penita (Bolero Son)	Wonderfully warm, intimate conception by Vargas. Tune has Yankee pop potential.	82--84--83--78
PEPITO ARVELO Victor 23-1381	Soy Feliz (Bolero)	Arvelo himself has penned a retentive melody here. The St. Regis Hotel maestro-crooner and his conjunto make it danceable.	70--70--70--70
	Corre, Jacinto (Rhumbon)	Snappy, rhythmic rumba is another Arvelo original. The lads really take off here for a dancers' picnic. Arvelo and chorus chant.	76--77--77--73

(Continued on page 116)

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Record Reviews

(Continued from page 113)

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST	TUNES	COMMENT	
LABEL AND NO.			
LATIN AMERICAN			
NESTOR CHAYRES Victor 23-1379	Gitanillo (Paso Doble) The Mexican lyric tenor puts fire into an Agustin Lara opus. Big ork assists.	Rocio (Paso Doble) Milder stuff.	73--74--74--70 68--68--69--67
BOBBY ESCOTO Rozas 313	Castigala (son afro) Chanter could register with Miquelito Valdez fans. Wild number has a strong beat, and big, brassy orking.	Porque Se Fue (bolero) A run-of-the-mill bolero side.	78--78--78--77 63--63--64--63
CARLOS PIANTINI Rozas 309	Ma'Catalina (guaracha mambo) (Bobby Escoto) Excellent bright number for rumba-mambo fans. Escoto's warbling enhances the authentic flavor. Side builds nicely.	Castigando Sin Razon (mambo) Muffled recording doesn't help this one, altho the ingredients are here for a strong dance side.	77--78--77--76 66--66--66--65
TRIO SAGUA Rozas 310	Quiero Olvidar (bolero) Typical guitar-vocal trio turns in a quiet, melodious side, suitable for a slow rumba.	Recuerdas Tu (bolero mambo) More for natives.	71--72--70--70 66--66--66--65
BOBBY ESCOTO Rozas 312	Cuatro Palomas (bolero mambo) Punchy, off-beat mambo figures in the orking stand out here. Escoto doesn't show to best advantage with this material.	Apretando (guaracha) Wildier stuff here, altho the recording fetters the brass. Okay fast rumba side.	71--72--70--70 70--70--70--70
INTERNATIONAL			
SILVER BELL ORK Victor 25-9212 (Polish)	Be Bop Polka Triple-tonguing trumpets don't exactly bop, but Walter Zarembo's nonsense syllables are probably what's referred to. Excellent virtuosic Polish polka.	Chodz Tu Mary's Daj Buziaka The traditional "Kiss Polka" gets a lively rendition Polish-style, with gagged-up vocal by Zarembo. Strong side.	79--81--78--77 78--80--77--77
MAURICE CHEVALIER Victor 26-7043 (French)	Y a D'La Joie A gay, jaunty Trenet tune is sung entirely in French. Big for French nabes and carriage-trade shops. All the Chevalier personality is here.	Ah! Si Vous Connaissez Ma Poule Typical light Chevalier show material.	75--75--78--70 75--75--77--70
NILO OSSANI Victor 25-7122 (Italian)	Baci Al Buio Tenor has a beautiful, sweet sound. Material is on the classy side, but total effort could appeal beyond Italian nabes.	Tramonto D'Un Sogno Beautiful rendition of a richly romantic Italian standard by the fine lyric tenor.	76--80--76--70 77--80--77--72
SAL TAVERN MUSETTE Columbia 12424-F	The Pretty Neapolitan A highly proficient accordion group, with rhythm, renders a tuneful, danceable Italian-style polka.	Dearest Beautiful folk-style waltz is performed in liquid fashion by the accordion group. Has an "Anniversary Waltz" quality.	75--76--74--75 79--80--79--79
VALT SOLEK ORK Columbia 12425-F	We Don't Make Any Money The drummer-maestro and band members handle the novelty vocal chores in English, tho the orking of the polka is in Polish style.	Everybody's Polka This instrumental polka is in Solek's more typical, uninhibited, brassy style.	73--74--73--72 79--79--78--79
RANKIE YANKOVIC Columbia 12427-F	Polka Town Tuneful, moderate tempo polka is dedicated to Cleveland. Yankovic's orking is slick, and highly acceptable to all polka nabes.	Honey Old-fashioned type waltz lends itself easily to the Yankovic ork and vocal treatment.	78--79--78--78 79--80--79--79
KERTICH BROTHERS ORK Columbia 12426-F	Play to Me Gypsy Accordion and mandolin color the orking here. So-so vocalizing of the salon gypsy material makes its market questionable.	My Cross-Eyed Gal Amusing Yankee novelty has Balkan-style instrumentation. May have trouble finding its market because of its hybrid nature.	61--62--62--60 65--66--64--65
BEDRICK SMEAGE Prudential P-103	Cute Young Widow Polka Beatful brass band polka has an incongruous vocal by a serious high soprano.	Waltz of the Fairies Danceable compah waltz has the same vocal situation, but to a lesser degree.	55--53--55--58 58--58--57--60
EDDIE CRONET ORK Columbia 12418-F	The Flying Red Horse Polka Tricky virtuosic polka performance takes off on the familiar theme of the gas commercial. Fast, florid flute is featured.	A Girl, a Boy, a Dream Slick, pretty waltz is performed in a virtual society style. Boy-girl team warbles pleasantly.	77--80--77--75 72--72--72--72
NICOLA PAONE Etna 4T 1300 (Italian)	El Paesano The prominent entertainer delivers one of his sure-fire selections with great gusto. For natives only.	Dolcemaria Tango is another Paone original, on his own label. Beautiful, intense rendition should be big in Italian nabes.	85--86--85--84 79--80--78--78

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Record Reviews

ARTIST	TUNES
LABEL AND NO.	COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
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INTERNATIONAL

NICOLA PAONE Etna ET 1301 (Italian)	La Conzone Dello Zampognaro "The Song of the Bagpiper" is charming folk-style Christmas song with roots in the Northern Italian landscape. Fine production. 'La Paglia Di Gesu' Bambino Intense, dramatic Christmas fare from Paone's pen, pipes, and presses.	82--84--82--78 82--84--82--78
FRANKIE YANKOVIC Columbia 12420-F	There'll Always Be a Christmas Brief, simple lyric sincerely indorses the holiday, but actually this is a fine, universally appealing waltz in Yank's silkiest style. Christmas Polka Same comment for a typical Yankovic polka job.	81--83--80--80 80--80--80--80
THE GLOBE TROTTERS Columbia 12421-F	Sleigh Ride Polka Bright, brassy group combines several wintery themes honoring several nationalities in a dancey polka novelty. Instrumental. Jingle Bells Joe Gumin Ork Old dinking is reissued for the umpteenth year. Lads sing it in seven languages, including Pig Latin. Recording's lack of brilliance betrays its age.	77--78--76--76 72--74--70--72
JOHNNY VADNAL ORK (The Carrol Sisters) Victor 25-1138	Oh Jeanette Snappy pop-style polka, with a prominent beat, has a cute, catchy lyric and infectious melody. Flower of Love Pretty waltz is smoothly played and harmonized. A top-grade dance side with warmly romantic lyrics.	79--80--79--79 77--78--76--76
BILL GALE ORK Columbia 12422-F	Hot Pretzels The highly attractive polka oldie gets snappy, colorful treatment from the musette-dominated ork. Sing Until the Cows Come Home Lively Gabler-Hartmann polka, harmonized by the Back Room Boys, has a fine gang spirit. Gale's sparkly, gimmicked orking, with some Dixieland thrown in, is a big asset.	77--77--75--78 79--80--78--80
BABE WAGNER'S DUTCHMEN Columbia 12423-F	Oneta Polka Brass band instrumental, with a firm bass beat thruout. Melody is just so-so. New Ulm Waltz Brass band, with accordion and oomphy tuba, serve up a flavorful instrumental waltz side.	70--70--70--70 72--73--72--72
JIMMY NEJEDLO ORK Disc Jockey C-731	Barn Swallow Polka Instrumental is in the brassy, Mid-Western style. Good-beat, but cutting lacks brilliance of sound. A Night in May Waltz Inept trio warbling kills this one.	65--68--64--64 47--42--50--50
JIMMY NEJEDLO ORK Disc Jockey C-734	American Girl Polka Thumping, Mid-Western polka could have stood more clear recording. Otherwise an attractive instrumental, very marchlike. Firemen's March Slow instrumental march will have trouble finding its market. Tempo changes midway.	66--67--65--65 48--48--50--46
JAN PEERCE Varsity 163	Mattinata The Leoncavallo song from which "You're Breaking My Heart" was adapted is sung in the original Italian by the fine legit bary. Because Full-voiced, vibrant rendition of the concert warhorse.	72--72--78--67 60--60--63--57
JOHNNY PECON ORK Capitol 37-90049	The Girl I Left Behind The ex-Yankovic cohort continues in his ex-boss' style. Mixed trio harmonizes the dancey waltz smoothly. Number is a little fancy. Incline Polka This one's more down to earth and should do some business on the boxes. An instrumental in the Frank Yank style.	71--72--70--70 75--74--74--77
SPIKE HASKELL & THE JOLLY MILLERS Capitol 37-90048	Baby's Waltz Oom-pah band in the Mid-Western style performs a pretty waltz that lacks the usual European quality. Group warbles in smooth style. Silver Bells Ordinary, bright oom-pah polka, with inconsequential vocal.	67--69--66--67 66--67--66--66
LEO FULD London 488 (Jewish)	Where Can I Go Fuld, with chorus and large ork, sings this minor melody in Yiddish and English. His crooning style is at odds with the "Promised Land" theme. Hebrew Chant Again it's lightweight handling of a lofty theme. This one's a traditional Hebrew chant that deserves more intense treatment.	72--75--70--68 67--68--67--NS
BERNIE ROBERTS & HIS JOLLY MUSICIANS Ronda R-607	The Jolly Musicians' Polka Midwestern polka instrumental has plenty of guts. Live drummer and tuba propel things along at a brisk pace. Juneau Park Schottische Jazzy schottische has a really powerful beat for dancin' or finger-snappin'.	76--76--75--78 74--73--74--75
JOHNNY MATUSKA & HIS BOHEMIAN BAND Capitol 37-90050 (Bohemian)	Musiky, Muziky Bohemian vocal comes past the halfway point. Side is a gentle, but firm polka with brass band orking. Happy Couple Waltz Oomphy instrumental waltz is fine for Bohemian, German and Scandinavian nabes.	69--68--70--70 71--70--70--73
JOHNNY MARTIN ORK Capitol 37-90052	Playtime Polka Cute instrumental polka is based on children's and folk songs from several countries, all catchy and familiar. Smooth, colorful orking in American style. Honey, Why Can't You Be Sweet to Me? Sweet, slick orking and vocal group on a very pretty, gay '90s-type waltz.	74--78--75--70 74--74--74--74



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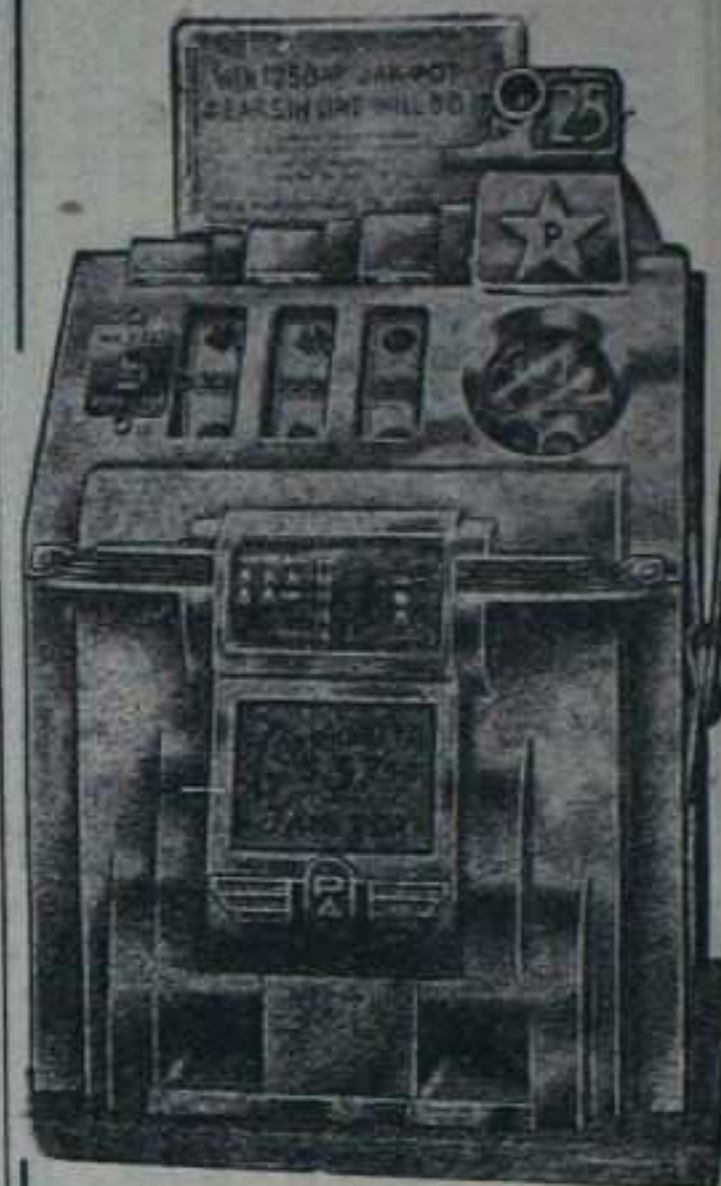
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- 50 Advance 1c Ball Gum Vendors 6.50
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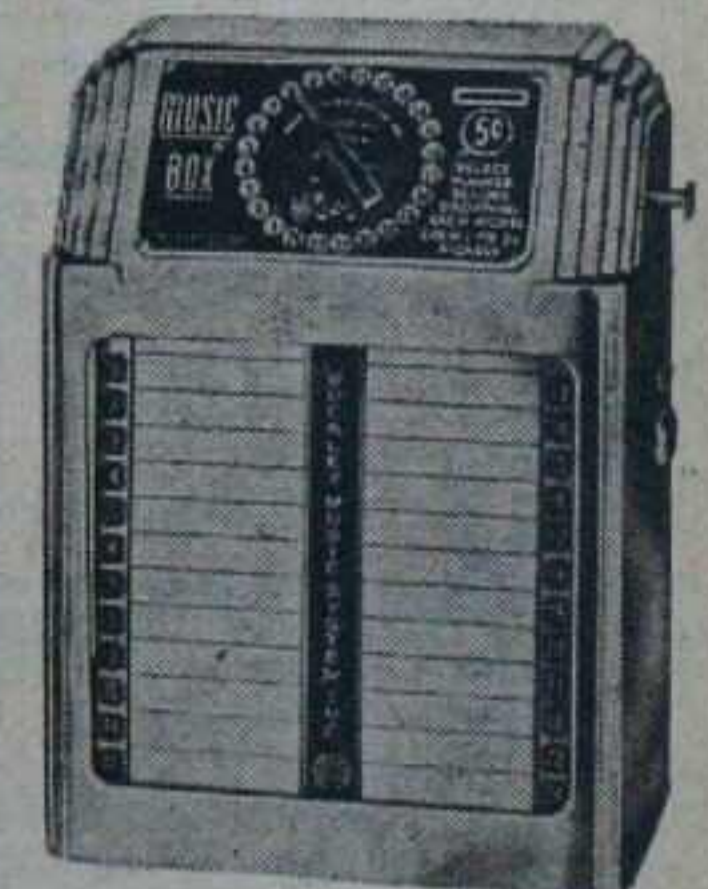
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C. A. Robinson In Reno Office

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C. A. Robinson, firm head, was assisted in welcoming guests and explaining the features of the line by Walter Young, Jennings vice-president. An added attraction was a discussion led by Young on a new bell principle soon to be introduced by the Jennings firm.

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We will ship you either or both of the above sensational games on an "insured against loss" basis. If after installed in any average location for a period of 10 days and if you are not amazed at the sensational collections—YOU CAN SEND THE GAME BACK and your money will be REFUNDED IN FULL MORE THAN THAT—we will pay freight BOTH WAYS! YOU CANNOT LOSE ON THIS OFFER!

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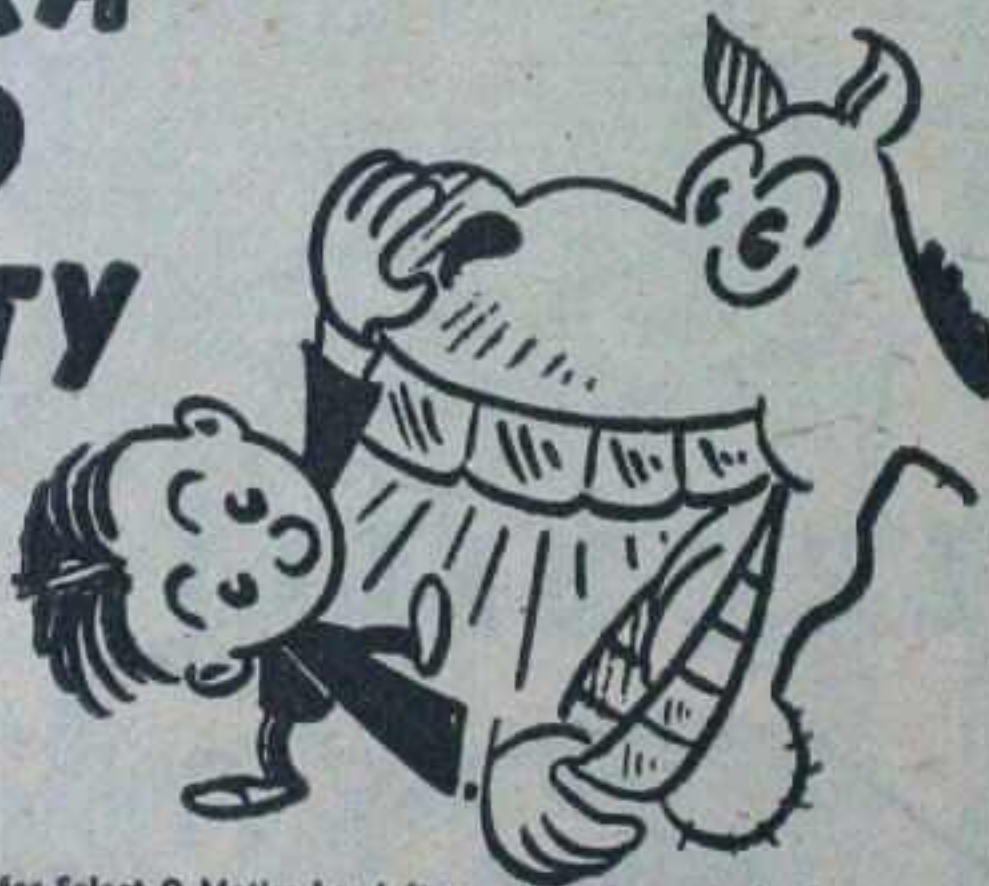
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SCORES EXACTLY LIKE BOWLING
TOTALLED AUTOMATICALLY

**WEIGHT RELEASED
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Realistic Gutters ON EACH SIDE OF ALLEY

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- ★ "WILD" ARROWS make every symbol wild!
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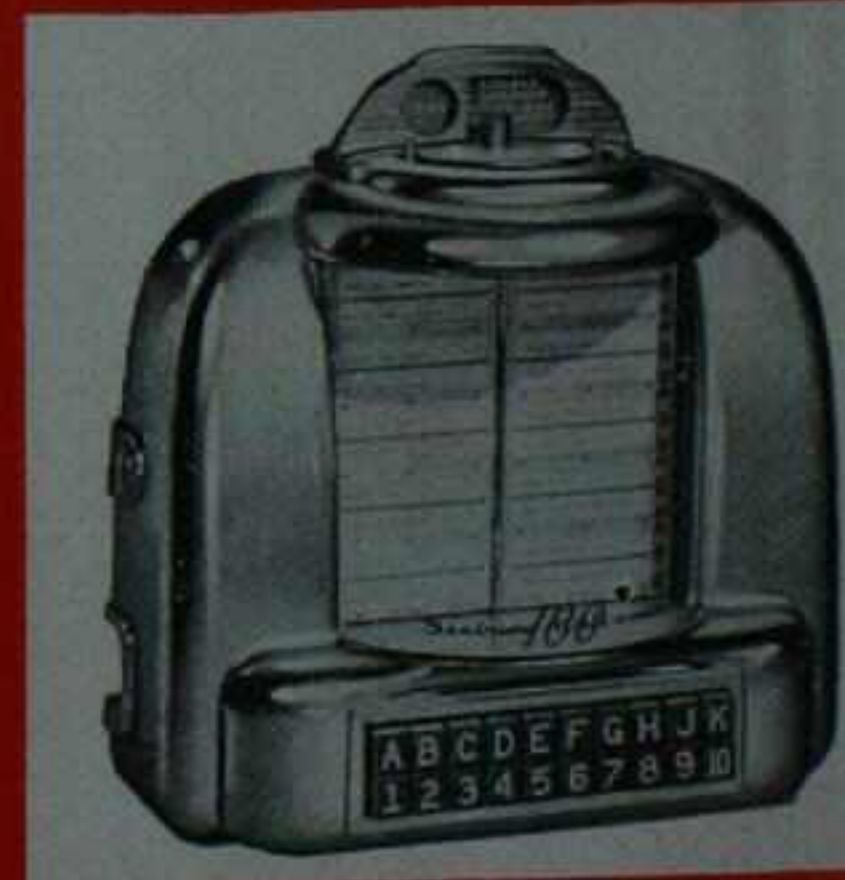
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