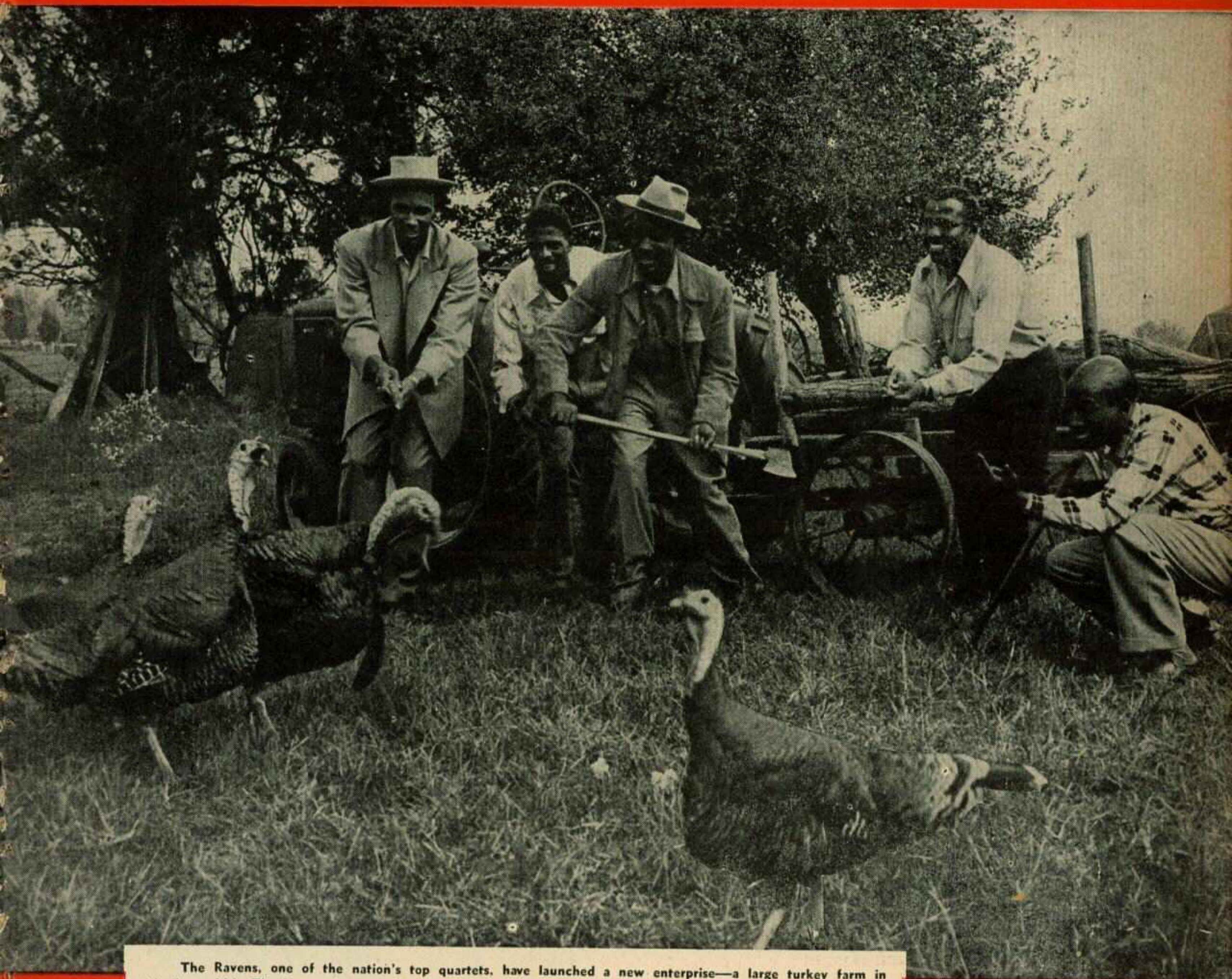


The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

NOVEMBER 19, 1949



The Ravens, one of the nation's top quartets, have launched a new enterprise—a large turkey farm in Marlboro, Md. The boys, who record exclusively for National Records, are shown with some inviting samples of their merchandise. The farm is to be operated co-operatively by James (Rickey) Ricks, Warren Suttles, Leonard Puzey and Maithe Marshall, the four who make up the vocal group. Odd man in the picture is arranger-pianist Bill Sanford. The Ravens hope their new venture, christened Ravenswood, will parallel the group's professional career under the guidance of Universal Attractions. National, which has recorded the Ravens in such hits as "Ol' Man River," "Summertime," "Write Me a Letter" and others, has currently released "Once in Awhile," backed by "September Song," "White Christmas" and "Silent Night" is a re-release due to heavy disk sales last year.

"RCA Victor '45' is here ... and here to stay"

FRANK M. FOLSOM, President
Radio Corporation of America

"It's what's on the record that counts!"

THE BIG NAMES ARE ON "45"

Licia Albanese	Eddy Arnold
Marian Anderson	Count Basie
Sir Thomas Beecham, Bart.	Tex Beneke
Jussi Bjoerling	Cab Calloway
Alexander Brailowsky	Eddie Cantor
Giuseppi di Stefano	Mindy Carson
Mischa Elman	Perry Como
Arthur Fiedler	Dennis Day
First Piano Quartet	Tommy Dorsey
Heifetz	Ralph Flanagan
Vladimir Horowitz	Eddie Fisher
Jose Iturbi	Larry Green
Dorothy Kirsten	Al Goodman
Serge Koussevitzky	Juanita Hall
Wanda Landowska	Phil Harris
Mario Lanza	Homer & Jethro
Jeanette MacDonald	Spike Jones
James Melton	Sammy Kaye
Yehudi Menuhin	Pee Wee King
Robert Merrill	Wayne King
Nathan Milstein	Lisa Kirk
Pierre Monteux	Bill Lawrence
Charles Munch	Ray McKinley
Paganini Quartet	Freddy Martin
Jan Peerce	Tony Martin
Artur Schnabel	Vaughn Monroe
Robert Shaw	Jane Pickens
Leopold Stokowski	Andre Previn
Gladys Swarthout	Roy Rogers
Ferruccio Tagliavini	Claude Thornhill
Arturo Toscanini	Sons of the Pioneers
Leonard Warren	The Three Suns
Whittemore and Lowe	Fran Warren

**ALREADY MORE THAN
2000 TITLES ON "45"**

New releases out every week! For Bach or boogie . . . for show tunes or ballads or wonderful albums for the kids . . . America's best listening is now available for the system of the future. New complete catalog out soon.

**"45" record sales up 260%
in last 90 days—now over
1½ million records a month!**

**Factories working 3 shifts
still can't meet demand!**

In just six months the proof is in! In just six months, America has recognized "45" as the system of the future. Not just a new speed, not just a new groove, but a wholly new idea.

Now music lovers, musicians and music critics agree that the "45" *sounds better, plays easier, saves you real money!*

Already the "45" outsells any other automatic changer on the market—by far! Now over 50,000 sales a month!

It's the success story of 1949. And vastly increased production is planned for 1950!

**"The '45' system is destined to lead the
phonograph field, both in players and in
records. I vigorously declare that '45' is
here to stay . . . and let there be no doubt
about it!"**



Frank M. Folsom, President
Radio Corporation of America



RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA



"HIS MASTER'S VOICE"

FCC BLUE ON COLOR VIDEO

Notre Dame Game Floods N.Y. Niteries With Lush Spenders; Biggest Week in Many Moons

"Ought To Subsidize Frank Leahy," Says One Op

NEW YORK, Nov. 12.—Practically all clubs in town are gaping in glee at the sharp pick-up in business this week, attributed in large part to the Notre Dame football game.

Lou Walters said his Latin Quarter showed a net of \$32,792 for the first five days of the week. It was sold out for Friday and Saturday and expected another \$17,000 for those two nights alone.

"Tuesday night," said Walters, "was bigger than the opening of Sophie Tucker or Milton Berle." In fact, he said, if the rest of the week held up he'd have a bigger week than he had with Tucker and Berle.

Horseshoe Up, Too

Billy Rose's Diamond Horseshoe, in the last few weeks of its 23-month show, said its business also had jumped. Friday night, Rose said, he was sold out. He wouldn't disclose his gross.

The Copacabana said it was running about \$4,000 better a night last week than it had the week before. Jack Entratter, Copa manager, said that with a good attraction the spot ran on an average of \$50,000 gross weekly. On the basis of new business this take is expected to reach new heights, altho Entratter said he couldn't say what the final take

would be. "We are already running at capacity," he said.

The East Side rooms, particularly the better known ones, were equally cheerful about the week. The Blue Angel, Versailles, Ruban Bleu and (Windfall for Stem Clubs on page 43)

SAG Lands 1-2 Punch On Four A's

Good Reasons, Says Guild

HOLLYWOOD, Nov. 12.—Screen Actors' Guild (SAG) last week landed two blows at the Associated Actors and Artists of America (Four A's) Television Authority (TA). (1) SAG ignored a special Four A membership meeting held on behalf of TA; (2) SAG refused to permit Four A's reps to attend its annual membership meeting to be held Sunday (13).

According to the Guild, the double punch was not without reason. Guild refused to attend the Four A meet because (1) Time and place of the meet were picked without first ask-

Bebop Deplored As the Curse of Young Generation

ATLANTIC CITY, Nov. 12.—Bebop and jive were rapped as being the "national music of youth today" at a meeting of the New Jersey Federation of Music Clubs last week at the Strand Hotel here. Hitting at the beboppers and such was Paul Garabedian, director of the New Jersey Philharmonic Orchestra.

"The whole generation born in the depression years is a lost cause," bemoaned the maestro. "Their entertainment is television, juke box and radio. They can be dragged somewhere where there is a fine program, but their low cultural level is pretty well ingrained. If we are going to have a generation of musically intelligent people we must start with the children."

Describing the young people of today as apathetic to anything worthwhile culturally in music, Garabedian urged the federation to do something about raising the music level and recommended that activity be centered on the 8-to-13-year-olds. He also recommended that a series of junior concerts featuring young artists be sponsored.

ing SAG; (2) by scheduling Four A's meeting so near to the Guild's annual membership session, it would tend to sabotage attendance of the SAG meet—actors won't attend more than one meeting in a week; (3) by scheduling Four A's meet before SAG members have a chance to learn the facts from their officers, Guild members would be at a disadvantage in considering the TA issue. SAG's board turned thumbs down on allow-

Country-Wide Webs in Tint Are Years Off

CBS Hopes Sink; RCA Happy

WASHINGTON, Nov. 12. — Altho the Federal Communications Commission (FCC) won't start writing its findings on color television until after the current hearings wind up some time next year, the handwriting is on the wall: The era of commercial color TV is a long way distant. A check of FCC thinking at the present stage shows most commissioners inclined to favor issuing only some broad general principles, perhaps late next year, but deferring final and complete color TV standards and thus encourage the industry to push further in pioneering and field-testing of color TV. The public obviously won't be getting nationwide commercial color video for years.

The protracted timetable of the color hearings is already considered a staggering blow to the color hopes of the Columbia Broadcasting System (CBS), which has been basing its case largely on the proposition that CBS's color method is commercially

(See FCC IS BLUE on page 12)

74% of Video Bankrollers Buying Spots

NEW YORK, Nov. 12.—Seventy-four per cent of all television advertisers are using spot commercials, as opposed to network programming, according to an analysis of TV commercials conducted by Ross Reports. The survey showed that the same big advertising names of radio appear on the TV rolls. American Tobacco heads the list with spots on 40 stations, followed by Oldsmobile, 36; Ronson, 32; Bolova time signals, 32; Brown & Williamson, 31; American Cigar & Cigarette, 30; Borden's, 30; Benrus time spots, 24; Pioneer (Polaroid) 21; Kaiser-Frazer, 16; Philip Morris, 15; Cameo Curtains, 15; Simmons-Mattress, 12, and Peter Paul Candy, 12.

RCA Victor topped local dealer activity with spots on 25 out of 43 markets. Four runner-ups in the dealer classification included, Chev-

(See 74% of TV on page 8)

Truman Needle To Help Sesqui

Prez Picking Biz Bigwigs to Back D.C. Fair

Midway Plans Speeded Up

WASHINGTON, Nov. 12.—Altho showbiz plans for next year's sesquicentennial are already zipping along at a lively rate, the project will get important new encouragement shortly when President Truman will invite some of the nation's biggest industrialists and business men to serve on an official advisory committee to the Freedom Fair, it was learned this week. Former President Hoover and youthful auto magnate Henry Ford will be among those invited.

Meanwhile, the National Capital Sesquicentennial Commission (NCSC) announced that work will begin in (See Truman Picking Biz on page 52)

Genaro's 'Heart' Li's With BMI; Skylar's, ASCAP

NEW YORK, Nov. 12. — Cleffers Sunny Skylar and Pat Genaro this week took opposing stands on the performing rights of their hit You're Breaking My Heart. Skylar went on record with the claim that the tune is an American Society of Composers, Authors and Publishers (ASCAP) work. Genaro said that from where he sits the tune is Broadcast Music, Inc. (BMI) non-exclusive, and can be jointly licensed. Leaving no doubt where his sympathies lie, Genaro this week sent a telegram to ASCAP withdrawing his application for membership and signed with BMI as a songwriter.

These developments climax a series of feel-'em-out maneuvers involving the tunesmiths, ASCAP, BMI and lobby Mellin, publisher of the song. To date ASCAP has not officially gone on record claiming the song ex-

(See Skylar, Genaro at Odds, page 15)

NBC To Tape Summer Show In the Winter

New 'Deep Freeze' Technique

NEW YORK, Nov. 12.—The National Broadcasting Company (NBC), under its program director Tom McCray, is working on plans whereby, starting shortly after the first of the year, it will record a slew of shows on tape, and then hold them "in cold storage" until summer replacement time comes around. NBC hopes that under such an arrangement it will better the sales average it scored this past year, an average which was impressive in itself, turning up such commercials as Dragnet, Screen Directors' Playhouse, Halls of Ivy and others.

NBC, according to McCray, believes that thru its "deep freeze" idea it (See NBC "Deep Freeze" on page 5)

In This Issue

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British Cirks Get Acts From U.S.

Line-Ups Set For Christmas Holiday Dates

Scotland and Ireland, Too

LONDON, Nov. 12.—London and the Provinces and Scotland and Ireland will have their usual quota of Christmas and New Year's holiday circus season, most of which are already all set, and several of which have at this early date chalked up good advance sales. Many acts which have been working in the United States this past season will be in the line-ups of several of these holiday shows.

London will have the annual Bert-ram Mills Circus and Fun Fair, which will occupy the Grand Hall of the huge Olympia Exhibition Hall from December 20 thru February 2. Tickets for this run have been on sale for several weeks.

The Mills Circus will bring over at least three acts from America for their Olympia season—the Schaller Bros., trampoline act currently doubling between the Latin Quarter nitery and the Palace in New York; Alma Piaia, French aerialist on tour with the Ringling circus, and the Two Ortons, well-known perch act.

Other acts in the Mills line-up will be Rhodin's polar bears, from Swe- (See American Big Top on page 52)

Richards Asks FCC To Ignore News Charge

WASHINGTON, Nov. 12. — The Federal Communications Commission (FCC) is studying a lengthy brief filed this week by attorneys for G. A. Richards, urging the commission to drop from the Richards proceedings all issues relating to the previous handling of Richards's three radio stations and to air only the bid of Richards to transfer his stock to three new trustees. The main pitch of Richards's legal talent is to get the FCC to remove from further deliberations any issues involving complaints that Richards had ordered slanting of news at his Los Angeles station, KMPC. The FCC has been inquiring into Richards's three stations—WJR, Detroit; WGAR, Cleveland, and KMPC—for almost two years since filing of the complaint in the KMPC case.

The latest brief by the Richards lawyer runs to 39 pages and declares that the FCC "is not empowered to consider or determine whether any news broadcast is either false or true; or whether any news broadcast is wholly factual or is wholly editorial; or whether any news broadcast either discriminates against or favors any political cause or group." Submitted as a formal motion, the brief stated that a grant of Richards's application to transfer his stock to trustees would eliminate the dilemma posed by the state of Mr. Richards's health, resolve complex and difficult issues, and accommodate conflicting points of view as to propitious disposition of a proceeding of unwanted and undesirable notoriety.

The Richards lawyer moved to strike out every issue designated by FCC for hearing that has any bearing on whether Richards did or did not order newscasts slanted. No mention was made in the brief of the reported move to peddle KMPC to National Broadcasting Company.

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
SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224
- 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
YOU'RE BREAKING MY HEART

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 39.

Sen. Johnson Predicts Cuts In Excise Tax on Theaters, Niteries, Music Instruments

Hope Soars for Action in Next Congress

WASHINGTON, Nov. 12. — Advance rumblings of a 1950 congressional drive to wipe out amusement excise taxes were sounded here this week when Sen. Edwin C. Johnson (D., Colo.) went on record with a prediction that the next session of Congress will wipe out some of the levies. Johnson is a member of the influential Senate Finance Committee and he heads the Senate Interstate and Foreign Commerce Committee.

With more than 100 excise repeal and reduction bills introduced by various members of Congress this year, Johnson tried to get some of the repealer measures out of committee and relaxed his efforts only upon assurance from Sen. Walter F. George (D., Ga.), chairman of the Senate Finance Committee, that some sort of action would be forthcoming in the 1950 session.

May Slash \$100,000,000

Senator Johnson indicated that he was more hopeful now than ever before that Congress would cut the excise taxes. The reductions he proposed in the 1949 session of Congress amounted to \$60,000,000, but he now believes that the next session will stretch the reductions to \$100,000,000. If this materializes, it is likely that amusement taxes will come in for a good share of the reductions.

Johnson specifically wants Congress to reduce the size of the bite it takes from admissions. The admissions excise yields \$387,000,000. Johnson also favors cuts in the excise on communications, transportation, photo-

graphic apparatus, furs, luggage and electric bulbs. From other quarters on Capitol Hill, a drive is starting for outright elimination of the excises on musical instruments and other amusement levies.

Declaring that continuation of the wartime tax rates on the various goods and services was "hurting business," Johnson said he had no doubt Congress would go along with scaling some of the levies down. It is expected that the drive for reducing or repealing excises will gain much more momentum next session than this year, particularly since fiscal committee chairmen on Capitol Hill have committed themselves to giving early consideration to this legislation. It is figured that as a result of such encouragement, the number of proposed excise repealer or reduction bills next year will exceed this session's heavy volume.

Denver Rates Loc. News Above Nat'l, Likes No. 1 Spot

DENVER, Nov. 12. — Denverites prefer local radio news to national and attach most significance to a newscast's opening item, according to a recent survey conducted here by Denver University graduate student Donald H. McCollum, to determine audience reaction to Station KLZ's regular news presentations.

The report, which polled 1,000 local listeners, also revealed that 53 per cent approve KLZ's present commercial set up. This spots the first plug at a newscast's opening or after the first item, and the second spot preceding the weather forecast tag.

Sixty-two per cent of the listeners correctly estimated the total commercial time on a 15-minute newscast at three minutes or less, and only 13 per cent thought it exceeded four minutes which, according to researcher McCollum, reflects a negligible amount of animosity against the length or content of KLZ's news commercials. Each respondent heard an average of 2.9 broadcasts a day; 70 per cent were high school graduates and 69 per cent were over 40 years old.

ILO Treaty On Shelf for 2-Year Delay

Prelim Resolution Adopted

WASHINGTON, Nov. 12.—The proposed International Labor Organization (ILO) performers' treaty (The Billboard, October 29) will lie on the shelf for at least another two years, despite a preliminary resolution adopted by a special committee in Geneva, Edward Persons, chief of the Labor Department's ILO branch, told The Billboard this week.

Persons, who was a U. S. delegate to the recent meeting of the advisory committee on salaried performers and professional workers, said that concrete action on a pact must wait the next meeting of the committee, two years hence.

The committee did approve a resolution declaring that "appropriate action should be taken on an international basis to secure adequate protection of the rights of performers" in broadcasting, telecasting and canned music, and calling upon the ILO to consult with the Bern Union on the latter's studies in the field of performer rights.

The resolution will be passed upon by the ILO board of governors at either its December or March meeting and will probably be approved, according to Persons. He said it was likely that an international treaty on performer rights would be forthcoming eventually, but "progress in such matters is necessarily slow."

Prelim Steps

If the board okays the committee resolution, certain preliminary steps can be got out of the way by the time the committee meets again in 1951. ILO, according to Persons, probably will appoint a committee of experts to get in touch with the Bern Union (See ILO Expected to Shelve, page 20)

The Billboard

The World's Foremost Amusement Weekly

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C. R. Schreiber Coin Machine Editor
Herb Dotten Outdoor Editor
William J. Sachs Executive News Editor (Cincinnati)
Dick Armstrong Executive News Editor (New York)

Managers and Divisions

E. W. Evans, Gen. Manager Cincinnati Main Office & Printing Division 2160 Patterson St., Cincinnati 22, Ohio Phone: DUbar 6450
W. D. Littleford, Gen. Manager Eastern Division 1864 Broadway, New York 19, N. Y. Phone: PLaza 7-2800
M. L. Reuter, Gen. Manager Western Division 188 W. Randolph St., Chicago 1, Ill. Phone: CEnter 6-8761
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C. J. Latscha Advertising Director
K. Kemper Advertising Mgr., New York
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NBC "DEEP FREEZE" PLANS

NBC Ogles Amateur Hour For 6:30 Sun.

NEW YORK, Nov. 12.—The National Broadcasting Company (NBC) had hopes this week of nabbing the Old Gold Cigarette Amateur Hour for a Sunday night AM show, according to reliable reports. The program now airs over the American Broadcasting Company (ABC) Thursday nights at 9 o'clock.

NBC is reported pitching Old Gold (P. Lorillard) the Sunday night 6:30 to 7:30 spot, now occupied by the low-rated Hollywood Calling giveaway. The second half of this show is sponsored by Gruen Watches, which wants to keep the show on the air even though NBC wants to come up with more potent opposition to Jack Benny.

If Old Gold does get the Sunday time and Gruen were to continue with Hollywood, the latter would have to move. Old Gold now sponsors the Amateur Hour on NBC-TV in addition to the AM show.

Pillsbury's Shift Due to Future CBS Godfrey Plans

NEW YORK, Nov. 12.—Arthur Godfrey is paying off for the Columbia Broadcasting System (CBS) in more ways than simply the time the web sells for his shows. It was largely due to Godfrey, according to trade reports, that the web has been able to snare the lucrative \$1,500,000 annually Pillsbury Mills Houseparty, business from the American Broadcasting Company (ABC). Houseparty, which airs from noon to 12:30 p.m. across the board, moves to CBS January 2, in the 3:30 to 3:55 slot, and all because the bankroller also wanted to buy a piece of Godfrey's morning show.

Toni, which splits time with Wildroot on the 10:15-10:30 a.m. period of the Godfrey marathon, notified CBS it is pulling up stakes when its contract runs out after 11 weeks into 1950. Toni came into the picture by taking over the unfulfilled portion of the Spray-a-Wave contract when that firm quit Godfrey.

Godfrey, it is understood, has been given pretty much his own head in picking bankrollers for the AM stanza, with some sources saying he got a piece of Spray-a-Wave stock for "permitting" that outfit to buy into the show. In this case, however, CBS saw an opportunity to get some additional Pillsbury business out of the deal.

In signing for the switch before it had even completed its first 13-week cycle, to move Houseparty at the year's end, Pillsbury also cut itself out of ABC's well-known rebate system.

Quiet, Please

NEW YORK, Nov. 12.—The National Broadcasting Company (NBC) yesterday observed Armistice Day with a moment of silence at 11 a.m. But just 10 minutes before the appointed hour the engineer in charge of the web's master control called the program department. He asked, in panic, and wasn't kidding:

"Say, where does that minute of silence come from, New York, Chicago or Hollywood?"

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

Gruen Mulls TV for 1950; Continuing AM

Gruen Watch Company last week was mulling entry into television in 1950, while expecting to continue sponsorship of its radio stanza, the last half-hour of "Hollywood Calling" on the National Broadcasting Company (NBC). Grey Advertising Agency of New York is submitting several TV ideas for consideration by the watch firm.

NBC Sets Kine Audition for "X"

National Broadcasting Company (NBC) will foot the bill for a kine-scope audition of "The Man Called X" radio show, recently airborne with Herbert Marshall in the title role. Tele test will be made in New York early in January, when Marshall returns from foreign motion pic location trek. Jay Richard Kennedy, owner of "X" package will script the tele version. Show is being repped by the Jimmy Saphier Agency.

Esty Uses "Colgate Theater" as New Idea Try-Out

The William Esty Agency has been using its Monday night video program, "Colgate Theater," now on the National Broadcasting Company (NBC)-TV network as a spot to try out program ideas which seem to have video possibilities. During this year they have put "Vic and Sade," "Mr. and Mrs. North," "Young Stacy" and "The Store," featuring Tom Ewell before TV audiences to see the reaction. Tom Ewell was almost signed by the agency for a series but he has been grabbed up by Hollywood. Most of the other shows were favorably received. Procter & Gamble tried the same stunt during this summer with its "Fireside Theater."

CBS Packages Comedy for Margaret O'Brien

The Columbia Broadcasting System (CBS) is packaging a half hour situation comedy to feature Margaret O'Brien, to originate from Hollywood. Miss O'Brien's last appearance on CBS was a guest on "Inside U.S.A."

Hallicrafters Buys "H'wood Quiz" To Bow Dec. 10 on MBS

Hallicrafters Company, Chicago radio and TV equipment manufacturers, this week bought "Hollywood Quiz" and will air the show on the Mutual Broadcasting System (MBS) from 5:45 to 6 p.m. in each time zone on Saturdays, beginning December 10. The show will originate in front of the Chicago Theater in that city, with Lee Bennett and Pierre Andre tossing questions about films at participants. Sorenson & Company, Chi ad agency, set the deal.

Woolworth Enters as TV Regular Via "Holiday Hints"

The F. W. Woolworth Company this week entered TV on a regular basis for the first time by buying participations in "Holiday Hints," a demonstration program on WJZ-TV, New York. The show, after three weeks, has expanded from 15 minutes to a half-hour, airing at 8 p.m. Fridays. John Davis now bankrolls the first 15 minutes, with the second portion devoted to participations. The Woolworth business was placed thru Lynn-Baker, Inc.

NARND Report Says News Is Better, But Still Sloppy

NEW YORK, Nov. 12.—Radio news services were accused of "carelessness and sloppy thinking," among other things, Friday (11), in a report to the National Association of Radio News Directors (NARND) during their annual convention at the Commodore Hotel here this week (11-13).

Observing that "there has been some improvement in the quality of the service" since last August, the NARND's committee for a continuing study of press association radio reports complained that the wire services are "filing old stories as new ones, over-emphasizing yarns and not supplying enough local humor, material or Sunday spot news coverage." Local and regional bureaus were criticized for slow action in getting important news on their wires.

The report also commented on the news services' failure to expand their pronunciation guides and provide uniformity of pronunciation. On the basis of their findings, Committee Chairman Richard Oberlin, WHAS, Louisville, and Sheldon Peterson, KILZ, Denver, recommended that the survey be continued and incorporated as an annual report.

Another highlight of Friday's session was furnished in an address by Erwin D. Canham, editor of *The Christian Science Monitor* and alter-

nate U. S. delegate to the United Nations, who warned the group that "public mistrust of newspaper stories and radio newscasts is developing to an alarming extent." Citing the French underground papers as examples, Canham said that "the finest press was published under duress," adding "radio stations must avoid being regulated by government control. The American people are not being adequately informed, altho they are better informed than the citizens of any other major nation."

In line with current speculation on preparedness for atomic bombings, Robert K. Richards, of the National Association of Broadcasters (NAB), charged the newsmen with "the necessity of being always aware of their responsibilities. In the atomic age," he observed, "the most important people in radio are the newsmen and engineers."

Other speakers at the NARND meet were Edward R. Murrow, CBS; news analyst Elmer Davis; Charles Hull Wolfe, of McCann-Erickson; Gen. Omar Bradley, and Benjamin Cohen, United Nations. Maj. Barney Oldfield, U. S. Air Force, was assigned to meet as a special press contact.

The NARND's annual awards, tended during the convention, were as follows: Class 1 (individual contribution to the progress of radio news):

To Tape Segs In Winter for Summer Casts

Will Ease Production Load

(Continued from page 3)

will accomplish a number of major objectives. For one thing, it will take terrific pressure off the program and production staff in the summer, enabling, the web hopes, a better production level and a greater selectivity. It will also offer a physical advantage in that the pressure for studio space will not be as heavy as it would were all summer shows aired alive.

In addition, NBC hopes that by sifting the current market on available shows, it will be able to keep itself shows which otherwise might go to a competing web. NBC now has virtually no time in which to air sustainers or build shows, but if it can offer packagees a virtual certainty that their shows will be aired in the summer, the web figures they'll go along.

Another aspect is that NBC figures that if it comes up with some really good properties, it may be able to convince its accounts to stay on the air in the summer rather than take hiatuses. NBC plans to approach every account in its evening line-up and offer it a summer package at a price below that which the regular program budget calls for. Whittling down the hiatus list would, of course, hike the web's annual billings.

Word has gone out to NBC program staffers to cull every conceivable source of shows—books, magazines, agencies and the like—to establish what properties can be obtained for the "deep freeze" plan.

Arthur Stringer, FM director of the NAB, for his work as secretary of the NAB News Committee and of the Council on Radio Journalism, and other services to radio news; Class 2 (radio stations with best records of community service in news): WHAS, Louisville, with honorable mentions going to KNX, Hollywood, and WMAQ, Chicago; Class 3 (outstanding television news presentation): WBAP-TV, Fort Worth, with honorable mentions to WFIL-TV, Philadelphia, and WTMJ-TV, Milwaukee.

Byron's Law

NEW YORK, Nov. 12.—Mayor O'Dwyer, of New York City, Thursday (10) signed a bill, the genesis of which took place on Mr. District Attorney, the mystery program now aired by National Broadcasting Company (NBC). The bill provides that it is illegal to leave ignition keys in automobiles.

Ed Byron, the packager of the show, got the idea for a program built around leaving keys in cars from the district attorney of Milwaukee. The city was having difficulty with hot rod kids who stole cars for joy rides and then did damage to themselves and bystanders. The show was so successful that it resulted in the Milwaukee City Council's passing an ordinance making it illegal to leave keys in cars. Councilman Daniel Weiss introduced the New York bill.

Four Top NBC Veepee-Ships Still Open as Web Effects Further Reorganization

AM, Stations, Operations and Pub Relations Jobs Open

NEW YORK, Nov. 12.—Altho the National Broadcasting Company (NBC) has concluded the greater part of the separation of its radio and television staff into two distinct units, the major phase of its reorganization is still to come. This consists of the naming of four top vice-presidents.

The NBC reorganization plan calls for a chain of command going like this: Niles Trammell, chairman; Joseph H. McConnell, president; Charles R. Denny, executive vice-president, and five top veepees, each spearheading that number of major company divisions. Only one of these veepees is set, in the person of Pat Weaver, the TV veepee. The other company divisions to be accounted for will be AM, stations, operations and public relations. The last is an entirely new concept in the NBC structure, altho in addition to its own press operation, the web now has Sheldon Coons as public relations counsel.

MacDonald May Go Up

Some reports circulating this week were that John H. MacDonald, now administrative veepee in charge of finance, will assume the operations post, covering mainly the network's service departments. At the same time, reports that Denny will assume the top AM post in addition to being executive veepee were denied. Denny is now overseeing the AM reorganization, while Jim Gaines is director of owned-and-operated stations. Altho NBC is splitting into AM and TV operations, this policy will not go into effect on the o.-and-o. level which will continue as it is.

It was also reported this week that Veepee Charles P. Hammond soon will be affected by a shift, in that he will head up television promotion. He now has the promotion department reporting to him for both media. H. M. Beville Jr., NBC's research director, is to continue in that post, of course, but his staff is to be separated into two units. The press department, under Veepee Sydney H. Eiges, continues as it is now set up, serving both radio and tele.

News Department Divided

In addition to changes made early this week, NBC yesterday (Friday) divided its news and special events department, with Frank McCall to head the TV phase and Veepee Bill Brooks heading radio. In addition, Brooks's division will service the tele news operation, via tele news reel arrangements, etc. Ad Schneider becomes manager of TV news and special events under McCall.

Previously, NBC had assigned TV sales to George Frey; TV production to Fred Wile; TV station relations to Sheldon Hickox Jr.; controller to Bob Myers; film syndication to Russ John-

ston. Norman Blackburn, now program director, returns to Hollywood to head TV network operations there. Carleton Smith continues as director of television operations, becoming second in command. Incidentally, there was some conjecture as to whom Blackburn is to report to in Hollywood, since he could report either to Sid Strotz, NBC's Coast veepee, or Hal Rock, manager of TV operations there, or Weaver in New York.

Should, as is anticipated, Hammond take over TV promotion, it is expected Jim Nelson will be head of radio promotion.

AM Rights Don't Include Video, Court Decides

BALTIMORE, Nov. 12.—Setting a precedent of prime importance to the radio and television industries, the Maryland Court of Appeals Friday (11) ruled that broadcasting rights do not include video privileges.

Friday's decision reversed an earlier ruling by Judge E. Paul Mason in Baltimore Circuit Court that a contract between the Century Athletic Club and the Arena Realty Company to broadcast boxing matches also included television privileges.

6-0 Decision

In a 6 to 0 decision written by Judge Charles Markell, the appeals court declared the "unambiguous words" of the contract covered audio rights only. The contract between the Century Athletic Club and the realty firm, owner of the Coliseum, where the matches are staged, was signed in 1943 and gave the club exclusive broadcasting rights.

Last year the club demanded video rights to the matches under the original contract. When the arena owners refused, the case was taken to circuit court. Appealing the circuit court's decision, attorneys for the club took the case before the Court of Appeals, where they argued that television was not within the contemplation of the parties at the time the contract was drawn up and that consequently it could not now be considered a part of the contract.

Schwimmer Agency Merges With M-F

CHICAGO, Nov. 12.—The Mitchell-Faust Agency here this week merged with the Schwimmer & Scott Agency. The Mitchell-Faust name will be retired from the advertising business. Paul E. Faust, president, and Lyman E. Weld, treasurer, will not be associated with Schwimmer & Scott.

Faust and Weld will devote their entire time to Feature Foods, former program adjunct of Mitchell-Faust, and plan to expand other markets. The show airs on WLS here.

Personnel moving to Schwimmer & Scott includes Holman Faust, R. A. L. Herweg and Earl Sproul. With them will go the Nu-Enamel and W. F. Straub & Company accounts and Chicago advertising for Nicolay-Dancey Company, Hixon Products, Worcester Salt Company, Sanford Ink and Rap-in-Wax.

D. R. Collins and Russ Cunningham, formerly with M-F, will move to the Aubrey, Moore & Wallace Agency with the Morrman Manufacturing Company and Horton Manufacturing Company accounts.

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

TV Legit Crix Show Drops John Mason Brown

"Tonight on Broadway," Martin Gosch package airing via the tele web of the Columbia Broadcasting System (CBS), this week dropped the use of a single commentator for the series. John Mason Brown, who has handled the job, will be replaced by one-shot commentators, themselves from the theaters, starting Sunday (13), when Sir Cedric Hardwicke is set for commentary on "Regina." The feeling is that since the show promotes legit shows, it is not in keeping to have talk from a critic who might have panned it.

MCA Wants 20G for Weekly TV Hour of Spike Jones

An hour TV program featuring Spike Jones and his musical maniacs is now being peddled by Music Corporation of America (MCA). The asking price for the talent is 15G per week without the production costs, which add up to about another \$5,000. MCA recently sold Kay Kyser and His Ork to the Ford Dealers of America on the same terms. The cost of the Kyser video package, which begins December 1 on the National Broadcasting Company, will be about \$22,000 per week.

CBS in Final Stages for "Lum 'n' Abner" TV

The Columbia Broadcasting System (CBS) is in the final stages of its plans to present "Lum 'n' Abner" on video. CBS-TV will shoot a kine version of the hillbilly pair's radio show next week for presentation to agencies. If the moneymen are interested the show will be presented live. "Lum 'n' Abner" are now on radio for CBS each Wednesday night, 10:30-11.

Agencies Hear Kaplan & Singer's "Enchanted" Package

Kaplan & Singer, packagers, last week held a mass audition before execs of a dozen top agencies, of their latest opus, "Enchanted Moments." The show features Donald Richards, of "Finian's Rainbow" note, Joan Kilbrick, of "Kiss Me, Kate" and Lewis Nye, of "Touch and Go." The musical is directed by Lorenzo Fuller, with the script by Joan Sack. Each show is an individual musical playlet based on music associated with important events in people's lives.

FCC Grants Second Philly FM to Wireless Institute

A second FM station for Philadelphia is assured with the grant of a permit by the Federal Communications Commission to the Philadelphia Wireless Technical Institute. Early this year the first Philly FM station, WLFM, opened shop. The new station, WPWT, will be operated and managed by students of the school's radio classes, headed by W. W. Zerfing. The station will be used for programing live talent of other schools in the Philadelphia area as well as recorded educational programs.

CBS To Put Rose Bowl on AM, TV; New York Next Day

Columbia Broadcasting System (CBS) will present the Rose Bowl football game on AM and TV this New Year's. The video presentation will be seen live only over KTTV, Hollywood, a CBS affiliate, but filmed highlights of the game will be shown the next day in New York. Red Barber, for the first time in his long sportscasting career, will announce the game. Gillette will sponsor both versions of the game.

WPTZ Gets a New TV Local Every Day

WPTZ, Philco video station in Philadelphia, disclosed last week that for the period of September 15 to October 15 it averaged one new local account per day. The one-a-day does not include renewals or additional time purchases made by old sponsors, nor does it include the new network advertisers. The one-a-day is strictly new locals.

New ABC Sales More Than Pay for Pillsbury Loss

NEW YORK, Nov. 12.—The American Broadcasting Company (ABC) this week rebounded from its loss of the Pillsbury Mills account with a series of sales which more than took up the slack of the five 30-minute daytime periods departing for the Columbia Broadcasting System (CBS) with the year's end. Doubleday & Company, publishers, this week bought 90 minutes per week, General Foods bought five five-minute evening periods weekly, and Anahist, the new cold remedy, has bought one evening half-hour per week. In addition, Texaco signed to bankroll the Metropolitan Opera for the 10th straight year, and General Mills inked to sponsor the first 15 minutes across the board of *Modern Romances*.

The Doubleday business includes the first 15 minutes of the Buddy Rogers radio show, from 11:30 to 11:45 a.m. Tuesdays, the 3 to 3:15 p.m. periods to house a sponsor-built show, still to be announced. The full 11:30 a.m. to noon Buddy Rogers show on Wednesdays, plus the 10:45 to 11 a.m. and 3 to 3:15 p.m. periods

Thursdays, also for shows yet to be set. The purchase is for the basic web plus the mountain and Coast, and was placed thru the Huber Hoge & Sons Agency, starting next week.

General Foods Not Set

General Foods has bought five five-minute periods weekly for commentary by Edwin C. Hill. The time has not yet been set, but the show will tee off January 2. Postum is the product, thru Foote, Cone & Belding (FC&B).

Anahist is taking over the Thursday edition of *Counterspy*, from 7:30 to 8 p.m., dropped recently by Pepsi-Cola. The starting date is December 1, with FC&B placing that business as well. The purchase marks the debut of the anti-histamine cold remedy into web radio, just in time for the snuffle and sneeze season.

Texaco's return with the Met means 18 Saturday afternoons of opera airing over 235 stations, starting November 26. Kudner takes over the Met billings this year, formerly set thru Buchanan & Company.



700 ON YOUR DIAL

THE NATION'S MOST MERCHANDISE-ABLE STATION

4-WEB KINESCOPE CONFABS

RCA To Cut Another "Kukla" Night Due to Cost Increase

NEW YORK, Nov. 12.—Another important commentary on the increasing costs of television commercials was made evident this week when it was learned that RCA Victor will shortly drop its sponsorship of one of the three nights it bankrolls of the *Kukla, Fran and Ollie* show. Originally, RCA Victor sponsored the program five nights a week. A few months ago, it dropped two of those nights, with Sealtest picking them up. Now RCA will sponsor just two nights of the top Burr Tillstrom series.

Giving up of this third night is actually the third retrenchment made by RCA Victor in connection with *Kukla*. Previously, the account had arranged for the show to take an eight-week hiatus, covering January and February of next year. This move was made partly because of

economy and partly because it is an off-season for both phonograph records and ice cream, the two items the program currently sells.

Considerable interest is being expressed by other accounts in the now available one-night-a-week, altho it is believed Sealtest has first refusal and may exercise its rights. If it doesn't, NBC has several accounts waiting. The show airs at from 7 to 7:30 across the board.

SAG Lands 1-2 Punch On Four A's

(Continued from page 3)

ing a Four A's rep to discuss TA at the Guild membership meeting because it wants its members to consider the TA problem in privacy, and secondly, does not want its members to get the Four A's side of the argument before it learns what its own board members have done in studying the issue.

In the meantime charges and counter charges were flung between Four A's and SAG, using the film trade dailies as media to air arguments. Both sides accused each other of misstatements. SAG charged Four A's reps with being "promoters" of TA, while Four A's reps accused SAG of keeping the truth from its membership. Jurisdictional clouds darkened as SAG refused to show signs of weakening its stand on complete control of all thespians making films for tele, while Four A's reps voiced threats that Four A's will go ahead on forming TA without SAG.

Clarence Derwent, Actors' Equity proxy, presided over the Four A's meeting, which attracted over 500 members of the various talent unions. George Heller, American Federation of Radio Artists (AFRA) exec secretary, and Louis Simon, Equity exec secretary, spoke on the looming Four A's rift. Eddie Rio, Coast American Guild of Variety Artists (AGVA) rep, attended but did not address the group.

KLAC-TV Hits Spot Sales Gong Daytime

HOLLYWOOD, Nov. 12.—While more "artistic" telemen thumbed their noses at KLAC-TV's off-the-cuff entry into daylight tele via a daily marathon session with disk jockey Al Jarvis, station's time salesmen knocked off a raft of spot accounts to make the first week of afternoon telecasting a financial success. Station's daytime splurge was launched with little prior notice Monday (7) and featured a four and three-quarter hour unrehearsed daily program, with Jarvis as kingpin. By the week's end, sales had zoomed to 39 spots daily, not including future contracts.

With rates lower than local competition, present estimated gross revenue was pegged at \$550 per day, according to general sales manager Dave Lundy. Figure is based on an end rate of \$14.50 per one-minute spot. One bankroller currently airs 9 spots daily and another has contracted for 17 daily plugs beginning next week. Station estimates cost at less than \$250 for the additional 27½ hours weekly, basic costs being the salaries of producer and cameraman, plus office help. Not figured in cost breakdowns are Jarvis's percentage

BBC Seeks Color

NEW YORK, Nov. 12.—The British Broadcasting Company (BBC) expects to begin immediate experimentation in color television, using the Columbia Broadcasting System (CBS) color system, according to Dr. Peter C. Goldmark, CBS director of engineering research and development. Recently returned from England, Dr. Goldmark stated that British experts were impressed with four major points in CBS color TV: Simplicity, color fidelity, sharpness of image and adaptability.

The CBS research laboratories head also disclosed that the network had begun work on designs for the first universal pick-up equipment for use in commercial color TV.

Scott Renews Atheist Fuss

SAN FRANCISCO, Nov. 12.—Robert H. Scott, self-styled atheist, this week renewed his controversy with the Federal Communications Commission (FCC). In 1946, Scott asked the FCC to revoke the licenses on KNBC, KFRC, KCBS and KGO, all in San Francisco, because they refused him time to espouse atheism.

Scott said that he had written a letter this week to the FCC in which he asked the commission if it had expunged the Scott decision (*The Billboard*, November 5) from the record in fact or effect. "I'm giving the commission 12 days to answer," he declared. Since the decision there has been lengthy controversy over the commission's interpretation. The FCC's decision, according to Scott, should not exclude atheism from the air as long as time is sold or given to religious speakers.

Universal Fears Reduced Quality, Nixes Plugs' Kine

NEW YORK, Nov. 12.—The first known instance came to light last week of a film company refusing to let its product be reproduced via kinescope because of fear of reduced quality. The firm is Universal-International, which thru its TV subsidiary, United World, makes commercials used on the Lever Bros.' show, *The Clock*. The movie firm's contract protects it from having its plugs kinescoped with the rest of the show on non-cable stations. Instead, it furnishes each station with 16mm. prints of the commercials, which the stations insert into the kine version of the show.

Universal has a direct stake in the quality, inasmuch as several of its contract players are featured in the plugs, endorsing the sponsor's product. Included are Yvonne De Carlo, Gale Storm, Shelley Winters, Peggy Dow and Marta Toren. Since the appearance of the thespians on home screens might affect box-office take, the pic outfit got an iron-bound guarantee that none would be shown via kine. Universal made the deal permitting the use of its stable in exchange for counter-plugs in Lever's ads in other media, including magazines and newspapers.

cut and salesmen's commissions, as well as added expense of equipment and maintenance.

Nets Uniting To Improve on Video Quality

First Sessions This Week

By Sam Chase

NEW YORK, Nov. 12.—The four television networks, tossing aside all rivalry for the moment, will begin meeting in concert next week to try to solve jointly one of their biggest headaches: The quality of video or kinescope recordings. These meetings are regarded as possible preludes to a joint endeavor along these lines, embracing, besides the webs, the film companies, laboratories and equipment firms. The improvement of video recording quality is regarded as a primary industry problem, the solution of which will aid all facets of TV. Thus full collaboration of every force capable of contributing to an answer is considered logical and necessary.

The preliminary luncheon meeting next week will involve the video recording directors of the webs. Mutual problems will be discussed, and an affiliates' consensus will be analyzed regarding what should be the standard sought. Action to follow will include supplying letters of direction to the top engineering brains of each web, telling what is needed and requesting work on the answers.

ABC, NBC Set Pace

The American Broadcasting Company (ABC) and the National Broadcasting Company (NBC) already have exchanged prints for engineering analysis, to determine which aspects of each web's method are superior and worthy of universal adoption. This interchange probably will be expanded to include all four webs. ABC already has been putting the microscope to prints of comparable shows from all webs—its own *Stop the Music*, NBC's Milton Berle show, Dumont's Morey Amsterdam stanza, and the Columbia Broadcasting System (CBS) Sullivan opus.

At an introductory lunch last week Larry Ruddell, ABC recording manager, and Ed Carroll, manager of the (See *Four Webs Hold* on page 47)

Costly Comedy Out At MBS; Stress on H'w'd Programing

HOLLYWOOD, Nov. 12.—Mutual Broadcasting System (MBS) will tread cautiously in building its programming structure and will steer clear of expensive comedy layouts for several years, according to a forecast made this week by William Fineshriber Jr., programming veepee currently in Hollywood. Fineshriber, on his first Coast visit since 1945, said Mutual hoped for heavy emphasis on Hollywood programming with injection of movie glamour, but limited new shows for the most part to audience-getting mysteries, adventure-Westerns and family dramas. Top star comedy layouts, costing well in five figures, are out for the present.

Future hypos will stress mood programming, but net will attempt to do as little reshuffling of current skeds as possible so as to preserve program continuity. Set for early starting are five new shows, as yet unidentified, including two New York and Chicago originations and one Hollywood offering. Also set are two symphony ork programs, one to be the Oklahoma Symphony ork, which the web will launch as prestige sustainers.

Fineshriber had a kind word to say for MBS affiliates across the nation, and particularly for the Don Lee Coast network. Pledging a closer working relationship with Hollywood on program development and origination, he admitted need for more commercial offerings from which affiliates can make a buck, pointing out that affiliates can't take sustainers without some commercial revenue and recognizing need for affiliate co-operation if sustainers are to be built into salable packages.

Strike Threatened By AFRA at KCBS

SAN FRANCISCO, Nov. 12.—The American Federation of Radio Artists (AFRA) here Wednesday (9) notified the Federal Conciliation Service that negotiations with the Columbia Broadcasting System (CBS) had been broken off. Harry Polland, counsel for the union, said a strike would affect KCBS.

AFRA is asking a wage increase, adjustment of fees, a seniority clause or a merit pay boost for announcers with five years' service. The contract expired October 31.

JUDY CANOVA

AMERICA'S No. 1
COMEDIENNE



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

N. Y. Elections Fail AM and TV As Sock Programing Material

NEW YORK, Nov. 12.—This week's elections provided little opportunity for radio and tele special events men to come up with any sock programing. The elections, despite their importance, were over early in the evening, depriving listeners and viewers of any drama. The over-all effect was in sharp contrast to the excitement of last year's presidential election.

On video, about the only moment of drama was covered by WCBS-TV, in getting on-the-scene coverage of Newbold Morris's concession speech. The station's coverage was bankrolled by United Fruit, which used its movie cartoons for commercials with considerable effectiveness. However, WCBS-TV lost out on "scooping" its competitors on Morris's concession, this honor going to WPIX, New York, which cut into its boxing match coverage for the announcement.

John Derr Unfunny

Doug Edwards handled the WCBS-TV splicing, with occasional pick-ups from various headquarters. One they could have done away with was John Derr's interview with the victorious Mayor O'Dwyer. As they say in the funny books, "a silly question gets a silly answer," and that was all Derr seemed able to deal up.

Election coverage of WNBT was slow, repetitive and generally unimaginative. There were no live pick-ups from any campaign headquarters, and the station lagged behind other broadcasters in airing important developments. The station was full-up with commercial commitments until 11 p.m., however, which offers it some time out for its lack of excitement. By that hour, the results generally were in the bag.

The station utilized station breaks at 9, 9:30 and 10 p.m. and stated it would cut into the Old Gold Amateur Hour (10-11 p.m.) with any major developments. It did cut in at 10:35 p.m. to have John Cameron Swayze, who tied together WNBT coverage, give the news that Newbold Morris had conceded his defeat in the electoral race. However, WCBS-TV actually had picked up Morris at his headquarters, 10 minutes earlier, making the dramatic announcement. WNBT aired a film of this at midnight, showing Morris with the CBS mike in front of him. Lack of headquarters camera set-ups prevented airing the Lehman-O'Dwyer victory statements at 11 p.m., when WNBT started its full service.

The station break coverage in the early evening consisted of Swayze giving rapid summaries of the total vote of candidates in the senatorial and mayoralty races. Visual material showed stills of the candidates in each race against a black background, with their latest tallies chalked in next to their faces. This was effective, but

the brief time allowed did not really permit adequate digestion.

Working with Swayze were Rad Hall, Jim Fleming, Wyn Elliott and Ben Grauer, the latter at the only outstanding pick-up point, the WNYC tabulating room. Grauer was the victim of a timing mishap shortly after 11 p.m., when he was put on the air, altho unaware of that fact for over two minutes. The cameras were sweeping madly about, and Grauer could be heard telling someone he might be interviewed, and what was the first name. When he did come on, he was quite rattled, altho it wasn't too evident, referring the viewers to the unchanged standings on the scoreboards, much too far distant to be visible.

Interviews were conducted with Jim Farley, Grover Whalen, Socialist mayoralty candidate Joseph Glass and the newly elected congresswoman, Mrs. Edna Kelly. Films were shown, some more than once, of the careers of the major candidates. For those following actual returns, WNBT coverage was quite inadequate, being slow and infrequent with significant turns.

The coverage from 11 p.m. to sign-off at about 12:15 a.m. (much too long) was bankrolled by Schaefer Beer. Elliott gave the verbal pitch, with sight plugs consisting mainly of bottles and cans of the sponsor's product and shots of a trayload of bottles and glasses. These were in the same tone as the remainder of the coverage.

Newbold Morris's emotion-charged speech conceding his defeat and MGM's gravel-voiced *Battleground* spots (a la the Army's *Sound Off* routine), tied for dramatic honors on WOR's election broadcast. Otherwise, the coverage was comprehensive, hitting all the high spots and smooth running but slightly on the dull side.

Teeing off at 8 p.m., WOR made a clean sweep of its regular Tuesday night programing and devoted the entire four hours to WOR's news room bulletins, Mutual's national news reports, headquarter-hopping from party to party and commentaries by political experts from the *New York Sun* and *Herald Tribune*.

Altho CBS garnered several free plugs via open mike pick-ups at Morris's Astor headquarters, most of the remotes came thru clearly and the ad lib commentaries were informative, albeit repetitious. The victors, of course, sparked a happier pace, which was reflected by the remote men's mike manners.

The National Broadcasting Company's (NBC) radio coverage, tho sketchy, was generally adequate. Ken Banghart came on with one-minute bulletins at 9, 9:30, 10 and 10:30 p.m. It was only at 11 p.m. when Banghart announced the Shell Oil News that

74% of TV Advertisers Make Use of Spot Plugs

(Continued from page 3)

rolet, 22; Ford, 20; Philco, 18; Dodge, Plymouth and DeSoto, 18.

In the national-regional spot field, the report showed that beverages (wines, beer and liquors) and food products dominate the list by product classification: beverages, 91; foods, 84; household, 30; automobiles, 28; toilet requisites, 22. Household appliance distributors were most active in the local-retail product classification with 179 spots as compared to automobiles and accessories, 152;

foods, 132; radio and TV stores, 126, clothing and accessories, 65.

Most of these local advertisers are using slides with "voice over" or live audio commercials. However, in the national spot field, the trend is toward a more progressive technique, according to the report, which lists average prevalent costs for the various types of production as follows: Stop motion, \$5000-7500; full animation, \$3500-6000; partial animation, \$2500-3500, and live action, \$1000-2500.

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

Booth Radio & Tele Corp. Sets Move Into TV

A move into television is being set by Booth Radio & Television Stations, Inc., of Detroit, now operating radio stations in Detroit, Flint and Saginaw, Mich. The budget was approved by the board of directors for \$535,000 to be spent on video within a three-year period, according to President John Lord Booth.

Nate Tufts Leaves Bothwell Agency

Nate Tufts, veteran radio exec and Hollywood office head for the Earl Bothwell Agency, will exit his berth at the end of the month after a three-year stint with Bothwell. Status of agency's operations is unsettled, since Bothwell died several weeks ago in Pittsburgh, where the firm is headquartered. Tufts was Coast radio topper for Ruthrauff & Ryan before joining Bothwell.

Ed Wynn's TV Show Biweekly After January 1

Ed Wynn's Speidell tele show (CBS) will go to an every-other-week sked after New Year's, as originally planned. Wynn's teevee seg was first sked to go on an alternating week basis, but the watch-band making sponsor decided to follow weekly sked until Christmas, thereby cashing in on tele's sales impact during pre-yule season. Fall and pre-Christmas time is most important to sponsor.

ABC Peddles Second Show of WNBC's Luther

Even tho Frank Luther has a Saturday morning radio show on WNBC, New York, the American Broadcasting Company (ABC) has made a kine of another Luther show for peddling purposes. Sheffield Farms has indicated an interest in the program.

ABC Expected To Shuck "Photocrime" December 21

Indications are that the "Look-Photocrime" video mystery sustainer now on the American Broadcasting Company (ABC)-TV network will be dropped after its 13-week cycle is up about December 21. The program is on Wednesday evenings, 8:30-9. Packaged by Mildred Fenton and Look magazine, it was unable to snare a sponsor.

CBS To Try New Lensless Lens at Grid Game

The Columbia Broadcasting System (CBS)-TV will try out a revolutionary new lens designed by Frank G. Back, creator of the Zoomar Lens, for the first time Saturday (19) at the Columbia-Brown football game from Baker Field. A 40-inch lenseless lens called the "Video-Reflector," it is designed to bring sharp close-ups of sports and news events to the TV screens. The video-reflector uses mirrors to obtain magnification.

Mason Named WLW-T Program Director

Linn Mason, former WKRC, Cincinnati, personality, succeeds Ruth Lyons as program director of WLW-T, Cincinnati, December 1. Miss Lyons became temporary program director in September. When the change takes place she will devote full time to her daily hour-long "Morning Matinee" and "50 Club" shows.

some detail on the election was given radio listeners.

At 11:30, however, NBC gave its most thoro presentation of the results of the balloting when Morgan Beatty took audiences on a swing around the country. Radio reporters from Trenton, N. J.; Richmond, Va.; Boston; Hartford, Conn.; Louisville, Los Angeles and Washington told the details of the various elections throughout the nation. The highlight of this broadcast was a tape recording of President Truman in which he commented that the election in New York was a "Republican fiasco."

In New York City, the final result of mayoralty contest was evident as early as 9 p.m., which effectively throttled whatever interest might have been on the part of the local radio audience. At 10:30 the result of the senatorial contest was clear, and by that time Newbold Morris had already conceded defeat to Mayor O'Dwyer in the city election.

Close to 12 p.m. at the end of the round-up, O'Dwyer, Morris, the newly elected Senator Lehman and the

Wise Buys Greystone Pacted CBS Time

NEW YORK, Nov. 12.—The Columbia Broadcasting System (CBS) this week came up with a sponsor to get the Greystone Press off the hook for the 13 weeks of time it had bought on the web—Saturdays 2:30-2:45 p.m. Greystone Press suddenly wanted to bow out of the slot, but only the fact that CBS came up with the William H. Wise Company to take over the 30 minutes of time, beginning at 2:30, pulled Greystone out of the hole.

William Wise, another publishing company, will program *Get More Out of Life* in the Saturday spot and peddle books on decorating, sewing, etc. The company will also buy four weeks of time on CBS Sundays, either 1:30-1:45 or an hour later, beginning November 20.

defeated John Foster Dulles were piped in for brief speeches from their campaign headquarters.

FOLK AND WESTERN ARTISTS

WANTED

FOR GUEST APPEARANCE

ORANGE BLOSSOM MID-WEEK JAMBOREE

WRITE OR WIRE AT ONCE

MIKE DAVIS

WMIE ARTISTS BUREAU

1657 N. W. 17TH AVENUE

MIAMI 35, FLORIDA

U. S. Backs Park TV Health Series

CHICAGO, Nov. 12.—The United States Public Health Department is backing Ben Park, award-winning producer of the *It's Your Life* radio series, in an attempt to package a film documentary TV health series. Park is going to Washington next week to discuss production of a trial program which will be paid for by the health department. Trial show is expected to be produced here after the first of the year.

Government-backed show will be made available on a public service basis to TV stations thruout the country and also will be used as an audition film to help sell a network series to a national advertiser. Commercial network show will be a half-hour, once-a-week film costing about \$5,000 per stanza. A film series is expected to appeal to a potential advertiser because coaxial cable charges would be saved and because prints could be made available for plus promotion distribution to schools, clubs and civic groups. If the show goes commercial, health department will remain in the picture on an advisory basis.

Steel Strikers See TV as They Picket

PITTSBURGH, Nov. 12. — Television swiped the headlines here during the steel strike this week when an enterprising merchant put a video receiver in his store window. The pickets thus were able to watch their favorite shows as they walked up and down.

All the local dailies played the angle up with liberal quotes from the strikers and union leaders, who gave profuse thanks to the merchant.

Plug for Puerto Tax Loophole

Pitt TV Boom Brings Tears; Air Time Full, Sets Scarce

PITTSBURGH, Nov. 12.—Video is booming here, but the local station, WDTV, and receiver sales outlets are holding their heads because it can't get better. The station's manager, Donald A. Stewart, says that despite a new rate jump to \$350 per hour, after a raise from \$250 to \$300 six weeks ago, WDTV is completely sold out except for two 15-minute sustainers, one one-minute spot period and five 10-second spots.

The station, airing 50 to 52 hours weekly, has had to turn down such commercial shows as Ed Wynn, Fred Waring, *Life of Riley*, *Roller Derby* and many others, for which it has no room. Stewart said he hoped that with the end of the football season he would be able to add these shows.

The set distributors are up to their ears in orders but can't get enough sets to sell. Stewart has been calling Dr. Allan B. DuMont, who just returned from Washington where he attended the hearings on color video, and is trying to get some sets for the local DuMont distributor.

Can't Get Sets

Ace Walton, general manager of General Electric here, received a shipment of 700 sets last week and they are all gone. They were allocated and sold as soon as they hit the stores. Dick Evans, of Pittsburgh Products, has a real problem. He has sets—35 of them—but he has to divide them up among 250 retailers. So he's looking for some Solomon to help him out of the dilemma.

Most of the stores are taking orders on a 60-day basis even the large advertising campaigns are going on. Customers are shown demonstration models and orders are then taken for future deliveries. Over 40,000 sets are now in operation, and this figure should be upped considerably as soon as the manufacturers can get enough sets to take care of the backlog.

WLIP Whiffs On 2 Strikes

KENOSHA, Wis., Nov. 12.—WLIP, Kenosha, went off the air Thursday (10) because of the difficulty caused by the strike of both the American Federation of Radio Artists (AFRA) and the International Broadcasting and Electrical Workers (IBEW) against the station since Wednesday (2). AFRA had succeeded in influencing many sponsors to withdraw their business from the outlet while the strike was on.

Management stated that it was unfair to the bankrollers still on WLIP to continue programming, and stopped broadcasting. Efforts are being made to settle the two strikes, which arose because management and labor could not agree as to exactly which employees should be included in a unit to be set up for a National Labor Relations Board election.

Congress Will Alter '21 Law To Close It

Delegation Going to Island

WASHINGTON, Nov. 12.—With the strong backing of the Treasury Department, Congress appears certain to take fast steps next session to plug the tax loophole being used by Ed Gardner in broadcasting *Duffy's Tavern* from Puerto Rico. Treasury officials said Friday (11) that a special group from the House Ways and Means Committee would leave for the island within a few days to study Social Security in Puerto Rico and would also include an on-the-spot study of the 53 U. S. businesses which have jumped to Puerto Rico in the last year to take advantage of the loophole.

According to the Treasury, a new Puerto Rican and an old U. S. law combine to give U. S. businesses in Puerto Rico exemption from all taxes on income earned in the island. This applies not only to business taxes but also to personal incomes of persons working in a transplanted business.

'21 Law To Be Attacked

The point of congressional attack will be on the U. S. law enacted in 1921, which was designed to give tax benefits to U. S. citizens and businesses engaged in trade with a U. S. possession. According to the Treasury (See *Puerto Tax Loophole*, page 47)

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Billboard
Radio and Television Program Reviews

One Man's Family

Reviewed Friday (4), 8-9 p.m. EST. Sustaining via National Broadcasting Company. Producer-writer, Carlton E. Morse; director, Clark Jones. Cast: Bert Lytell (Father Barbour), Marjorie Gateson (Mother Barbour), Arthur Cassell (Jack), Billy Idelson (Cliff), Patricia Robbins (Hazel), Nancy Franklin (Claudia), Russell Thorson (Paul).

Judging by the preem performance of Carlton E. Morse's classic of the air waves, *One Man's Family*, Father Barbour and his famous brood should reverse the old adage and be heard, but not seen. The Morse show pioneered radio's situation-comedy format more than 17 years ago in San Francisco, and the initial episode of the video version was practically a playback of the program's first coast-to-coast airing over NBC in 1933 (*The Billboard*, June 10, 1933) except that the current program carries a present-day dateline. However, the family problems (frustration, war neuroses, flaming youth and attempted homicide), which aired as harmless soap opera, appeared downright vicious on TV, comparable to Lillian Hellman's infamous group of relatives in *The Little Foxes*, with added pulp magazine overtones. The cliché-loaded script teed off (See *One Man's Family* on page 14)

Dr. I. Q.

Reviewed Wednesday (9) 8-8:30 p.m., E.S.T. Sustaining via American Broadcasting Company (ABC). Script, Evelyn Elam. Emcee, Lew Valentine. Announcer, Allan C. Anthony.

Time marches on but the *Dr. I. Q.* show remains at ease. This becomes especially evident when the program is stacked up against quiz shows emceed by Groucho Marx and Eddie Cantor, both of whom offer more entertainment in the form of comedy, even tho they use much the same format.

This program, of course, is pure quiz. Questions are asked about all subjects, with the prizes seeming to vary according to the assumed difficulty in answering them. In addition, there are two special problems. A contestant is given a chance to repeat a tongue twister for a prize, and another must identify the author of a quotation to win. As the doctor, Lew Valentine is his usual crisp, competent self. On this show, however, the hijinks of the theater audience seemed to ruffle him. Incidentally, the American Broadcasting Company (ABC) gave a whopper of a free commercial to Embassy Cigarettes, which begins sponsorship of the show shortly.

Baby Snooks Show

Reviewed Tuesday (8), 8:30 to 9 p.m. Sponsored by Lewis-Howe for Tums over the National Broadcasting Company (NBC), thru Dancer-Fitzgerald-Sample. Producer, Al Kabaker. Director, Arthur Stander; writers, Arthur Stander and Bob Fisher. Music, Carmen Dragon and eight-piece ork. Announcer, Don Wilson. Cast, Fannie Brice and Hanley Stafford.

Fanny Brice's return to radio, for Tums, got off to a rapid start with the veteran comedienne getting strong assists in the form of sharp scripting, good pace and excellent assistance from the rest of the cast, including Hanley Stafford as her eternally harassed daddy. The format is much the same as in the past, with (See *Baby Snooks Show* on page 14)

Al Jarvis's Make-Believe Ballroom

Reviewed Monday (7), 5:45 p.m. Participation sponsorship over KLAC-TV, Hollywood. Cast: Al Jarvis and guests.

Disk jockey Al Jarvis is a lad who would look well in a king-sized goldfish bowl. Already handling a morning radio show, Jarvis has come up with a tele idea which deserves A for effort. Tele version of *Ballroom* is an afternoon-long show, done from the outdoor patio of KLAC-TV and composed of a potpourri of music, commercials and guests.

Planned as a five-a-week offering, show boasts no production, writing, polish or technique. Entire load falls on Jarvis's experienced shoulders, aided by one cameraman and a gal assistant. Using one lens box and cramped production made for some bad fluffs. Telecast from outdoor setting, pic quality was inconsistent, particularly when the sun's rays played havoc with the makeshift floodlights and cast shadows. Mikes are spotted as well as possible, but audio, like visual aspects, left much to be desired.

Spontaneous

Despite the flaws, there's fresh and spontaneous flavor in the proceedings which may find favor with the housewife. Jarvis's theme seems to be merely "sitting around and talking" for the nearly five-hour span, reacting as natural as can be to situations which arise. During the preem broadcast he entertained song pluggers, cleffers, square dance callers, agents, newsmen and others. Between times the wax whirler played records on a turntable in view of the audience, with the cameras roaming around the setting. Other gimmicks (See *Al Jarvis Make-Believe* page 14)

Korny Klowns

Reviewed Monday (7), 7:15-7:30 p.m. Sponsored by Homer Bros.' Furniture Company on WGN-TV, Chicago. Agency, Robert Kahn & Associates; producer, Clayton Bergman; director, Barry McKinley; leader of Klowns instrumental group, Dave Pritchard.

The title of this show just about tells the story. It's strictly corny; there is practically nothing but clowning by a group of four instrumentalists. But despite the corn, it adds up to a passably funny and entertaining 15 minutes of television.

The group—violinist, guitarist, accordionist and bass violinist—go thru crazy antics during the three or four numbers included in each show, but manage to show that underneath the veneer of screwy behavior they have plenty of musical ability. Forte of the group, which has played cocktail lounges in this region for years, is use of unusual noisemakers with which they are able to produce sounds that somewhat resemble music. Most proficient in this department is the violinist and leader, Dave Pritchard. Using a complete gamut of horns, chimes, bells, whistles and cymbals, he provides most of the comedy and keeps the show going at a fast pace. Mixed thruout are a few jokes in keeping with the corn pattern.

Production is simple but effective. Cameras are trained on the boys as they madly go thru their numbers. Little else is necessary, especially in view of the fact that the group provides more than enough action for one 15-minute TV show.

Cy Wagner.

The Family Table
 Reviewed Sunday (30), 6:30-7 p.m. EDT, from a tape recording. Sustaining via WINS, New York. Produced by Betty Tevis and Joe Durso. Moderator, Don Goddard. Guests, Mrs. Alice Thompson, Elsa C. Becker, Terry Angelus, Patu Burghardt, Walter Wietgrafe and Howard Levine.

This discussion program adds up to an interesting half hour inside family problems. On the broadcast caught the participants, four students and two prominent women, talked about teenage dating, with Don Goddard acting as the moderator. Finding the answer to whether teen-agers should or should not date is something no program can do. The decision must be a personal one. However, a program can shed a great deal of light on the subject and this *The Family Table* clearly did. Such considerations as "playing the field," the advantages and disadvantages of dating, "going Dutch," and how far the relationship should be allowed to progress were thoroly weighed. The consensus was that such dating should be used to build friendliness between the sexes.

Goddard effectively kept the conversation from lagging.
 Leon Morse.

The Herb Shriner Show

Reviewed Thursday (10) 7:55-8 p.m. Sponsored by Philip Morris cigarettes thru the Biow Agency via the Columbia Broadcasting System (CBS). Producer, Robert Mann. Director, Alex Leftwich. Scripters, Herb Shriner, Norman Barash and Carroll Moore. Talent—Herb Shriner.

Philip Morris cigarettes may be getting itself two highly desirable commercials on the Herb Shriner show, but it is a cinch that the TV audience isn't getting much entertainment in the five minutes. Shriner's slow style of comedy takes some time to build, but by the time he starts getting laughs the plugs are on.

The comedian sits on a chair and chats about his home town and the people in it. There isn't too much chance to exploit the medium, but given more time Shriner would undoubtedly be entertaining. His comedy is unpretentious and relaxing and he's the kind of guy anybody would invite into his home. However, whether he's the kind of comic for a five-minute spot is another question.

The Philip Morris commercials use a placard of Johnny on the side of a TV camera, plus their claim that the cigarettes were less irritating and milder. The program was on film; quality was good.
 Leon Morse.

Picket Fence Farrells

Reviewed Friday (October 21), 9:30-10 p.m. E.S.T. Style—Situation family comedy. Sponsored by W. M. Whitney Department Store, Albany, N. Y., weekly via WRGB, Schenectady. Cast: Constance Cooper, Connie Marshall, Eleanor Harrison, Henry Nelson, Harold Vincent, Howard Reig. Director, Bob Stone; writer, Mike Danyla; sets, Charlie McCarahan; cameramen, Bob King, Ken Comstock, Jack Finch; sound, Bob Nagle; lights, Gay Fiorentino and Skip Rutkowski; floor manager, Charlie King.

After you've watched the pedestrian pace of this show for 10 minutes the inevitable reaction is, "They could get the same results at less cost on radio."

The situation on the program caught had the father (publisher of the local newspaper) trying to get a skating rink in the neighborhood, only to see his efforts thwarted by a nitery op. A short scene in which the hoodlum (See *Picket Fence Farrells* page 14)

Additional Radio and Television News will be found on Page 14 of this issue.

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2. LEE COOLEY, Director of Television, McCann-Erickson, Inc.
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ENTRY PLEDGE

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- Network (national); Network (regional); Clear Channel Network Affiliate; Regional Channel Network Affiliate; Local Channel Network Affiliate; Non-Network, 250-1,000 Watts; Non-Network, 5,000-20,000 Watts; Non-Network, 50,000 Watts; FM; Television; New Station.

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TV'S SEASONAL SALES TREND

Industry Plots Production To Avoid Slumps

Pattern Follows AM's?

NEW YORK, Nov. 12.—Both the manufacturing and distributing ends of the television industry are now convinced that a definite seasonal sales pattern has been established, according to a spot survey made this week by *The Billboard*. The pattern, they feel, will closely follow that set by the radio industry. Tho reluctant to make any open statements, the general opinion also is that manufacturers and distributors will make full use of the expected sales trend by cutting back on production and orders in an attempt to level off supply and demand in order to keep dealer price cutting at a minimum.

It is being reasoned that so long as dealers find that sets are not too easy to get, they will be less apt to hand out discounts to price-conscious customers. Believing that the summer months will be slow months, manufacturers will probably start retooling for new models during that period to the end that most new sets will be introduced in August and September of the year.

Roland Guildford, New York regional sales manager for DuMont, is one of the many who feel that television will fall into the radio or automobile seasonal sales pattern. Nat Cooper, Motorola New York president, disclosed that he was preparing his future factory orders with the same sales trend in mind.

Trend for Parts

Component parts producers, like picture tube manufacturers, report that May, June and July will be the months in which they concentrate on new products, retooling and plant changes.

The next five months for manufacturers are bright. The usually cautious industry executives are now talking about terrific sales right thru to the end of the first quarter of 1950. The only sales slump in sight is during the summer.

Morton M. Schwartz, Tele-Tone sales manager, explains that the heavy consumer demand coupled with a shortage of component parts will keep sales high until this coming spring. Schwartz explains it this way: "At present most manufacturers are oversold. Therefore even if there is a slight seasonal drop in January and February, manufacturers will be able to produce sets at maximum assembly line rates."

New Crosley TV Sets For Dealers Soon

NEW YORK, Nov. 12.—Deliveries of the new line of Crosley video receivers announced last week will reach the dealer level in full quantities within the next two weeks, according to Hal Crowell, newly appointed Eastern manager for Crosley Radio & Television. Deliveries on the 16-inch bow front console with doors will be made first, with two 12½-inch models and a 16-inch set without doors to follow immediately.

Altho Crosley officials would not offer confirmation, it is reported that dealers are being given longer discounts on the company's seven-inch portable receiver. List prices are said to remain the same.

TV Rentals Lead To Sales In Low - Income Brackets

ST. LOUIS, Nov. 12.—Giving the home owner a chance to test television via rentals has proven the ideal method of selling "the low income market," according to Kenneth Gearthe, head of the Arrow Radio & Appliance Company.

Located in one of the oldest residential districts in this city, with rents averaging a low \$15 to \$30 a month, Arrow has nevertheless managed to sell a volume of video sets equivalent to a typical appliance dealership in a more lucrative area.

The entire secret, according to Gearthe, is rental promotion—under a plan whereby any local home owner is entitled to installation of a television set at \$10 a week for the first week, and \$1 a day for further use of the set, until it is either returned or purchased. The \$10 charge for the first week's rental leaves a surplus to pay for hauling and installation, according to Gearthe. The \$1-a-day charge has been figured as a "break even" rate for use of the set.

"We found the rental system ideal to clinch sales to on-the-fence customers," Gearthe says. "Even tho we have plenty of liberal time-payment plans in force, many are unwilling to risk the down payment without some knowledge of television in the home. However, as soon as we bring up the rental offer, we invariably get an en-

thusiastic response."

In more than six months of TV renting, Arrow has had to pick up only one set, while as many as a dozen per week have been put out on rental. "Invariably, the customer makes up his mind within two weeks," Gearthe says, "with the result that we invariably find the rental amount paid out is actually a down payment on purchase. It is very seldom that any home owner needs more than two weeks to make up his mind."

Unlike dealers who have waded gingerly into the rental field with small, low-priced sets, Gearthe deliberately installs better-priced, full-size receivers ranging up to \$439.50. "The reason for this is simple," he says. "If we put in a small set, the chances are that we would have to remove the small set and install the larger one when the customer made up his mind to purchase. Under the plan we're using, it is invariably the installed set which the customer wants to buy—and we save ourselves two extra trips and much bookkeeping."

"The customer knows it's a higher priced set going into the home, but inasmuch as the rental charge is the same, there is never any objection. Only a few have requested that we replace the expensive set with a \$250 model."

FCC Is Blue on Color Tele; Nationwide Webs Years Off

(Continued from page 3)

useful now and warrants getting immediate final standards from the FCC for nationwide commercial service. Despite CBS's heavy pioneering in the color field, the web is losing ground with each month the hearing is prolonged, and the hearing will be going on well into next year. The time lag already created by the protracted hearings and demonstrations is a boon to CBS's color rivals, particularly the Radio Corporation of America (RCA), which by its work so far and the potentialities of its vast reservoir of research talent is considered in the best position to hold the fore in future color TV development.

Looking to Condon

On the basis of the latest views of Sen. Edwin C. Johnson (D., Col.) on the color TV situation the Senate Interstate and Foreign Commerce Committee which Johnson heads would be likely to indorse such a course by FCC unless a special committee headed by Dr. Edward U. Condon happens to come up with counter recommendations in the meanwhile.

With the FCC taking a breather from the color hearings next week, the next episode will be comparative color demonstrations here November 21 by CBS and RCA alongside a black-white TV demonstration by Allen B. DuMont Laboratories, Inc. The upcoming comparative demonstration will be limited, however, to such an extent that it is regarded as an unimportant and almost meaningless preliminary to comparative showings scheduled for February 8 when Color Television, Inc. (CTI), will replace DuMont in the demonstrations.

DeForest, Too

Further testimony that color TV is far from ready came this week

from pioneer radio inventor Dr. Lee DeForest, who said that he, too, was pioneering in color television but that his own system wouldn't be ready for demonstration for another year. Dr. DeForest voiced the opinion that neither RCA nor CBS color was ready commercially, and he suggested that all systems be encouraged to proceed with field-testing for a year or more. He praised CBS's color image fidelity but considered RCA's compatibility a vital feature. RCA color has the same line definition as black-white, while CBS's color has fewer lines.

TV Draws Big at Nat'l Hotel Expo

NEW YORK, Nov. 12.—The 34th annual National Hotel Exposition held at Grand Central Palace here this week meant good business for the radio-TV firms that exhibited, it was disclosed by a survey of the exhibitors. Trad Television, Tele-Ho-Tele Systems (THT), Guest Television and American Communications showed their wares to the assembled hotel and restaurant people.

As expected, it was television around which all the interest centered, with hotel representatives seeking to utilize TV in hotel rooms, dining rooms and lounges. Typical of the reaction of the TV exhibitors was that of Tele-Ho-Tele Systems. Al Kram, THT executive, reported, "The response was terrific. More than 75 of the people who inquired about our system visited our installation in the Hotel Shelton here, and we made arrangements for engineering surveys to be made at more than 25 hotels. We're deliriously happy with the results from the show."

Video Coming Soon to Dozen More Cities

New Markets for Sets

WASHINGTON, Nov. 12.—Over a year after the Federal Communications Commission (FCC) called a halt to the granting of television station authorizations, there still remain 11 new cities to be opened up to TV by pre-freeze permit holders. Once stations in these areas are about ready to take the air, the local set sellers will be able to cash in on the certain initial TV booms.

According to FCC records, authorized stations have yet to begin commercial operations in Phoenix, Ariz.; San Antonio; Ames, Ia.; Bloomington, Ind.; Lansing and Kalamazoo, Mich.; Utica and Binghamton, N. Y.; Nashville, Norfolk, and Huntington, W. Va.

Three All Set To Go

Receiver shipments are presumably already going into San Antonio, Huntington and Utica, where the new stations are practically ready to launch commercial telecasting. San Antonio's WOAI-TV has commenced its tests and is scheduled to open formally December 11. Utica's WKTV is slated to start testing November 15 and debut December 1. WSAZ, Huntington, has completed preliminary tests and is ready for a formal opening November 15.

Three stations are ready to bow in cities which already have TV. KRON-TV, owned by *The San Francisco Chronicle*, plans to start commercial telecasting November 15, while KOTV, Tulsa, Okla., goes on the air formally two days later. WXEL, Cleveland, has begun test patterns and will start a regular schedule December 17.

Tele Sets at 251,041 In Los Angeles Area

HOLLYWOOD, Nov. 12.—Latest tele set figures fixed Los Angeles distribution at 251,041 as of November 1, according to a survey made by Southern California Radio & Electrical Appliance Association (SCREAA). Sales for October hit 37,768, which was the largest single month's sales in local history.

Bringing set distribution down to one set per 6.5 Los Angeles families, new sales figures increased the estimated total looking audience to well over 1,255,000. Dealers' org attributed the increase to interest stimulated by the recent local National Television-Radio Exposition and football telecasts currently being aired.

Recordex Introduces 45 Carrying Case

NEW YORK, Nov. 12.—The Recordex Corporation has introduced what is said to be the first combination record storage and carrying case designed for 45-r.p.m. records only. It is equipped to carry about 50 of the seven-inch disks or seven albums and will retail at \$2.98.

The case is covered in alligator leatherette and is available in red, blue, green or brown. It is fitted with a plastic handle and metal hinges and lock.

TV'S TRANS-SHIPPING BOGEY

180-Degree Vision in New TV Oil Lens

Diffusion, Reflection Out

NEW YORK, Nov. 12.—A new type of liquid TV lens that is said to give 180-degree vision, minimize radiation and eliminate all diffusion and internal reflection is being marketed by the Liquid Lens Corporation here, according to Carl Biderman, president of the company.

The lens, using an oil as the liquid, is actually fused to the face plate of the picture tube and requires custom installation at the liquid lens plant. The trade name for the product is "all view corrector." Biderman also disclosed that video sets called Lifelike, which incorporate the lens, are now available thru the De Kalb Distributing Company, also in this city. A 10-inch set retails at \$214.

Prices for the lens installation start at \$59 for conversion of a 10-inch set and include higher priced installations of a 21-inch lens on a 16-inch tube video set. According to Biderman, a custom-built Lifelike receiver, installed in the Industrial Home for the Blind in Brooklyn, resulted in "good viewing" for patients who had as little as 5 per cent of their normal sight remaining. He said that these patients had to sit at about one foot from the picture screen.

500,000 Farms Get Electricity

WASHINGTON, Nov. 12.—Week by week the activities of the Rural Electrification Administration (REA) are opening up brand new markets for radios, phonos and other electrical appliances. REA officials said this week that, during the fiscal year ended last June 30, REA loans provided electricity to nearly a half-million farm homes that formerly could use only battery radios and wind-up phonos.

In a sample week, REA approved loans to finance rural electrical facilities to 4,422 consumers in seven States. Typical was a \$940,000 loan to a co-operative in Lafayette, Tenn., for the construction of 407 miles of line to connect 1,864 consumers with electricity for the first time.

REA officials pointed out that each of such consumers is a potential new customer for all types of electrical appliances.

San Fran 'Examiner' Starts Radio Column

SAN FRANCISCO, Nov. 12.—The San Francisco Examiner kicked off with a radio and video column this week, the sheet's first since the pillars were dropped by all local dailies more than 10 years ago. Dwight Newton, the paper's former head librarian, is doing the writing job. The column runs daily except Sunday and is devoted mainly to studio chatter and tele and radio show reviews.

The Chronicle is the only other sheet in town with a radio and video column. The News and The Call-Bulletin say they have no intention of starting one.

Personnel, Products and Prices

Thirteen new sales representatives have been named by the Jewel Radio Corporation. The reps will cover Los Angeles, San Francisco, Chicago, Miami, Hartford, Cleveland, Seattle, Detroit, Philadelphia, St. Louis, Pittsburgh and Queens and Brooklyn in New York City. . . . Harold Blumenthal has been named district sales manager for John Meck Industries in the Middle Eastern Seaboard territory. . . . The Wireway Corporation has introduced a new wire recorder featuring slow-running wire. The set will list at \$219.50. . . . DuMont will start shipments next week on a new 12½-inch console, the "Canterbury," which will replace the "Sheffield" model now in the company's line of video receivers. Altho the price for the new model has not yet been set, it is reported that it will list at \$379.50, the same price as the "Sheffield." . . . Stanley J. Claser has resigned his post as manager of the radio section of Crosley. . . . Emerson is expected to start deliveries on two new video sets next week. One receiver is a 16-inch console at \$449.50 and the other a 12½-inch console with AM-FM radio and two-speed record changer. The latter set will retail for \$449.50. . . . New district manager in the Metropolitan New York area for De Wald is Louis D. Litvak. . . . Hex Manufacturing Company, Buffalo distributor of Meck radio and television sets, has named Robert W. Brost as sales manager. . . . An open membership meeting of the Association of Television Service Companies will be held at the Hotel Roosevelt, New York, Wednesday evening (16). . . . Look magazine will salute Dr. Allen B. DuMont as the "father of television" in an upcoming issue.

Rumsey Electric Company now has the Philadelphia distributorship franchise for DeWald Television. . . . Gennslinger's, one of the largest dealers in Montgomery County, Pa., moved to new and larger quarters, where they will concentrate on TV sales rather than service. . . . Philadelphia Wholesale Distributors, Inc., has been appointed Garod Radio & Television distributor. . . . R. W. Fordyce, Ardmore, Pa., appointed Bendix Radio & Television distributor for this area. . . . George Greenberg, chairman, with Carl Vogelsang, Leonard Carr, Harold Lempert and James Sunday were named as the nominating committee to slate a new set of officers for the Philadelphia Radio Service Men's Association. . . . Almo Radio Company, handling both radio and television, added to its two stores in Philadelphia and one in Wilmington, Del., by setting up a fourth branch in Atlantic City. Al Elmer, who formerly operated his own radio repair business, is branch manager, and is assisted by Joe Polsky and Ron Allen.

Walt Stickel, DuMont sales manager, is recuperating in Presbyterian Hospital, Newark, N. J. . . . Freed-Eisemann introduced a new 16-inch TV console to list at \$525. The company also announced that it was putting all dealers on allocation. . . . Sidney Jurin and Martin Zatulove, divisional executives for Tele-Tone, are back from a business survey around the country. . . . Duotone has announced the availability of replacement needles for most of the popular cartridges. This addition to the company's line is being made thru a special "Service-Aid-Kit," containing 14 types of needles. . . . R. T. Capodanno has been named director of engineering for Emerson. . . . L. K. Alexander has been appointed manager of the marketing services division of General Electric's electronics department. . . . RCA Victor has introduced a children's version of the self-contained 45-r.p.m. phono. The set is available in Walt Disney and "Lore of the West" decorations and retails for \$39.95 along with a children's record album. . . . David H. Grogsby, former sales promotion manager of Zenith, has been named advertising manager of the company. . . . Admiral Corporation stockholders this week approved increase in company's authorized capital stock from 1,000,000 to 2,000,000 shares.

WFDR Pitches Sets As Audience Hypo

NEW YORK, Nov. 12.—In its second move to increase FM radio audiences in New York, the International Ladies' Garment Workers' Union (ILGWU), owners of local FM station WFDR, is surveying its membership this month to find out how many own or would like to own an FM radio, and if unionites would buy an FM set priced at \$40.

The latter query relates to the ILGWU's initial move to boost local FM coverage last month, when they persuaded an AM radio firm to manufacture an inexpensive FM set in the \$36-\$40 price range with the provision that the ILGWU guarantee a large order on the model. In turn, the union plans to peddle the sets to members on a \$1-a-week basis, pending, of course, the results of the survey.

The report isn't completed as yet, but preliminary results show that 27 per cent own FM sets, 32 per cent want and are willing to buy one and the remaining 41 per cent are undecided.

No TV of Miss U. S. Beauties Till Color?

ATLANTIC CITY, Nov. 12.—The curvaceous forms of the maidens participating in the annual Miss America Beauty Pageant may be hidden from television viewers until color tele comes on the scene to do justice to their various charms. At least, that was the feeling voiced this week by Lenore Slaughter, director of the pageant, who added that "there is considerable sentiment that the black-and-white presentations being beamed today would not do justice to our show."

Director Slaughter said the committee had not yet taken up specifics of having video coverage this year, but pointed out that any discussion certainly would "take into consideration the possibility of loss of gate receipts" if cameras were on hand. Last year the committee asked \$25,000 from the National Broadcasting Company (NBC) which indicated interest in picking up the event. NBC reportedly estimated a cost of \$88,000 to install the two relays needed to link Atlantic City with the web, but these links would be permanent if installed. The cost factor and lack of sponsor is believed to have quashed the deal.

Dealers Work All Angles To Get Receivers

Premiums Offered in Ads

NEW YORK, Nov. 12.—The retailers' problem of getting a steady supply of name brand video sets has raised the same "trans-shipping" bogey that often plagues the record industry. Now that all major—and most minor—TV manufacturers are adhering to strict allocation distributing, dealers anxious to cash in on the heavy consumer demand are working all possible angles to get stocks of video receivers.

Newest wrinkle in the battle for merchandise has video dealers in the major markets running classified ads in out-of-town newspapers offering to buy TV sets "at premium prices" from any small-town dealers who have an "inventory problem." Prices paid for the sets run as high as 10 per cent above dealer cost. The buyers, many of whom are not franchised dealers, also offer to pay all shipping charges.

Some Backlog

Despite all the industry talk about short supply, there's still some dealers in fringe areas surrounding one-station towns who are having difficulty in moving TV sets. Dealers who have been advertising in the small towns report that they are still able to pick up a few sets, tho this source of supply is also starting to tighten as distributors and manufacturers find the leaks.

Irving Hutter, who operates Hutter's TV Service in Brooklyn, has been advertising for sets in 20 out of New York papers, picking his towns carefully. "Results have been good in fringe areas," he disclosed, "but I don't know how long it will last." It's only the top-selling name brands, however, that Hutter and other dealers are willing to buy. It is still profitable, they say, to pay higher than wholesale cost and shipping charges in order to get those extra RCA, DuMont, Admiral, Motorola, Crosley and Philco sets.

During the late summer distributors in scattered TV markets were a good source of supply for disenfranchised dealers, or those who couldn't obtain much-wanted franchises. The R. H. Macy-DuMont fracas of some few months ago had the department store buying DuMont sets from authorized dealers and distributors after the TV manufacturer had lifted the Macy franchise because of a "misunderstanding."

Troubles Pile Up

More recently, tho, distributors have been having enough difficulty in supplying their regular dealers, so that any extra curricular "trans-shipping" is out of the question. Those distributors who never did engage in such activities, and who keep a watchful eye on their dealers, are having difficulty, however, in stopping the practice in many instances.

Fringe area, radio, record and appliance dealers are, in many cases, insisting on their "share" of the TV set allocations. Some of these dealers don't even bother to uncrate the sets, but immediately readdress them to dealers in other cities. Even when the distributor is fully cognizant of the situation, he finds it difficult to cut off a dealer who is a heavy buyer of radios, phonograph records and major electrical appliances.

Program Comment

The juxtaposition of Ed Wynn and "Inside U. S. A." on CBS television Thursday night serves one interesting purpose, if none other. It shows how signally a heavily budgeted show, going in for elaborate production, can flop, while another, eschewing fancy trimmings, comes up with an infinitely greater degree of entertainment. Reading from left to right that would be, of course, "Inside" (dull) and Wynn (fun).

This week (10) of its four numbers, only two of "Inside U. S. A.'s" candidates offered any modicum of amusement. One was a good moody dance by Sheila Bond, with plenty of grind, and the other a good comedy tune, "I'm Going North," written by Frank Loesser and done by Peter Lind Hayes, Mary Healy, Mary Wilkes and David Niven. But Niven's doctor sketch was a downright insult, and the mixed dialog number that opened was a beat up old idea, clumsily done. The Chevrolet commercial, incidentally, was pointless, too, with a group of singers so massed around the car that it was virtually invisible. The way "Inside U. S. A." is going, tho, invisibility for the whole project is definitely in order.

Wynn, on the other hand, has made his transition to TV a happy one. His only foolishness is antic and visual, which is what's needed, and his entertaining spoofing of the product (Speidell watch bands) should sell the stuff. Guesting this week was Peggy Lee, who, natch, socked over her numbers in true big league style. But Peggy can sue CBS any day she wants to; the way she was made up and photographed was downright criminal. Bad kinescope quality didn't help, either.

Using a new half-hour, complete-story format, (Mutual Broadcasting System) "Captain Midnight" still has plenty of excitement for the moppet taste. Tuesday's (8) program was keyed to recent news developments and had the captain and his three assistants searching for an arthritis-curing drug in the jungles of the Belgian Congo. Before the team successfully accomplished the mission they had to deal with a white queen of a savage tribe, face death and

show that right always triumphs over evil.

Show had plenty of suspense to please the youngsters and a number of moral bromides to appease the parents. Change from old 15-minute-a-day format does not hurt the program, and now kids ought to be able to eat their dinners without brooding about possible results of cliff-hanging situations. Commercials are still the same old stuff, however—lengthy premium offers to get the children to send in Ovaltine wrappers.

Groucho Marx still reveals himself one of America's top funny men as the quizmaster on Elgin-American's "You Bet Your Life." The comedy element on this show outweighs considerably the questioning to make for a far greater over-all impact. Out of the backgrounds of the most ordinary of his guests, Groucho milks enough laughter to make for a delightful half hour. For example, he had a housewife on last week's show who met her husband by giving him her uncle's false teeth to hold. "Did you put the bite on him?" was Groucho's quick ad lib. The Elgin-American commercials, using women pitchmen, sell the entire line of the company's products—compacts, simulated pearls, etc. De Soto takes over sponsorship after January 1.

Bing Crosby is doing all right by pop music lovers. On the show caught, he had as guests the Mills Brothers and singer Ella Fitzgerald. This was in addition to his crooning talents and the harmonizing abilities of the Rhythmairs. The result was one musical number after another, or too much of a good thing. The program might easily have used a change of pace via the injection of some comedy. The top offering was a version of "Way Back Home" which gave the entire company a chance to participate. Bing's commercials persuasively noted the claimed assets of Chesterfield cigarettes—milder, cooler and better.

The sad, sad saga of a dumb Dora and her long suffering husband continues its career thru the efforts of George Burns and Gracie Allen. The formula is still the same, the gags are still all in one key, mostly at the expense of Gracie, but reluctantly a few laughs do come. However, more enjoyment might be coaxed were Gracie a bit more believable human being. The Ammident plugs seemed somewhat too strong. Their claims make the product out to be a dental cure-all. The copy might be toned down and still do the same job.

Lum and Abner are back on the radio dispensing their own particular brand of hillbilly nonsense. The program caught related their ineffectual attempts to become successful businessmen by opening a department store, a mail-order business and a self-service market in the course of 30 minutes. The comedy might have been more successful had some of their actions been more logical. But when they sell a 15-cent can of vegetables for 10 cents, it can only be concluded that they are blithering idiots. Little laughter came out of the situation, even with the assistance of guests that included Zazu Pitts and Andy Devine.

Telefax News (WOR-TV 2-5 p.m. Monday thru Friday) is a functional, tho none too imaginative solution to the problem of daytime programing in television. Set up in full-screen-sized one-column galleys, and backed by unobtrusive albeit somewhat incongruous salon music, WOR's daily television newspaper is a good public service feature. Production costs are negligible (editor Frank Dahm, plus typist and artist).

Utilizing concise, simple wordage, the news items are set up in clear, readable varitype, with fototype

headlines and departmentalized box headings for fashions, sports, market reports, weather reports, etc. Three daily editions (repeated several times during each hour for the benefit of new viewers) are unreel on one smooth, continuous strip and late news breaks can be inserted in a matter of minutes.

However, once the daytime TV programing field becomes more competitive, WOR will have to jazz up the format. A rotogravure section with news shots and some cheesecake would add visual spice and vocal announcement (alerts on department switches and important bulletins) would give busy televiewers a more discriminate newsviewing choice.

Still one of the best TV shows on the air, the "Garroway at Large," Chicago-originated variety program featuring disk jockey Dave Garroway remains noteworthy for its imaginative production, direction and lighting and smooth blending of top talent. On this program permanent cast got a big assist from the guest appearance of Burr Tillstrom's "Kukla, Fran and Ollie" contingent. Combination of talent of Chicago's two best programs gave result to be expected—superior TV for a full half-hour. In past few months talent of Bette Chapel has improved greatly. It's now just about a toss-up as to whether Fran Allison or Miss Chapel rank as most telegenic performer in Chi. Miss Chapel, it is reported, has had offers from Hollywood, and it will be TV's loss if she ever takes the westward trip. The Garroway show is now being auditioned for a top sponsor as a possible 15-minute, five-a-week, nite time show.

KLAC-TV disk jockey Bob McLaughlin's second try at video comes off much better than last season's efforts. The "Bob McLaughlin Club Time" stanza combines an amateur talent hunt with straight musical fare. Elements include a live studio ork, guest star (Gloria Wood) and four tyro hopefuls competing for prizes voted by home audience. McLaughlin cements the show into a smooth package, with a local grocery chain bankroller getting plenty of plugs for his tele dollar. Platter pilot, a good-looking, personable guy, shows great improvement in delivery but still lacks poise and polish. More time should be devoted to interviews with amateurs before newcomers do their stuff. Present format merely brings on hopefuls with cold intros and pushes them off video screens at conclusion of numbers.

ONE MAN'S FAMILY

(Continued from page 10)

with a lengthy intro of the family, via a narration by Paul, the cynical war veteran son (Russell Thorson), which established the fact that the family has returned to its original line-up for TV, Father and Mother Barbour; Paul; Hazel, the eldest daughter; Claudia and Cliff, the college-age twins, and Jack, the youngest son. After a slow start, chiefly concerned with family bickering, the plot picked up with a literal bang when Claudia shot her boy friend at a house party. Big brother Paul rescued her from the gendarmes, tho, and revealed some amazing connections with the local press and police by hushing up the girl's role in the mess.

Good Camera Work

Sets were appropriately styled for the family's upper-income bracket thruout and camera work was excellent, with emphasis on TV's most important camera angle, the plot-motivating close-up.

In view of the show's long-time popularity on radio, casting was undoubtedly a problem and may or may not have been responsible for the family's apparent character switch on TV. Thesping, tho, was uniformly good, and Patricia Robbins injected some genuine characterization into her stock-written role of the bitter Hazel, "Well on in her 20s and not a man on the horizon."

June Bundy.

PICKET FENCE FARRELLS

(Continued from page 10)

element (Howard Reig) was introduced built nicely and was the most palatable part of the show, even tho the device to get things squared around was rather flimsy. In general, lines lacked originality and wit.

The cast performed skillfully and is one of the best on local shows. Henry Nelson fortunately keeps the part of the father within believable limits and Constance Cooper doesn't cloy as the mother. Connie Marshall plays the part of the young daughter without any wearing affectations, and Eleanor Harrison was an admirably mellow teen-ager of which the viewer was denied any close-ups. Harold Vincent played the typical movie-radio adolescent complete with ruffled hair and harsh voice.

The middle commercial (live) had an actor in a Gay '90s costume talking about the store's 90-year history and the fact that the next day was "Old Timers' Day" and that there would be "prizes and bargains galore." No bargains were mentioned—or shown. Venetian blinds were featured on the end commercial, but there was more visual emphasis on the young sales girl than on the product.

Camera direction was conventional; the set attractive. Paul Jackson.

AL JARVIS MAKE-BELIEVE

(Continued from page 10)

such as phone conversations with listeners, shots of the technical staff laboring to improve lighting, sports results and racing tallies, pitched by staffers Sam Balter and Jim McNamara, were all a part of the show.

Being unfettered by script, rehearsal and production, Jarvis is able to do pretty much as he pleases, concerned only with keeping things going and overlooking fluffs and errors in production. Commercials are done live by Jarvis, aided by his gal Monday, and in several instances the platter pilot brought in advertisers to plug own products.

By pegging the spot rates below those of the most powerful indie radio stations, and far below regular tele costs, KLAC-TV aims the program at the low-budgeted advertisers, using Jarvis's sales ability to fill the daily sked with spot commercials. Before more particular time buyers will go for this seg it will need plenty of good production, assurance of solid programing over a week's span and more promotional build-up. Jarvis is an astute showman and if anyone can make this idea click he's the lad. Alan Fischler.

BABY SNOOKS SHOW

(Continued from page 10)

Snooks remaining a not-so-well-intentioned brat.

The story on the series' opener had Snooks developing a complex from being told that besides being ugly, she was a burden. The result was an approach to an employment agency for a job. The agency man, notifying daddy of the situation, arranged for Snooks to get a job being herself in the family. Incorporated were a couple of dream sequences, in which the brat imagined herself courted by a titled Englishman aboard an ocean liner, and running the Lady Snooks cosmetics plant in which daddy was office boy at a dime per week.

The show moved swiftly and surely, with the plot strung out just enough not to be obvious. The gags dropped in quick succession, most of them clever as well as funny. The show, as a whole, proved a refreshing and triumphant return for Miss Brice, and if the pace is maintained should do well rating-wise, as well.

Plugs for Tums were handled by Don Wilson, one being a straight pitch and another being well-integrated in the form of dialog with Miss Brice.

Sam Chase.

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QUANTITIES

Dealers Report Wide 45 Gain

H'wood Decca Waxing Kick; Names Active

82 Sides Already Cut

HOLLYWOOD, Nov. 12. — Decca Records' biggest Hollywood recording spree since pre-Petrillo ban days was in full swing this week, as plattery recording Veepee Dave Kapp continued to grind out new sides almost daily. Beginning in late September and gaining momentum, disk-ing drive was set well ahead, and 82 sides have already been etched by Hollywood artists.

Activity is being reflected down the ranks from top Decca stars to newcomers, and in many cases plattery execs have been forced into double daily disk dates to keep on sked. Since September 27, for example, Dick Haymes has cut 13 new sides, while Russ Morgan cut 12 platters. Andrews Sisters completed 9 sides, Bing Crosby is credited with 8 new disks, with Mills Brothers and Danny Kaye each down for 7 new tunes. Others on the recording bandwagon include Evelyn Knight, Vic Schoen, Art Kassel, Buss Butler, Ella Fitzgerald, Gil Downs, Victor Young and Hoagy Carmichael.

Milt Gabler, Decca New York recording exec, treks to the Coast next week to assist Kapp and Coast recording chieftain Sonny Burke. Gabler will remain in Hollywood several weeks after Kapp returns to the home office. Also slated for shift to Hollywood is Gordon Jenkins, Decca's ace musical director, who will remain indefinitely on the Coast. There is talk that Jenkins will move back to Hollywood to take on added Decca dates in addition to other musical chores.

Triple by Mellin

NEW YORK, Nov. 12.—Bobby Mellin pulled the hat trick this week, placing his third Broadcast Music, Inc. (BMI) tune on the current rack when he got the order for *Bluebird on Your Windowsill*. The others currently on the rack are *Vieni Su* and *You're Breaking My Heart*. *Bluebird* is published by Mellin Music, the other two by Algonquin—both BMI firms. The triple has rarely been brought off by indie pubbers except in the case of hit show scores.

Hoosiers Form NBOA Chapter

CHICAGO, Nov. 12.—Hoosier ballroom operators have formed the Indiana Ballroom Operators' Association (IBOA), with Harold Barr, of Oasis Ballroom, Michigan City, as prexy. A dozen operators present at the Indiana Roof, Indianapolis, meeting, selected Lyle Watkins, of Cold Springs Resort, Hamilton, v.-p.; Tom Spackman, Ideal Beach Resort, Monticello, treasurer, and Alice McMahon, Indiana Roof, secretary. Barr will name a board of directors at a later date. Plans are already under way to contact other Indiana terperary ops to join. The group will be chartered under Indiana law.

The Nebraska Ballroom Operators' Association, which was the first State chapter of the National Ballroom Operators' Association, held its first fall meeting November 14 at Grand Island.

Sales Splurge Follows RCA Drive, Survey Shows; LP's Broad Acceptance Agreed

NEW YORK, Nov. 12.—The first two reports of a weekly, continuous survey of phonograph and record sales, made by *The Billboard* and based on dealer reaction thruout the country, indicates that RCA Victor's push on 45 is producing very tangible results. Sales of players, attachments and records have bounced. The current period, leading to Christmas, represents RCA's all-out push on a national level, and the question, of course, is whether the company can sustain the drive to carry on beyond the Christmas season and ultimately create enough consumer demand so that 45 can go on its own momentum. It's known that RCA has every intention of doing this, and has already blueprinted plans to spark post-Christmas sales.

The *Billboard's* dealer survey does not indicate by any means that the 45 system is in. It's still too early for that. But initial returns indicate that those traders who predicted the early demise of 45 were woefully misled or emotionally upset. It's known that many who regarded RCA's venture into 45 as completely misguided now admit that the diskery stands a very good chance of putting over its product.

Gain Is Spotty

It should be pointed out, however, that 45 sales, while representing a considerable gain, are still spotty in many parts of the nation. The picture is by no means a consistent one, altho the over-all outlook is a vast improvement over that of several months ago.

The following chart shows the returns on the two initial surveys, the one covering the period ended November 3 and the second the period ended November 10. In each instance the survey represents the opinions of dealers who, during each of those weeks, sold upward of 1,200 phonographs and attachments, in addition to their disk business. The dealer list receiving the questionnaires is the same which receives *The Billboard's* pop chart questionnaires. The survey covering the week ended November 3 was answered by 186 dealers; that covering the week ended November 10 by 170 dealers. The size of the sample, together with the continuous nature of the survey, gives it validity as a measure of dealer opinion.

Note: The percentages given in the second and fourth columns are similar in both weeks of the survey and indicate a good sample. Trends in 33, 78 and 45 sales cannot be gauged by small percentage differences.

The results of the 45 drive are available at a glance. It will be noted that sales of 33 1/2 phonos and records are going very well, but at this point that is scarcely news. LP has been over the hump for some time. The figures on 45, however, are arresting. During the week ended November 10 the 170 dealers sold a total of 483 45 players and attachments. This was the greatest single item in the total of 1,232 phonos sold. Other factors making up the total were 219 of three-speed phonos, 163 of the 33 1/2 and 78 phonos, 87 of the 45 and 78 phonos, and 280 of the 33 1/2 players and attachments.

The survey of the preceding week has a similar set of figures, the 186 answering dealers having sold a total of 1,225 phonos. The greatest single item here was 478 of 45 players and attachments. Other factors making up the total were 233 three-speed phonos, 228 of 33 1/2 and 78 phonos, 42 of 45 and 78 phonos, 244 of 33 1/2 players and attachments.

For the week ending November 10 789 machines (out of the 1,232 sold) were equipped to play 45 disks. This is 64 per cent of the total. The preceding week 753, or 61.5 per cent of the total sold, were equipped to play 45. It is understood, of course, that these last totals (753 and 789) include machines which may be able to play 33 1/2 and 78 as well as 45. The same is true of the figures on 33 1/2 and 78 phonos.

LP Also Increasing

Dealers' reports on the sale of the different speed disks also reflect the RCA drive. In the November 3 survey 111 dealers, or 59.7 per cent, stated 45 sales were increasing. In the November 10 analysis, 102 dealers, or 60 per cent, indicated 45 was on the way up. As in phonos, LP shows up very well in this phase of the survey. November 3 report has 108 dealers, or 58.1 per cent, saying LP is increasing. Figure in the November 10 survey is 92, or 54.1 per cent. On 78 disk sales, 20.4 per cent, and 23.5 per cent, in the respective surveys, quote an increase.

RCA admittedly had got off to a late and blundering promotion campaign on 45 and had run into ex- (See DEALERS REPORT on page 42)

Skylar, Genaro at Odds On "Breaking My Heart" Rights; ASCAP or BMI?

(Continued from page 3) clusively. "We're still examining the question," an ASCAP official said, "and we don't know just when we'll make our move." Nevertheless, the Society has been preparing its case, having already notified Mellin that it deems the tune an ASCAP exclusive and that it is going to call upon BMI to notify licensees that the composition is not available under the BMI license. At press time BMI had not yet been so called upon.

Contract Conflicts

According to BMI the performing rights reside in BMI because the song was originally copyrighted by Mellin in November, 1948, in Algonquin Music, one of his BMI firms. Subsequently, Mellin signed a Songwriters Protective Association (SPA) contract with Skylar and Genaro for Robert Music, one of his ASCAP firms, with Mellin assigning the copyright to Robert for reasons which he does not care to discuss.

Following this, however, BMI pointed out that since the song had originally been copyrighted in Algonquin, performing rights belonged to them, whereupon Mellin then re-assigned the copyright into Algonquin.

ASCAP's view of the matter is as follows:

(1) The work was written by Skylar and Genaro and placed with Robert by contract.

(2) The writers made no agreement with Algonquin.

(3) Algonquin, therefore, acquired no rights in the composition from the writers.

(4) The composition, therefore, tho copyrighted in the name of Algonquin as an unpublished work, never was in fact the property of Algonquin.

Skylar, in a statement to *The Billboard*, took the same line: "I signed a contract with Robert Music Corporation, an ASCAP affiliate. I never signed with a BMI affiliate. My intention was that the song be published by Robert Music. There never was any other contemplation, and I don't know what happened after I signed the Robert contract. All I know is that I'm ASCAP and so is the song."

How far ASCAP will go in its claim for the tune is hard to foresee. Genaro's joining BMI came as a surprise to both ASCAP and Skylar and may be instrumental in determining the issue.

As it stands the song is now in Algonquin, a BMI firm, and is being licensed by BMI. It is also being licensed jointly by ASCAP, by virtue of Skylar's participation in the song.

Continuing Survey of Phono, Record Sales

	Week Nov. 3		Week Nov. 10	
	No.	%	No.	%
Total special questionnaire answers received	186		170	
Three-speed phonos sold	233		219	
33 and 78 phonos sold	228		163	
45 and 78 phonos sold	42		87	
33 players and attachments sold	244		280	
Total phonos sold	1,225		1,232	
Number and per cent playing 78	503	41.1%	469	38.1%
Number and per cent playing 33	705	57.6	662	53.7
Number and per cent playing 45	755	61.5	789	64.0
Number and per cent saying 78 r.p.m. record sales increasing	38	20.4	40	23.5
Number and per cent saying 33 r.p.m. record sales increasing	108	58.1	92	54.1
Number and per cent saying 45 r.p.m. record sales increasing	111	59.7	102	60.0

Columbia To Hike Platter Costs

**Pops to 75c;
Masterworks,
\$1.25 a Disk**

LP Remain Same

NEW YORK, Nov. 12.—Columbia Records next week will raise the prices of its regular single disk line to 75 cents for pops and \$1.25 for masterworks from the current 60 cents and \$1 tags. Columbia Prexy Ted Wallerstein explained that the diskery's price raising move, unusual in view of an industry-wide belief that the platter retail price level can only be lowered, was being made simply because "everybody else is getting the same price."

The new prices, which are effective Monday (14), will be 75 cents, excluding taxes, for all 10-inch pops; \$1, excluding taxes, for 10-inch masterworks, and \$1.25, including taxes, for 12-inch masterworks. The price schedule is the same which prevailed until the early part of this year. Earlier in the year Columbia lowered its regular disk prices to 60 cents for pops, 85 cents for 10-inch masterworks and \$1 for 12-inch masterworks.

One of the reasons forwarded for that price-lowering move was that the only difference between the 45 r.p.m. disk, which was going thru birth pains at that point, and regular wax was the price.

The current Columbia decision to raise retail prices and thus boost its own wholesale take by over 6 cents per disk is timed to catch much of the coming Christmas season business. It is estimated that the change will add more than \$150,000 to Columbia's take for the remainder of the year.

The regular disk line price change will not affect the company long-playing disk prices. These will remain at the current \$2.85, \$3.35 and \$4.85 levels.

Kelton Cleared Of Larceny; Threatens Suit

NEW YORK, Nov. 12. — Frank Kelton, veteran music man and recently professional manager for Freddy Martin's publishing firms, was acquitted Thursday (10) of a charge of grand larceny on the complaint of Abe Login, leader of an instrumental trio under the name Alan Logan. The State had charged Kelton with defrauding Login of \$550 under the pretense of using the money to get Login an RCA Victor recording contract.

Kelton, the State charged, told Login that he had greased an RCA official in July, 1949, with a \$1,500 gratuity, but that to show his good faith, Kelton would require only the \$550 down, the \$950 to be paid out of royalties earned under the Victor "contract."

In the trial before Judge Ambrose J. Haddock in Felony Court, Kelton testified that Login had loaned him the \$550 as an act of friendship and that no promise to obtain a recording contract had ever come up. Judge Haddock dismissed the case because the State was unable to prove that Kelton had made such representations.

Philip F. Barbanell, Kelton's counsel, told *The Billboard* that he was now preparing a suit against Login because of the "complete vindication of my client."

'Jealous' Morgan's Pickings Lucrative After Disk Clicks

NEW YORK, Nov. 12.—Al Morgan, the Fort Thomas, Ky., hillbilly who clicked via his etching of *Jealous Heart*, is now finding lucrative pickings. He goes into the Oriental Theater, Chicago, at \$2,000 per week for two weeks beginning December 1. Via his television program, which originates in Chicago and is aircast over DuMont, Mondays at 7:30 p.m., Morgan is in line for additional earnings. The show is sponsored in Chicago by Stromberg Carlson, and for this Morgan collects \$600 weekly. Morgan's deal specifies that in the event another sponsor takes the show he (Morgan) gets half the tab.

Eighteen months ago Morgan opened at Helsing's Vodvil Lounge in Chicago at \$175 weekly. Last week he closed his fifth engagement here—the last booking having run 13 weeks. His take has jumped to \$1,000 weekly and management offered him a \$1,200 per week deal for three years, with every fifth week off. Morgan nixed it, however.

Jealous Heart, which Morgan first used in a medley at Helsing's about 18 months ago, has sold almost 500,000 records on both the Universal and London labels. Universal cut the record in May. It has had a national release via London for less than two months.

Meanwhile Morgan continues to gather national publicity. *American Weekly* and *Newsweek* have scheduled pieces on him. Shortly after the first of the year Morgan will prob-

London Artist, Promosh Roster Adds Groups

NEW YORK, Nov. 12.—London Records' artists and promotion rosters took on some additional names this week. The label's artists-repertoire head, Tutti Camarata, inked an exclusive with the singing De Castro Sisters, currently appearing here at the Havana-Madrid nitery. He also signed the Mid-States Four, the national champion barbershop quartet, and the Nov-Elites, a novelty accordion, guitar and bass and vocal trio from Chicago. Both groups are managed by Jack Russell. The Nov-Elites are appearing at the Chase Hotel, St. Louis.

London also acquired two additional masters from Marvel Records in New Hampshire. Sides feature the Ted Herbert ork, which previously waxed *Take Your Finger Out of Your Mouth*, acquired from Marvel in an earlier deal.

Eddie Perri, former Randy Brooks manager and contact man for Johnstone Music, has joined the promotion staff as assistant to Kelly Camarata. Perri will specialize in roving deejay promotion, concentrating on the Midwest, while Camarata will circulate among the Eastern cities. The diskery intends to place added emphasis on jock play.

Dan Berne, London exec-without-portfolio, left this week for a special business trip to the Coast.

ably be booked into the Paramount or Roxy, New York.

ASCAP To Study Day-by-Day TV Operations Before New Pact Huddles, Extends Cuffo

WASHINGTON, Nov. 12.—Negotiations between the American Society of Composers, Authors and Publishers (ASCAP) and television stations on per-program and indie TV music contracts took an important turn this week when representatives of both groups agreed to defer conferences until later in the month so as to allow time for ASCAP to make a first-time-day-to-day study of TV stations operations. ASCAP, meanwhile, is granting another cuffo music extension beyond the present November 15 deadline.

Altho both groups are still far apart on contract provisions, proceedings are described by spokesmen of both sides as going along amicably. At the wind-up of the latest round of meetings in New York this week, Chairman Dwight Martin, of a special TV music committee, announced that the most recent proposals under discussion will be digested and evaluated for several days preparatory to further conferences between the negotiators. From ASCAP sources, it was learned that ASCAP spokesmen asked for and were granted permission to study day-to-day operations of TV stations in order that ASCAP could better appraise the proposals of the TV-ers. In television circles, the ASCAP study is described as welcome, and TV spokesmen are convinced that ASCAP will find that the TV station contract recommendations are not out of line with actualities in the use of music for TV.

A number of major hurdles face the negotiators in working out a formula for per-program licensing. ASCAP is basing its contract demands

on a claim that music is more important to TV than video operators say it is. TV spokesmen insist that contract provisions should be written on the thesis that music is incidental to TV but does not dominate video as it does radio. The TV-ers have been contending, too, that the music contract situation in radio is not comparable for independent TV-ers and per-program contractors in TV, inasmuch as radio has been a flourishing industry for some time while TV is still having a costly time getting started because of the uncertainties left by the Federal Communications Commission's (FCC) freeze on applications and the public's confusion on the subject of color television.

It is expected that the "interim period" during which ASCAP will make its study of station operations will last practically to the final week of November. A new round of conferences are then likely to commence, and presumably still another extension of the cuffo music deadline well into December is in the offing. Both factions are avowedly anxious to get the music contracts settled, even tho both are adamant in the positions they have taken.

Hill & Range Hires Burton

NEW YORK, Nov. 12.—Ed Burton, who recently launched the Brenner Music pubbery with deejay Paul Brenner, has been hired by Hill & Range for disk jockey promotion contacts. Burton's first efforts for Hill & Range will be on *Send 10 Pretty Flowers*.

Petrillo Spikes Local's By-Law Session Protest

NEW YORK, Nov. 12.—Al Manuti, a Unity party leader at Local 802, American Federation of Musicians (AFM), was turned down by AFM Prexy James Petrillo on a protest against the local exec board for allegedly failing to call a continuation meeting to complete the work of the annual membership by-law meeting, and subsequently passing two by-law changes in exec session.

Of some 50 proposed by-law changes, only four were acted upon at the membership meeting held September 12. These were the administration's proposals to raise dues and to raise engagement taxes and were defeated. The administration retaliated by passing two other by-laws in executive session after a continuation meeting which was called off when a quorum failed to appear. According to the local constitution, the executive board may act on matters otherwise decided by membership vote—unless no quorum is attained at a scheduled membership meeting. Under this sanction the exec board passed the two resolutions. One gives the board the right to negotiate a welfare fund with employers. The other now makes the local prexy a delegate to the Central Trades and Labor Council.

Manuti based his protest on the claim that the board had failed to notify the membership properly of the continuation meeting. It therefore had no right, he said, to act on the by-laws.

According to old 802 hands, the passing of the two by-laws, as well as Manuti's protest, is another skirmish in the political warfare between the ins and the outs. The by-laws passed by the board are not considered important in themselves, and Manuti's protest is said to be designed to call attention to what the opposition terms the "authoritarianism" of the Blue ticket-dominated administration. Petrillo's rejection of the Manuti protest is considered kudos for the Blues.

Manuti is appealing Petrillo's decision, submitting, he said, additional facts on the matter.

Columbia Plans Big Blues Push

NEW YORK, Nov. 12. — Columbia Records is planning its first serious long-range invasion of the blues and rhythm market. The first step in the planning was the employment this week of Ben Seigert to head that department. Previously, Columbia had included its blues and rhythm output either under its regular pop category or under the firm's American Folk Music Department.

Seigert, who joined Columbia this week after having worked with King Records for a number of years, will be the first such specialist in the company's employ in the recent history of the waxery. Seigert will draw up plans for the creation of a commercial, "low-down" department.

Varsity's LP, 10-Inch, \$1.99

NEW YORK, Nov. 12. — Varsity Records, which last week had in preparation a low-price long-playing disk line (*The Billboard*, November 12), will unveil its LP product at a retail tag of \$1.99 per 10-inch vinyl microgroove platter.

Most of the diskery's initial LP releases, which will contain some 16 disks, will consist of pop and light classic material. Previous to the Varsity LP, the lowest priced long-playing platter on the market sold for \$2.85.



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**AMERICA'S
FAVORITE
INSTRUMENTAL
TRIO**

RCA VICTOR 20-3583 (78 rpm)
RCA VICTOR 47-3079 (45 rpm)

"Close Your Eyes and Dream"

Vocal by **ELTON BRITT** and **ROSALIE ALLEN**

and

"Merry Maiden Polka"

Vocal by **ELTON BRITT**

Teamed-up
with

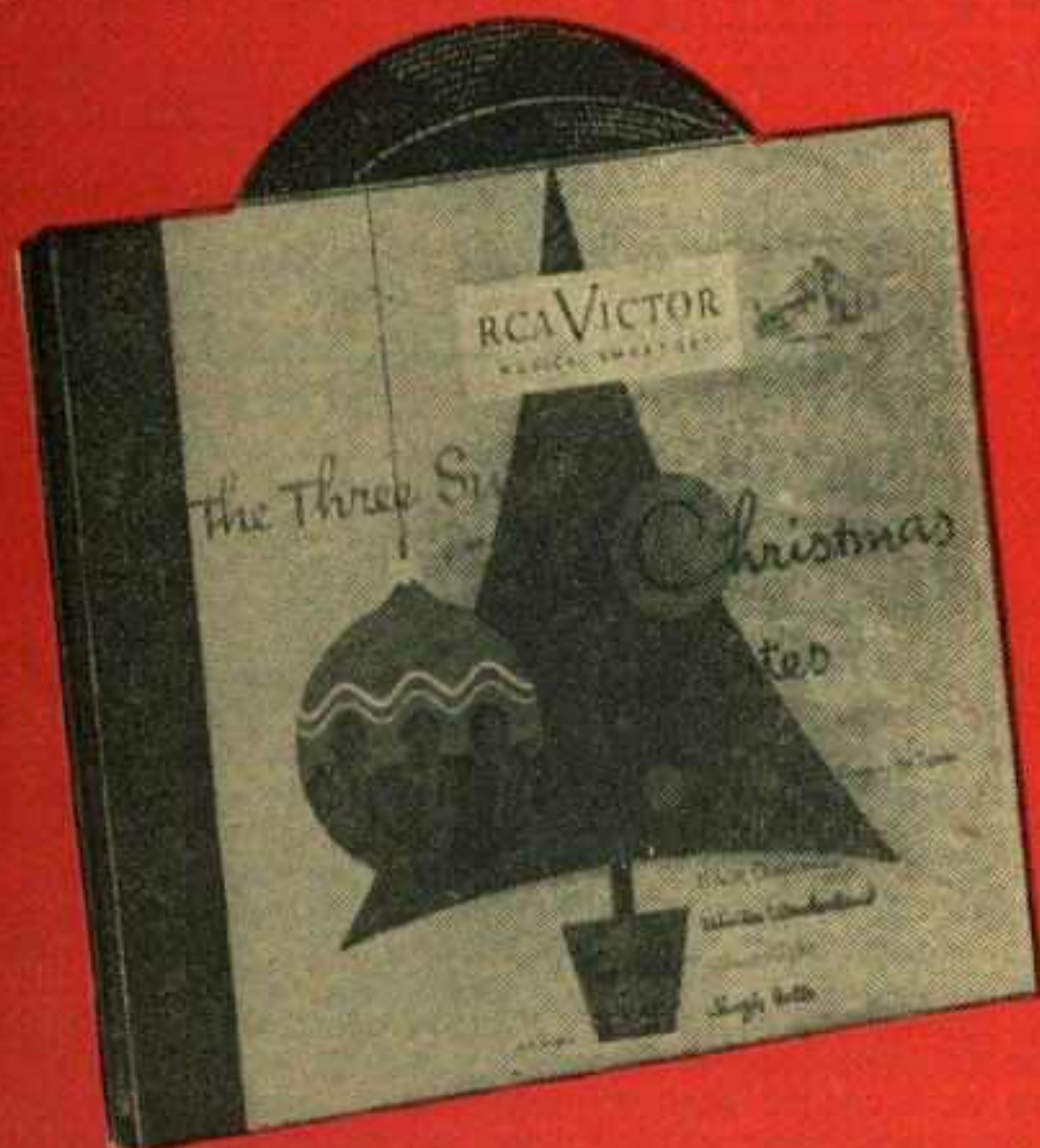
**THOSE
SWEETHEARTS
OF WESTERN
SONGS**

ELTON BRITT



ROSALIE ALLEN

... and **THE THREE SUNS** latest and greatest recording achievement



RCA VICTOR-P-250 (78 rpm)
RCA VICTOR-WP-250 (45 rpm)

The Three Suns
present
**YOUR CHRISTMAS
FAVORITES**

- SANTA CLAUS IS COMIN' TO TOWN
- ADESTE FIDELES
- WHITE CHRISTMAS
- WINTER WONDERLAND
- SILENT NIGHT
- JINGLE BELLS

AFM Locals To Get 600G Trust Fund To Start '50

NEW YORK, Nov. 12.—The allocation of music performance trust fund money to the American Federation of Musicians (AFM) locals for expenditure in free public performances for the first half year of 1950 will be \$600,000, Trustee Samuel R. Rosenbaum informed the locals this week. The \$600,000 has been allocated from payments made by record companies for the period January 1 to July 1, 1949, and is exactly double the first disbursement of \$300,000, allocated from collections for the last four months of 1948. Altho, under the terms of the trust agreement, the trustee is not required to make the allocation until December 1, he noti-

Vox Head Sets Internat'l Deals

NEW YORK, Nov. 12.—Vox disk topper George Mendelssohn returned from a 10-day European jaunt last week with several new international deals for his label.

Thru Polydor, which is Vox's affiliate label in France, the German rights to Vox masters has been dealt to the Deutsche Gramophon Company. Polydor has the Deutsche rights for France. Mendelssohn also inked a German deal in conjunction with the Discophile Francais outfit, a French diskery with whom Vox also has a working arrangement. This pact, with the Berlin Radio, gives Vox a series of tape recordings cut in the German outfit's broadcasting studios, featuring large-scale longhair choral works. The first of these is the first unabridged cutting of Bach's *St. Matthew Passion*. The work involves a choir of 180 voices, plus soloists and a symphony ork, conducted by E. Lehman. Vox will issue it on four LP disks before Christmas. This would equal 48 12-inch sides on regular 78-r.p.m. platters, according to Mendelssohn. This release will be followed by the same composer's *B-Minor Mass* and works of similar magnitude.

Sets Bartok Deal

Thru Polydor, Mendelssohn also arranged for his release here of the Bela Bartok *Sonata for Two Pianos and Percussion*, performed by the late composer and his wife. The performance was cut during the initial broadcast of the work in this country over the Columbia Broadcasting System (CBS) in 1941. Permission to issue the recording commercially was obtained from CBS and the American Federation of Musicians (AFM) by the composer's son, Peter Bartok, who then sold the world rights to Polydor. It will be issued here on a Polydor LP disk within two weeks.

This week in New York Vox is cutting the complete Schubert song cycle, *Die Winterreise*, with Polish singer Doda Conrad, and the Hungarian pianist, Lili Kraus. Both European artists made their American debuts here at Town Hall last week.

Longhair BG!

PHILADELPHIA, Nov. 12.—Benny Goodman, in the role of concert clarinetist rather than as the jazz maestro, is to help swell the coffers of the Philadelphia Orchestra pension foundation. With three symphony concerts slated by the orchestra for its pension fund, Goodman has been slated for a February 15 pitch at the Academy of Music in a program completely classical. Alexander Hilsberg will conduct the orchestra for soloist Goodman. The other two concerts call on the standard classical names as soloists.

fied the locals in advance so that there will be no break or gap in project plans from the end of the 1949 period to the beginning of the 1950 period.

The notification asks locals to submit recommendations for projects at once. Without co-operation from the locals, Rosenbaum informed them, "The trust fund would be put to considerable expense to find suitable projects all over the country, and such expense would reduce the amount available for payments to musicians."

Blazers Quit WM for GAC

NEW YORK, Nov. 12.—Johnny Moore's Three Blazers this week shifted management affiliations from the William Morris Agency to General Artists Corporation (GAC). The Blazers, who feature guitarist Oscar Moore, bass Johnny Miller and new find pianist-vocalist Billy Valentine, move under the GAC aegis after the first of the year.

They recently swung back into action after a nine-month layoff and are working locations on the coast. The group is personally managed by Milton Ebbins.

Goday & Levy Part Company

HOLLYWOOD, Nov. 12.—Happy Goday's 11-year business association with Lou Levy came to an end this week when Goday sold out his interest in Levy's pub firm. According to Goday, Levy purchased his block of stock in the pubbery for an undisclosed amount on "very friendliest of terms."

Goday will take a short vacation before deciding on future music biz connections. Vet music man began working with Levy at the inception of Leeds Music in New York, and has been headquartered in Hollywood during recent years.

Merchandising Pays Off:

Library Building Aids Ring Up Sales at Haynes - Griffin

By Joe Martin

NEW YORK, Nov. 12.—Just a little bit of "extra" personal attention to the record customers accounts for plenty of "extra" sales in the disk department of Madison Avenue's Haynes-Griffin store. The key to the whole store operation is library building for the disk buyer.

After 14 years with Haynes-Griffin, record department Manager Alma Kaye is more than ever convinced that customers can't resist personal attention from a record clerk. "It's more than just a pleasant hello or remembering a name," says Miss Kaye. "We actually keep tab on our customers' record purchases and help them build their libraries."

When a new customer makes a good-sized purchase, Haynes-Griffin clerks ask if they may have the customer's name and address "so we can keep you informed of the new records you'll probably like." Invariably, says Miss Kaye, the customer feels flattered by the request and is glad to supply the information. The clerk then enters the entire list of disks purchased along with the name and address in a ledger. "We then try to find out specific likes and dislikes in

"WIP Jamboree" For Philly Hall

PHILADELPHIA, Nov. 12.—Mac McGuire, hillbilly disk jockey on WIP here and part owner of the Club Shagure night club across the river in Camden, again turns to Saturday night "Jamboree" promotions to give the town a folk festival show. Last season, McGuire promoted hillbilly shows at Town Hall Saturday nights in competition with the "Hayloft Hoedown" shows staged by Pete and Elmer Newman at the Fleisher Auditorium. However, both promotions gave out.

This time, McGuire takes over the Moose Hall Saturday nights for a "WIP Radio Jamboree," with the gate scaled at \$1.10 to cover a two-hour show and two hours of modern and square dancing to follow. In addition to the folk stuff, McGuire is bringing in standard acts for the stagershow to widen the appeal.

MGM Pubberies Print Small Jobs

NEW YORK, Nov. 12.—MGM's Big Three pubberies, to cut down printing costs, will, in the future, themselves print small runs of regular and professional copies as well as vocal orchestrations. For this purpose, they have purchased a good-sized Davidson offset press capable of printing music as well as sales circulars, window streamers and other promotional material.

The pubberies will not attempt to print all their music, but will continue to job out the regular work. However, with their extensive catalog, many calls continually come in for small quantities of standards, hillbilly music, etc. Abe Olman, head of the MGM Music wing, believes that it will be more economical to run off such small quantities, to the point of about 3,000 copies, inside rather than outside. Substantial savings are expected to accrue from printing vocal orks—an expensive item—rather than jobbing them out.

The Big Three have been experimenting with a smaller offset press for about three years, largely for promotional pieces, and have their own art department with a production man and layout man.

Cap Earns 20G In 3d Quarter, Reverses Trend

HOLLYWOOD, Nov. 12.—Increased biz and successful adjustment of operating expenses boosted Capitol's results during its third quarter sufficiently to counter second quarter's downward trend, Prexy Glenn E. Wallichs told company stockholders.

Sales in the first nine months of 1949 amounted to \$7,719,231, compared with \$13,117,010 in the same period a year ago. For the three months ended September 30, 1949, sales totaled \$2,580,647, against \$5,103,351 in the third quarter of 1948.

For the nine months ended September 30 last, there was a net loss of \$226,390 after all charges and federal tax: credit, which compared with \$1,211,109 net profit for the first three quarters of 1948. That profit was equal to \$1.60 a share on the 432,680 shares of common stock then outstanding, after providing for dividends on convertible preferred stock.

There was a net profit of \$20,327 in the three months ended September 30, 1949. This compared with a net profit of \$485,620, or \$1.06 a share on common stock after preferred dividends, in the third quarter of 1948.

In addition, Wallichs's report showed monthly operating losses were cut sharply during August, while September's net profit wiped out losses of the two preceding months. October's sales were the year's greatest to date with operations continuing on the profit side. Wallichs stated the industry's fundamental problem remains the education of the buying public to the various merits of the new speeds—33 $\frac{1}{3}$ and 45 r.p.m. Capitol, he said, has contributed to stabilizing the industry's conditions by making its product available in both the new speeds as well as standard 78.

Carmichael, Knight Team Up for Decca

HOLLYWOOD, Nov. 12.—Decca diskers Hoagy Carmichael and Evelyn Knight were teamed on their first disk date this week, cutting two hillbilly ditties for immediate release. Sides were *Crocodile Tears* and *Crime and Punishment*, with Perry Botkin's ork providing the musical background.

Decca also continued to team artists in other fields, coupling Ella Fitzgerald and Mills Brothers on two sides, *I Gotta Have My Baby* and *Fairy Tales*. Date marked the first time in 10 years that Miss Fitzgerald cut disks with Mills vocal group.

Elman To Baton Sinatra Junket

HOLLYWOOD, Nov. 12.—Ace trumpeter Ziggy Elman will be elevated to conductor's berth during the forthcoming four-week New York junket set for Frank Sinatra. Elman, currently No. 1 horn man with Jeff Alexander's Sinatra air show ork, will replace Alexander during the Eastern stay, with latter remaining behind because of other radio commitments. Also trekking east will be eight sidemen currently holding spots in the Sinatra ork, musicians in question being members of both Local 47 and Local 802, American Federation of Musicians.

Sinatra opens his stand in New York November 21 and will fill in extra time with theater dates and a possible nitery stint at one of several Gotham bistros. The Voice is definitely set for a two-day stand at Hartford's State Theater, December 3-4, and other bookings are being worked out.

M-G-M's Goin' to town for Xmas!



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SINGLES!

Pressed on METROLITE NON-BREAKABLE under Normal Use



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OH, HOLY NIGHT
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ART MOONEY

and his Orchestra
JINGLE BELLS
THE MISTLETOE KISS
M-G-M 10522

BLUE BARRON

and his Orchestra
CHRISTMASTIME
SANTA CLAUS IS COMIN' TO TOWN
M-G-M 10523



JOHNNY DESMOND

YOU'RE ALL I WANT FOR CHRISTMAS
IF EVERY DAY WOULD BE CHRISTMAS
M-G-M 10524



JUDY GARLAND

MERRY CHRISTMAS
LOOK FOR THE SILVER LINING
M-G-M 30212



DAVID ROSE

and his Orchestra
A CHRISTMAS MEDLEY
(Parts I & II)
M-G-M 30211

A New Album of Christmas Favorites CANTERBURY CAROLS

Canterbury Carolers and Orchestra
conducted by

MACKLIN MARROW

- God Rest Ye Merry Gentlemen
- Deck The Halls
- I Saw Three Ships
- We Three Kings Of Orient Are
- Good King Wenceslas

Album: M-G-M 44

Two 10" Records

BOB WILLS

and his Texas Playboys

WHEN IT'S CHRISTMAS ON THE RANGE
SANTA'S ON HIS WAY

M-G-M 10512



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THE GREATEST NAME  IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N.Y.

Four Tunes Sue Manor Records

PHILADELPHIA, Nov. 12.—A counter suit against Manor Records, headed by Irving Berman, was filed in the Newark, N. J., courts by the Four Tunes this week in response to the diskery's suit for \$100,000 against the Four Tunes, instrumental-vocal quartet, and RCA Victor. Berman, whose suit charged that the unit breached its recording contract by moving over to the Victor label, lost his American Federation of Musicians (AFM) recording license as a result of the action. He also sought an injunction against the Tunes recording for Victor.

The counter suit, filed by Leo Weiner, New York attorney, in behalf of the Tunes, charges contract violations on the part of the Manor label and demands royalty payments, particularly those involving songs written by Pat Best, guitarist with the unit. The Four Tunes are booked by the Jolly Joyce Agency, which set the unit with RCA Victor after the AFM advised they could sign with another waxing firm.

Despite the original Berman suit seeking to restrain further recording activities, the Four Tunes are set to cut some sides for RCA Victor Tuesday (15). The unit was signed to the Victor label six months ago on a three-year contract. The boys previously cut for the Manor label, including sides in support of Savannah Churchill.

Liuzzi Cleared of Job Priorities to Friends

PHILADELPHIA, Nov. 12.—Frank Liuzzi, president of Local 77, American Federation of Musicians (AFM), was cleared of charges that he had been giving friends choice jobs in the legitimate theater pit orchestras here. A clean bill was given the local union prexy by James C. Petrillo, AFM national president, and J. J. Shubert, who operates the four legit temples here. Liuzzi, in turn, turned on his local detractors at this week's open meeting of the union. And by the time he got thru, some of the faces were redder than if they stayed too long under the sun lamp.

Test Run Skedded For Smith-DeVol One-Night Series

HOLLYWOOD, Nov. 12.—Test run for a series of Jack Smith-Frank DeVol one-nighter concert dates will be launched on the Coast in February, in anticipation of a larger summer tour which would include foreign dates. Package, currently being prepped by Century Artists, Ltd., will carry a \$2,500-per-night price tag against percentage. Layout will include variety acts and possibly Margaret Whiting, with entire talent block welded into a tabloid musical comedy revue. Booker Martin Wagner, who recently handled Bob Hope and Horace Heidt tours, will book the Smith trek on a special assignment basis.

Century Artists originally hoped to take the Smith-DeVol layout on the road this year but will be bound to Southern California area due to Smith's five-a-week radio strip for Oxydol. Dancer, Fitzgerald & Sample Ad Agency nixed the request to tape the airer, insisting that the show air live from Hollywood.

Also in the works is a Century Artists package with Doris Day, Gordon MacRae and a musical trio which will play only college dates, snagging \$3,000 per night against percentage. Designed to promote la Day's and MacRae's records and films, tour will start after the holidays, with first bookings confined to Pacific Coast colleges.

ILO Expected To Shelve Pact On Performer Rights 2 Years; Persons Sees Eventual Hope

(Continued from page 4)
and other international organizations that might have pertinent information and to prepare a report on what has been done or attempted in guarding performer rights.

This report would then be available at the next meeting of the advisory committee. If the committee was still agreed that a pact is desirable, it would adopt a resolution requesting ILO to call an international conference for the purpose of drafting a treaty. A treaty draft would be followed by the lengthy process of getting the 60-odd member nations of ILO to ratify it.

Radio and TV Rights

The pact probably would include specifications for the rights retained by performers in the disks, films, tape and wire recordings they make for use in radio, TV and canned music players. According to Persons, it is doubtful the treaty would touch on

radio or TV airings that are not recorded in some form. Additional use of a performer's talents after he has been paid for a one-shot would be covered. This might be done by a royalty or by a flat fee in addition to payment for the actual radio, TV, or recording session. Working conditions for performers might also be specified.

An attempt to secure disk rights in this country was made during the 80th Congress by the National Association of Performing Artists (NAPA). Hearings on a bill to amend the Copyright Act by giving performers a crack at disk royalties were held, but the bill was tabled by a House judiciary subcommittee on the grounds that it would be too hard to administer.

ON THE STAND

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

Vaughn Monroe

(Reviewed at the Cafe Rouge of the Hotel Statler, New York, November 10. Personal management, Marshard Music. Booked by Willard Alexander Agency.)

TRUMPETS: Burt Pederson, Richie Lasala, James Messina, Ed Shadosky.

TROMBONES: Joe Connie, Bill Mustard, Sam Hyster.

REEDS: Andy Bagni, Wedo Marasco, John West, Ted Goddard, Ziggy Talent.

STRINGS: Earle Hummel, Ed Braggbottom, Irving Raymond, Seymour Berman, Ed Sodero.

RHYTHM: Eddie Julian, drums; Jerry Bruno, bass; Bucky Pizzarelli, guitar; Ernie Johnson, piano.

VOCALS: Cece Blake, Moon Maids, Moon Men.

TRUMPET, TROMBONE, VOCALS AND LEADER: Vaughn Monroe.

The single shining light in the current dismal sitch of the band business is the Vaughn Monroe aggregation. Many band business men do not consider the Monroe crew in the ork category. They feel that the singing maestro's unique voice and personality removed from the band would create the same sort of universal favor for Monroe which the maestro has gained in the past few years.

But that's not a completely realistic truth. Certainly his massive organization is so built as to spotlight Monroe's muscular lungs to their greatest effect. But stripped of the maestro this large-sized organization makes a deep impression—both for dancing and for entertainment values. On the other hand, Monroe sans band would have a weighty self-presentation problem. As is, surrounded by 21 musicians and seven other singers, Monroe has the benefit of ideal trappings for production presentation which is both immediately impressive and totally entertaining as well as commercially solid.

21-Piece Outfit

The band is tremendously big for this day and age—21 tootlers. But there's no deadwood in the heap. Each individual and section is fully exploited in the band's excellently proportioned library. They play the tasteful and easily danceable arrangement with considerable cleanliness.

The Monroe singing department, too, is a diversified organization. In addition to Monroe's own giant-sized contributions, the band sports a better-than-average band thrush, Cece Blake, and two vocal units, the Moon Maids and the Moon Men. And the ever-present novelty vocal antics of Ziggy Talent round out the entertainment values of the aggregation with plenty of solid yocks.

The greatness of this crew lies

Frank Yankovic

(Reviewed at Chicago Sokol Hall, November 8. Booked by Music Corporation of America.)

ACCORDION: Arthur Cordant.

PIANO: Buddy Griebel.

BANJO AND GUITAR: George Kuk.

BASS: Al Leslie.

ACCORDION, SOLOVOX AND SNARE

DRUM: Frank Yankovic.

There's many a surprise in store for a first-time hearer and viewer of this ork's work. The Cleveland's disk work sounds much fuller than the five-pieces normally would sound. Bulk of the instruments are amplified and that unusual Hammond organ sound on his Columbia platters is accomplished by the blend of two solovoxes played by Yankovic and Griebel. Quintet is a great international-styled musical group and can handle any type of request. On pops, Kuk switches to guitar with Yankovic mixing one-handed brush work on the snare, while he's playing either solovox or accordion. Pianist Griebel has a touch on pops and standards that gives the band a society sound. Ork treats *The Hucklebuck* and *One O'Clock Jump* with enough bop to suit the goateed set.

Basis for the 30-year-old Yankovic's popularity is his original presentation of a majority of his personally penned Columbia international series faves. Yankovic's tunes were greeted by a community sing, all going along with the band vocalist. Ork has a contagious beat on every type of number, with the floor crowded on everything from rumbas to polkas. Arrangements are all ensemble, with the amplification giving the fivesome a mellow tone.

Ork boys deliver every number with gusto and their enthusiasm easily transmits to dancers. Yankovic handles the vocals, with most of the numbers carrying special lyrics if the crowd is predominantly German, Polish or Bohemian. Initial lyrics are in English. All sidemen either deliver solo work or join Yankovic on the lyrics. Leader and men are extremely hard workers and allow customers to come on the stage for autographs at the short intermissions.

Johnny Sippel.

equally in its versatility, remarkably well-balanced routine and Monroe's barrel-bottom tonsiling. Things of such commercial perfection will always make money regardless of general business conditions. And this crew's record is the living evidence. Hal Webman.

Tempo Denies Owing Cleffers

NEW YORK, Nov. 12.—Ben Starr, attorney for Tempo Music, this week denied that the pubbery was in arrears for royalties to Theodore Grouya and Edmund Anderson, co-writers of *Flamingo*. According to Starr, an accountant representing Grouya checked Tempo's books recently and found that the proper payments had been made as provided for in the contract between the writers and the pubber. Suit was brought last week against Tempo by Mortimer Singer, assignee for Grouya, asking \$12,000 allegedly due in royalties (*The Billboard*, November 12).

Starr also said that he would show in his answer that Anderson could not be named as a party plaintiff without his comment in this type of action.

TV and Pic Groups In Prelim Huddle On Video Musicians

NEW YORK, Nov. 12.—Committees representing the television industry and film companies met Wednesday (9) for the purpose of consolidating their proposals regarding a scale covering musicians on TV film. According to industry execs, the session developed primarily into an exchange of labor views and plans, with no actual proposals drawn up.

The proposals of James C. Petrillo, musicians' union chief, released several weeks ago, are not being closely examined as yet.

Another session of the TV and film reps is scheduled for next week, preparatory to opening of negotiations with the American Federation of Musicians.

Decca Inks Morris Ork, Betty Brewer

NEW YORK, Nov. 12.—Decca Records this week grabbed off three new artists for its labels. Thrush Betty Brewer, who did the solo vocal on the Gordon Jenkins' *Don't Cry, Joe* hit waxing, was inked to a term pact to do sides for the parent Decca label. Also for Decca, to help hype the label's rhythm and blues department, Joe Morris and his ork, which formerly waxed for Atlantic Records, were inked.

Decca's Coral line acquired a new vocal group, the Beavers. The group specializes in rhythm and blues material.

La Churchill Buys Into Camden Lounge

CAMDEN, N. J., Nov. 12.—Songbird Savannah Churchill has been making so many stands in the Philadelphia-Camden after-dark area that she decided on getting hold of something she can come back to after long treks on the road. As a result, she purchased an interest in the Embassy Ballroom here, now being operated as a spacious musical lounge.

With Miss Churchill's entry into the operation, the room goes into a recording name policy for the first time, kicking off Monday (14) with Wynonie Harris, along with King Solomon Swingtet and Sarah Dean. Other recording names are being lined up to follow.

Allen Benefit

HOLLYWOOD, Nov. 12.—Stan Kenton was named to emcee a benefit in Denver November 14 on behalf of Barclay Allen, Steinwaying maestro recently injured in an auto accident. Show was made up of Denver talent.

IT'S ANOTHER TERRIFIC DECCA DOUBLE!



ANDREWS SISTERS - RUSS MORGAN AND HIS ORCHESTRA

SHE WORE A YELLOW RIBBON

From the Argosy Production "She Wore A Yellow Ribbon" Released Through RKO

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CHARLEY MY BOY

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ORDER TODAY!

Vogue magazine says . . .
 "Mindy Carson has a voice
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NOW HEAR

MINDY CARSON



Sing

her latest

"YOU'RE DIFFERENT"

and

LONELY GIRL

RCA Victor #47-3017 (45 rpm)

RCA Victor #20-3530 (78 rpm)



RCA VICTOR RECORDS

The
Billboard

MUSIC POPULARITY CHARTS

PART
 I

The Nation's Top Tunes

Based on reports received last three days of Week Ending November 11

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

By Smith-Gillespie

Published by Robbins Music Corp. (ASCAP)

Records available: F. Laine, Mer 5316; T. Manners, Varsity 191; D. Martin, Cap 57 726; B. Houston, MGM 10509; H. Vance & Vocal Quartet, Castle 524; V. Monroe Ork, V(78)20-3531; (45)47-3018; S. Vaughan, Col 38559; 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. SLIPPING AROUND

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.

3. MULE TRAIN

By Hy Heath, Johnny Lange and Fred Glickman

Published by Walt Disney (ASCAP)

From Republic's "Singing Guns"

Records available: B. Butler, Dec 46194; Cowboy Copas-Grandpa Jones, King 835; N. Eddy, Col 38645; Tennessee Ernie, Cap 57-40258; B. Ives, Col 38644; F. Laine, Mer 5346; M. McGuire-Harmony Rangers, Rich-R-Tone 456; G. MacRae, Cap 57-777; V. Monroe Ork, V 20-3600; The Syncopators, National 9093; Bing Crosby, Dec 24798.

(No information on electrical transcription libraries available as The Billboard goes to press.)

4. I CAN DREAM, CAN'T I!

By Irving Kahn and Sammy Fain

Published by Chappell (ASCAP)

Records available: Andrews Sisters-G. Jenkins Ork, Dec 24705; I. 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; A. Dale, Harmony 1078; The Blenders, National 9092.

Electrical transcription library: Tex Beneke, Thesaurus.

5. DON'T CRY, JOE

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. Spiwak, London 513; R. Flanagan Ork, Bluebird 30-007; B. Harrington, Vocalion 55058.

Electrical transcription library: Bob Crosby, Standard; Vic Damone, Associated; Charlie Jordan-the Sweetwood Serenaders, Thesaurus.

6. YOU'RE BREAKING MY HEART

By Genaro and Skylar

Published by Algonquin (BMI)

Records available: P. Brito, Harmony 1051; R. Case Ork, MGM 10478; B. Clark, Col (78)38546; (LP)1-296; V. Damone-G. Osser Ork, Mer 5271; Ink Spots, Dec 24693; J. Garber, Cap 57-719; B. Harrington, Vocalion 55019; P. Reed, Dance-Tone 351; T. Manners, Varsity 160; R. Flanagan Ork, Bluebird 30-0001.

Electrical transcription libraries: Bob Eberle, World; Chuck Foster, Lang-Worth; Johnny Guarneri, Thesaurus; Eddie Skrivaneck, MacGregor; Frankie Masters, Lang-Worth; Lawrence Welk Ork, Standard.

7. JEALOUS HEART

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 Guarneri, Thesaurus.

8. A DREAMER'S HOLIDAY

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; A. Dale, Harmony 1080.

Electrical transcription libraries: Michael Douglas-The Skylarks, Standard; Frankie Masters, Associated; The Sweetwood Serenaders, Thesaurus.

9. SOMEDAY (YOU'LL WANT ME TO WANT YOU)

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.

10. ROOM FULL OF ROSES

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 Skrivaneck, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Foy Willing, Lang-Worth; Dave Terry, Muzak.

THIS WEEK'S RELEASE

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

POPULAR

- | | |
|-----------------------------|--------------------|
| Charley, My Boy | LISA KIRK |
| Shame On You | 20-3591 (47-3090*) |
| Just a Kiss Apart | THE PIED PIPERS |
| 'S Wonderful | 20-3592 (47-3091*) |
| I'm The Man With The Dreams | TEX BENEKE |
| They Say | 20-3593 (47-3092*) |
| Ha | CHARLIE VENTURA |
| High On An Open Mike | 20-3594 (47-3093*) |
| Echoes | SAMMY KAYE |
| Careless Kisses | 20-3595 (47-3101*) |
| The Light In Your Eyes | WAYNE KING |
| Vienna, My City Of Dreams | 20-3597 (47-3103*) |
| Ave Maria | PERRY COMO |
| The Lord's Prayer | 28-0436 (52-0071*) |

POP SPECIALTY

- | | |
|-------------------------------|--------------------------|
| The Old Schmalz Waltz | SIX FAT DUTCHMEN |
| Waltzing In The Woods | 25-1140 (51-0031*) |
| You Bring Out The Devil In Me | MERRIE MUSETTE ORCHESTRA |
| Beautiful Land Of My Dreams | 25-1141 (51-0032*) |

COUNTRY AND WESTERN

- | | |
|--|------------------------------------|
| Santa Fe, New Mexico | SONS OF THE PIONEERS |
| Red River Valley | 21-0138 (48-0141*) |
| Wednesday Night Waltz | CHET ATKINS AND HIS GUITAR PICKERS |
| Centipede Boogie | 21-0139 (48-0142*) |
| The Wedding of Hillbilly Lilli Marlene | HOMER AND JETHRO WITH JUNE CARTER |
| The Huckle-Buck | 21-0140 (48-0144*) |
| I'll Never Pass This Way Again | SLIM WHITMAN |
| Birmingham Jail | 21-0141 (48-0145*) |

BLUES

- | | |
|-------------------|--------------------|
| Barbecue Lounge | ARBEE STIDHAM |
| I Send My Regards | 22-0053 (50-0037*) |

SPIRITUAL

- | | |
|--------------------------------------|--------------------|
| I Got To Run To The City Four Square | FREDDIE EVANS' |
| Saw Righteous Seed | GOSPEL TRIO |
| | 22-0052 (50-0036*) |

"THE THREE SUNS PRESENT YOUR CHRISTMAS FAVORITES" P-250 (WP-250*)

- | | |
|-------------------------------|--------------------|
| Santa Claus Is Comin' To Town | |
| Adeste Fideles | 20-3567 (47-3057*) |
| White Christmas | |
| Winter Wonderland | 20-3568 (47-3058*) |
| Silent Night | |
| Jingle Bells | 20-3569 (47-3059*) |

"SKIP TO MY LOU AND OTHER SQUARE DANCES"

- | | |
|--|--------------------|
| ROY ROGERS, calling, and SPADE COOLEY AND HIS STRING ORCHESTRA | |
| Skip To My Lou | |
| Rickett's Reel | 21-0127 (48-0130*) |
| Old Joe Clark | |
| Sycamore Reel | 21-0128 (48-0131*) |
| Oh Dem Golden Slippers | |
| Lucky Leather Breeches | 21-0129 (48-0132*) |

"THE HEART OF THE ISLANDS IN SONG" P-258 (WP-258*)

- | | |
|-------------------------------------|--------------------|
| My Tane | SAMMY KAYE |
| My Little Grass Shack In Kealakekua | 20-3579 (47-3705*) |
| Sweet Leilani | SAMMY KAYE |
| My Isle of Golden Dreams | 20-3580 (47-3076*) |
| Hawaiian War Chant | SAMMY KAYE |
| Hawaiian Sunset | 20-3581 (47-3077*) |

Here he goes again—with a smasheroo that tops "RIDERS IN THE SKY"!



Vaughn Monroe
MULE TRAIN

RCA Victor 20-3600 (47-3106*)

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

- There's No Tomorrow—Tony Martin 20-3582=47-3078*
- I've Got a Lovely Bunch of Coconuts—Freddie Martin 20-3554=40-3047*
- Someday—Vaughn Monroe 20-3510=47-2986*
- That Lucky Old Sun—Vaughn Monroe 20-3531=47-3018*
- A Dreamer's Holiday—Perry Como 20-3543=47-3036*
- I'm Throwing Rice at the Girl I Love—Eddy Arnold 21-0083=48-0080*
- Clair de Lune—Jose Iturbi 11-8851=49-0176*

* Also Available on 45 RPM

Vaughn sings it in his new Republic picture "Singing Guns." It's got a driving, whip-cracking rhythm... a great-outdoors power and sweep... it grips you, it gets in your blood! Get on MULE TRAIN—you'll ride high in a hurry, certain-sure!

THE STARS WHO MAKE THE HITS ARE ON

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



"45" production races to keep pace with demand! Amazing changer buy spearheads tremendous swing to "45"! ... How's YOUR stock of "45's"?

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BLUES STAY AWAY FROM ME

played by
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 Price 75c (plus tax)

Plus These High Climbing CORAL Hits!

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 I THOUGHT I'D DIE
 (Till You Came Back To Me)

TOMMY SOSEBEE
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 THE CHRISTMAS CANNON BALL

KENNY ROBERTS
 CORAL 64025

GOOD FELLOW MEDLEY—Two parts

AMES BROTHERS
 CORAL 60114

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 F and F Enterprises
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 Dunbar Distributing Co.
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 Paloma Distributing Co.
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 Sunland Supply Co.
 120 Durango St.

GREAT FALLS, MONT.
 Music Service Co.
 204 Fourth St., S.

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 Seaboard Dist. Co.
 110 Ann St.

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 South Coast Amusement Co.
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KANSAS CITY, MISSOURI
 Millner Record Sales Co.
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 Stone Distributing Co.
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 (A subsidiary of DECCA RECORDS, INC.)

48 W. 57th St.

New York 19, N. Y.

The **Billboard** MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of

Week Ending November 11

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		to date Week Week		Publisher	
12	1	1	1	THAT LUCKY OLD SUN (R)	Robbins	Robbins	
6	2	2	2	I CAN DREAM, CAN'T I? (R)	Chappell	Chappell	
6	3	3	3	DON'T CRY, JOE (R)	Harms, Inc.	Harms, Inc.	
18	4	4	4	YOU'RE BREAKING MY HEART (R)	Algonquin	Algonquin	
5	6	5	6	A DREAMER'S HOLIDAY (R)	Shapiro-Bernstein	Shapiro-Bernstein	
2	13	6	13	MULE TRAIN (R)	Walt Disney	Walt Disney	
6	7	7	7	SLIPPING AROUND (R)	Peer, Int.	Peer, Int.	
11	5	8	5	JEALOUS HEART (R)	Acuff-Rose	Acuff-Rose	
21	10	9	10	ROOM FULL OF ROSES (R)	Hill & Range	Hill & Range	
13	9	10	9	SOMEDAY (YOU'LL WANT ME TO WANT YOU) (R)	Duchess	Duchess	
6	14	11	14	I NEVER SEE MAGGIE ALONE (R)	Bourne	Bourne	
16	11	12	11	MAYBE IT'S BECAUSE (R)	Bregman-Vocco-Conn	Bregman-Vocco-Conn	
9	8	13	8	HOP SCOTCH POLKA (R)	Cromwell	Cromwell	
29	—	14	—	SOME ENCHANTED EVENING (M) (R)	Williamson	Williamson	
1	—	15	—	BLUEBIRD ON YOUR WINDOWSILL (R)	Mellin	Mellin	

ENGLAND'S TOP TWENTY

POSITION		Weeks Last This		to date Week Week		English		American	
4	4	1	4	YOU'RE BREAKING MY HEART	Chappell	Chappell	Algonquin	Algonquin	
12	1	2	1	I DON'T SEE ME IN YOUR EYES ANYMORE	Connelly	Connelly	Laurel	Laurel	
11	3	3	3	CONFIDENTIALLY	Chappell	Chappell	*	*	
24	2	4	2	FOREVER AND EVER	Francis Day	Francis Day	Robbins	Robbins	
8	6	4	6	WEDDING SAMBA	Leeds	Leeds	Duchess Music	Duchess Music	
12	9	6	9	LEICESTER SQUARE RAG	Norris	Norris	*	*	
17	5	7	5	CARELESS HANDS	Edwin Morris	Edwin Morris	Metrose Music	Metrose Music	
18	9	8	9	ECHO TOLD ME A LIE	Chappell	Chappell	Chappell	Chappell	
17	8	9	8	WHILE THE ANGELUS WAS RINGING	Southern	Southern	Charles K. Harris	Charles K. Harris	
32	7	10	7	HOW CAN YOU BUY KILARNEY	Peter Maurice	Peter Maurice	Peter Maurice	Peter Maurice	
21	11	11	11	AGAIN	Francis Day	Francis Day	Robbins	Robbins	
19	12	11	12	RIDERS IN THE SKY	Morris	Morris	Morris	Morris	
5	13	13	13	ROSE IN A GARDEN OF WEEDS	Box and Cox	Box and Cox	*	*	
6	14	14	14	TO WHIT TO WHOO	Bill Reid	Bill Reid	Al Gallico	Al Gallico	
3	17	15	17	BABY, IT'S COLD OUTSIDE	Morris	Morris	Morris	Morris	
8	17	15	17	SHAWL OF GALWAY GREY	Connelly	Connelly	*	*	
1	15	17	15	MONDAY, TUESDAY, WEDNESDAY	Dash	Dash	*	*	
5	15	17	15	OUR LOVE STORY	Unit	Unit	J. J. Robbins	J. J. Robbins	
1	19	19	19	KISS IN YOUR EYES	Bosworth	Bosworth	*	*	
22	20	20	20	"A"-YOU'RE ADORABLE	Connelly	Connelly	Laurel	Laurel	

*Publisher not available as The Billboard goes to press.

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Benjamin and Weiss
COME UP WITH 2 NEW HITS!

ECHOES

Recorded by:

- INK SPOTS Decca
- SAMMY KAYE Victor
- GRACIE FIELDS London
- JO STAFFORD-GORDON MAC RAE... Capitol
- JOHNNIE JOHNSTON MGM

Voce (ad lib)
 Refrain I love you my dar-ling for - ev - er.
 ECH-OES - ECH-OES - of you sweet-heart, Each time -
 spring time is due to start, On the sum-mer breeze I hear you
 whis-per-ing to me and the ECH-OES bring me near you like we used to be.
 How I wish that I could ride on the wings of an ech-o - to your
 side I pray - some day - we'll meet a - gain,
 I'll bear - ECH-OES - of you till then.
 you till then - I love you my dar-ling for - ev - er.
 Copyright 1949 by VALANDO MUSIC CORPORATION, 1619 Broadway, New York 19, N. Y.

And...

WEDDING BELLS WILL SOON BE RINGIN'

Recorded by:

- DICK JURGENS Columbia
- GEORGE PAXTON MGM
- SAM BROWNE London
- JIMMY SAUNDERS Signature-Hi-Tone
- LARRY FOTINE Decca
- MAIN ST. STRING BAND Bluebird

Verse (ad lib)
 Bet-ter get the par-son rea - dy. Bet-ter get the or-gan all in tune.
 Cause there's gon-na be a wed-din' - and it's gon-na be real soon.
 Chorus
 WED-DING BELLS WILL SOON BE RING IN'
 And a choir will soon be ring in' Sing - in' for a
 cer-tain some-ones who will soon be mar - ried to some-one
 true. And that some-ones true is you
 dear. So un - til the bells will chime
 How I'll be wait - in' an - ti - ci - pa - tin' 'cause wed - ding bells
 will make you mine.
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VALANDO MUSIC CORPORATION

1619 Broadway, New York 19, N. Y.

CHICAGO

HOLLYWOOD

The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of Week Ending November 11

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 Last, This, Record Title, Artist, Lic. By. Includes entries like 'THAT LUCKY OLD SUN' and 'SLIPPING AROUND'.

SONGS WITH GREATEST RADIO AUDIENCES (AC)

(Beginning Friday, November 4, 8 a.m., and ending Friday, November 11, 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 listing top 30 tunes with columns: Song Title, Artist, Lic. By. Includes 'A Dreamer's Holiday', 'A Thousand Violins', 'Ain't She Sweet'.

(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 November 4 to November 10

Table with columns: Songs, Publisher, Tot. Pts. Includes 'A Dreamer's Holiday', 'A Thousand Violins', 'Ain't She Sweet'.

Vox Jox

HERE AND THERE . . . Bob Troner, WHTN, Huntington, W. Va., in requesting mail from his listeners, recently told them to send in cards or letters or any form of correspondence.

WESTERN WAX WHIRL . . .

Deejays Ken Schleifer, Jack Wolfe and Jerry Westfield, WBYS, Canton, Ill., in an all-out Community Fund pitch, shined shoes and baby-sat for their listeners.

GOTHAM GAB . . .

Ed Bonner, up from a Lynchburg, Va., station, is the new jock at WNJR. . . Ed's first guest was band leader Gene Williams.

RURAL RHYTHMAKERS . . .

Franklin Melton has added a 40-minute afternoon Western seg to his sked at WDXL, Jackson, Tenn. . . Walter Vaughan, 17-year-old spinner at KFYN, Bonham, Tex., is playing plenty of hillbilly music.

EASTERN BEAT . . .

Jerry Strong, waker-upper for WINX, Washington, mentioned over his show that he would like a cake for his birthday. He received 200 cakes of various sizes, shapes and flavors.

(Continued on page 28)

We Apologize

WHAT WITH BREAKING MY HEART, ROOM FULL OF ROSES, MAYBE IT'S BECAUSE, TELL ME WHY, LUCKY OLD SUN, AND NOW MULE TRAIN KICKING UP SUCH A STORM, WE NEGLECTED TO TELL YOU ABOUT THE OTHER UP AND COMING HITS. **THEY'RE ALL WINNERS!**



Eddy Howard
'CROCODILE TEARS'
'EVERYTHING THEY SAID'
5325

Vic Damone
'WHY WAS I BORN'
'LONELY NIGHT'
5326

Frankie Laine
'NOW THAT I NEED YOU'
'MY OWN, MY ONLY'
5311

Lawrence Welk
'A LITTLE MORE LOVE'
'YOU CAN'T LOSE
A BROKEN HEART'
5340



Louis Prima
'CHARLEY MY BOY'
5338
'MANUELO TARANTEL'
5339

Patti Page
'DEAR HEARTS AND
GENTLE PEOPLE'
5336

Richard Hayes
'MABUHAY'
'WILL YOU REMEMBER'
5333

Rex Allen
'OVER THREE HILLS'
'ALONE WITH THE CROWD'
6214



Kitty Kallen
'A MAN WROTE A SONG'
'MAD ABOUT YOU'
5327

**JERRY MURAD'S
Harmonicats**
'GALLOPING COMEDIANS'
5331

**"Two-Ton" Baker
AND
"Tiny" Hill**
'ARE YOU FROM DIXIE'
'BIGGER MAN THAN YOU'
5324

WATCH THESE TWO ▶ 'BLUEBERRY HILL'... Red Caps ▶ 'SATISFIED'... Golden Gate Quartet

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

The Billboard

MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending November 11

PART IV



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.

POSITION	Weeks Last to date	This Week	Record Title	Artist	Label
13	1	1	THAT LUCKY OLD SUN... I Get Sentimental Over Nothing	F. Laine	Mercury 5316—ASCAP
10	3	2	SLIPPING AROUND... Wedding Bells	J. Wakely and M. Whiting	Cap 57-40224—BMI
2	9	3	MULE TRAIN... Carry Me Back to Old Virginny	F. Laine-M. Miller Ork	Mercury 5345—ASCAP
9	2	4	I CAN DREAM, CAN'T I?... The Wedding of Lili Marlene	Andrews Sisters-G. Jenkins Ork	Dec 24705—ASCAP
9	4	5	DON'T CRY, JOE... Perhaps, Perhaps, Perhaps	G. Jenkins Ork	Dec 24720—ASCAP
17	5	6	JEALOUS HEART... Turnabout	A. Morgan Ork	London 500—BMI
23	5	7	YOU'RE BREAKING MY HEART... The Four Winds and the Seven Seas	V. Damone-G. Osser Ork	Mercury 5271—BMI
3	13	8	A DREAMER'S HOLIDAY... The Meadows of Heaven	P. Como	V(78)20-3543; (45)47-3036—ASCAP
9	10	9	THAT LUCKY OLD SUN... Make Believe	V. Monroe Ork	V(78)20-3531; (45)47-3018—ASCAP
1	—	10	MULE TRAIN... Dear Hearts and Gentle People	B. Crosby-P. Botkin's String Band	Dec 24798—ASCAP
14	7	11	WHISPERING HOPE... A Thought in My Heart	J. Stafford and G. MacRae-P. Weston Ork	Cap 57-690—ASCAP
3	11	12	I'LL NEVER SLIP AROUND... Six Times a Week and Twice on Sunday	M. Whiting-J. Wakely	Cap 57-40246—BMI
14	8	13	SOMEDAY... And It Still Goes	V. Monroe Ork	V(78)20-3510; (45)47-2986—BMI
13	12	14	YOU'RE BREAKING MY HEART... Song of Surrender	B. Clark	Col(78)38546; (LP)1-296—BMI
4	16	15	I'VE GOT A LOVELY BUNCH OF COCONUTS... Bluebird on Your Windowsill	F. Martin Ork	V(78)20-3554; (45)47-3047—ASCAP
5	24	16	CANADIAN CAPERS... It's Better to Conceal Than Reveal	Doris Day	Col(78)38595; (LP)1-353—ASCAP
7	22	17	JOHNSON RAG... Back of the Yards	J. Teter Trio	London 501—ASCAP
25	27	18	ROOM FULL OF ROSES... It's Summertime Again	S. Kaye-D. Cornell-The Kaydets	V(78)20-3441; (45)47-2908—BMI
11	14	19	I NEVER SEE MAGGIE ALONE... Wedding Bells	K. Roberts	Coral 64012—ASCAP
2	23	19	THERE'S NO TOMORROW... A Thousand Violins	T. Martin	V(78)20-3582; (45)47-3078—ASCAP
13	14	21	YOU'RE BREAKING MY HEART... Who Do You Know in Heaven?	Ink Spots	Dec 24693—BMI
8	16	21	HOP SCOTCH POLKA... Dangerous Dan McGrew	G. Lombardo Ork	Dec 24704—ASCAP
1	—	21	WAY BACK HOME... Iowa Indian Song	B. Crosby-F. Waring Ork	Dec 24800
14	21	24	SOMEDAY... On a Chinese Honeymoon	Mills Brothers	Dec 24694—BMI
5	19	24	JEALOUS HEART... Dime a Dozen	J. Owens	Dec 24117—BMI
9	18	26	HOP SCOTCH POLKA... Wouldn't It Be Fun	A. Mooney Ork	MGM 10500—ASCAP
6	24	27	JEALOUS HEART... If You Ever Fall in Love Again	B. Lawrence	V(78)20-3539; (45)47-3029—BMI
4	24	27	DON'T CRY, JOE... The Wedding of Lili Marlene	F. Sinatra	Col(78)38555; (LP)1-315—ASCAP
2	30	27	A DREAMER'S HOLIDAY... Envy	B. Clark	Col(78)38599; (LP)1-360—ASCAP
10	—	27	ROOM FULL OF ROSES... A Chapter in My Life Called Mary	D. Haymes	Dec 24632—BMI

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.

POSITION	Weeks Last to date	This Week	Record Title	Artist	Label
75	1	1	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CASE 3001
12	4	2	BUGS BUNNY IN STORYLAND (Two Records)	Mel Blanc-A. Livingston	Cap DBX 3021
75	3	3	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig	Cap BBX-34, DBX-114
6	2	4	BOZO AND THE BIRDS (Two Records)	P. Colvig, B. May Ork	Cap DBX 3033
6	6	5	WOODY WOODPECKER AND HIS TALENT SHOW (Two Records)	M. Blanc, B. May Ork	Cap DBX 3032
2	11	6	RUDOLPH, THE RED-NOSED REINDEER (One Record)	G. Autry	Col(78)MJV-56; (LP)1-375
3	9	7	WOODY WOODPECKER (One Record)	Mel Blanc-The Sportsmen	Cap 15145
18	2	8	THREE LITTLE PIGS (Two Records)	W. Disney-Don Wilson	Cap DBX3013
75	6	9	BUGS BUNNY (Three Records)	Mel Blanc	Cap(78)CC-64; (45)CCF-3004
61	10	10	NURSERY RHYMES (Two Records)	Frank Luther	Dec CS-5
51	11	10	LITTLE ORLEY-UNCLE LUMPY (Two Records)	Fred Waring and Pennsylvanians	Dec CUS-7
10	—	10	BOZO LAUGHS (One Record)	P. Colvig	Cap DAS 3046
31	—	13	JOHNNY APPLESEED (Three Records)	Dennis Day	P-368
46	—	14	UNCLE REMUS (Three Records)	A. Livingston-Johnny Mercer and Original Cast	Cap CC-40
56	—	15	BOZO UNDER THE SEA (Two Records)	Vance "Pinto" Colvig-Alan Livingston	Cap DBX-99

CLASSICAL SINGLES

211	1	1	Clair de Lune	Jose Iturbi	V(78)11-8851; (45)49-0176
25	2	2	Bachianas Brasileiras	B. Sayao	Col 71760-D
152	4	3	Warsaw Concerto	Boston Pops Ork, Arthur Fiedler, conductor; Leo Litwin, pianist	V(78)11-8863; (45)49-0252
200	3	4	Chopin's Polonaise	Jose Iturbi	V(78)11-8848; (45)49-0134
7	—	5	Liszt: Second Hungarian Rhapsody	Philadelphia Ork, Stokowski, director	V 14422

CLASSICAL ALBUMS

2	3	1	Offenbach: Gaité Parisienne (One Record)	Columbia Symphony Ork, E. Kurtz, conductor	Col (LP)ML4233
21	—	2	Rimsky-Korsakov: Scheherazade (Five Records)	San Francisco Symphony Ork, Pierre Monteaux, conductor	V DM 920
104	2	3	Tchaikovsky: Nutcracker Suite (Three Records)	Eugene Ormandy, conductor Philadelphia Ork	V-1020
2	3	4	Puccini: Madame Butterfly (Three Records)	E. Steber, R. Tucker, G. Valdengo, J. Madeira and Others	Col(LP)SL-104
1	—	5	Beethoven: Symphony No. Three in E Flat Major, Op. 55 (One Record)	Philharmonic Symphony Ork of New York, B. Walter, conductor	Col(33)ML4228; (78)MM858

POP ALBUMS

27	1	1	SOUTH PACIFIC (Seven Records)	Mary Martin-Ezio Pinza	Col(78)MM850; (LP)ML4180
11	2	2	JOLSON SINGS AGAIN (Four Records)	A. Jolson	Dec(78)716; (LP)DLP5006
4	3	3	THAT MIDNIGHT KISS (Three Records)	Mario Lanza-RCA Victor Ork	V DM 1330
39	4	4	KISS ME KATE (Six Records)	A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond	Col(78)C-200; (LP)ML-4140
12	10	5	MISS LIBERTY (Six Records)	M. McCarty-E. Albert-A. McLerie	Col(78)MM-860; (LP)ML-4220
14	6	6	SILVER LINING (Four Records)	V. Monroe & Ork	V(78)P-246; (45)WP-246
20	7	7	SQUARE DANCES (Four Records)	C. Stone and His Square Dance Band	Cap(78)BD-44; (45)ADF-4002
5	8	8	STARLIGHT SERENADE (Three Records)	G. Miller Ork-R. Eberle	V P-255
24	—	9	DICK CONTINO (Four Records)	Dick Contino Accordion	Magnolia MA-501
1	—	10	MERRY CHRISTMAS (Four Records)	Bing Crosby-Andrews Sisters	Dec A-550

Dealer Doings

VIA TELEPHONE . . . The Harris-Wasden Music Hall, Las Vegas, Nev., is using a unique telephone promotion idea to sell disks to shut-ins and juke box operators. Chronic patients or special customers can call in at any time and the store will play a record for them over the phone. "A Presto recorder is connected directly with the line and a switch cuts the recorder in or out as desired. The playback on the recorder is used to play the record. We can control the volume and make it high enough to entertain a whole room or turn it down for just one person. We phone the juke box operators when we receive shipments of new disks, and the boys just pick out what they want over the wire. In the future we hope to augment our equipment and furnish piped music for local clubs and musical organizations. Right now, tho, we don't want to tell too many customers about it because we don't want to stop them from visiting the store regularly."

PLATTER AUCTION . . .

Specializing in blues, rhythm and jazz disks, Seymour's Record Shop, Chicago, has made effective use of collector's items' auctions. Tho the auction idea has been used in jazz magazines, Owners Rolly and Seymour Schwartz believe that they are the first to use the gimmick in a record shop. George Hoefler, jazz critic and columnist, working for the Schwartz brothers, acts as auctioneer. "The records are auctioned not only from our regular stocks, but on a brokerage basis, with collectors submitting their disks for auction at a 20 per cent fee. Our public address system gives the collector a chance to hear the disks played before bids are submitted." Publicity for the first of the auctions was well planned, with heavy emphasis on two weekly disk shows over WFJL.

DISPLAYING SINGLES . . .

Willis H. Ford, the Record Rack, Buffalo, suggests a novel way to dress up counter merchandising racks for single disks by tying in the disk and sheet music. It works this way, explains Ford: "For a simple and effective way to title the single records in these merchandisers, just place a copy of the sheet music (of the same song as the record) behind the record in the sleeve. It is very neat, eye-catching, and because of the various colors and types used on the music, easy to read. This type of titling is also easy to change as new disks arrive or new hits come up. It sure helps to sell sheet music, too."

DISKS AND TOYS . . .

Strawbridge & Clothier, Philadelphia department store, has set up a special sales booth for 45 r.p.m. disks right next to its fifth floor toy department. This is in addition to the regular section in the record department on the seventh floor. The store is utilizing the toy locations because of the Christmas appeal of the 9EY35 and 9EY36 players, sporting Roy Rogers and Walt Disney characters.

VOX JOX

(Continued from page 26)

now runs from 8:30 to midnight on Saturday. . . . George Lorenz is the new spinner at WJLL, Niagara Falls, N. Y., with a daily 10-11 a.m. show. WJLL has a fem jock, Mary Dilaura, who calls her Saturday disk show *The What 'm Call it Show* till a name is selected by listeners, with the winning entry bringing an award.

GIMMIX . . .

Mort Robinson, KCMJ, Palm Springs, Calif., is inaugurating a jackpot giveaway, with listeners required to answer small questions in order to get a crack at the big one. Prizes put up by sponsors. . . . With a local platter as sponsor, Jim Turner, WOPL, Bristol, Tenn., has been giving ducats for name band one nighters to listeners identifying mystery disks. "On a recent sale we moved 10,000 records in 13 days," Turner writes. "Can anybody on a 250-watter top that?" . . . Jack Logan uses old collectors items on his *Jack's Juke Joint*, ayem show at KXOX, Sweetwater, Tex. On his afternoon *Platter Party* he programs around the "something old, sweet, new, blue" theme. . . . And Dave Mohr, WTWN, St. Johnsbury, Vt., weaves whole shows on a single theme: Bells, rivers, gals' names, moon, etc. "Listeners have been flooding us with new categories," he writes. . . . Bill Dorn, *Tune Inn* host at WHAN, Charleston, S. C., has been running a letter contest for kids from 5 to 15 in connection with the Charleston County Fair. Best answers to the question, "Why I should like to take my mother to the fair" win a book of ride and show passes daily, with a king and queen of the fair to be chosen from all the entries at fair's end.

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Another
Exclusive
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Smash!

Margaret Whiting

with Frank DeVol and his Orchestra

Haunting melody . . . unforgettable lyrics!

Backed by: **"SORRY"** Recently discovered among
the works of the late, great Richard Whiting

Capitol No. 57-776

Now available on 78 rpm; due for early 45 rpm release.



Phone or wire your distributor TODAY!



"IT" + "S.A." + "OOMPH" =

LISA KIRK

Singing...

"Shame on You"

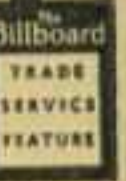
78 rpm
20-3591

RCA VICTOR RECORDS

45 rpm
47-3090

The Billboard MUSIC POPULARITY CHARTS PART V
Juke Box Record Plays

Based on reports received last three days of Week Ending November 11



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		Record	
10	2	Last to date	This Week	Title	Artist
10	2	1	1	SLIPPING AROUND	J. Wakely and M. Whiting
					Cap 57-40224—BMI
11	1	2	1	THAT LUCKY OLD SUN	F. Laine
					Mercury 5316—ASCAP
8	4	3	1	I CAN DREAM, CAN'T I?	G. Jenkins Ork. and Andrews Sisters
					Dec 24705—ASCAP
8	3	4	1	DON'T CRY, JOE?	G. Jenkins Ork.
					Dec 24720—ASCAP
19	5	5	1	YOU'RE BREAKING MY HEART	V. Damone-G. Osser Ork.
					Mercury 5271—BMI
11	6	6	1	JEALOUS HEART	A. Morgan Ork.
					London 500—BMI
1	—	7	1	MULE TRAIN	F. Laine-M. Miller Ork.
					Mercury 5345—ASCAP
13	8	8	1	YOU'RE BREAKING MY HEART	Ink Spots
					Dec 24693—BMI
3	14	9	1	I'LL NEVER SLIP AROUND AGAIN	M. Whiting-J. Wakely
					Cap 57-40246—BMI
					(M. Whiting-J. Wakely, Cap 57-40246; J. Day, Vocalion 55061; F. Tillman, Col 20613; H. Garland, Dec 46183; Texas Jim Robertson, V 21-0130; D. Day, Col 38637)
9	10	10	1	THAT LUCKY OLD SUN	V. Monroe Ork.
					V(78)20-3531; (45)47-3018—ASCAP
13	9	11	1	SOMEDAY	Mills Brothers
					Dec 24694—BMI
9	11	12	1	JEALOUS HEART	J. Owens
					Dec 24711—BMI
14	7	13	1	SOMEDAY	V. Monroe Ork.
					V(78)20-3510; (45)47-2986—BMI
6	13	14	1	A DREAMER'S HOLIDAY	P. Como
					V(78)20-3543; (45)47-3036—ASCAP
20	15	15	1	ROOM FULL OF ROSES	E. Howard
					Mercury 5296—BMI
1	—	15	1	MULE TRAIN	Bing Crosby-P. Botkin's String Band
					Dec 24798—ASCAP
11	29	17	1	YOU'RE BREAKING MY HEART	B. Clark
					Col(78)38546; (LP)1-296—BMI
6	24	18	1	JEALOUS HEART	B. Lawrence
					V(78)20-3539; (45)47-3029—BMI
3	22	18	1	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; I. Pastor Ork, Col 38609; T. Tucker Ork, MGM 10553; M. Blanc, Cap 57-780)
8	24	20	1	YOU'RE BREAKING MY HEART	J. Garber Ork.
					Cap 57-719—BMI
1	—	21	1	I NEVER SEE MAGGIE ALONE	A. Mooney Ork.
					MGM 10548—ASCAP
					(E. Cantor, Bluebird 30-0010; J. Day, Vocalion 55060; Hot Lips Page, Harmony 1077; K. Roberts, Coral 64012; B. Strong Ork, Cap 57-750; B. Hannon-J. Ryan, Dec 24739; E. Lee & His Southerners, Vic 21-0023; T. Pastor Ork, Col 38609; A. "Guitar Boogie" Smith, MGM 10551; N. Lee, London 506)
4	—	21	1	SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan
					Dec 24725—BMI
					(G. Grosse, V(78)22-0049, (45)50-0033; T. Pastor & Clooney Sisters, Col 38383)
10	17	23	1	I NEVER SEE MAGGIE ALONE	K. Roberts
					Coral 64012—ASCAP
2	24	24	1	THERE'S NO TOMORROW	T. Martin
					V(78)20-3582; (45)47-3078—ASCAP
					(C. Ravazza, Dec 24782; C. Spivak Ork, London 554)
2	28	24	1	JOHNSON RAG	J. Teter Trio
					London 501—ASCAP
					(A. Rey Ork, Cap 57-735; R. Morgan Ork, Dec 25442; Hoylman Quartet, Rondo 207)
1	—	26	1	MULE TRAIN	V. Monroe Ork.
					V 20-3600—ASCAP
1	—	27	1	THAT LUCKY OLD SUN	B. Houston
					MGM 10509—ASCAP
13	18	28	1	MAYBE IT'S BECAUSE	G. Jenkins Ork-D. Haymes
					Dec 24650—ASCAP
14	16	28	1	MAYBE IT'S BECAUSE	E. Howard and Ork.
					Mercury 5314—ASCAP
					(E. Howard & Ork, Mer 5314; Bob Crosby & M. Morgan, Col 38504; H. Babbit & Veltones, Vocalion 55014; L. Armstrong, Dec 24751; C. Thornhill Ork-R. McIntyre, V 20-3456; A. & D. Russell-P. Cole Ork, Cap 57-559)
21	12	30	1	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kaydets
					V(78)20-3441; (45)47-2908—BMI
1	—	30	1	CANADIAN CAPERS	D. Day
					Col(78)38595; (LP)1-353—ASCAP
					(A. Mooney Ork, MGM 10446; T. Weems Ork, Mer 5287; G. Lombardo & His Royal Canadians, Dec 24624)



PRAISE BE!

A LOT OF PEOPLE ARE SAYING A LOT OF GOOD THINGS ABOUT NEF-O-LAC COMPOUND

A long-time user states, "with your 851 break-resistant compound we are producing the lowest priced records in the fastest time in our experience."

Says a top ranking presser, "your 1110 Vinylite compound is the quickest and surest we have ever had."

From another leading presser, "your deliveries rank with your compounds—they're both tops. Because of your prompt service we never experienced the slightest production delay."



There's a NEF-O-LAC COMPOUND For Any Record Requirement

Send for Sample Biscuits

BINNEY & SMITH CO., 41 East 42nd Street, New York City
Exclusive Sales Agents for U. S., Canada, Central and South America

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
PART VI
Rhythm & Blues Records

Based on reports received last three days of Week Ending November 11

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION	Weeks Last	This Week	Record Title	Artist	Label
7	1	1	SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	Dec 24725-BMI
7	2	2	SNEAKIN' AROUND	R. Render	London 17000-BMI
12	5	3	ALL SHE WANTS TO DO IS ROCK... I Want My Fanny Brown	W. Harris	King 4304-BMI
3	9	4	WHY DON'T YOU HAUL OFF AND LOVE ME? Is That All I Mean to You?	Bull Moose Jackson	King 4322-BMI
2	-	5	BLUES FOR MY BABY You Satisfy	B. Wright	Savoy 710-BMI
10	13	6	ROOMING HOUSE BOOGIE Empty Arms Blues	A. Milburn	Aladdin 3032-BMI
8	7	6	NUMBER BOOGIE After School Blues	Sugar Chile Robinson	Cap 57-70037-BMI
9	8	8	BROKEN HEARTED Red Head 'n' Cadillac	E. Williams	Supreme 1535-BMI
8	-	9	EMPTY ARMS BLUES Rooming House Boogie	A. Milburn	Aladdin 3032-BMI
7	9	10	SO LONG It's Raining	R. Brown-E. Condon	Atlantic 879
1	-	11	ANGEL CHILD Nobody Loves Me	Memphis Slim	Miracle 145
33	6	12	AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherspoon	Supreme 1506-ASCAP
15	-	13	LONG JOHN BLUES Baby, Get Lost	D. Washington	Mercury 8148-BMI
2	12	13	FOR YOU MY LOVE Lost My Baby	L. Darnell	Regal 3240
2	13	13	FORGIVE AND FORGET So Much	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 Last	This Week	Record Title	Artist	Label
7	1	1	SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	Dec 24725-BMI
13	2	2	ALL SHE WANTS TO DO IS ROCK...	W. Harris	King 4304-BMI
10	5	3	BROKEN HEARTED	E. Williams	Supreme 1535-BMI
5	2	4	GUESS WHO?	Ivory Joe Hunter	King 4306-BMI
2	4	5	JEALOUS HEART	Ivory Joe Hunter	King 4314-BMI
6	-	6	IN THE EVENING WHEN THE SUN GOES DOWN	C. Brown	Aladdin 3030-ASCAP
3	10	7	DON'T PUT ME DOWN	J. Liggins	Specialty SP 339
1	-	8	BOOGIE AT MIDNIGHT	R. Brown	De Luxe 3300
1	-	8	FAREWELL	Little Willie Littlefield	Modern 20-709
14	5	10	BABY, GET LOST	D. Washington	Mercury 8148-BMI
4	14	10	BLUES FOR MY BABY	B. Wright	Savoy 710-BMI
2	-	12	WHY DON'T YOU HAUL OFF AND LOVE ME?	Bull Moose Jackson	King 4322-BMI
2	-	12	YOU SATISFY	B. Wright	Savoy 710-BMI
3	-	14	I CHALLENGE YOUR KISS	Four Jacks	Allen 21000-ASCAP
1	-	14	SOMEBODY DONE STOLE MY CHERRY RED	E. Vinson	King 4313-BMI
1	-	14	ANGEL CHILD	Memphis Slim	Miracle 145

ADVANCE RHYTHM & BLUES RECORD RELEASES

- | | |
|---|--|
| A New Born Feeling
Statesmen Quartet (Satan's Boogie) Cap 57-40256 | Fort Worth Boogie
J. Davidson (Downhearted) Crystal 213 |
| Behind Closed Doors
E. Mack (Kind Loving) Apollo 414 | Hey, Now
J. B. Summers (Drinking Beer) Gotham G-203 |
| Blue Journey
Wild Bill Moore (Football Boogie) Sensation 17 | How Long
A. Tibbs (I Know) Aristocrat 1107 |
| Burnin' Hell
J. L. Hooker (Miss Sadie) Sensation 21 | I Know
A. Tibbs (How Long) Aristocrat 1107 |
| Canary Bird
Muddy Waters (Little Geneva) Aristocrat 1311 | I Must Have Jesus All the Way
M. Knight-S. Price Trio (I Thank) Dec 48120 |
| Detroit Boogie
J. Surrall Trio (Solitude) Sensation 18 | I Thank You, Jesus
M. Knight-S. Price Trio (I Must) Dec 48120 |
| Downhearted Me
J. Davidson (Fort Worth Boogie) Crystal 213 | I'll Get Along Somehow
R. Brown (Parts 1 & 2) Atlantic 887 |
| Drinking Beer
J. B. Summers (Hey, Now) Gotham G-203 | Kind Loving Daddy
E. Mack (Behind Closed) Apollo 414 |
| Farewell, Baby Blues
J. Davidson (What a) Crystal 214 | Long Distance
C. Gant Trio (Vibology) 4 Star 1377 |
| Football Boogie
Wild Bill Moore (Blue Journey) Sensation 17 | Little Geneva
Muddy Waters (Canary Bird) Aristocrat 1311 |

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"

Score 4008

Available NOW

Two Sure Money-Getters

AMOS MILBURN
"REAL PRETTY MAMA"
"Drifting Blues"

Aladdin 3038

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

Aladdin 3035



One of the most outstanding and consistent best-sellers of Gospel Songs on

DECCA RECORDS

Special Holiday Release

"SILENT NIGHT"

"WHITE CHRISTMAS"

Other Great Recordings

"DOWN BY THE RIVERSIDE"

"UP ABOVE MY HEAD I HEAR MUSIC IN THE AIR"

"EVERYBODY'S GONNA HAVE A WONDERFUL TIME"

"THIS TRAIN" & "DIDN'T IT RAIN?"



SISTER ROSETTA THARPE

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AMERICA'S SENSATIONAL GOSPEL SINGING FAVORITE



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RED FOLEY
INVADES KIDDIELAND
With

**THE PRETTIEST SONG
IN THE WORLD**

A CHRISTMAS SPECIAL
THAT YOU'LL NEED ON YOUR
COUNTER THE YEAR AROUND

DECCA RECORDS, INC.
50 WEST 57TH STREET
NEW YORK 19, N.Y.

OFFICE OF THE VICE PRESIDENT
IN CHARGE OF RECORDING

NOVEMBER 1, 1949

DEAR RED:

YOUR FIRST CHILDREN'S RECORD "THE PRETTIEST
SONG IN THE WORLD" IS A GREAT STEP FORWARD
IN YOUR CAREER. WE ARE ALL VERY EXCITED
ABOUT YOUR WONDERFUL PERFORMANCE AND WE
FEEL SURE THE RECORD-BUYING PUBLIC WILL
SHARE OUR ENTHUSIASM.
CONGRATULATIONS!

CORDIALLY,

DAVID KAPP
DAVID KAPP

MR. RED FOLEY
NASHVILLE, TENNESSEE



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

Based on reports received last three days of Week Ending November 11

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 to date	Last Week	This Week	Record Title	Artist	Label
11	1	1	1	SLIPPING AROUND	M. Whiting-J. Wakely	Cap 57-40224—BMI
				Wedding Bells		
10	4	2	2	BLUES, STAY AWAY FROM ME	Delmore Brothers	King 803—BMI
				Goin' Back to the Blue Ridge Mountains		
17	2	3	3	WHY DON'T YOU HAUL OFF AND LOVE ME	Wayne Raney	King 791—BMI
				Don't Know Why		
3	3	4	4	I'LL NEVER SLIP AROUND AGAIN	M. Whiting-J. Wakely	Cap 57-40246—BMI
				Six Times a Week and Twice On Sunday		
16	7	5	5	SLIPPING AROUND	E. Tubb	Dec 46173—BMI
				My Tennessee Baby		
7	13	6	6	I'LL NEVER SLIP AROUND AGAIN	F. Tillman	Col(78)20613; (LP)20615—BMI
				This Cold War With You		
21	8	7	7	I'M THROWING RICE AT THE GIRL I LOVE	E. Arnold	V(78)21-0083; (45)48-0080—BMI
				Show Me the Way Back to Your Heart		
37	5	8	8	LOVESICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352—ASCAP
				Never Again		
4	10	9	9	CRY-BABY HEART	G. Morgan	Col(78)20627; (LP)2-358—BMI
				I Love Everything About You		
9	6	10	10	I NEVER SEE MAGGIE ALONE	K. Roberts	Coral 64012—ASCAP
				Wedding Bells		
1	—	11	11	C-H-R-I-S-T-M-A-S	E. Arnold	V(78)21-0124; (45)48-0127—BMI
				Will Santa Come To Shanty Town		
7	12	12	12	YOU'RE GONNA CHANGE	H. Williams	MGM 10506—BMI
				Lost Highway		
4	—	12	12	MY FILIPINO ROSE	E. Tubb	Dec 46175—BMI
				Warm Red Wine		
2	15	14	14	HANGMAN'S BOOGIE	C. Copas	King 811—BMI
				Blue Pacific Waltz		
4	—	15	15	WHOA, SAILOR	H. Thompson and His Brazos Valley Boys	Cap 57-40218—BMI
				Swing Wide the Gates of Love		

WARNING!

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ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

A Heart Full of Blues S. Smith (Broken Memories) Macys Recording 109	Crocodile Tears J. Carter-Carter Sisters-Mother Maybelle (Grandma Told) V(78)21-0142; (45)48-0146
A New Sweetheart for the New Year S. Morris (Christmas Kisses) Rich-R-Tone 454	Crocodile Tears T. Williams (The Winter) Cap 57-40253
An Old Christmas Card N. King-M. Shiner (That's Christmas) Dec 46192	Darling, Why Are You So Mean To Me H. Nix (Comin' Down) Talent 750
Anticipation Blues T. Ernie (Mule Train) Cap 57-40258	Every Step of the Way R. Foley (Sunday Down) Dec 46197
Eddy Arnold Sings Album E. Arnold V(78)P-260; (45)WP-260	Flying Home Ole Rasmussen & His Nebraska Cornhuskers (Chill In) Crystal 223
I'm Throwing Rice (at the Girl I Love) (78)21-0135; (45)48-0138	Foolish Tears D. Thomas (Tennessee Local) Dec 46191
Just a Little 'Lovin' (Will Go a Long Way) (78)21-0135; (45)48-0138	Grandma Told Me So J. Carter-Carter Sisters-Mother Maybelle (Crocodile Tears) V(78)21-0142; (45)48-0146
The Cattle Call (78)21-0133; (45)48-0136	He's a Cowboy Auctioneer J. Taylor & His Tailormade (The Whispering) Red Bird 1005-1001
The Nearest Thing to Heaven (78)21-0133; (45)48-0136	I Don't Know Why I Love You (But I Do Do Do) J. Wakely (You're Only) Cap 57-40252
There's No Wings on My Angel (78)21-0134; (45)48-0138	I Don't Want To Be President Cousin Deems Sanders (Careless Kisses) Crystal 247
You Know How Talk Gets Around (78)21-0134; (45)48-0138	I Gotta Have My Baby Back F. Tillman (It Had) Col 20641
Birmingham Jail S. Whitman (I'll Never) V(78)21-0141; (45)48-0145	I'll Never Pass This Way Again S. Whitman (Birmingham Jail) V(78)21-0141; (45)48-0145
Broken Memories S. Smith (A Heart) Macys Recording 109	I'll Never Slip Around Again Texas Jim Robertson (Revenge) V21-0130
Careless Kisses Cousin Deems Sanders (I Don't) Crystal 247	I'm Gonna Kill That Woman T. Slim (Nightmare Blues) King 4323
Centipede Boogie C. Atkins (Wednesday Night) V(78)21-0139; (45)48-0142	I'm Lonesome for You Tonight Tennessee Valley Boys (Why Pick) Folk-Star Record 510
Chime Bells B. Barfield (Mama and) Crystal 212	I'm So Lonesome I Could Cry H. Williams (My Bucket's) MGM 10560
Chill in My Heart Ole Rasmussen & His Nebraska Cornhuskers (Flying Home) Crystal 223	I'm Square Dab From the Country (and the Country's Still in Me) W. Raney (Red Ball) King 824
Christmas Kisses S. Morris (A New) Rich-R-Tone 454	
Comin' Down the Pecos H. Nix (Darling Why) Talent 750	

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

PART VII



Based on reports received last three days of

Week Ending November 11

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 to date	This Week	Record	Artist	Label
17	1	1	SLIPPING AROUND	J. Wakely and M. Whiting	Cap 57-40224—BMI
17	2	2	WHY DON'T YOU HAUL OFF AND LOVE ME?	Wayne Raney	King 791—BMI
38	13	3	LOVESICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352—ASCAP
4	4	4	BLUES STAY AWAY FROM ME	Delmore Brothers	King 803—BMI
3	2	4	I'LL NEVER SLIP AROUND AGAIN	M. Whiting-J. Wakely	Cap 57-40246—BMI
25	9	6	WEDDING BELLS	H. Williams and His Drifting Cowboys	MGM 10401—ASCAP
16	7	7	SLIPPING AROUND	Ernest Tubb	Dec 46173—BMI
7	5	8	I NEVER SEE MAGGIE ALONE	K. Roberts	Coral 64012—ASCAP
19	—	9	I'M THROWING RICE AT THE GIRL I LOVE	E. Arnold	V(78)21-0083; (45)48-0080—BMI
5	8	10	YOU'RE GONNA CHANGE	H. Williams	MGM 10506—BMI
6	9	11	WHY DON'T YOU HAUL OFF AND LOVE ME?	M. Shiner	Dec 46178—BMI
2	12	11	CRY BABY HEART	G. Morgan	Col(78)20627; (LP)2-358—BMI
2	9	13	BUT I'LL GO CHASIN' WOMEN	S. Hamblen	Col(78)20625; (LP)2-351
2	—	14	LOST HIGHWAY	H. Williams	MGM 10506
1	—	14	JEALOUS HEART	K. Roberts	Coral 75126—BMI

WARNING!

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FOLK TALENT AND TUNES

By Johnny Sippel

Western Wax Waumpum: In the second week of the November polling of the nation's Western disk jockeys, 102 spinners named Jimmy Wakely and Margaret Whiting's "Slipping Around" (Capitol) as their most requested number. Following in order were Delmore Brothers' "Blues Stay Way From Me" (King), Tennessee Ernie's "Mule Train" (Capitol), Wayne Raney's "Why Don't You Haul Off and Love Me?" (King), Eddie Crosby's "Blues Stay Way From Me" (Decca), Kenny Roberts' "I Never See Maggie Alone" (Coral), Dolph Hewitt's "I Wish I Knew" (Victor), George Morgan's "Cry Baby Heart" (Columbia), and Floyd Tillman's "I'll Never Slip Around Again" (Columbia) and Frankie Laine's "Mule Train" (Mercury).

In forecasting the hits of the future, the platter spinners named Leon Payne's "I Love You Because" (Capitol) and George Morgan's "I Love Everything About You" (Columbia) as their top choices. The remaining eight in the order named were Stuart Hamblen's "I'll Go Chasin' Women" (Columbia), Homer and Jethro's "Tennessee Border No. 2" (Victor) and Chickie and Doc Williams's "Beyond the Sunset" (Wheeling) Pee Wee King's "Bonaparte's Retreat" (Victor), Gene Autry's "Rudolph the Red-Nosed Reindeer" (Columbia) and Bing Crosby's "Mule Train" (Decca), seventh, and Eddy Arnold's "C-h-r-i-s-t-m-a-s" (Victor) and Floyd Tillman's "Gotta Have My Baby Back."

Artists' Activities: Euell Nettles, 14-year-old son of Bill Nettles (Mercury), KMLB, Monroe, La., is set to play bass with his dad's band at the end of the next school term. The youngster picked up the difficult instrument on his own. . . . Sally and Ash Taylor, of Sally Ann Park, Kutztown, Pa., played host to Billy Wilson, of Billy Wilson and Bunny Bell, October 16 when Wilson celebrated his birthday. Bunny Bell, who is heard with Wilson over WKAP, Allentown, Pa., was married to William Noti September 24. . . . Jimmy Wakely (Capitol) has waxed a six-hymn album, backed by Buddy Cole and the Mellow Men, with narration by Ann Whitfield and with words by Cottonseed Clark. Wakely's itinerary includes: The "Grand Ole Opry" NBC seg, November 12, with Margaret Whiting; Fox Theater, Detroit, 15-21, and a two-weeker at the Thunderbird Hotel, Las Vegas, Nev., opening November 24. . . . Dick Thomas (Decca) participated in the Tobacco Bowl Festival October 15 at Richmond, Va. Murray Nash (Mercury), Fred Rose (MGM) and Fred Kirby (MGM) also were on deck. Thomas cut his last session in Cincinnati, with "Foolish Tears" and "The Tennessee Local" as his next releases.

Steve Stebbins, of Americana Corporation, reports that the Maddox Brothers and Rose (4-Star) drew a record 5,673 admissions at \$1.20 in a San Diego, Calif., date, October 28-30. They broke a house record at the Hometown Jamboree Stadium at El Monte, Calif., doing 885 admishes, while they did 3,079 at Ventura, Calif., which is 60

(Continued on page 36)

FLASH... IMPORTANT NEWS...
 FOR ALL OPERATORS...
 COLUMBIA HAS JUST RELEASED...



HUGO WINTERHALTER'S

Greatest Release

"JEALOUS HEART"

Written by Jenny Lou Carson (BMI)
 on
 COLUMBIA 38598



CURLEY WILLIAMS'

Greatest Release

"NO, NOT NOW"

Written by Curley Williams, Mel Force and Hank Williams (BMI)
 Coupled With
"BARBECUE RAG"
 Written by Boots Harris (BMI)
 on
 COLUMBIA 20633



ROY ACUFF'S

Greatest Release

"JUST ABOUT TIME"

Written by Roy Acuff (BMI)
 on
 COLUMBIA 20626



GEORGE MORGAN'S

Great Release

"CRY-BABY HEART"

Written by Leon Payne (BMI)
 on
 COLUMBIA 20627

Acuff-Rose PUBLICATIONS
 WE DO NOT SELL RECORDS
 SHEET MUSIC AVAILABLE
 2510 FRANKLIN ROAD
 NASHVILLE 4, TENNESSEE
 TIP!
 PLACE YOUR ORDER
 NOW WITH YOUR COLUMBIA DISTRIBUTOR

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.

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
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POPULAR		
ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
DANNY KAYE-ANDREW SISTERS (Vic Schoen Ork) Decca 24769	A Merry Christmas at Grandmother's House Bright performance by Kaye and the Sisters of a sprightly seasonal oldie which is not often heard.	78--82--79--74
	My Two Front Teeth Danny Kaye-Patty Andrews If Spike Jones is to have competition on this novelty of last year, this is likely to be it. Danny and Patti are wonderful.	86--87--86--85
ETHEL SMITH Decca 24750	Three Little Words Oldie revived in the organ-and-bones fashion comes off passably.	58--60--55--60
	The Windmill's Turning Waltz in the "You Can't Be True Dear" idiom has the spark which could bring some Midwestern business. The Travelers handle an adequate vocal.	71--72--70--72
BOB HANNON-JOHNNY RYAN Decca 24783	Yesterday's Roses Duet in the Van and Schenk tradition could bring in some tavern juke coin for a new tear-jerking waltz.	69--68--67--72
	The Game of Broken Hearts Another and stronger bet for the tavern trade is this job on a "sleeper" tune which has been moving slowly.	73--75--70--75
CHARLES LA VERE-JEFF ALEXANDER CHORUS Decca 24774	You Wish Me All the Luck in the World A good competent mood ballad waxing neither stirs nor offends. La Vere's vocal chore is soothing.	64--66--62--64
	I Don't Want To Be President Pleasant but slight rhythm etching spots more easy-to-take La Vere vocalizing doing an airy bit of fluff.	61--64--58--60
CARMEN CAVAL-LARO ORK Decca 24772	Twilight Cavallaro's keyboard shines in this dance dishing of the pretty adaptation from Borodin. Bob Lido supplies the lyrics effectively.	75--78--74--74
	Bluebird on Your Windowsill Competent performance of a promising country-type rhythm ballad. A little more enthusiasm and brighter beat could have made this a biggie.	77--76--78--78
MIKE RILEY ORK MGM 10569	I've Been Floating Down the Old Green River Half of the old Riley-Farley team hands the revival effort for the oldie a corn two-beat waxing with plenty of spirit.	70--68--68--75
	The Music Goes 'Round and Around There's a threat that this nuisance of the late '30s may be revived. Riley's one of the guys responsible for it the first time and he knows how to do it.	65--65--60--69
PHIL BRITO (Paul LaValle Ork) MGM 10567	Come Back to Sorrento A standard recording out of the Musicraft catalog is reissued. Strong fare for Italian nabes.	75--75--75--75
	O Sole Mio Another strong reissue which is enhanced today because of the pop adaptation, "There's No Tomorrow," which currently is moving upward.	77--80--75--75
JACK FINA ORK (Bob Darnell) MGM 10566	My Love Loves Me Pleasant dance dishing of a pic tune of merit. Fina's piano and Darnell's singing are the highlights.	69--70--68--68
	A Dreamer's Holiday Add another fetching but late rendition of the fast-moving bounce ballad.	66--66--66--66
PRIMO SCALA ORK-THE KEYNOTES London 495	If You Knock on Any Door on Christmas Day Hoky ditty which oozes old-fashioned sentiment could conceivably catch some Christmas business, especially in tavern boxes.	70--70--70--70
	Snowy White Snow and Jingle Bells Scala may have another "Mistletoe Kiss" in this gay melodic polka effort. It's got plenty of infection and appropriate seasonal lyrics. Written by Billy ("The Gypsy") Reid.	81--84--80--80
BOB MORRIS (Joe Bushkin Trio) American 5001	Bedelia Pleasant albeit unexciting waxing of the oldie.	56--57--54--57
	Who Knows, Who Cares? Satisfying plattering of a handsome ballad. Morris's vocalizing with a group is better than average.	62--65--60--60
ALAN DALE Harmony 1078	I Can Dream, Can't I? Dale debuts on Harmony with an excellent warm rendition of the hit revival. This is about as strong competition to the Andrews' etching as has been made.	83--85--82--82
	There's No Tomorrow Topnotch waxing of the "O Sole Mio" adaptation. Dale has never sung better and his ork support is superb. This paring is a true bargain at the 49-cent tag.	88--89--87--88

Record Reviews

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
POPULAR		
ROGER COLEMAN Castle 1281	Under a Symphony of Stars Sharp orking, an uninspired ballad and a boy singer with considerable quality are the ingredients of this waxing.	60--63--58--58
	You Remind Me of Someone Coleman does an old-fashioned waltz cut from a familiar pattern.	58--58--55--60
JANETTE DAVIS Harmony 1084	You're All I Want for Christmas Miss Davis warbles the ballad, which cropped up hit-wise late last season, with considerable warmth. Tasty dishing.	74--74--74--74
	The Merry Christmas Polka Sprightly reading of the tune which should make a clean sweep this Christmas. Should do plenty biz at the low price.	82--84--82--80
BILL HARRINGTON (Danny Mendelsohn Ork) Vocalion 55058	The Story of Annie Laurie Tasteful rendition of a current pop which hasn't yet materialized.	47--50--45--50
	Don't Cry, Joe Adequate coverage of the Joe Marsala hit ballad for the low-price label.	60--60--60--60
BILL HARRINGTON (Danny Mendelsohn Ork) Vocalion 55059	I Want You To Want Me Harrington sings the movie-revived oldie simply in straightforward fashion. Tasty orking makes this an effective low-price side.	67--69--65--67
	Now That I Need You So-so Harrington vocal job on the ditty from the "Red Hot and Blue" flick.	56--55--55--58
DICK ROBERTSON ORK Vocalion 55042	Hello, Mister Kringle There'll be little room for such trivia as this on the crowded Christmas market.	47--45--45--50
	I Want You for Christmas Another ancient side with a pleasant two-beat put which will be lost in the current Christmas market despite the low price.	47--45--45--50
TWO TON BAKER Mercury 5329	Why Fall in Love With a Stranger Baker injects plenty of spirit into his handling of a not unattractive rhythm ditty.	65--64--64--67
	I'm Just a Little Pansy in a Flower Pot Baker turns in a suitable sequel to his etching of "Onion in a Petunia Patch."	75--75--75--75
KAYCEE TRIO (Warren Durrett Ork) Damon D-11233-S	My Sweet Rosita Passable presentation of an ordinary ballad.	46--46--44--48
	Forever With You Jo Ann Tally A schmaltzy albeit pretty waltz is sung exceedingly well by Miss Tally, who shows considerable talent via this etching.	62--65--60--60
EDMUNDO ROS ORK London 499	The Wedding Samba Tune has been known in the Borscht belt as "Die Nayem Sher," and it makes a fine samba. Ros warbles with gusto.	73--74--74--70
	Too Much Tempo in My Rumba Beat Okay rumba beat here but foggy calypso-type vocal adds little.	65--65--69--64
GUY LOMBARDO Decca 24779	Sourwood Mountain Square Dance Guy makes like a Midwestern brass band between twin-piano choruses on a lively medley of square dance tunes. Useful for groups that have their own caller. And good to listen to.	80--82--80--78
	Chicken Reel Square Dance More of the same.	81--83--80--80
ELLA FITZGERALD-SY OLIVER ORK Decca 24780	Talk Fast, My Heart, Talk Fast Ella's special fans will eat up this little display of her versatility and virtuosity.	72--75--73--68
	In the Evening One of Ella's all-too-infrequent excursions into the pure blues vein. And it's a deeply felt job. Should pick up coin in the blues-rhythm field.	83--85--83--80
CARL RAVAZZA Decca 24782	Vieni Su If the Italian tune breaks thru, this business-like version should give a good account of itself.	71--72--70--72
	There's No Tomorrow He'll have a tougher time catching Tony Martin and Alan Dale on this one.	69--68--68--70
JO ANN TALLY-KEN SMITH (Warren Durrett Ork) Damon D-11227-H	The Birds and the Bees Gal sings straight, and Smith affects a silly voice in a silly ditty. Despite the title, this is kid stuff.	61--64--60--60
	In the Same World With You Miss Tally handles a pretty sentimental waltz all by herself. Will need plenty of jock support.	65--68--65--64
DURRETT TRIO Damon D-11228-S	Don't Tell My Heart Parlor trio and organ do a pleasant enough harmonizing job on a pretty tune.	69--70--68--68
	It's True, It's True Warbler, backed by band, does this ditty in country style. Banjo and handclapping are thrown in for some added appeal.	71--72--70--70
BUDDY CLARK Regent 169	South of the Border Old reissued Varsity waxing shows its age, but the late great crooner was in fine form and even sings a rhythm chorus.	72--76--73--68
	If What You Say Is True For Clark collectors.	66--70--68--60
GIL DAGENAIS Crystal 231	Starlight Waltz Piano-organ-bass group plus warbler offers a pleasant rendition of an old-fashioned waltz. Production and recording are non-pro.	56--55--56--60
	A Heart For Rent Heavy beguine beat isn't enough to redeem the clothes closet recording.	51--52--50--50
PETER TODD ORK Coral 60111	If You're Irish Come Into the Parlor Marchy Irish come-all-ye is done in modern gang style. Should register in the taverns.	73--72--72--75
	Tell Ya Momma Old-timer is performed in old-timey one-step fashion, with gang vocal. Cute idea and catchy refrain.	77--78--76--76

Record Reviews

RATINGS
 OPERATOR
 RETAILER
 DISK JOCKEY
 OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	
POPULAR		
RACIE FIELDS (Bob Farnon Ork) London 526	Only a Glass of Champagne But it led to dishonor. And Gracie chokes up with tongue-in-the-cheek emotion. Mighty entertaining tho some stations may be squeemish.	80--82--80--78
	She Fought Like a Tiger for 'Er 'Onour Miss F. made this some years ago for Liberty Music Shop disks. English music hall favorite makes for good disk entertainment	80--82--80--78
OHNNY BOND ORK (Rosemary Calvin) MGM 10565	You Broke My Heart With Be-Bop Novelty. Introed several months back via Russ Carlyle's waxing, could serve as an occasional jock special.	65--72--64--60
	John, Atsa, My Paisan Prima-type novelty utilizes a tarantella rhythm. Mild stuff, but could cop some coin in Italian nabes.	65--66--64--64
CONNIE JORDAN Coral 60109	I'm Just Looking for a Thrill Warbler falls between Laine and Bill Darnel stylistically. Moderate rhythm rendition could do blues-rhythm business.	75--76--75--73
	Baby, But Natch Fine, beat-ful rendition of self-conscious novelty material. Man's Laine-isms are predominate here and good.	75--76--75--73
VAUGHN MONROE ORK Victor 20-3600	Mule Train Vaughn's version of this stellar hit, which is in his "Singing Guns" movie, is inferior to competition but Victor's production and distrib power should sell plenty of copies.	87--87--88--87
	Singing My Way Back Home Over a period of time this Western ballad, also from Vaughn's flick, could mean much more to the pairing. It's Vaughn at his most relaxed in a "Cool Water" vein.	88--88--88--88
THE STARDUSTERS Decca 24781	Through a Long and Sleepless Night A stunning performance but late release of a beautiful tune from the "Come to the Stable" flick.	67--70--65--65
	Wouldn't It Be Fun Rhythm tune which seems to have been stalled in its bid. The group treats the song pleasantly.	60--60--60--60
ART MOONEY ORK MGM 10564	Shenanigans Mooney's crew spiritedly dishes out a rousing Irish follow-up to his "Hop Scotch Polka" hit. Sounds like another big nickel-grabber.	88--88--87--89
	The River Seine It takes the Mooney outfit a little bit to get to the meat of this swirling, gay waltz, but this may make little difference. The song's got plenty of hit potential.	88--88--88--87
FRAN WARREN Victor 20-3587	My Love Loves Me Fran finally is emerging on wax. She sings this movie tune, an adaptation, with a maximum of warmth and style. Tasty background.	87--89--87--85
	This Is Where Love Walks Out Show-opening type material piece is done up brown by Fran. Spinners will like. Orking helps keep the whole thing organized.	78--80--75--78
TOMMY DORSEY ORK Victor 20-3588	Shake That Tree Jack Duffy lends beat and personality to a cute rhythm novelty while the Dorsey band cuts a swinging dance arrangement.	73--75--72--75
	Hollywood Hat An unspectacular instrumental original by Bill Finnegan is played with precision, spark and sock ensemble by the sharp T. D. crew.	67--70--65--65
ELLIOT LAWRENCE ORK (Rosalind Patton) Columbia 38629.	Got You Right Where I Want You Inoffensive, cute rhythm ditty from the new Mask and Wig Show is sung reasonably well by Roz Patton, orking is interesting, has a beat and is clean.	65--70--60--65
	Your Life Is My Life (Danny Riccardi) Pretty Thornhill-ish band sound and Lawrence's tasty keyboarding give this side some credence. Mask and Wig ballad is on the weak side.	62--65--60--60
HARRY BABBITT (Buddy Cole) Vocalion 55036	Silent Night Reverent rendition of the Christmas hymn. Babbitt rarely has sung better. Cole's organ work gives the disk a big sound.	67--70--65--65
	White Christmas Sympathetic singing by Babbitt with effective Cole organ background. Pairing is a low-price bargain but competition on the songs is tremendous.	69--70--68--68
NELLIE BROWN-BILL YEAROUT-TED WEST TRIO Damon D-11229-H	Bingo Went My Heart Boy-gal harmony on a tune that compares l'amour with the bingo game. Mere bunco than bingo.	40--40--40--40
	The Man in the Moon Thrush does a so-so ballad adequately.	50--50--50--50
FREDDY MARTIN ORK (Merv Griffin) Victor 20-3576	Merry Christmas Polka Bright, happy waxing of the most promising of this year's seasonal song crop. One of the best readings.	87--88--86--86
	Your Kiss Engaging disk of a not unpleasant ballad. Good dance etching. Merv Griffin's vocal is a decided asset.	70--70--70--70
VAUGHN MONROE ORK Victor (45) 47-3070	The Jolly Old Man in the Bright Red Suit Monroe and his organization tackle a Christmas kidtune. Ditty has some charm, and old Iron Tonsils sells it with kindly, avuncular manner.	80--82--80--78
	Auld Lang Syne This ringing production of the New Year's favorite should get plenty of play when the wassail bowl is full.	84--85--83--84
ELLA FITZGERALD Decca 24778	A Man Wrote a Song A class treatment of a class song.	80--85--80--75
	Foolish Tears Thrush shows her great versatility in a heartwarming sincere rendition of a promising hillbilly pop.	83--83--81--85

(Continued on page 94)

OH, NO! NOT AGAIN!

YES! AGAIN WITH ANOTHER SMASH HIT!

"THE OLD MASTER PAINTER"

DON'T DO NOTHIN' TILL
YOU HEAR THIS VERSION BY

RICHARD HAYES

MERCURY

NON-BREAKABLE 5342

BEASLEY SMITH
 Composer of "THAT LUCKY OLD SUN"

Conducts His

NEW HIT!
 Sung by

SHOOKY LANSON

"**THE OLD
 MASTER
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No. 555
 75¢ plus tax

LONDON
 RECORDS

The London Gramophone Corp., 16 W. 22 St., N. Y. 10, N. Y.

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.

I GOTTA HAVE MY BABY BACK..... Ella Fitzgerald and the Mills Brothers. Decca 24813

The plaintive urgency of this superior Floyd Tillman torch tune is expressed with irresistible conviction by Miss Fitzgerald and the Mills Brothers. Their voices melt together in a blend that proclaims heartbreak—and it's our guess the message will register.

SHE WORE A YELLOW RIBBON.
 CHARLIE, MY BOY..... Andrews Sisters and Russ Morgan Ork. Decca 24812.

"Ribbons," a gay chant with a winning homespun flavor, gets a rousing, flag-waving, all-stops-out treatment from the educated Andrews larynxes and the knowing orking of Morgan. It's tight, hard-hitting, and punches to a stirring climax. The flip, "Charlie," enjoys another handsome treatment, and should match "Ribbons" in sales and play. Two other records of "Ribbons" should be born in mind, the Eddie Miller waxing, already moving well for Rainbow, and the imaginative Jerry Wayne-Hugo Winterhalter job for Columbia.

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. DARDANELLA Paul Weston Ork. Capitol 57-756
2. I WANT TO GO HOME..... Perry Como Victor 20-3586
3. FOOL'S PARADISE..... Sarah Vaughan Columbia 38617
4. SO BLUE..... Art Lund. MGM 10542
5. WAY BACK HOME..... Bing Crosby..... Decca 24800
6. DEAR HEARTS AND GENTLE PEOPLE..... Benny Strong..... Capitol 57-757
7. MULE TRAIN Vaughn Monroe..... Victor 20-3600
8. CROCODILE TEARS..... Eddy Howard..... Mercury 5325
9. MULE TRAIN..... Gordon MacPae..... Capitol 57-777
10. TENDERLY Les Brown Ork..... Columbia 38616

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. MULE TRAIN Vaughn Monroe..... Victor 20-3600
3. DILL PICKLES Pee Wee Hunt..... Capitol 57-773
4. THE LORD'S PRAYER..... Perry Como..... Victor 52-0071
5. DEAR HEARTS AND GENTLE PEOPLE..... Bing Crosby..... Decca 24798
6. A THOUSAND VIOLINS..... Tony Martin..... Capitol 57-756
7. SHE WORE A YELLOW RIBBON..... Eddie Miller Ork..... Rainbow 80033
8. TELL ME WHY..... Gordon Jenkins Ork..... Decca 24738
9. TOOT, TOOT, TOOTSIE..... Art Mooney Ork..... MGM 10548
10. WHY WAS I BORN?..... Vic Damone..... Mercury 5326

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. DEAR HEARTS AND GENTLE PEOPLE..... Dinah Shore Columbia 38605
2. DEAR HEARTS AND GENTLE PEOPLE..... Benny Strong Ork..... Capitol 57-757
3. I WANT TO GO HOME..... Perry Como..... Victor 20-3586
4. SHE WORE A YELLOW RIBBON..... Eddie Miller Ork..... Rainbow 80033
5. DEAR HEARTS AND GENTLE PEOPLE..... Bing Crosby..... Decca 24798

FOLK TALENT AND TUNES

(Continued from page 33)

short of the all-time peak. . . . Slim Whitman (Victor) is now doing a daily show from Nashville over Mutual for Burrus Mills, with the show known as "Slim Whitman and the Lightcrust Doughboys." Whitman and his featured lead guitar man, Harold Bradley, just returned from State Fair of Texas, Dallas, where they worked personals October 8-23. . . . Marge Engler, of WTOL, Toledo, is organizing a Junior Jamboree Saturday afternoons at Memorial Hall to encourage moppet and teen-age interest in h.b. music. Acts from her "Maumee Valley Jamboree" will be featured. . . . Arthur (Guitar) Smith (MGM) and his Crackerjacks opened November 2 at the Pall Mall Room of the Raleigh Hotel, Washington, for d.j. Connie B. Gay, of WARL, Arlington, Va. Texas Jim Robertson (Victor) is on the same bill.

Jesse Rogers (Bluebird) and steelman Billy Williamson and PeeWee Miller, once with the Sleepy Hollow Gang, are working the Club Argyle, Newark, N. J. . . . Cherokee Sue, of WPDJ, Clarksburg, W. Va., reports that Blaine Smith, of WRVA, Richmond, Va., has several promising sides for Dome Records. . . . Walter Richardson, of KDNT, Denton, Tex., reports that the Tex-Sons have inked with Bullet. They will go to San Antonio in late November to work with Floyd Tillman.

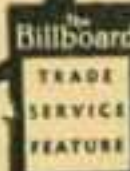
Please address all communications to Johnny Sippel, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

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
- A Dale (Give Me) Harmony 1080
- A New Star Is Shining in Heaven
- B. Doyle (Mother Prairie) Harmony 1079
- Ain'tcha Comin' Out
- R. Ford (Sugar Blues) Crystalette CR 612
- All Ears
- J. McLean (Just A) Crystalette CR 617
- All of Me
- K. Starr (Who's Foolin') Crystalette CR 618
- Always in My Heart
- A. Dexter (I'm Startin') Col 20640
- Bedelia
- B. Morris-J. Ruskin Trio (Who Knows) American 5001
- Begin the Beguine
- D. Pablo's Ork (Nite Of) Rondo 178
- Best Loved Christmas Music Album—R. Bloch Ork (R-10")
- Signature S-3
- Beyond the Sunset
- Three Suns—R. Allen-E. Britt (The Game) (78)20-3599; (45)47-3105
- Bibbidi-Bobbidi-Boo
- R. Robbins (Skirts) Cap 57-778
- Blue Christmas
- H. Winterhalter Ork (You're All) Col 38635

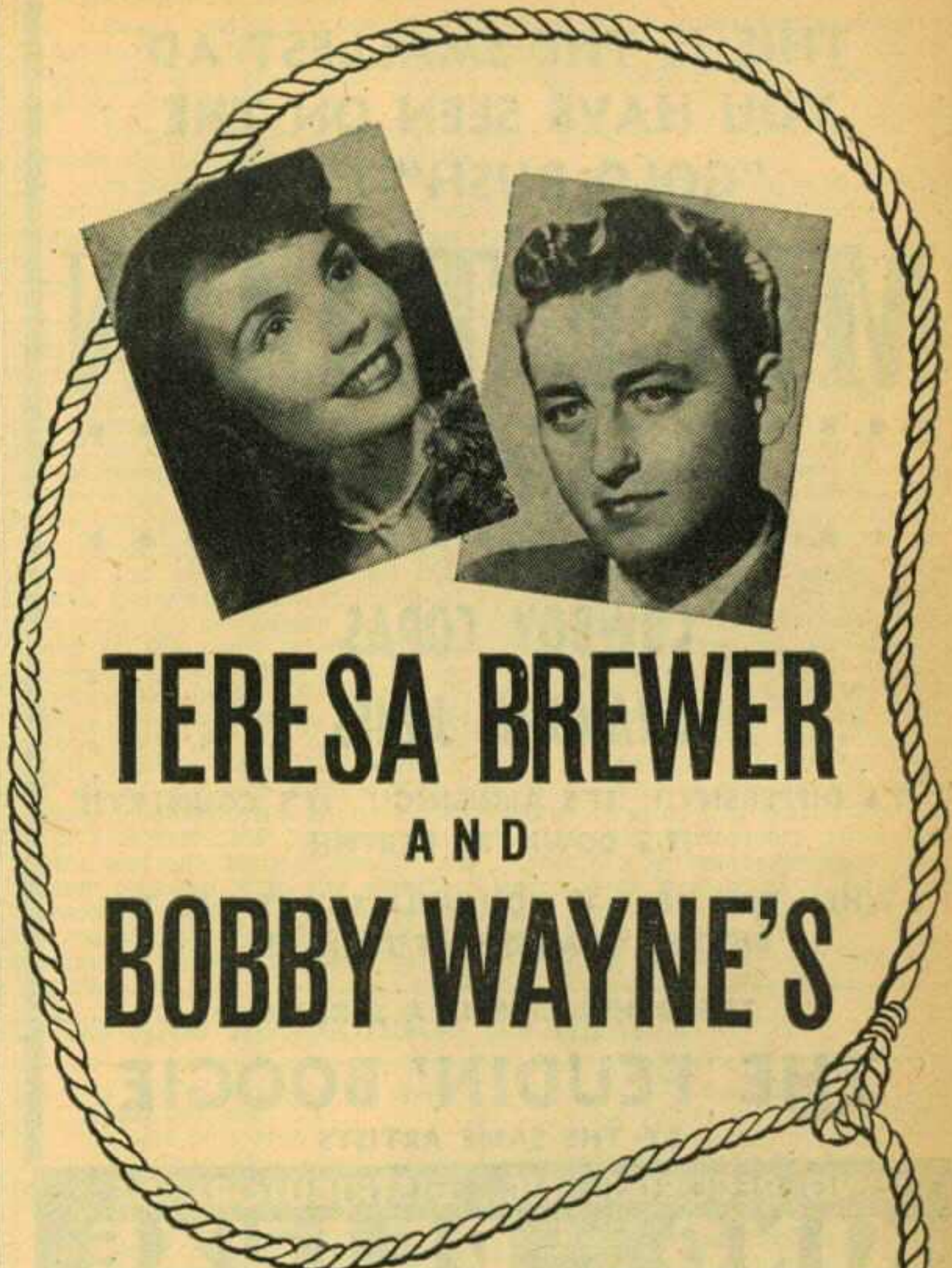
- I Can Dream, Can't I?
- A. Dale (There's No) Harmony 1078
- I Can Dream, Can't I?
- The Blenders (Come Back) National 9092
- I Can't Give You Anything But Love
- L. Prima Ork (There's A) Varsity 195
- I Cried for You
- S. Vaughan (You Say) Col 38630
- I Don't Know Why
- C. Ventura (Charlie Boy) Crystalette CR 620
- I Got Rhythm
- O. Mason (Yesterdays) Rondo 201
- I Never See Maggie Alone
- T. Clayton Ork (Whispering Hope) Varsity 215
- I Must Have Done Something Wonderful
- D. Day (Dear Hearts) V(78)20-3596; (45)47-3102
- If I Were You (I'd Fall in Love With Me)
- T. Tucker Ork (She Wore) MGM 10572
- If You Want Some Lovin'
- D. O'Dell (Mosey On) Mer 6218
- I'll Get Along Somehow
- The Harmonaires (Dream) Varsity 5025
- I'll Never Slip Around Again
- D. Day (The Game) Col 38637
- Illinois! I Love You
- C. Robards Ork (Huckleberry Sweetheart) Mutual 1
- I'm Startin' Sweetheartin' Again
- A. Dexter (Always In) Col 20640
- I'm the Man With the Dreams
- I. Beneke Ork (They Say) V 20-3593
- I've Got a Lovely Bunch of Coconuts
- M. Blanc (Toot, Toot) Cap 57-780
- Johnson Rag
- Hoylman Quartet (Side By) Rondo 207
- Judge of the Beauty Parade
- G. Osborne Quintette (Circle Around) Mutual 2
- Just a Kiss Apart
- J. McLean (All Ears) CR 617
- Just a Kiss Apart
- Pied Pipers ('S Wonderful) V 20-3592
- Kit Kat Polka
- L. Welk (Merry Christmas) Mer 5335
- Love for Christmas
- F. Gross Ork (You Don't) Savoy 720
- Marta (Rambling Rose of the Wildwood)
- T. Martin (Bye Bye) V(78)20-3598; (45)47-3104
- Mercury Waltz
- D. Pablo's Ork (Words Of) Rondo 176
- Merry Christmas Polka
- L. Welk (Kit Kat) Mer 5335
- Mosey On
- D. O'Dell (If You) Mer 6218
- Mother Prairie
- B. Doyle (A New) Harmony 1079
- Mule Train
- N. Eddy (Whoopie Ti Yi-Yo) Col 38645
- Mule Train
- B. Ives (Greer County) Col 38644
- Mule Train
- F. Laine (Carry Me) Mer 5345
- Mule Train
- G. MacRae (Dear Hearts) Cap 57-7770
- Mule Train
- M. McGuire-Harmony Rangers (Ten Pretty) Rich-R-Tone 456
- Mule Train
- The Syncopators (These Are) National 9095
- My Wild Irish Rose
- F. Lowery (Boots and) Col 38631
- Nite of Romance
- D. Pablo's Ork (Begin The) Rondo 178
- Normania
- C. Basie Ork (St. Louis) V(78)20-3601; (45)47-3107
- Octave Jump
- B. Chester Ork (Someday) 20th Century TC 20-99
- Oh Clara
- L. Duchow (Up In) V(78)25-1142; (45)51-0037
- Philosophy
- M. Travis-E. Kirk-T. Ernie (Blues Stay) Cap 57-40254
- Richest Guy in the Graveyard
- D. Washington (Good Daddy) Mer 8154
- 'S Wonderful
- The Pied Pipers (Just A) V 20-3592
- St. Louis Baby
- C. Basie Ork (Normania) V(78)20-3601; (45)47-3107
- Shame on You
- L. Kirk (Charley, My) V 20-3591
- Shine on Harvest Moon
- A. & D. Russell (Chickenfoot, 'Sparegrass) Cap 57-779
- She Wore a Yellow Ribbon
- T. Tucker Ork (If I) MGM 10572
- Side By Side
- Hoylman Quartet (Johnson Rag) Rondo 207
- Sittin'
- Whittle's Ork (Tit for) Smart DD 1002
- Six Times a Week (And Twice on Sunday)
- K. Kyser Ork (Hush Little) Col 38634

The following abbreviations are being used thruout the list of Advance Record Releases:
 Cap—Capitol
 Col—Columbia
 Decca—Decca
 Mer—Mercury
 V—Victor
 All other labels will continue to be spelled out.
 Where 78, 45 and 33 1/2 (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.

- Blues Stay Away From Me
- M. Travis-E. Kirk-T. Ernie (Philosophy) Cap 57-4025
- Body and Soul
- B. Zerk (Workin' My) Crystalette CR 615
- Boots and Saddle
- F. Lowery (My Wild) Col 38631
- Bop's Your Uncle
- G. Shearing (Sophisticated Lady) Savoy 718
- Bye Bye Baby
- T. Martin (Marta) V(78)20-3598; (45)47-3104
- Carry Me Back to Old Virginny
- F. Laine (Mule Train) Mer 5345
- Charley, My Boy
- L. Kirk (Shame On) V(20-3591
- Charley My Boy
- L. Prima (Yes, We) Mer 5338
- Charlie Boy
- C. Ventura (I Don't) Crystalette CR 620
- Chickenfoot, 'Sparegrass, Hominny and Butter
- A. & D. Russell (Shine On) Cap 57-779
- Circle Around the Moon
- O. Osborne Quintette-W. West-M. Le Master (Judge of) Mutual 2
- Buddy Clark Encores Album—B. Clark (1-10") Col (33) CL 6083
- Come Back Baby Blues
- The Blenders (I Can) National 9092
- Copper Canyon
- T. Brewer-B. Wayne ('Way Back) London 562
- Dear Hearts and Gentle People
- D. Day (I Must) V(78)20-3596; (45) 47-3102
- Dear Hearts and Gentle People
- G. MacRae (Mule Train) Cap 57-777
- Dear Hearts and Gentle People
- P. Page (The Game) Mer 5336
- Did You Ever See a Dream Walking?
- S. Lanson (The Old) London 555
- Don't Do Something to Someone Else (That You Wouldn't Want Done to You)
- M. Torme (The Blossoms) Cap 57-775
- Dream
- The Harmonaires (I'll Get) Varsity 5025
- Dreamer's Holiday
- G. Olsen Ork (The Good) Varsity 226
- Dreams of Old Hawaii
- L. McIntire (Hawaiian Sunset) Varsity 228
- Give Me Your Hand
- A. Dale (A. Dreamer's) Harmony 1080
- Good Daddy Blues
- D. Washington (Richest Guy) Mer 8154
- Greer County Bachelor
- B. Ives (Mule Train) Col 38644
- Ha
- C. Ventura Ork (High On) V 20-3594
- Hawaiian Sunset
- L. McIntire (Dreams Of) Varsity 228
- High on an Open Mike
- C. Ventura Ork (Ha) V 20-3594
- Huckleberry Sweetheart
- C. Robards Ork (Illinois! I) Mutual 1
- Hush Little Darlin'
- K. Kyser Ork (Six Times) Col 38634

- I Can Dream, Can't I?
- A. Dale (There's No) Harmony 1078
- I Can Dream, Can't I?
- The Blenders (Come Back) National 9092
- I Can't Give You Anything But Love
- L. Prima Ork (There's A) Varsity 195
- I Cried for You
- S. Vaughan (You Say) Col 38630
- I Don't Know Why
- C. Ventura (Charlie Boy) Crystalette CR 620
- I Got Rhythm
- O. Mason (Yesterdays) Rondo 201
- I Never See Maggie Alone
- T. Clayton Ork (Whispering Hope) Varsity 215
- I Must Have Done Something Wonderful
- D. Day (Dear Hearts) V(78)20-3596; (45)47-3102
- If I Were You (I'd Fall in Love With Me)
- T. Tucker Ork (She Wore) MGM 10572
- If You Want Some Lovin'
- D. O'Dell (Mosey On) Mer 6218
- I'll Get Along Somehow
- The Harmonaires (Dream) Varsity 5025
- I'll Never Slip Around Again
- D. Day (The Game) Col 38637
- Illinois! I Love You
- C. Robards Ork (Huckleberry Sweetheart) Mutual 1
- I'm Startin' Sweetheartin' Again
- A. Dexter (Always In) Col 20640
- I'm the Man With the Dreams
- I. Beneke Ork (They Say) V 20-3593
- I've Got a Lovely Bunch of Coconuts
- M. Blanc (Toot, Toot) Cap 57-780
- Johnson Rag
- Hoylman Quartet (Side By) Rondo 207
- Judge of the Beauty Parade
- G. Osborne Quintette (Circle Around) Mutual 2
- Just a Kiss Apart
- J. McLean (All Ears) CR 617
- Just a Kiss Apart
- Pied Pipers ('S Wonderful) V 20-3592
- Kit Kat Polka
- L. Welk (Merry Christmas) Mer 5335
- Love for Christmas
- F. Gross Ork (You Don't) Savoy 720
- Marta (Rambling Rose of the Wildwood)
- T. Martin (Bye Bye) V(78)20-3598; (45)47-3104
- Mercury Waltz
- D. Pablo's Ork (Words Of) Rondo 176
- Merry Christmas Polka
- L. Welk (Kit Kat) Mer 5335
- Mosey On
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- Mother Prairie
- B. Doyle (A New) Harmony 1079
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- N. Eddy (Whoopie Ti Yi-Yo) Col 38645
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- B. Ives (Greer County) Col 38644
- Mule Train
- F. Laine (Carry Me) Mer 5345
- Mule Train
- G. MacRae (Dear Hearts) Cap 57-7770
- Mule Train
- M. McGuire-Harmony Rangers (Ten Pretty) Rich-R-Tone 456
- Mule Train
- The Syncopators (These Are) National 9095
- My Wild Irish Rose
- F. Lowery (Boots and) Col 38631
- Nite of Romance
- D. Pablo's Ork (Begin The) Rondo 178
- Normania
- C. Basie Ork (St. Louis) V(78)20-3601; (45)47-3107
- Octave Jump
- B. Chester Ork (Someday) 20th Century TC 20-99
- Oh Clara
- L. Duchow (Up In) V(78)25-1142; (45)51-0037
- Philosophy
- M. Travis-E. Kirk-T. Ernie (Blues Stay) Cap 57-40254
- Richest Guy in the Graveyard
- D. Washington (Good Daddy) Mer 8154
- 'S Wonderful
- The Pied Pipers (Just A) V 20-3592
- St. Louis Baby
- C. Basie Ork (Normania) V(78)20-3601; (45)47-3107
- Shame on You
- L. Kirk (Charley, My) V 20-3591
- Shine on Harvest Moon
- A. & D. Russell (Chickenfoot, 'Sparegrass) Cap 57-779
- She Wore a Yellow Ribbon
- T. Tucker Ork (If I) MGM 10572
- Side By Side
- Hoylman Quartet (Johnson Rag) Rondo 207
- Sittin'
- Whittle's Ork (Tit for) Smart DD 1002
- Six Times a Week (And Twice on Sunday)
- K. Kyser Ork (Hush Little) Col 38634

(Continued on page 101)



TERESA BREWER AND BOBBY WAYNE'S

Sensational Duet

COPPER CANYON



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THIS IS THE SMALLEST AD
YOU HAVE SEEN ON THE
"GOLD RUSH" TUNE

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COWBOY COPAS
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IT'S DIFFERENT!! IT'S AMUSING!! IT'S COUNTRY!!
IT'S DOWN TO EARTH!!

WHEN YOU HEAR IT YOU WILL SAY IT HAS THE
BIGGEST "WALLOP" OF THEM ALL.

THE OTHER SIDE IS A SCREAM!

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Ben Smith Quartet
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R-176
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"WORDS OF LOVE"
Don Pablo & His Orchestra

Rondo RECORDS
329 S. WOOD ST. CHICAGO 12
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The **Billboard** MUSIC POPULARITY CHARTS
PART XI
Album and LP
Record Reviews

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)

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

THE CATEGORIES

1. Production Idea (grouping of selection continuity)15
2. "Name Value"15
3. Caliber of Material15
4. Manufacturers' Distribution Power10
5. Exploitation Aids (Record company and other advertising promotion, film, legit and other plugs)10
6. Interpretation15
7. Record Quality5
8. Manufacturers' Production Efficiency5
9. Packaging (art work, binding, wrapping)10

SALON MUSIC—Wladimir Selinsky & His Salon Ork (1-10'') **66**
Columbia (33) CL 6068

Mignonne; Fleurette; Caprice Viennois; Vienna, My City of Dreams; Jalousie Ay, Ay, Ay; Just a Cottage Small; My Heart Stood Still. A small string-and-woodwind group does a smart job of knocking out a handful of familiar tunes for the tea-and-crumpets market. This is the perfect musical offering for most any occasion where the music serves strictly for background. It will get in no one's way. It's soft, well-played, polite and transparently lightweight. Selinsky's arrangements and direction of the ork achieve the maximum of perfection for this sort of presentation.

JUKES Not suitable. **JOCKS** For dinner and tea-time airs.

AT THE PIANO—Frankie Carle (1-10'') **80**
Columbia (33) CL 6075

A Lover's Lullaby; Sunrise Serenade; Hindustani; Stumbling; Estelle; Twelfth Street Rag; Sweet Lorraine; Barcarolle; Prelude in C-Sharp Minor. Frankie Carle stands as one of our most commercially successful pop piano stylists. It is in this guise, rather than as a band leader that Carle is a foremost disk seller today. This long-playing disk features Carle and rhythm section running down eight sterling standard tunes in the inimitable tinkling style of the 88-ing maestro. His work should find warm reception on LP among those who have bought his shellac etchings.

JUKES Not suitable. **JOCKS** LP-equipped spinners have the makings of a Carle show here.

SAMBA DANCE SESSION—Gao Gurgel Ork—(4-10'') **68**
Coda 9

Bumble Boogie Samba; Corcovado; Maxixe-Carioca; Pao De Assucar; Penha; Rio; Salgueiro; Urca. Most of the tunes here were penned by pianist-maestro Gurgel, who comes from Brazil. His own piano is featured to nice effect on all sides. There are no vocals and a big band is used. Rhythm is good for samba dancers, tho the orking on the whole lacks the brilliance of the bigger samba hit disks. One side, "Bumble Boogie Samba," stands out as a distinctive novelty. Disks are unbreakable, package makes fine display, especially with others in the same "Dance Session" series.

JUKES "Bumble" side should appeal. **JOCKS** Single sides for an occasional novelty.

VIENNESE WALTZES—Alexander Schneider String Quintet (Columbia (33) ML 2068) **72**

Die Unzertrennlichen Walzer; S'Hoamweh; Mein Lebenslauf ist Lieb und Lust; Abendsterne Walzer; Geheime Anziehungskräfte, Op. 173; Die Romanliker Walzer; Die Mozartisten Walzer. This charming collection of little-known waltzes was issued several months ago on shellac and, as usual, gains in sound quality on the microgroove platter. The performers capture all of the lilting spirit of the pieces and still maintain the highest level of legitimate musicianship. Played as they are here in succession, there is a good program of dinner music, never tending toward monotony.

JUKES Not suitable. **JOCKS** Useful selections for middle-brow segs.

HANDLE: THE MESSIAH—Handle Oratorio Society of Augustana College (1-10'') **60**
Bibletone (33) T

This is a creditable abridged version of the Oratorio, with four soloists featured in front of a 300-voice choir and organ. Originally cut for 78 rpm shellac, it emerges well on LP. Purists will prefer the "name" versions with symphony orchestra and will want the uncut work. While it cannot be said that this recording reaches the heights of vocal splendor attained by name artists, there should be a market for it among just the people who buy Bibletone Records for their simple religious appeal.

JUKES Not suitable. **JOCKS** Selected parts good.

ELLINGTON: LIBERIAN SUITE—D. Ellington Ork (1-10'') **73**
Columbia (33) CL 6073

This is a previously unrecorded long-work of Ellington. It is available only in the LP medium. The piece certainly is one of the Duke's more ambitious undertakings and it also is one of his most enchanting works. It is composed of five dances and an introductory song which is sung warmly by Al Hibbler. The five dances offer the stellar Ellington soloists plenty of opportunity to display their wares. Ray Nance makes some stunning trumpet and violin contributions. Tyree Glenn offers superb growl tram work. And Johnny Hodges' alto, Jimmy Hamilton's clary, Al Sears' tenor and Harry Carney's bary sax also sparkle. Some of the individual tunes, particularly a tangish dance (No. 3), could stand strongly as classy pops.

JUKES Not suitable. **JOCKS** LP-equipped stations could use this on both jazz and light classic shows.

CHRISTMAS GREETINGS—Bing Crosby-The Andrews Sisters (3-10'') **88**
Decca A-715

You're All I Want for Christmas; The First Nowell; Deck the Hall; Away in a Manger; I Saw Three Ships; Good King Wenceslas; We Three Kings of Orient Are; Angels We Have Heard on High; Here Comes Santa Claus; Twelve Days of Christmas. Crosby single-handed has something of a corner on the Christmas market with his "Merry Christmas" album and "White Christmas." This new album should widen that corner even more, for Bing is at his best and has the benefit of some top-notch support in the disposition of this collection of a couple of new seasonal pops and a group of familiar carols. A top-notch seasonal package which should stand out head-and-shoulders in sales over most any other new Christmas entry.

JUKES "Santa" and "Christmas" good. **JOCKS** Must Xmas material.

BRAHMS: VARIATIONS ON A THEME BY HAYDN. OP. 56a—LISZT: LES PRELUDES—The Philadelphia Ork-Eugene Ormandy, Dir. (1-10'') **77**
Columbia (33) ML 2066

The compatibility of Brahms and Liszt is questionable, altho the two albums on one 10-inch LP represents a big value. But then purists of either school would probably not look to Ormandy for their ideal interpretation. This could actually be a popular package because neither of the works is "difficult," and the voluptuous tone of the Philadelphia group is exploited thoroly in the excellent recordings. The rich texture of the outfit is eminently suited to romantic works, whether in the glowing classic mold of Brahms, or the freer, dramatically evolving tone poem of Liszt. Ormandy, incidentally, does imbue the latter, pretty much of a war horse, with a large measure of dignity. Program notes are informative, providing simple analyses of the works.

JUKES Not suitable. **JOCKS** Longhair and FM shows can use frequently.

RODGERS-HART MUSICAL COMEDY HITS Richard Rodgers, Dir. (1-10'') **58**
Columbia (33) CL 6074

My Heart Stood Still; Thou Swell; You Took Advantage of Me; Do I Hear You Saying "I Love You"; The Girl Friend; Blue Room; Where Or When; Johnny One Note; This Can't Be Love; Sing for Your Supper; With a Song in My Heart; Yours Sincerely; Falling in Love With Love; Lover; There's a Small Hotel; It's Gotta Be Love. Despite the fact that the writer of the music contained herein, Richard Rodgers, is himself responsible for the direction of the orchestra on this record, this is as shabby a presentation of these lovely songs as has ever been done on wax. Commercially, the presence of the Rodgers' name, now bigger than ever for his "South Pacific" score, will help sell some of these platters. And the sturdiness of the songs undoubtedly will help. But there's little satisfaction to be found in the execution of the songs.

JUKES Not suitable. **JOCKS** There are better available recordings of these songs.

The Billboard
MUSIC POPULARITY CHARTS

PART XII



The Honor Roll of Popular Songwriters

By Jack Burton

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.

NO. 43—GEORGE GERSHWIN (Part I)

It would be reasonable to assume that George Gershwin was a musical prodigy. In the light of his accomplishments he should have been a master of the piano at the age of six and on intimate terms with Beethoven and Brahms. But he wasn't.
Music was for sissies, according to George Gershwin when he was roller skating in 1904 on the streets of his home town of Brooklyn, and the only Wagner he knew anything about was the bow-legged Hans who played shortstop for the Pittsburgh Pirates.
One afternoon George dropped into a Penny Arcade and heard a recording of Rubenstein's *Melody in F*, but it didn't compare with the music the Dodger bats made in a game-winning rally, and when he was nine he fell

in love with a girl because she could sing.
This may have been the tip-off to what happened a year later when George Gershwin fell under the spell of Maxie Rosensweig and his violin. Suddenly he lost all interest in baseball and girls, switching his affections to Bach and Grieg as Maxie told him of the immortals of music and unfolded the mysteries of melody to him.
Gershwin also found he had hidden magic in his fingers when he sat down at a piano for the first time in the home of a friend. The chords he struck were true. And when he had a piano of his own an 11 o'clock curfew had to be imposed in order that the rest of the Gershwin family could have some sleep.

He improvised tunes and showed them to his musical mentor, Maxie. The latter told George he had no musical talent, an appraisal that not only proved to be the all-time high for misstatement but served to spur Gershwin on to master the piano as Maxie had the violin.
No music teacher ever had a more willing and enthusiastic pupil than George Gershwin, who reported an hour early for his lessons and never looked at the clock or at the kids playing in a near-by lot once instruction had begun. He started to explore the compositions of the old masters with the zeal of an archeologist seeking buried civilizations, and when he heard Jerome Kern's *I Know That You Know* and Irving Berlin's *Alexander's Ragtime Band* for the first time his goal was set. He became obsessed with the ambition to make ragtime, the true and primitive music of the New World, as outstanding in musical concept as the

classics of the Old World.
In 1916 George Gershwin sold his first song, *When You Want 'Em You Can't Get 'Em*, for \$5, but three years later Al Jolson was singing *Swanee* at the Winter Garden, stopping the show nightly with Gershwin's first smash hit, and the composer's royalty checks ran into four figures.
During the next half decade—from 1920 to 1924—he wrote the music for George White's annual *Scandals*, with lyrics by his brother, Ira, who adopted the pseudonym of Arthur Jackson because he wanted to make the grade under his own power instead of depending on George's momentum to carry him to the top. Since Ira's lyrics were as refreshingly original as his brother's music, this proved to be an ideal family partnership altho they worked at a different pace and George was usually three songs ahead of Ira when they were collaborating on a score.
(To be continued next week)

GEORGE GERSHWIN'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Unless otherwise noted, all of George Gershwin's music is published by Harms, Inc., or its affiliate, New World Music Corporation.

Popular Songs

- 1915 — **WHEN YOU WANT 'EM YOU CAN'T GET 'EM**
Lyrics by Murray Roth. Harry Von Tilzer Music Publishing Company.
- 1921 — **SWANEE ROSE**
Lyrics by Irving Caesar and B. G. DeSylva.
- YAN-KEE**
Lyrics by Irving Caesar.
- NO ONE ELSE BUT THAT GIRL OF MINE**
Lyrics by Irving Caesar.
- 1930 — **IN THE MANDARIN'S ORCHID GARDEN**
Lyrics by Ira Gershwin.

Interpolated Numbers in Stage Musicals

- 1916 — **PASSING SHOW OF 1916**
A New York Winter Garden revue.
MAKING OF A GIRL
Lyrics by Harold Atteridge. G. Schirmer, Inc.
- 1918 — **HITCHY-KOO OF 1918**
Starring Raymond Hitchcock.
YOU-OO, JUST YOU
Lyrics by Irving Caesar.
- 1919 — **MORRIS GEST'S MIDNIGHT WHIRL**
LIMEHOUSE NIGHTS
Lyrics by Irving Caesar.
POPPYLAND
Lyrics by Irving Caesar.
- 1919 — **THE CAPITOL REVUE**
Staged at the Capitol Theater, New York.
COME TO THE MOON
Lyrics by Lou Paley and Ned Wayburn.
- 1919 — **SINBAD**
A Winter Garden revue starring Al Jolson.
SWANEE
Lyrics by Irving Caesar.
(Available on the following records: Decca 23470 in A-469, Al Jolson; Decca 23433 in A-389, Eddie Condon orchestra; Decca 24010 in A-1919, Ted Straeter orchestra.)
DIXIE ROSE
Lyrics by Irving Caesar and B. G. DeSylva.
- 1919 — **GOOD MORNING, JUDGE**
Starring Molly and Charles King.
I WAS SO YOUNG
Lyrics by Irving Caesar and Alfred Bryan.

THE LADY IN RED
Starring Adele Rowland.
SOMETHING ABOUT LOVE
Lyrics by Louis M. Paley.
LOOK WHO'S HERE
SOME WONDERFUL SORT OF SOMEONE
Lyrics by Schuyler Green.

1920 — **ED WYNN'S CARNIVAL**
Starring Ed Wynn.
OH, HOW I LOVE TO BE LOVED BY YOU
Lyrics by Louis M. Paley.
THE SWEETHEART SHOP
Starring Helen Ford.
WAITIN FOR THE SUN TO COME OUT
DERE MABEL
WE'RE PALS
Lyrics by Irving Caesar.

1921 — **THE PERFECT FOOL**
Starring Ed Wynn.
MY LOG CABIN HOME
Lyrics by Irving Caesar and B. G. DeSylva.

1922 — **FOR GOODNESS SAKE**
Starring Fred and Adele Astaire.
SOMEONE
Lyrics by Arthur Jackson.
TRA-LA-LA
Lyrics by Arthur Jackson.
SPICE OF 1922
YANKEE DOODLE BLUES
Lyrics by Irving Caesar and B. G. DeSylva.

1922 — **THE FRENCH DOLL**
Starring Irene Bordoni.
DO IT AGAIN
Lyrics by B. G. DeSylva.
(Available on Decca record 18184, Mary Martin with orchestra.)

1923 — **NIFTIES OF 1923**
AT HALF PAST SEVEN
Lyrics by B. G. DeSylva.
NASHVILLE NIGHTINGALE
Lyrics by Irving Caesar.
LITTLE MISS BLUEBIRD
I WON'T SAY I WILL
Lyrics by B. G. DeSylva and Arthur Jackson.
SUNSHINE TRAIL
Lyrics by Arthur Jackson.

1926 — **AMERICANA**
A revue in which Charles Butterworth made his Broadway debut.
THAT LOST BARBER SHOP CHORD
Lyrics by Ira Gershwin.

Stage Musicals

1919 — **L-A-L-A LUCILLE**
Book by Fred Jackson, lyrics by B. G. DeSylva and Arthur Jackson (a pseudonym for Ira Gershwin), and co-starring Jack Hazzard and Janet Velle. Harms, Inc.
WHEN YOU LIVE IN A FURNISHED FLAT
THE BEST OF EVERYTHING
FROM NOW ON
MONEY, MONEY, MONEY
TEE-ODDLE-UM-BUM-BO
I LOVE TO BE LOVED BY YOU
IT'S GREAT TO BE IN LOVE
THERE'S MORE TO A KISS THAN THE SOUND
SOMEHOW IT SELDOM COMES TRUE

THE TEN COMMANDMENTS OF LOVE
NOBODY BUT YOU
THE LOVE OF A WIFE

1920 — **GEORGE WHITE'S SCANDALS OF 1920**
Book by Andy Rice and George White, lyrics by Arthur Jackson and starring Ann Pennington in a cast that included Ethel Delmar, Lou Holtz, Lester Allen, Jack Rose and George (Doctor) Rockwell. Harms, Inc.
MY LADY
EVERYBODY SWAT THE PROFITEER
ON MY MIND THE WHOLE NIGHT LONG
SCANDAL WALK
COME ON AND KISS ME
I LOVE THE OLD SONGS
IDLE DREAMS

1920 — **BROADWAY BREVITIES OF 1920**
Book by Blair Traynor and Archie Gottler, lyrics by Arthur Jackson and presented by a cast that included George LaMaire, the producer; Eddie Cantor, Bert Williams and Hal Van Rensselaer. Harms, Inc.
I LOVE TO DANCE
LOVE, HONOR AND OH BABY
SPANISH LOVE
LOVE ME WHILE THE SNOWFLAKES FALL
LU-LU
BEAUTIFUL FACES NEED BEAUTIFUL CLOTHES
By Irving Berlin.
I'M A DANCING FOOL
WON'T YOU LET ME TAKE A PICTURE OF YOU?
WE'VE GOT THE STAGE DOOR BLUES
By Bert Kalmar and Harry Ruby.

1921 — **GEORGE WHITE'S SCANDALS OF 1921**
Book by "Bugs" Baer and George White, lyrics by Arthur Jackson and presented by a cast headed by George White, Ann Pennington, Lester Allen, George Bickel, Aunt Jemima, Charles King, Lou Holtz, Harry Rose and Bert Gordon. Harms, Inc.
I LOVE YOU
SOUTH SEA ISLES
(Available on RCA Victor record C(12335) in C-29.)
WHERE EAST MEETS WEST
DRIFTING ALONG WITH THE TIDE
JUST A BABY
MOTHER EYE
By Ballard MacDonald and James Hanley.

1921 — **A DANGEROUS MAID**
Book by Charles W. Bell, lyrics by Arthur Jackson and presented by a cast headed by Vinton Freedley, Juliette Day and Arnella Bingham. Harms, Inc.
ANYTHING FOR YOU
JUST TO KNOW YOU ARE MINE
BOY WANTED
THE SIMPLE LIFE
THE STRENS
DANCING SHOES
TRUE LOVE
SOME RAIN MUST FALL

1922 — **GEORGE WHITE'S SCANDALS OF 1922**
Book by George White, W. C. Fields and Andy Rice, lyrics by E. Ray Goetz and B. G. DeSylva, and presented by a cast headed by

George White, Lester Allen, W. C. Fields, Winnie Lightner, Jack McGowan, Franklyn Ardell, Jay Velle, Ed Wynn and Paul White-man's band. Harms, Inc.
SHE HANGS OUT IN OUR ALLEY
LITTLE CINDERELATES
I FOUND A FOUR-LEAF CLOVER
I CAN TELL WHERE THEY'RE FROM WHEN THEY DANCE
I'LL BUILD A STAIRWAY TO PARADISE
(Available on Decca record 23433 in A-398, Eddie Condon orchestra.)
JUST A TINY CUP OF TEA
WHERE IS THE MAN OF MY DREAMS
MY HEART WILL SAIL ACROSS THE SEA
THE MOTH FOR MY FLAME
THE GRAB BAG
ARGENTINA

1922 — **OUR NELL**
A musical "mellerdramer" by A. E. Thomas and Brian Hooker, and starring Mr. and Mrs. Jimmy Barry. Harms, Inc.
INNOCENT INGENUE BABY
WALKING HOME WITH ANGELINE
BYE-AND-BYE
MY OLD NEW ENGLAND HOME

1923 — **GEORGE WHITE'S SCANDALS OF 1923**
Book by George White and William K. Wells, lyrics by E. Ray Goetz, B. G. DeSylva and Ballard MacDonald, and presented by a cast that included Johnny Dooley, Lester Allen, Tom Patricola, Winnie Lightner and Margaret Breen. Harms, Inc.
LITTLE SCANDAL DOLLS
YOU AND I (IN OLD VERSAILLES)
KATINKA
LOLA LO
THERE IS NOTHING TOO GOOD FOR YOU
LET'S BE LONESOME TOGETHER
LIFE OF A ROSE
LOOK IN THE LOOKING GLASS
WHERE IS SHE?
LAUGH YOUR CARES AWAY
THROW HER IN HIGH
ON THE BEACH AT HOW'VE YOU BEEN
THE GOLD DIGGER
By James Hanley.
STINGO STUNGO
By Lew Brown and James Hanley.

1923 — **THE DANCING GIRL**
With Sigmund Romberg. Book and lyrics by Harold Atteridge and Irving Caesar, and presented by a cast headed by Marie Dressler, Trini, Cyril Scott, Kitty and Ted Doner, Nat Nazarro Jr. and Jack Pearl. Harms, Inc.
THAT AMERICAN BOY OF MINE
CUDDLE ME AS WE DANCE
PANGO PANGO
WHY AM I SAD
Sigmund Romberg contributed the following songs to this production:
LUCKY IN LOVE
ANY LITTLE GIRL WILL FALL
HAIL U. S. A.
WHAT HAVE YOU TO DECLARE
THE BOWERY OF TODAY
MY LOVE BOUQUET
I'M A DEVIL WITH THE LADIES
I'VE BEEN WANTING YOU
VERSAILLES
THAT ROMANCE OF MINE
PLAY ME A TUNE
VENETIAN
(To be continued next week)

SONGWRITERS COMING UP!

November 26 Issue
GEORGE GERSHWIN (Part II)
In Issues Subsequent to November 26 *The Billboard* Will Present
RICHARD RODGERS
VINCENT YOUMANS
HARRY RUBY (with BERT KALMAR)
ARTHUR SCHWARTZ (with HOWARD DIETZ)
JIMMY McHUGH
HARRY M. WOODS
DUKE ELLINGTON



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(Won't You Please Come Home)

TR #428

TEMPO

RECORD CO. OF AMERICA
8540 Sunset Blvd., Hollywood 46, California

Music—As Written

Mariners Cut Godfrey Theme; Blaine Sings "Deep Night"

The Mariners, vocal group on the Arthur Godfrey show, have cut "Be the Good Lord Willin'," Godfrey's sign-off theme, for Columbia. . . . Jimmy Blaine will warble Charles Henderson's first published tune, "Deep Night," on the video version of "Stop the Music" Thursday (17). Henderson produced the ABC show.

"Jack the Bellboy" Upped at WJBK

Detroit deejay Edmond T. McKenzie, better known as "Jack the Bellboy," has been promoted to assistant general manager of WJBK and WJBK-TV. McKenzie has been with the station since 1937, and served as chief engineer, then chief announcer, before starting his jock career in 1945. He will continue to handle the "Bellboy" shows besides his added duties as aid to general manager Richard E. Jones.

Whiting-Wakely "Opry" Date Draws 4,000

Margaret Whiting, first pop artist ever to appear in the hallowed hillbilly hall of the "Grand Ole Opry," and Jimmy Wakely, with whom she last week made the hop to Nashville, drew record crowds at that city's Ryman Auditorium. According to Capitol Records, over 4,000 persons jammed the aud, while thousands milled about outside.

Autry Aboard "Mule Train," Too

Altho Gene Autry bought "Mule Train" for a Columbia picture of his own, the Vaughn Monroe Republic pic oater will get at least a 30-day head start on Autry's production, according to an agreement between the two flickeries. Reason, aside from being gentlemanly biz tactics, is that the Republic pic has already been completed, while Autry has as yet to start cameras rolling on his "Train" treatment.

Exito Bows as First Low-Price L-A Label

The first low-price label devoted exclusively to Latin-American waxings was introduced in New York last week by Sidney Siegel, president of Seeco Records. The new disks, pressed from shellac, and retailing at 59 cents, federal tax included, will carry the Exito (Hit) label. They will be sold thru Seeco's present distributors in the U. S. and Latin-America.

SMC Records Slices Two LP's

SMC Records, Latin line produced by Gabriel Oller Jr., has sliced two long-playing disks for release before December 1. Both feature the 24-year-old Spanish concert pianist, Jose Cortez, recently featured on Broadway in the Spanish legit revue, "Cabalgata." One 10-inch platter will feature 17 numbers from that show. The other will carry 10 pieces by the noted Spanish classical composer, Enrique Granados.

Fields, Bloom Form Crest Pubbery

Irving Fields has formed the Crest Music Company, a pubbery in partnership with Benny Bloom. Initial efforts will be directed toward "Mexican Hot Foot" and "Kiss Polka."

New York:

Disk Jockey Records has leased two masters by Jimmy Nejedlo's orchestra to Rondo Records. Titles are "Fireman's March" and "Barn Swallow Polka." . . . Jose Curbelo and his rumba crew are leaving the China Doll, but will return to that location December 15. Ralph Font and His Maraccas Band is replacing Curbelo. . . . Al Norris Trio opened at Bowman's Melody Room in Harlem Friday (11). . . . Chirp Joan Barton went into the Park Avenue Restaurant Tuesday (8).

Leonard Schwartz is no longer affiliated with the Ballen Record Company, manufacturers of Gotham, 20th Century, Apex and D. C. records. Harry Finfer has been appointed road man and has left on a tour thru the South contacting distributors. Frank Mauther is handling sales promotion, advertising and disk jockey exploitation.

Oscar Hammerstein II and Richard Rodgers, noted show writers and collaborators on "South Pacific," were awarded LL.D. degrees by Drury College, Springfield, Mo., November 3. The ceremonies were broadcast over the American Broadcasting Company (ABC) network thru the facilities of KWTO, Springfield.

Mickey Katz, Jewish comic, was inked by Capitol Records, following expiration of his Victor disking pact. Katz, an ex-Spike Jones Slicker, decided not to renew with Victor inasmuch as latter label restricted him to only Yiddish comedy sides, while he wanted to try his comedy hand on English material as well. With Capitol, he will do both.

The Roseland Ballroom here, which has for many years employed a relief band on Monday nights, when the regular band is off, will try a new policy beginning Monday (28). For the first time, the terperery will employ a polka band, in addition to the usual rumba crew. The outfit selected for the experiment is that of Ted Maksymowicz, who records for Dana disks.

Eileen Woods, featured in the Disney feature-length "Cinderella," cut four songs from the flick for Bluebird. . . . Orkster Ken Greengrass is setting a South American tour. . . . Lucky Wilber has been appointed Coast rep for Cromwell Music. . . . Ed Farley, whose "Music Goes Round and Round," is getting a revival push, opens at Frank Dailey's Meadowbrook Friday (18). . . . BMI's basketball team has lost its first two starts to Standard Oil and the FBI in the Rockefeller Center League.

Southern Music's serious music department, headed by Wladimir Lakond, has inked composers Charles Ives, Arthur Cohn and Ned Rorem. . . . The Juilliard School of Music has recorded all six Bela Bartok quartets for Columbia. They will be released on LP disks this winter. This year the group is doing the four Arnold Schoenberg quartets in the course of a regular concert cycle. . . . Liberty Records, of Henry, Va., has been set up by Dee C. Stand. The diskery will specialize in string band and hillbilly waxings.

Three distributors, Dobbs of Dallas, Radio Supply of Richmond and Music Suppliers of New England, in Boston, all used a similar stunt to plug Blue Barron's waxing of "Send Ten Pretty Flowers to My Girl in

Tennessee." Boston managed a tie-in with deejay Bob Clayton, of WHDH, Dallas; Johnny Murray, of KLIF, and Harvey Hudson, of WLEE, Richmond, Va. Each jock sponsored a contest on the tune, winners receiving a bouquet of 10 flowers.

As a result of the recent publicity attending the Lauritz Melchior "testimony" in their behalf, the Korn Kobblers copped a spot on "We, the People" for Monday (14). . . . Apollo Records signed Willis Jackson, hard-honking tenorman with Cootie Williams.

Guitarist Art Ryerson is forming a novel instrumental group. The combo will consist of four electric guitars, a bass fiddle and a drum. . . . Morton Gould, engaged in doing the score for the Theater Guild's musical adaptation of "Pursuit of Happiness," is also composing a work for ballad singer and orchestra, to be performed by Burl Ives in the latter's appearances with symphonies next season.

Jay Calkins, formerly pianist with the Les Brown orchestra, has opened as a single in the Byline Room. . . . Newly formed Liberty Records, Chicago, is specializing in hillbilly disks. The first release is "Why Did We Ever Part?" backed by "Blue Ridge Waltz."

Orkster Teddy Phillips, recently inked to an exclusive London disk pact, opens at the Aragon, Chicago, Tuesday (15). He closed at the Rose-land Ballroom here last Thursday (10). . . . Art Freeman, field rep for Dance-Tone Records, of Revere, Mass., left last week on a deejay promotion trip thru the Midwest and Atlantic seaboard. . . . Bill La Motta, until recently an artists-repertoire man with Manor Records, is handling the La-Motta Brothers Ork, composed of himself and his five brothers. Group, which specializes in Calypso material, recently cut sides for the new Acro diskery under a non-exclusive deal. . . . The Honey Dreamers are in from Chicago to appear in "A Salute to Cole Porter" at the Hotel New Yorker, November 17.

Chicago:

Nelson King, winner of The Billboard's first Annual Hillbilly Disk Jockey Poll recently, has been named an advisor to the King Records' artist and repertoire staff handling country music. Besides selecting new talent and tunes, King will handle diskings sessions for the Cincinnati label. He will continue to air over WCKY, Cincinnati, nightly. Al Miller, King sales manager, is currently making a nationwide canvass of the company's 30 branches. . . . Jack ("Johnson Rag") Teter, leader of the London Recording Trio, has been inked to a GAC management pact. . . . The Temptones, cocktail foursome, have been added to the WGN and WGN-TV staff musickers. . . . Lyle Thayer, ex-MCA and GAC Coast exec, in town as p.m. for Jan Garber and Leighton Noble. . . . Colleen Hoefler, local flack, and Virginia Wicks, Gotham promotion agent, have worked out a reciprocity deal, with each handling the other's attractions in their respective territories. . . . Leighton Bailey, MCA location booker, became the father of a daughter November 8. . . . Pastel Record label has been organized by Jim Schermer, ex-Central Record Sales, Detroit, salesman, and Jimmy Saunders, blues and rhythm artist. Saunders' quartet and Bill Dunn and the Dunn Dots are first artists for the Cleveland firm. Cadet, Detroit, and Saratoga, Baltimore, are first distributors. . . . Alice McMahon, op of the Indiana Roof, Indianapolis, lost her mother three weeks ago.

Cincinnati:

Al Grant, King Records disk cutter, and his manager, Dewey Bergman, were honored guests at cocktail parties tossed for them at the Ohio River Yacht Club Saturday night (5) and at Harry Carlson's photographic studios Sunday afternoon (6) prior to Grant's two-week break-in date at the Look-out House, Covington, Ky. Grant recently etched several tunes clefled by Carlson for the King firm. Local newspaper, trade paper, radio and recording execs were guests at the parties.

Philadelphia:

Eddie Heywood is taking in a return trip to Lee Guber's Rendezvous, with Harry (The Hipster) Gibson coming back November 21 and Ronnie Graham set for a three-weeker starting December 12. . . . Kirby Stone locates his unit at the Little Rathskeller for the late evening hours so as to be able to commute to New York three times a week for an early evening television show on CBS-TV. . . . The Click will provide the first local dance stand for Artie Shaw, who opens December 12 until making way for a pair of warblers in Billy Eckstine on December 26 and Frankie Laine in January. . . . Errol Garner is the next recording star slated for Club 421. . . . George Bannister, promoting the dance proms in near-by Trenton, has Sonny Thompson's band and warbler Larry Darnell slated for the War Memorial Building there December 2. . . . Johnny Lynch, who has had chairs with Dizzy Gillespie and Andy Kirk, brings his own band to the Paradise Club. . . . Jean Blaine and Sid Onflick, local tunesmiths, get Joe Graydon on the Coral label to introduce their "How Long Must I Long for You?" . . . Colony Music, Inc., of which local record distributor Elliot Wexler is president, has been admitted into ASCAP.

Hartford, Conn.:

An extensive sales promotion campaign was handled in this area by Leo Pillott, exploitation representative for Columbia Pictures, and James Hogan, sales manager of the record division of the Post & Lester Company, Hartford area distributors for Decca Records, in conjunction with the booking of the Columbia motion picture, "Jolson Sings Again" at Loew's Theater. The campaign included extensive window and interior displays at the Record Shops, downtown retail record stores; listener contests, offering guest movie tickets, aired over local radio stations; a screening held at midnight at the theater for area music men and press, and a display of record player, featuring the film's tunes, in the theater lobby.

Admiral Debs With Disks in 3 Categories

NEW YORK, Nov. 12. — Admiral Records, a new diskery incorporated here last week, tees off shortly with releases in the pop, blues-rhythm and kidisk categories. The first artist signed is warbler Bobby Colt, who broadcasts over WINS here daily. Colt, incidentally, is managed by the Admiral Corporation.

Officers of the outfit are Nicholas

R. Carrano, president; Ross J. Di-Lorenzo and Dr. Walter B. Nicora, vice-presidents; Jerome Lipskin, secretary, and James J. Carrano, treasurer. Lipskin, former manager of the De Marco Sisters, is the only exec with previous connections in the music business.

Lipskin is engaged in lining up new talent for the label. Plans call for monthly releases on vinyl-filled unbreakable pressings, with artists' pictures on all labels.

Cap Mystery Wax Hitting; Herman Latest To Click

HOLLYWOOD, Nov. 12.—Capitol is continuing its policy of mystery releases, i. e., diskings one of its regular artists under an assumed name. Latest to assume a nom de groove is Woody Herman, whose Dixie-type music appeared under the Chuck Thomas tag. Platter is attracting considerable attention, and if continues on the up grade, newly born Chuck Thomas will continue to thrive. Cap's mystery name fad began with Jo Stafford's click as Cinderella G. Stump on Red Ingle's Tim-Tay-Shun and has flourished since. Some have flashed on, and as suddenly, disappeared, but others have been continued, depending upon buyer acceptance.

Marcel Laurence, originally cloaked in the mysterious robes of a Parisian organist, is actually Hammond-man Buddy Cole, who decided to split his wax personality for Ken Griffen type console knuckling. Reason for name change is twofold: (1) Artist would like to try his hand at a type of music with which he is regularly not associated.

Advertisement for PERMO POINTS with PERMOMETAL (OSMIUM ALLOY) TIP. Includes text: "the same low price since 1938", "LONG LIFE... KIND TO RECORDS... DEPENDABLE... ECONOMICAL...", and "PERMO, INCORPORATED 6415 North Ravenswood Avenue Chicago 26".

Advertisement for REGAL RECORD CO. featuring "I'LL GET ALONG SOMEHOW!" (PART I AND PART II, REGAL #3632) and "FOR YOU MY LOVE" (backed by "LOST MY BABY", REGAL #3240) by LARRY DARNELL. Includes text: "The jumpy, swiny in-the-groove" and "The Nation's Newest Sing-sation".

Advertisement for BOURNE, Inc. featuring "MUSIC BOURNE TO LIVE" and "ART MOONEY 'I NEVER SEE MAGGIE ALONE'" (MGM 10548). Includes text: "709-7th Ave., N.Y. 19 N.Y."

Advertisement for B. J. EXPLOITATION CO. featuring "ATTENTION, DISK JOCKEYS 'COULD YOU STAND A LITTLE LOVING!'" with "MY EVENING SWEETHEART" (1522 East Jefferson, Detroit 7, Mich.).

Advertisement for NATIONAL RECORDS featuring "The Year's Greatest New Song Stylist! JACKIE PARIS NOW EXCLUSIVELY ON NATIONAL RECORDS Presents His UNIQUE VERSION OF 'THE OLD MASTER PAINTER'" Backed by a SURPRISE TREATMENT OF "GOODBYE, SUE" (NATIONAL RECORD #9094—(NON-BREAKABLE) NOW ON SALE WIRE, WRITE, PHONE YOUR NEAREST DISTRIBUTOR OR

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"NOW LORD"
"I LOVE THE NAME JESUS"
- M-143 (VOCAL) BILL SAMUELS TRIO
"SAY IT ISN'T SO"
"LET ME OFF UPTOWN"
- M-144 (INSTRUMENTAL) TOMMY DEAN
"SWEET AND LOVELY"
"JUST ABOUT RIGHT"
- M-145 (BLUES) MEMPHIS SLIM
"ANGEL CHILD"
"NOBODY LOVES ME"
- M-146 (INSTRUMENTAL) SONNY THOMPSON
"BACKYARD AFFAIR"
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Dealers Report 45 Sales Gain; Splurge Follows RCA Drive

(Continued from page 15)
tensive dealer opposition. Currently, however, the diskery is operating on a very optimistic peak. In the past few weeks formal releases from RCA have stated that production and sales were mounting sky-high on both players and disks. Prior to *The Billboard* survey, however, no attempt was made to analyze general dealer reaction and check that reaction against the RCA claims.

RCA, currently, admits that results of its campaign are not consistent in all areas. It also claims that high sales are much more uniform on 45 disks than on the 78 player. Some of its distributors, says RCA, are doing as much as 50 per cent of their disk business on 45's. The average distributor, however, attributes about 25-30 per cent of his record business to 45's. An interesting point, says RCA, is the fact that the company's 78 business has not dropped. In other words, the dealers, according to RCA, feel that 45 customers are new ones.

RCA says it would be difficult to compare results of the drive in different areas of the country. Sections within each area vary considerably, with the disk business being most

consistent. RCA, of course, has been claiming 1,500,000 in 45 sales per month in ads. The Perry Como etching of *The Lord's Prayer*, issued by Victor on both 45 and 78, is reported doing smash business, with 104,600 disks sold on 78 and 41,000 on 45. This, of course, is a hot Christmas item, but the figures are interesting in view of the proportion of 45's to 78's sold.

With regard to post-Christmas, RCA is planning to maintain and supplement the promotion push. Currently the promotional emphasis is on the 45 attachment which sells for \$12.95. It's understood that the post-Christmas phase will emphasize the self-contained player, reportedly at a new price, and perhaps involving a package deal.

Decca and Capitol are key companies in the ultimate outcome of the 45 r.p.m. situation. Some months ago high Decca brass expressed the opinion that lacking industry support, RCA couldn't make the grade with 45. Queried this week, Decca brass outlined the following point of view on 45: "Decca is in the business of providing entertainment. If and when it becomes apparent that 45 represents a plus business for Decca, the company will make 45's." That time, says Decca, is not yet, altho Decca believes 45 has picked up around the country, particularly in smaller cities and towns.

Decca stresses that its position is one of open mindedness—the same as it maintained toward LP. And altho Decca believes there is currently no plus business in 45 for Decca, the spokesman added: "This does not mean to say it couldn't happen."

Glen Wallichs, head of Capitol, claims that "he 45 r.p.m. sales climb is "astounding." Cap, he said, is rushing production changes to where it will be able to release simultaneously both 78 and 45 disks. The date skedded for twin release is January 2.

**\$7.50 Quarterly
Divvy by Tempo**

HOLLYWOOD, Nov. 12. — Disk biz is still in clover, according to Tempo Records' Prexy Irving Fogel, whose report to stockholders declared a \$7.50 dividend per share for its first quarter. Tempo's new fiscal year started September 1. Latest dividend gives stockholders a total of \$27.50 dividends per share paid during the current year.

Tempo, a closed corporation, does not reveal the number of shares. However, firm has 10 stockholders, with Fogel as major stockholder, owning 1,135 shares of the company.

Survey Finds 85% Of Students in U. S. Are Buying Records

NEW YORK, Nov. 12.—According to a survey recently concluded by the Student Marketing Institute of New York regarding purchases made by high school and college students, the phonograph record industry has bounced back into national popularity. The survey, which analyzed buying practices of 18,000 students in 44 schools and colleges, indicates that 85.5 per cent of today's generation of high school and college students are regular buyers of records in age groups ranging from 14 to 26.

Popularity of disks is greater among girls and young women than among boys and young men, according to the survey. Of the feminine respondents, 91.2 per cent indicated that they were disk buyers, as against 82.2 per cent of the boys and young men who were interviewed.

Altho pop music accounts for approximately 75 per cent of all phonograph record production, students' tastes for other types of music increase as they grow older, according to the survey.

Altho musical taste and reputation of the artists are chief factors in determining choice of records, the sudden impact of a new hit disk is still unexplainable, according to the survey. In support of this the survey points out that often a new tune, performed by a comparatively unknown artist, becomes a top seller.

Diskers Pair Oat Stars in Fight To Cash in on Country Market

NEW YORK, Nov. 12.—With country and Western music cornering a big portion of the current music business market, the diskers now are battling to outdo one another in the glamor and production phase of producing hill country styled platters by tapping their artist rosters. The hit country platters have been finding a large-sized mart in pop locations of late, and the diskers are making efforts to create greater market appeal by pairing key oat attractions on single platters.

The most extravagant employ of country talent recently was made by Capitol Records which mated four of its leaders for a pair of sides — Tennessee Ernie, Eddie Kirk, Merle

Travis and Cliffie Stone. Decca Records this week held a session which mated two of its leaders, Ernest Tubb and Red Foley. Victor recently has had a number of sides which mated Rosalie Allen and Elton Britt on sessions with the Three Suns.

In addition, since the click of the Capitol pairing of thrush Margaret Whiting with oater Jimmy Wakely, the diskers have been creating blends of pop artists with country talent. Columbia has some sides coming which will team Dinah Shore with George Morgan. The same waxery also has some new sides, just released, which have thrush Doris Day working with a country-style vocal and musical group.

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(WITH)

"YOU TAKE IT TOO MUCH FOR GRANTED"—

— o —

"CIRCLE 'ROUND THE MOON"

(WITH)

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— o —

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WINDFALL FOR STEM CLUBS

AGVA Gets OK To Collect Bonds in Fla.

Out-of-State Bookings?

NEW YORK, Nov. 12.—The American Guild of Variety Artists (AGVA) will be free to collect bonds in the State of Florida, it was ruled Friday (11) by the Florida attorney general.

Under the Florida Employment Agency Law, amended last year, cash bonds required from employers would have to be collected by the Florida Industrial Commission and could not be sent out of the State. With this in force it meant that AGVA would not be in a position to ask cafe owners in Miami, or other spots in the State, to put up bonds. Such bonds, tho sometimes collected by the AGVA branch office, were sent to the national office in New York.

Mort Rosenthal, of AGVA's national counsel, Silverstone & Rosenthal, spent some time in Tallahassee with the attorney general, and the final ruling was that the law on the collection and payment of cash bonds does not apply to AGVA.

What has not been determined, however, was how the new law would affect out-of-State bookings. Under the amended law, cafes buying acts from out-of-State agents must file with the Florida Industrial Commission information regarding ownership, financial status, money owed, etc.

If, however, the op buys his acts thru a Florida-licensed agent, the agent must have on file certain information in his own office, while the op need not file with the commission.

Booking Outside?

Legal authorities claim this law is discriminatory and unconstitutional because it puts obstacles into the free movement of commodities (in this case actors) from one State to another. AGVA insiders point out that they have no direct interest in the law. It will be up to agents, possibly the agent organization, Artists Representatives' Association (ARA), to get an interpretation of the law and how it applies to performers and their agents.

In the meantime the big offices, William Morris, Music Corporation of America (MCA) and General Amusement Corporation (GAC), are booking acts or doing business with Florida spots on the same old basis. Insiders say it doesn't seem likely (See AGVA GETS OKAY on page 46)

Pinza for 30c

NEW YORK, Nov. 12.—Paul Small's signing of Ezio Pinza started several upheavals in the major talent offices, with reps brought in on the carpet to explain why.

When Pinza was such a solid smash in *South Pacific*, all the agents in town assumed he was handled by somebody, but nobody took the trouble to find out.

Paul Small took a chance. He spent 30 cents for a phone call to Pinza and offered to represent him for pictures. Pinza immediately confirmed the conversation with a long wire inviting Small to call on him, and the deal was set.

"Scandals" in San Francisco Pitches for Big Vaude Appeal

SAN FRANCISCO, Nov. 12.—The new George White's *Scandals of 1950*, which opened at the Geary Theater Tuesday (8), is angled for wide vaude appeal. Arthur Lake, of Dagwood fame, is the featured performer and is ever present as a man of all work thruout the show. Most of the acts are good; a few bog down. What the *Scandals* lack is the lavishness in production numbers that once marked all of George White's revues.

Jimmy Vey executes a tap dance and plays the xylophone at the same time and does it with commendable, sweat-producing energy. In the purely nostalgic department are good-voiced Jimmy Dugan, who has a sizable Irish tenor, and Roy Reardon, with contributions by comics Arthur and Morton Ravel, who dug deep and came up with a skit about songwriting. Interspersed were some weak blackouts, e.g. *Movie Stand-In*.

Some of Lake's best clowning was done with Daisy and her family of

five pups. Leo Diamond is capable as an imitator of Spike Jones and Xavier Cugat with his harmonica and a few ingenious gadgets. The chorus line was well selected, particularly the Romer Twins, who are a distinct asset.

Anita Martel, who juggles colored balls and manages to look pretty at the same time, was tops as the stunt act. Also turning in some good work here were yodeling guitarist Freddie March and acrobatic Diane Jarow. Altho good, the show could scarcely venture into Broadway in its present state. *Edward Murphy.*

Tab Musical To Tour Six; Is It Trend?

NEW YORK, Nov. 12.—The pint-sized version of *Make Mine Manhattan*, which closed at the Strand yesterday (11), will start working clubs in a tour which is planned to cover the country.

First date for the package will be November 25 at the Beverly Hills Country Club, Newport, Ky., where it is set for two weeks and options. The unit will carry the same acts it started with at the Strand. These will be Gil Lamb and Betty and Jane Keane, plus the dancing and singing chorus—a total of 28 persons.

If the idea of tab shows for cafes is a box-office success it may well start a trend. Many spots have been complaining that the half dozen or so cafe attractions available, getting from \$5,000 to \$10,000, are no longer draws. Ops also argue that with each name attraction they have to add enough acts to make the whole show look good. Such shows run to about \$12,000 or more a week.

On the other hand, a cut-down musical selling for about \$7,500 not only gives work to about 28 performers, but also offers a gimmick to ops who can advertise such shows as "straight from Broadway where it played to \$6.60," plus the fact that its cost will be less, or the same as a single big name who may not do business.

The idea of tab shows got its most recent impetus in Chicago as *Salute to Cole Porter*, etc. This *Manhattan* package, produced by Harry Anger, of General Amusement Corporation (GAC), is a refinement of the idea.

Miami Beach May Lift Ban On Hotel Acts

MIAMI, Nov. 12.—The latest attempt by the Miami Beach hotel men to change to local laws to permit them to use shows will probably bear fruit, well informed sources say.

For years the beach area has had a law prohibiting the use of acts and music, except stringed orks, beyond certain hours. The law was originally part of a zoning ordinance and when hotels were built in the zoned area they came under the law.

In the past few years various hotels have challenged the regulation in a half-hearted fashion by putting shows on in violation of the ordinance. Every now and then the police moved in and stopped them. During the past few months, however, hotel men, particularly the beach-front places, have gotten together and have tried to have the law amended. Nitery ops, likely to be affected by such competition, objected and so did some of the hotels. The latter came mostly from the downtown hotels which didn't have large budgets and were (See *Miami Beach Ban* on page 82)

Palace's Aligning Show Tough; Acts Need Cuts, Selling Helps

NEW YORK, Nov. 12.—Booking, putting together and routing an eight-act show at the Palace frequently presents terrific obstacles. One reason is that many of the acts bought for the house have no vaude experience or can't sell what they have too well, and many of them object to changes that either Dan Friendly, chain booker, or Dave Beamish, producer, try to make.

The basic fault for actors' shortcomings is their heavy cafe experience and lack of stage experience. In a cafe a performer is frequently required to do 35 to 40 minutes. If he didn't have that much time, he stretched his act until he made it. With constant use, the actor has paced himself to stay on the allotted

time and frequently milk a little to try to stop a show.

The same actor coming into the Palace has to cut his time down to about eight to 12 minutes, no milking, no extra bows—get on, take two bows and get off. Time and again such acts, with nitery experience of 10 or 15 years, simply don't know how and what to cut. At this point one of the RKO lads, Bill Howard, Dan Friendly or Dave Beamish, takes the act aside and starts pruning.

Beamish, who knows the Palace trade—what it will take and what it won't—starts in on the acts, and there's where the temperaments explode. Some acts will scream they're being ruined. Others will take direction (See *Palace Acts Need Help*, page 81)

Biggest Week In Long Time For Most Ops

Notre Dame Game Does It

By Bill Smith

(Continued from page 3)

some of the smaller spots were all doing sharply increased business. The 52d Street spots were varied. Leon and Eddie's said they had more customers with Southern drawls than they'd ever heard before.

The hotels were equally busy this week, altho for somewhat different reasons. The Pierre, Sherry-Netherlands, Plaza, Warwick and St. Regis public rooms were jammed. Cover charges didn't seem to stem the flow. The headwaiters were once again standing in front of ropes which had long hung to the side.

The primary reasons for the sharp upturn came from the Notre Dame-North Carolina football game, the hotel men's convention and two holidays, election day and Armistice Day.

Subsidize Leahy?

Clubs admitted that many of the phone reservations came from voices with Southern accents. One club owner said, "We ought to subsidize Frank Leahy and his Notre Dame team, if that's the kind of business they bring to town." Another club owner said the football game business was bigger than that gotten two weeks ago from the Army-Columbia game. One explanation is that a game in town between two big out-of-town teams will bring bigger business (See *Stem Clubs Boom* on page 82)

Mindy Carson Going to Roxy

NEW YORK, Nov. 12.—Mindy Carson will go into the Roxy on the next show, due on or about December 2. This will be her first Broadway date since she clicked at the Copa several months ago.

Originally the singer was penciled for the Capitol. But inability to set a specific date because of shows already booked led Sidney Piermont, Loew booker, to release Miss Carson, and the Roxy date followed. He will play her in the future.

Fans! Such a Bore

HOLLYWOOD, Nov. 12.—Walter Pidgeon and Betty Hutton were standing in front of the National Broadcasting Company building chatting with an agent. Nobody approached or gave them a second glance.

Suddenly Miss Hutton plucked the agent's sleeve and pointed.

There, coming toward them around the corner, hugging the side of the building, was a guy wearing king-size dark glasses.

"What's the make-up for, Dick; who're you hiding from?" they asked.

"Aw, you know how it is. The fans 'n' everything. . ."

All three gaped open-mouthed as Dick Haymes firmed his glasses on his nose and went into the building.

Strand, New York

(Friday, November 11)

Capacity, 2,700 seats. Price range, 55 cents-\$1.50. Four shows daily; five, week-ends. House booker, Harry Mayer. Show cut by Dave Schooler's house ork.

Continuing a policy of packaged revues the Strand offers a whittled-down version of recent lengthier Olsen and Johnson raucous roisterings. Messers O. and J. call the current unit *Laffz-a-Poppin'* of 1949 and it is completely in the lads' pistol-popping, knockabout groove. Marty May, long a professor in the O. and J. College of Nonsense, heads the proceedings with able assistance from such other graduates as Ole's boy, J. C.; Chic's daughter, June; clowning Willie Young, tenoring Bill Hayes and a new dancing recruit from Broadway musicals, Dorothy Jarnac. Along with another dozen specialists in bedlam and confusion antics plus a reasonably comely stepping line, they manage to pack an hour with more than sufficient fun to keep the customers occupied. From its tee-off reception it seemed evident to a reporter that the O. and J. brand of comedy hash is as popular as ever on repeated reheatings.

One New Item

As a matter of fact, with one exception, there is not one new motion in the show. Every gag, every situation is a hardy veteran of Olsen and Johnson opera. The one new note is the superb pantomime of Dorothy Jarnac adapted from an almost identical routine which she did last season in the ill-fated song and dancer, *Heaven on Earth*. Otherwise highlights include the familiar audience participation pranks and the old tried-and-true, get-'em-on-the-stage-and-make-'em-swap-coats routine. May emceeds the pattern with a slickness of long practice. Young clowns in the Chic tradition. June Johnson rides in the glamour seat as well as pinch-hitting in the gags. Young J. C. wanders in and out lackadaisically as of yore, and young Bill Hayes acquits himself pleasantly with the few vocals. There are good specialties from Frank Cook, Charles Senna and Billy Kaye.

Over all, *Laffz* stacks up to good, fast, rowdy entertainment. The boys have backed it with tasty sets and bright costumes. Even if you have seen and heard 90 per cent of it nine times before, its' still good fun. Olsen and Johnson don't need to change their formula. They know right well what goes. *Laffz* will do all right by them in presentation houses.

Pic: Story of Seabiscuit.

Bob Francis.

VAUDEVILLE REVIEWS

Roxy, New York

(Friday, November 11)

Capacity, 6,000. Prices, 80 cents-\$1.50. Number of shows, four daily. House booker, Sam Rauch. Show played by Paul Ash house band.

After spending all that dough on Tony Martin—about 10G—the house apparently decided to give the rest of the show a quick brush. It had two acts in addition to Martin. These were the Salici Puppets and George Conley.

Martin did a superb job. He moved around with an ease and an assurance that couldn't be denied. He joked with kids down front who had been there all day; had himself a time with some of the gals in the final production number, and all in all, was a solid smash.

His routine was a collection of his RCA Victor hits, opening with an up tempo, *For Every Man There's a Woman*, followed by *There's No Tomorrow*. In the latter he had three girl violinists in the pit stand up in a spot for an assist. His next brought a new drop behind him, a circus clown, while he gave with his *Circus* to oohs and ahs from the fem teenagers. Then came a series of take-offs on Chevalier, Richman and Ted Lewis, ending in a well conceived production number, *Dancing in the Dark*, which brought on the mixed house line.

Puppets Well Handled

The Salici Puppets, slick standard act, also got good results. The handling of the dolls by the four people was polished. The productions got their cue from the flicker, *Oh, You Beautiful Doll*, set in the gas-light era. All the kids wore Gay '90s outfits in the opening number. The middle production was an ensemble tap thing, well rehearsed and precisely executed.

The chief disappointment was George Conley, a good-looking comic who apparently has a good memory, to judge from his routine. It consisted of bits from all the standard comics who've played up and down the Stem for years. It must be admitted, however, that the audience liked it. Conley's best was a series of take-offs weaved into a story. The take-offs were believable and the chatter amusing. A Sam Shovel (that's what he called it) routine was also funny in spots. Bill Smith.

Palace, New York

(Thursday, November 10)

Capacity, 1,700. Price policy, 55 cents-\$1.20. Number of shows, four daily; five, week-ends. RKO chain booker, Dan Friendly. Producer, Dave Beamish. Show cut by Don Albert's house band.

One thing acts can count on here is top production. Every act works against drops that makes the average performer look good and the good ones sensational. The current show has the same skillful assistance.

The next-to-closing spot on this bill went to Joey Rardin, an ingratiating small lad who looks like Jimmy Cagney. His routine, consisting of musical instrument and auto horn vocal take-offs, mixed in with fast one and two-line gags, built deftly for good returns. A Jimmy Cagney bit for the end won him added hands.

The show teed off with the Quinlans, roller-skating act on a circular mat. The tall, good-looking lad handled his small gal partner competently enough tho she appeared nervous. The team did a series of loops and whips, winding up with a leg swivel bit for fair returns. A lack of selling punch was apparent.

Medlock and Marlowe, a knock-about comedy combo, started hoofing which didn't register and ended in a funny dance with pratfalls, grotesque postures plus some chatter which the audience apparently liked. The team seems to take too long getting started, tho once it got them, it held them.

Ray Malone, another hooper, followed. Malone has been caught a number of times and each time seemingly gets better. His dancing is sharp, brilliant and unusually good. His exit bit was particularly ingenious.

Familiar Chatter Hits

Milton Douglas, working with his wife, held up the middle of the bill with his aged chatter. But because it was familiar, it didn't strain customer's imagination and brought some wholehearted yocks. When he finished there was no doubt he was a hit.

The Glens, two boys and a girl, showed a fine adagio and acro act. The team built two and a half and (See *Palace, New York*, on page 46)

Orpheum, Los Angeles

(Wednesday, November 8)

Capacity, 2,300. Price policy, 50, 65 and 95 cents. Four shows daily. House booker, Bill McIlain. Show played by Rene Williams's house ork.

Mental dexterity of "The Great Harry Kahne" tops the current bill, whose display of writing upsidedown and backward and his manipulation of figures mystifies the crowd into giving him the top hand. Act moves with lightning speed and fills the last slot well.

Clark Dennis, pinch-hitting for Joe E. Howard (called East by illness in his family), passes the ear test with a brace of tunes ranging from a cowboy ditty to *Lucky Old Sun*. Capitol Records' balladist was well received.

Bob Gentry handles his comedy chores with ease, cracking gags old and new for a good hand. Walter and O'Rourke's smooth string pulling wins palms for their puppet act. Drunk gal routine highlights their offerings.

Sheila Rogers' impersonations of showbiz toppers clicks with the patrons, especially her take-off on Joan Davis. Lucienne and Ashour present a little different version of the apache dance, ending with the guy on the floor. Jacques Gordon keeps ticket buyers on seat's edge with his juggling and unicycle feats. Bill gets off to a strong start with the acrobalance Vic and Adio. Their display of control wins a solid hand.

Bill as a whole is tight and well paced. Rene Williams's ork is keeping the volume down, altho occasionally slips to outblast Dennis during his vocals.

Pic: Prison Warden. Lee Zhitto.

Radio City Music Hall, New York

(Thursday, November 10)

Capacity, 6,200. Price policy, 80 cents-\$2.40. Number of shows, four daily. House booker, Leon Leonidoff. Show played by house symphony ork.

The finale makes the current show distinctive. It consists of a tremendous Times Square street scene complete with flashing electric signs, subway kiosks, traffic lights, mirrors and crowd scenes. It was to this one that the Rockettes segued after coming on in top hats and canes for their customary big sight number. The kids, in turn, were brought on by Roy Raymond and Tony Starmon, who teed off with a song and dance.

The rest of the show was amiable without being outstanding in any single department. Patricia Bright, presumably doubling from the Shelburne Lounge, worked too fast and too small for this big house. A Katherine Hepburn opening could barely be understood. Her *Tess's Torch Song* had its amusing moments, particularly her characterization of the Brooklyn gal. The latter got as close to yocks as is possible in this gigantic house.

The Danwoods, a combo adagio and acro team (two boys, one gal), showed real salesmanship on the acros but missed on the adagio. The gal worked without assurance. In the hand-to-hand stuff which built to pyramids, the fem was outstanding.

The show opened with a zigzag ballet with two runways crossing each other on which the corps de ballet did their customary flutterings and toe work. Patricia Bowman and Robert De Vroye were the soloists in the number. Richard Tetley-Kardos, in the pit, did a well-executed piano concerto in a pin spot while the ballet worked above him.

The middle production was a costume affair built around a Viennese ballroom of the empire period on which the Glee Club backed June Gardner, soprano, and Roy Raymond. Picture, *That Forsyte Woman*.

Bill Smith.

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Cafe Society, New York

(Wednesday, November 9)

Capacity, 200. Price policy, \$3.50 minimum. Shows at 9, 12 and 2. Owner, Louis I. Lewis. Booking, non-exclusive. Publicity, Ivan Black. Estimated budget this show, \$1,500.

With comic Bernie Hern lamming after one week, this compact little bistro's current show is down to two singing acts, Nellie Lutchter and Ann Cornell, and the Billy Taylor band (5). Miss Lutchter, of course, is the draw as the result of her Capitol record click some time back. Spotting the two fem warblers back to back, without a band number or two in between, makes little sense, for the contrast between them is so marked that it takes the edge off any impression Miss Cornell, on first, makes. The obvious thing to do is to have Bill Taylor's band break up its three numbers, which open the show, and sandwich one in between the two singers.

Miss Cornell is a petite, attractive gal with a small voice which she uses with an overabundance of grimaces, sufficient after a while to become distracting. With her appearance, tho, and with her intimate and smoky voice, well suited for places of this nature, she should get by. Her principal weakness is failing to project strongly enough.

Nellie Lutchter, on the other hand, fills the joint with her voice and her free-wheeling, uninhibited style. She provides a lot of entertainment, tho, both as a result of that style and her off-the-beaten-path numbers. Despite the audience's approval and its insistence on additional tunes, she stayed on too long, doing about 10 songs all told.

Taylor handles the show okay and, on his own, dishes out three numbers, including a bop tune, which a local aficionado pronounced okay. This square wouldn't know.

Jerry Franken.

Penthouse Club, New York

(Tuesday, November 8)

Capacity, 100. Price policy, \$2.50 minimum. Shows start at 10, with acts working intermittently until about closing. Operator, Phil Rosen; publicity, Ed Weiner. Booking policy, Marty Baum, exclusive. Estimated budget this show, \$500. Estimated budget last show, \$600.

Johnny Thompson, doubling from *Miss Liberty*, is the new draw here, with a sister team, Archer and Gile, in the second spot. Thompson has shown a remarkable improvement since last caught in a cafe, tho as a draw he's a questionable factor. He's an assured performer today with a pair of pipes that gives him authority. Most of all he's become a real seller, phrasing standards with a delicateness and finesse that holds audiences spellbound. With Arthur Fleisher on the piano, Thompson gives out with equal skill on latter day pops, a couple of novelties and a lot of ballads. To judge from audience reactions, he did everything wonderfully.

Archer and Gile, two girls who were once part of Ben Yost's Colleens, came in with a showman-like routine consisting of two-part and single voices. After opening with a well-arranged *Love Is Sweeping the Country*, they went into a moody *Raggle Taggle Gypsy*, an excellent pace changer, presenting it skillfully. To heighten still more, one of the gals uses a guitar. They also did a highly dramatic *Little Girl Blue* that brought hushed attention. The treatment and lighting (one girl was blacked out) were strictly A-plus. The kids also showed a flair for comedy with vocal takes that indicated bigger things.

Bill Smith.

NIGHT CLUB REVIEWS**Lookout House, Covington, Kentucky**

(Monday, November 7)

Capacity, 600. Price policy, \$2.50 minimum. Shows at 8 and 1. Operator, Lookout House, Inc. Manager, S. D. Alex. Booking policy, Frank Sennes, exclusive. Publicity, Shirley Hartman. Estimated budget this show, \$6,000. Estimated budget last show, \$5,000.

New package here sparkles with entertainment values. Show breaks nicely with the Donn Arden Dancers (8), lavishly costumed, doing a smart prance to *Dancing With a Deb*, which in turn provides entre for the youthful Al Grant in a break-in engagement. Good-looking blond lad displayed the stage savvy of a veteran. Sports a lusty set of bary pipes and cements attention on *Don't Cry, Joe; Jealousy* and *Your Heart Said No*, giving each tune's lyrics sock dramatic treatment and letter-perfect enunciation. Also provides background lyrics for the line's other two numbers, framing a nifty *Goodbye, My Love* to the gals' *Massenet Elegy*, and an up-tempoed *Toot, Toot, Tootsie* in the finale.

Edith Fellows and Tommy Dix scored handsomely at the outset with their healthy warbling of musical comedy tunes, but too much patter injected into their *This Is a Fine Romance* lost listeners. Picked up interest again, however, with medleys from *Carousel* and earned big mits with excellent voicings of *Bali Ha'i*, *Nothing Like a Dame* and *Honey Bun* from *South Pacific*.

Headliner Willie Shore pulled out all the stops on his varied and commercial gag material, hoofing and sock mimicry to hold patrons transfixed for 45 minutes. When he finally begged off the applause was deafening. Shore knows and uses all the tricks in plying his wares and his impresoes of Joe Frisco, Harry Lauder and Pat Rooney were especially effective. His pinball machine player pantomime, with sharp stick and skin beating assists from ork drummer, Wilbur Shook, proved a masterpiece of tomfoolery. Outstanding, too, were his laugh-loaded parodies on *McNamara's Band* and a Ted Lewis take-off.

Bob Snyder's ork displayed its usual excellence with the show and dance tunes. Vivacious Lynn Martin continues at the Steinway in the Wonder Bar.

Bob Doepker.

Celebrity Room, Philadelphia

(Wednesday, November 9)

Capacity, 250. No minimum or cover. Shows at 8:30 and 12. Owner-managers, Herman Seforth and George Dorwart. Booker, Nat Segal. Publicity, Herb Freedman. Estimated budget this show, \$850. Last show, same.

While the show offering in the plush sophisticated setting of this midtown room is satisfying enough for the demands of the trade here, the main drawing power revolves around a beauty parade. The switch on beauty contests has brought out a lot of hopeful gals attracted to the glamour of being a model to parade in evening garb and bathing suits for a Walter Thornton pin-up contest, staged by Bob Horn, local disk jockey.

Linked to Thornton's model agency, the contest runs for 10 Wednesday nights, with the top winners pinned in the Thornton pin-up roster. No talent pitch, merely a display of their charms. But from a commercial standpoint it packs the room.

Floor Attractions

The floor divertimento is well balanced. The informal and sly humor, and sometimes blue lines of Jimmy Evans as emcee sets the chair holders in a happy frame, with his best effort registered when dipping into alcoholic mimicry. For the romantic moments it's the balladizing of Bill Layne, a tall, handsome lad who can also sing as well as handle the pin-up contest chores. In vocal contrast, (See *Celebrity Room* on page 46)

Blue Angel, New York

(Wednesday, November 9)

Capacity, 150. Price policy, \$3.50-\$4 minimum. Operators, Herbert Jacoby-Max Gordon. Booking policy, non-exclusive. Publicity, Curt Weinberg. Estimated budget this show, \$1,025. Estimated budget last show \$1,000.

This is a tough room to buy talent for. A sock commercial act that would do a fine job in a mass nitery wouldn't go there and probably would be too expensive. The intimacy here requires a combo of chi-chi, esoteric and plain madness. Jacoby has apparently got this together on this show and once again the spot is a real showcase.

Andy Williams, of the original Kay Thompson group, made an impressive showing in his first date here as a single. He's good looking, has a voice and assurance, and can sell. Most of his songs, however, sound like production numbers, with only one tune, *Ain't It the Truth*, standing out as a single job. But this one number is strong enough to make him a good bet for legit musicals and TV.

Vera Newcomb Goes Over

On the mad side Vera Newcomb took the loony prize. Working like an amateur, Miss Newcomb gives the impression of a middle-aged dowager at a house party with a snootful. The lady doesn't seem to have had much if any professional training. It is doubtful if such training would do her any good. It might remove the rough spots, and it is these rough spots that make her the ludicrous figure she is.

Wally Cox, the shy, inoffensive lad, still rocks them with his deliberate slow routines.

Kay Penton, who hadn't been seen for years, is a better singer than ever. Altho she's gained some weight since last caught, she's made up for it with a routine of standards that kept the jammed room spellbound. Her warm, vibrant voice has top ear appeal. An enterprising record company looking for a girl singer might give her a listen and not go wrong.

Billie Heywood, accompanied by Andre on the piano, is still a good commercial song seller, with emphasis on slight double entendre. The girl's style makes for good audience reactions, tho she could do better with the Herman Chittison outfit behind her than just a piano.

The Chittison Trio, still one of the best in the biz, did a wonderful backing job when called upon.

Bill Smith.

Alan Gale's Celebrity Club, Miami Beach, Fla.

(Monday, November 7)

Capacity, 289. Price policy, \$3 beverage minimum. Operator, Alan Gale. Exclusive booker, Buddy Allen. Shows at 8:30 and 12:30. Estimated budget this show, \$1,750.

The newly redecorated Celebrity Club, under the aegis of owner-emcee-comedian Alan Gale, turned on the lights for the 1949-1950 season on a Monday night, a highly unusual stunt, and turned the trick.

He revitalized the decor of the club and broke the seals for what promises to be big returns. He's eliminated a lengthy bar that was at the back of the house and put a small 10 or 12-seater near the entrance. (See *Alan Gale's Celebrity*, page 46)

Monte Carlo, New York

(Wednesday, November 9)

Capacity, 150. Price policy, \$3-\$4 minimum. Shows at 9:30 and 12:30. Operator, Dick Gasparre. Booking exclusive, Leonard Green; publicity, Charles Dreyfus. Estimated budget this show, \$600.

The room, once an ultra carriage trade spot, is as handsome as ever, but now does a big business from the rumba fanciers. The new ops have apparently hit upon a good box-office medium to judge from the spenders present.

The show consists of Francine White, singer, and Edwards and Diane, ballroom team. Miss White, a big brown-eyed tiny canary, tried hard to sell a collection of double entendre numbers. She registered only partially because she punched too hard and oversold nearly every line. If her lyrics are provocative enough they will sell better via an innocent stare and demure look. If they're not, knowing looks serve to make them too obvious.

Edwards and Diane have been caught too many times to need a full-dress review. They dance smoothly, work well together and have the usual number of eye-catching lifts, getting enthusiastic hands.

Dick Gasparre's ork cuts the show fittingly. La Playa Sextette does the Latin beats with sound and fury sufficient to jam the floor.

Bill Smith.

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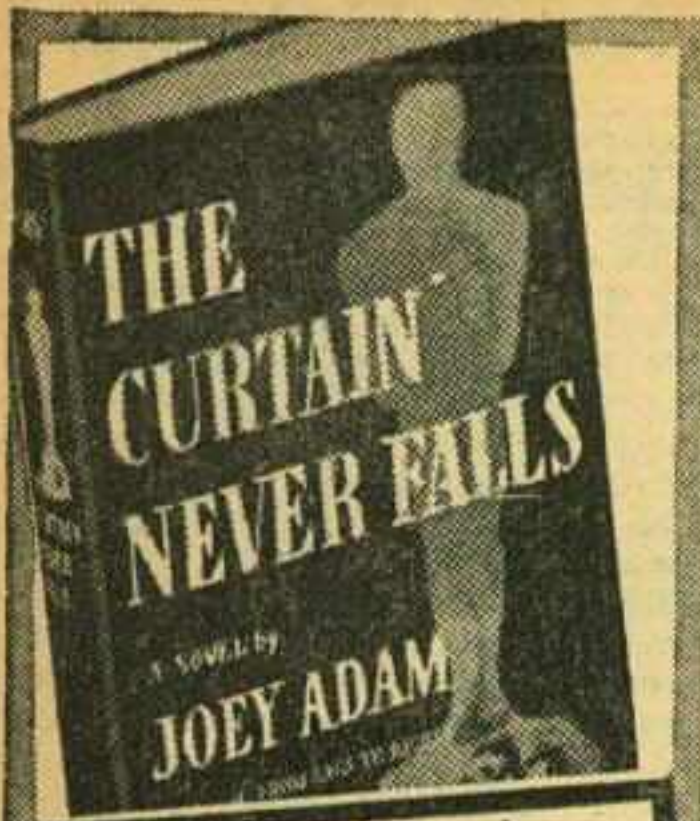
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NEW YORK, Nov. 12.—There was a minor lift in over-all Stem takes this week, but nothing to bring any cheers. Gross for the six stagemovie combo houses was \$383,000 as against last week's \$379,000.

Radio City Music Hall (6,200 seats; average \$134,500) wound up its four-weeker with \$115,000. The bill with

Conn. Strand Circuit Starts Vaude Policy

HARTFORD, Conn., Nov. 12.—Strand Amusement Company, an independent theater circuit operating several movie houses in Connecticut, has launched a new vaudeville policy at the State Theater, Torrington, Conn. It is using six vaude acts, Sundays only, at a 72-cent top. Bookings are being handled thru independent agents.

In recent months the trend toward stagemovies in film program houses has picked up momentum in Connecticut, with theaters now utilizing flesh one or two days a week. Houses now using acts are the Lyric, Bridgeport; Poli, Waterbury; Victory, New London; Capitol, Middletown, and Palace, New Britain.

PALACE, NEW YORK

(Continued from page 44)

three high, with the gal in the middle as understander for excellent sight values. The hand-to-hand bits ending in pyramids were particularly well sold.

Two Zephyrs' standard slow-motion huffing seguing into a comedy crap-shooting and fight routine didn't register too well. Possibly because Uncle Tom routines (both lads are Negroes) are no longer acceptable. When the boys finished the result was apathy.

The final act was the Schaller Brothers, who just did two weeks at the Latin Quarter. The two boys do a fine trampoline act, with one doing comedy, winding up the bill in strong fashion.

Pic, Deputy Marshal.

Bill Smith.

CELEBRITY ROOM

(Continued from page 45)

Diabliito, the room's rumba maestro, takes to the floor for a full-flavored fling at the lively Latin lyrics. Rounding out the offering is Trudy Lane, whose song and dance pieces anent a Harlem be-bopper and a hip-swaying rumba addict are easy enough to take, considering the generous display of body frame that goes with the effort.

Diabliito's foursome for inviting rumba rhythms and Al Small's threesome keep the music continuous.

Maurie Orodener.

AGVA GETS OKAY

(Continued from page 43)

that any of the big offices with major properties will book any of their big acts thru Florida agents in order to make it easier for cafe ops. There have been a few Florida agents in to see the wheels of the big talent offices trying to make a deal. In every case they were told nothing doing.

The Heiress and the Gaudsmith Brothers opened with \$156,000, followed by \$142,000, \$132,000 and two weeks of \$115,000 each. The new show (reviewed this issue) has Patricia Bright, the Danwoods and That Forsyte Woman.

Roxy (6,000 seats; average \$78,000) took in \$85,000 for a 10-day week for Ethel Waters, David Street and Everybody's Doing It. The previous and opening frame saw \$71,000. The new show (reviewed this issue) has Tony Martin and Oh, You Beautiful Doll.

Capitol (4,627 seats; average \$55,000) did \$58,000 for its second week with Lena Horne, Skitch Henderson's band and Tokyo Joe. Opener was a big \$81,000.

Paramount (3,654 seats; average \$73,250) collected \$73,000 for its preem of Jo Stafford, Paul Weston's ork and Chicago Deadline.

Strand (2,700 seats; average \$22,750) took in \$32,000 for its third week of the hour-long version of Make Mine Manhattan and the flicker, Beyond the Forest. The previous week's income was \$40,000 and the opener showed \$65,000. The

ALAN GALE'S CELEBRITY

(Continued from page 45)

That, in addition to a lot of paint and some new furniture completes the decor. But, as usual, they forgot to buy a new p.-a. system, which acted up on the show caught and made every vocal act sound like a Luden's commercial.

Gale works all thru the show. He has the warmth, vitality and dialects to hold 'em for over an hour. They love him here, and it's his town.

The No. 1 act is Marion Callahan, doing half of what used to be a sister act. She comes on with a rain ensemble, and with only four clubs in town open and two of them doing rain bits, you wonder if our hurricane publicity has been overdone. She does a switch on the present strip rage by getting out of the rain habit and into another costume on stage. It was done neatly and got over well. Possessed of a pretty face and a deft way of layin' the iron down, she went over nicely.

The Radio Rogues, debuting on the beach with this date, were passable. One lad did all the nifty impressions, et al., Vaughn Monroe, Frankie Laine, Ezio Pinza. His partner did an impress of Harry S. Truman and some funny radio commercials. Some got yocks, some didn't.

Prince Sells Songs

Jack Prince, extra added on this bill, possessor of a wonderful pair of pipes, rocked 'em from start to finish. A big guy (230 pounds), he looked good. The only criticism is that he used the same stuff this trip he did on the others.

Gale closed the long show (over two hours) but still got laughs in all the right places. From his kibitzing with the waiter to his dialect story of the Notre Dame football team, it was solid stuff sold well. His take-off of Jolson, now done mundanely by hundreds of performers, was beautifully performed.

Teddy King's band (four) handle the show and terp chores, doing okay.

Barry Gray.

IN SHORT

The song, "Love," done so well by Lena Horne at the Capitol Theater, was written by Hugh Martin. . . . Diane Adrian will be the first girl singer to open at La Rue. The spot never had shows before. . . . That marine who ran amok in the Strand Building scared the hell out of the agents.

Sam Levinson has been moved up at the Capitol. He'll go on early January on the Ink Spots show. . . . Wally Wanger line will be on the Desi Arnaz show at the Strand next bill.

Line buyers Donn Arden and Wally Wanger both complain about inability to get girls. There's little work in town, but plenty out of New York.

new show (reviewed this issue) has an Olsen and Johnson tab show and Story of Seabiscuit.

Palace (1,700 seats; average \$22,000) moved up a little when it went to \$20,000 for Coley Worth, Pitchmen, six other acts and Mary Ryan, Detective, against \$19,000 for the previous week. The new bill (reviewed this issue) has Joey Rardin, Milton Douglas, six other acts and Deputy Marshal.

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Magic

By Bill Sachs

TUNG PIN SOO (Al Wheatley) postals from Austin, Tex.: "Having a magic convention of our own down here. I seem to miss all the big ones so **Dr. Moore, Herman Yuger** and **Doc Mahendra** and the gang are bringing me up to date. I open November 9 at the Monteleon Hotel, New Orleans, for four weeks, then on to Miami. . . . **Lucille and Eddie Roberts** opened Monday (14) at the Shoreham Hotel, Washington, for a return engagement, to be followed by the King Edward Hotel, Toronto, their fourth return at the latter spot. . . . **Landrus the Magician** continues to march his magic thru Georgia to good returns, playing schools exclusively. . . . **Ralston the Magician** has just concluded his second season at Thompson Speedway, Thompson, Conn., where he served as promotion and exploitation director. Ralston has been named promotion manager and secretary of the Thompson Fair Association for the 1950 season. . . . **Lloyd the Magician** and his manager, **Thomas Winkler**, spent a recent week-end in Chicago purchasing equipment for a new show. "We met **Hardini** while there," Winkler typewrites, "and caught **Cardini** at the Edgewater Beach Hotel. We made the rounds of the magic houses and talked to the **Irelands, Joe Berg,** and **Mr. O'Day** at Abbott's shop." . . . **O. K. Professor Maguire**, who put in the past summer in the Northeast and East, is now working his way thru Maryland heading for his established school and auditorium circuit thru the Carolinas, Georgia and Florida. Magicians are scarce in Maryland this season, Maguire scribbles. . . . **The Great Leeston** opened his season recently at the Paramount Theater, Fremont, O., with **Bob Kinnear**, of Toledo, assisting. **Lew Barwick**, former press agent with Mills Bros.' Circus, is serving as general agent for Leeston. . . . **Virgil the Magician** has invaded Oregon after a successful trek thru Washington. In Portland, Ore., No-

NARND Elects J. Shelley Prexy

NEW YORK, Nov. 12.—The National Association of Radio News Directors closed business sessions Saturday by electing **Jack Shelley**, of WHO, Des Moines, president, succeeding **Nig Nickelson**, WCCO, Minneapolis.

Ben Chatfield, WMAZ, Macon, Ga., was named first vice-president; **Jim Borman**, WMT, Cedar Rapids, Ia., second vice-president; **Sheldon Peterson**, KLZ, Denver, treasurer, and **Soren Munkoff**, WOW, Omaha, secretary.

Elected to the board for a period of three years were **Ron Cochran**, WCOP, Boston; **Peterson**, of KLZ; **John Bills**, WQAM, Miami, and **Tom Eaton**, WTIC, Hartford, Conn. Shelley was elected for an unexpired term of one year on the board, a position vacated by the resignation of **David Kessler**, WHAM, Rochester, N. Y.

Holdovers on the board were **Bruce Barrington**, KXOK, St. Louis; **Ben Chatfield**, WMAZ, Macon, Ga.; **Bob Rodeen**, WOC, Davenport, Ia.; **James Borman**, WMT, Cedar Rapids, Ia.; **Ed Kirk**, WPTF, Raleigh, N. C.; **Fred Hinshaw**, WLBC, Muncie, Ind., and **Sid Pietzsch**, WFAA, Dallas.

November 7-8, **Virgil** played under auspices of Alcoholics Anonymous, the local dailies giving the event a big play. **C. A. Frank**, Virgil's advance, was in Ogden, Utah, last week to set the town for February 24-25. Frank reports that he took delivery on a new Lincoln coupe while in Ogden.

GEORGE MARQUIS reports from his Spencerville, O., headquarters that magical equipment valued at \$525 was stolen from him recently at Clarksville, Tenn., the loot including a Thayer beer barrel and accessories, shadow screen illusion, swan feather flowers, a personal kit of rare gimmicks, and a make-up box containing some fakes that he says can't be duplicated. Marquis intimates that he has an idea but he doesn't know enough to holler copper. . . . **Al Sharpe** shoots from London Town: "We have just finished our first London engagement—Churchill's Club—and are awaiting further bookings. While waiting, have been royally entertained by the Magic Circle, the Institute of Magicians, and **Harry Stanley**, of the Unique Magic Company. Truly wonderful people, these Britishers, and great magicians, too. Bookings in London call for several more weeks; then to Egypt, Spain and the U. S. A. All the boys here remember **Russell Swann** with great fondness. He scored heavily among the British magi." . . . "I'm still percolating up here in good, old St. Louis," scribbles **L. Guy Gerber**, former Cincinnati conjuror, who has been making his home in Indianapolis and St. Louis the last several years. Caught the Ringling circus at the Arena here the other day and met up with an old friend of Boston days, **Lloyd Priddy**. **Martin Barnett** was in town at the Jefferson Hotel and, of course, I caught **Blackstone** at the American Theater. Hopped to Pacific, Mo., recently to visit **L. E. (Roba) Collins**, and the same evening rushed back to Edwardsville, Ill., to see **V-Roy**. **Russell Swann** in town having a few things built for him, which for the time must remain secret. **Don Cordoza** and lovely wife, **Dolores**, playing night clubs all thru this section, and I'm not doing too bad myself on the nitery dates. I'm set for a return at the Varsity Theater, Columbia, Mo., then hop up to Muskegon, Mich., for November 22-23, at a three-figure salary. Have five Christmas shows set so far, with more to come, and January 9 open a 12-week tour for International Harvester, set by **Elmer McDonald**. **Ray Amy** is keeping busy with a single mental turn and the sales of his secret system still go on."

Burlesque

By UNO

JESSICA ROGERS is due at the Howard, Boston, December 12, following **Rose LaRose**, who bows in December 5. . . . **Herbie Leighton**, vocalist, was out of the Hudson, Union City, N. J., for the Saturday show November 5 because of the death of his grandmother. He was replaced by **Jimmie Cavanaugh**, who closed recently as straight man for **Billy Reed** with the **Raynell** girlie show on the midway of the Cetlin & Wilson carnny. . . . The **Rogers, Margie and Martie**, ballroom dance team, spot-booked in Hirst houses, were Harvest Moon dance contest winners in 1946. . . . **Frank Smith** and **June Carstairs** joined the **Anger-Hyatt** unit at the Howard, Boston, November 7. . . . **Sherry Everette** goes with the **Hagan-Goldie** unit in Pittsburgh November 20 and **Raven Christie** with the **Sachs-Lewis** unit in Norfolk November 18. . . . **Meyer Harris, Al Somerby, James Kenney** and **Jack Goldie** were among those attending the November 2 funeral of **Sam Paine**, manager of the Howard, Boston, the last five years. . . . **Candy Barr** is doubling as principal and chorus captain at the **Gayety**, Columbus, where **Ben Fern** is handling the concession end for **Oscar Markovich**.

BLAZE FURY plays a return engagement for two weeks at the Empire, Newark, N. J., beginning November 14. During her absence her featured spot in the **Bob Ferguson** unit will be occupied by **Rose LaRose**. . . . **Valerie Parks** and husband **John McAlister** were the principals last week at a christening of their son, **John Smith**, born October 22 in Philadelphia. . . . **Marty White** is back in vaude with his former singing-comedy act. . . . **Darlene Drake** and **Charlie Harris** were new principals in the **Sachs-Edgington** unit at the Empire, Newark, October 28, relieving **Linda Scott** and **Eddie Yubel**. . . . **Tom Patricola Jr.**, dancer, will be extra attraction the next six weeks in Washington, Newark; **Allentown, Pa.**; **Philadelphia**, **Pittsburgh** and **St. Louis**. . . . **Hudson, Union City**, will add another show to the week's itinerary, a Friday midnigher, starting December 30. **Manager Sam Cohen** is to vacation at Miami Beach starting November 28, returning New Year's Eve. . . . Changes in casts on the Ohio circuit have **Donna Kennedy** opening in Columbus; **Charmaine Duval**, **Jimmie Coughlin** and **Rose LaRose** in Youngstown and **Honey Lee Miller** in Cleveland, all on November 25. . . . **Jai Leta** began a four-week engagement in Columbus November 11. . . . **Lew Herbert** and **Tanglefoot** opened November 11 for two weeks at the **Copa**, Baltimore, thru **Mickey Owens**.

PUERTO TAX LOOPHOLE

(Continued from page 9)
U. S. businesses moving to Samoa and the Canal Zone would get the same break as far as exemption from U. S. taxes is concerned. The Ways and Means Committee is expected to take up early in the coming session a repealer of the 1921 law. **Noah Mason (R., Ill.)** has a bill to that effect pending, but the committee is considered likely to draft a new bill. Congress will make no attempt to do anything about the Puerto Rican law. The possession's legislation enacted a year ago exempts all new businesses in the island from taxes until 1959. This exemption includes property, corporation and personal income levies. Once the U. S. law is repealed or

Four Webs Hold Kinescope Talks To Hypo Quality

(Continued from page 7)

DuMont film department, mapped the plans for regular sessions of the four-web group. DuMont, it is learned, has sent questionnaires to all its affiliates on their use of film recordings. The results will be made known to all the webs and should prove extremely enlightening, especially with regard to the lack of education of some non-interconnected stations on use of film and equipment. One station has been airing its film via a projector designed for home use; the projector, meant for use about once a week, is being used nearly 12 hours daily for TV.

Pride Cast Aside

A significant fact about the forthcoming meetings is that all the webs have tossed aside pride to admit that their own systems have shortcomings and must be improved to service the 27 non-interconnected markets with film offering a reasonable facsimile to live performance. This is being done despite the fact that the web which itself develops a satisfactory technique will have all cards stacked in its favor in signing up affiliates on an exclusive basis, and will be able to offer advertisers coverage available thru no other network. All the webs will pitch in to work on principle, but the one outfit coming up with the answer first undoubtedly will get exclusive patent rights and will grab all the attendant advantages. Even with this jockeying, the web execs have expressed earnest desire to help each other at this stage.

Universal Name Sought

Achievement of a universal name for a system also will be sought by the four webs. ABC calls its method a "video recording," NBC terms it a kinescope, CBS uses "film transcription" and DuMont refers to its product as "teletranscription." The ABC term is regarded as likeliest as be adopted. Paramount already has switched to the ABC terminology.

The mutual aid discussions are likely to be of great help to the web sales departments if any success is forthcoming in the next year, what with program production qualities being on the upgrade. Formation of the sessions is reminiscent in the industry to organization a decade ago of the Sapphire Club of recording people, which ultimately helped bring transcribed shows to the air as a recognized fact.

amended so as to restrict the movement of businesses to the island, the loophole will be plugged, in the opinion of Treasury. After a change in the law, **Duffy's** for example, would still be free of any Puerto Rican taxes but would have to pay all U. S. levies.

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"All My Sons" and "Streetcar" Are Solid Hits on Paris Stage

PARIS, Nov. 12.—The number of American plays on the French scene last season (1948-1949) was almost nil, without a single solid success. But the current season has already produced two top-notchers, Arthur Miller's *All My Sons*, at the Vieux-Colombier, and Tennessee Williams's *Streetcar Named Desire*, at the Edward VII with Arletty and Helena Bossis in the principal roles. Also Katherine Dunham and troupe are back at the Theatre de Paris with a new program. Albert Willemetz and Mouezy-Eon have adapted *Annie, Get Your Gun* and expect to produce it early in 1950.

Runyon Fund To Get Nitely "Pacific" Tix

NEW YORK, Nov. 12.—Producers Richard Rodgers, Oscar Hammerstein II, Leland Hayward and Joshua Logan have announced a project to keep some of the overcharge money for *South Pacific* seats out of scalping pockets. The plan calls for the nightly allotment of the center section of one row (about 14 seats) to go to the Damon Runyon Cancer Fund. The fund will buy these seats at b. o. tariff and may resell them at whatever price range it may wish. The arrangement will go into effect at an early date.

Rodgers said that the idea stemmed from the fact that management was unable to stop the terrific prices charged for *Pacific* seats. "We have always felt," he said, "that if some of that scalping money went to our stagehands, chorus people or musicians, we wouldn't mind so much. However, we couldn't accomplish that without becoming speculators ourselves."

Therefore, as long as the public insists on paying big prices, the producers are going to put some of that excess to work—for medical research.

It was explained that the fund allotment will not cut into the quota regularly retailed by accredited ticket brokers or at the Majestic Theater's b. o. The locations will come out of the "house seats" reserved for the producers.

ROUTES Dramatic and Musical

- Anne of the Thousand Days (Hartman) Columbus, O., 14-16; (Murat) Indianapolis, 17-19.
- A Streetcar Named Desire (Paramount) Austin, Tex., 16; (Texas) San Antonio 17-19.
- At War With the Army (Harris) Chicago.
- Barretts of Wimpole Street (Colonial) Akron, O., 16; (Hartman) Columbus 17-19.
- Blackstone (Paramount), Toledo, O., 14-16; (Auditorium) Rochester, N. Y., 17-19.
- Blossom Time (Opera House) Boston.
- Brigadoon (Royal Alexandra) Toronto.
- Closing Door (Wilbur) Boston.
- Cornell, Katharine (Hanna) Cleveland.
- Death of a Salesman (Erlanger) Chicago.
- Detective Story (Blackstone) Chicago.
- Finian's Rainbow (American) St. Louis.
- Gentlemen Prefer Blondes (Forrest) Philadelphia.
- High Button Shoes (Royal Victoria) Victoria, B. C., Can., 16; (Temple) Tacoma, Wash., 18; (Metropolitan) Seattle 19.
- Inside U. S. A. (Omaha) Omaha, 14-16; (KENT Radio) Des Moines, 17-19.
- Kiss Me, Kate (Shubert) Chicago.
- Light Up the Sky (Shubert-Lafayette) Detroit.
- Man Who Came to Dinner (Walnut St.) Philadelphia.
- Metropole (Ford) Baltimore.
- Mr. Roberts (Cass) Detroit.
- Night in Spain (Shubert) Philadelphia.
- Oklahoma (Capitol) Yakima, Wash., 17-19.
- Philadelphia Story (WRVA) Richmond, Va.
- Private Lives, with Tallulah Bankhead (Court Square) Springfield, Mass., 16; (Shubert) New Haven, Conn., 17-19.
- Quartet (Majestic) Boston.
- Red Shoes (Selwyn) Chicago.
- Signor Chicago (Locust St.) Philadelphia.
- Student Prince (Rajah) Reading, Pa., 16; (Playhouse) Wilmington, Del., 17-19; (Hershey) Hershey, Pa., 19.
- Summer & Smoke (Cox) Cincinnati.
- Texas, Lil Darlin' (Colonial) Boston.
- White's, George, Scandals (Geary) San Francisco.

The French are following their usual custom of opening the season with revivals: The Theatre de Paris with *Les Vignes du Seigneur* (*The Lord's Vineyard*) and the Potiniere with *Les Maitres Nageurs* (*Master Swimmers*); the Comedie-Francaise with *Britannicus* and *Le Pain Menage* (*House in Disorder*)—two old-time classics, on the Richelieu stage, and *Le Roi* (*The King*), on its Left Bank Luxembourg stage.

The Theatre St.-Georges reopened its doors with *Une Femme Libre* (*A Free Woman*), by Armand Salacrou; the Ambassadeur with *La Soif* (*Thirst*), starring Jean Gabin, and the Renaissance with *Les Gaites de l'Escadron* (*Squadron Capers*), all holdovers from last season. The Comedie des Champs-Elysees is continuing *Ardele ou la Marguerite*; the Madeleine, *Les Enfants d'Edouard* (*Edward's Children*); the Atelier, *L'Invitation au Chateau* (*Invitation to the Chateau*); L'Oeuvre, *Carine*; the Gramant, *Le Ohien des Piques* (*The Jack of Spades*), and Athenee, *Ondine*.

The Theatre Hebertot has ambitious plans. The management will put on *Caligula* (Albert Camus), *Le Maitre de Santiago* (Montherlant), *Le Cocu Magnifique* (F. Cromelynek) and will later present *Les Innocents*, a new play of Albert Camus. The Sarah-Bernhardt Theater will bring back once again *The Lady of the Camelias*, this time with Edwige Feuillere in the title role. The Theatre de la Madeleine has brought back *Cheri*, by Colette and Leopold Marchand, starring Valentine Tessier and Jean Marais. The Montparnasse-Gaston-Baty opened with *Neiges* (*Snow*), by Marcelle Maurette and starring Marguerite Jamois.

And the best company in Paris, the Jean-Louis Barrault-Madeleine Renaud, will present Jean Giraudoux's *Judith*, Ferdinand Bruchner's *Elisabeth d'Angleterre*, Moliere's *Amphitryon* and *Les Fourberies de Scapin* (*Scapin's Knaveries*), and Kafka's *Le Proces* (*The Trial*).

"Desire" Quits Stem Dec. 17; Hits Road

NEW YORK, Nov. 12.—A *Streetcar Named Desire* winds up an 855-performance run at the Barrymore Theater December 17. The company, featuring Uta Hagen, Anthony Quinn, Mary Welch and George Mathews, will open a road trek in New Haven, Conn.

Garson Kanin's comedy, *The Rat Race*, becomes the Barrymore's next tenant on December 22. Casting, which is now complete stars Betty Field with Barry Nelson, Joseph Sweeney, Doro Merande, Dennis Moore, Georgie Auld, Ray Walston, Rex Williams, Joe Bushkin, Pat Harrington, Sherman Kane, Hal Green, Lou Oles, Dave Edelman and Toni Tucci in support. *Race* goes to Boston and Philadelphia before its Stem bow-in.

New Firm To Star March and Eldridge

NEW YORK, Nov. 12.—A newly formed producing firm, Nancy Stern and George Nichols III, have signed Frederic March and Florence Eldridge to co-star in Elaine Ryan's adaptation of Ludwig Bemelmans' novel, *Now I Lay Me Down To Sleep*. Hume Cronyn will direct. *Sleep* skeds a Stem unveiling in February.

Sam Schwartz has been appointed general manager of the new firm and Ben Washer is its official drum beater. Miss Stern is a founder and director of Theater, Inc. Nichols made his Broadway production bow last season as a sponsor of *Small Wonder*.

Mayor's Group Recesses; Tix Brokers Coded

NEW YORK, Nov. 12.—It will take at least another meeting of Mayor O'Dwyer's Theater Committee to complete its recommendations on Commissioner of Investigation John M. Murtagh's proposals for enforcement changes in the League of New York Theaters-Actors' Equity Theater ticket code. The Thursday (10) get-together at the Hotel Astor wound up with work still to be completed, and the meeting was recessed until Thursday (17).

Meanwhile all members of the recently formed New York Theater Ticket Brokers' Association (NYTBA) have signed the new League-Equity code, which expires August 31. In an ad Thursday (10) the League listed 39 accredited brokers. Under a heading "Theatergoer You Can Help" the League pointed out that brokers are forbidden to charge a premium in excess of 75 cents plus tax and stressed the fact that "morally, if not legally, a person who pays over the legal premium is equally guilty with the one who exacts it." Theater operators and play producers, the ad stated, have no part in overcharges and vigorously oppose them. They are endeavoring to stabilize the purchase of tickets and eliminate these unfair practices. The wind-up was a request that reports of overcharges with full proof be made to the League.

Originally, Commissioner Murtagh was understood to have examined the records of only 66 brokers, 30 of whom either lost or voluntarily surrendered their licenses in the course of his investigation into alleged ticket scalping. Murtagh now admits that the top figure was 69, which would leave the accredited 39 in operation. However, a report from the office of the license commissioner this week advises that a license was recently issued to the Strand Theater Ticket Service, operated by Larry Tyler.

"As the Girls Go," Goes the Dough; Thugs Steal 15G

NEW YORK, Nov. 12.—Two thugs, evidently hep to theater practice, stuck up the box office of the Broadway Theater Thursday (10) to the tune of \$15,200—and in less than five minutes escaped into the Stem crowds. The robbery was timed to the minute—7:35 p.m.—with a lone customer at the window and with the Friday pay roll made up in the b. o.

The pair entered the box office thru a rear door, which, unfortunately, had been left unlocked. They ordered General Manager Benny Stein, Treasurer Murray Helwitz and Assistant Treasurer Louis Melnick not to turn around.

"Where's the skate box?" one demanded.

However, he saw the wooden box in which the pay roll was kept and grabbed it before anyone could answer. His companion emptied the cashier's drawer.

Meanwhile, the customer, G. G. Buttell, slipped away from the window and called police from a nearby liquor store. Radio cars responded in five minutes, but the bandits had made a clean getaway.

The three theater officials said that the pair had probably gained entrance to the theater via a side door on 53d Street, ordinarily used only at intermission and closings.

The show, *As the Girls Go*, starring Bobby Clark, went on as usual at 8:30.



BROADWAY SHOWLOG

Performances Thru November 12, 1949

DRAMAS

	Opened	Perfs.
A Streetcar Named Desire... (Barrymore)	12-3, '47	783
Born Yesterday... (Henry Miller)	2-24, '46	1,586
Death of a Salesman... (Morosco)	2-10, '49	316
Detective Story... (Hudson)	3-22, '49	268
Diamond Lil... (Plymouth)	2-5, '49	109
Goodbye, My Fancy... (Martin Beck)	14-17, '48	413
I Know My Love... (Shubert)	11-2, '49	14
Mister Roberts... (Alvin)	2-13, '48	388
Montserrat... (Fulton)	10-29, '49	17
Shake Hands With the Devil... (Blackfriars' Guild)	10-20, '49	21
The Browning Version... (Coronet)	10-12, '49	37
The Madwoman of Chailiot... (Royale)	12-8, '48	304
Yes, M'Lord... (Booth)	10-14, '49	47

MUSICALS

As the Girls Go... (Broadway)	11-13, '49	348
Kiss Me, Kate... (Century)	12-30, '48	352
Lend an Ear... (Broadhurst)	12-16, '46	330
Lost in the Stars... (Music Box)	10-30, '49	16
Miss Liberty... (Imperial)	7-15, '49	139
Regina... (46th Street)	10-31, '49	16
South Pacific... (Majestic)	4-7, '49	252
Touch and Go... (Broadhurst)	10-13, '49	56
Where's Charley?... (St. James)	10-11, '48	456

ICE SHOWS

Howdy, Mr. Ice of 1950... (Center)	5-16, '49	227
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CLOSED

Twelfth Night... (Empire)	10-3, '49	48
Love Me Long... (48th Street)	11-7, '49	8

COMING UP

The Father... (Cort)	11-16, '49
Ice Follies of 1950... (Madison Square Garden)	11-17, '49

Stage Mgrs. Re-Elect Ross and Two Others

NEW YORK, Nov. 12.—The Stage Managers' Club has re-elected William Ross as prexy for another year. Also retained in their respective duties as corresponding secretary and treasurer are William Hammerstein and Norman Miller. John Cosgrove is the org's new vice-president and Lucia Victor is its new recording secretary.

The membership has added Monroe Hack, Don Darcy, Robert Schnitzer, David Jones and Ben Berenberg to the executive council, which also includes Alan Anderson, Eddie Diamond and David Pardoll.

Show by Lighthouseers

NEW YORK, Nov. 12.—The Lighthouse Players, a project sponsored by the New York Association for the Blind, presents Rachel Crothers' *Old Lady 31* for three performances at the Lighthouse Little Theater, Thursday (17) thru Saturday (19). The cast roster lists seven blind actresses, Ruth Askenas, Lillian Hillman, Peggy Foly, Sarah Rae, Mayme Teitlebaum, Inez Arrobio and Ida Scotti. They will be assisted by four professional actors, Rudy Richards, Romeo Muller, Dan Keyes and Cliff Marlowe. Tickets can be purchased at the Lighthouse public relations office, 111 East 59th Street.

Broadway Review

LOVE ME LONG

(Opened Monday, November 7)

48TH STREET THEATER

A comedy by Doris Frankel. Staged by Margaret Perry and Brock Pemberton. Setting by John Root. Costumes supervised by Margaret Pemberton. Company manager, Clarence Taylor. Stage manager, Paul Foley. General manager and press representative, Tom Kilpatrick. Presented by Brock Pemberton.

Abby Quinn	Shirley Booth
Mr. Sharp	Harry Bannister
Jim Kennedy	Russell Hardie
Moving Man	William Sharon
Ike Skinner	George Keane
Louise Ulmer	Jennifer Howard
Margaret Anderson	Anne Jackson
Phone Man	Heywood Hale Brown
Cleotus P. Anderson	Daniel Reed
A Caller	Carl Low

A reporter wonders what possessed a showman of Brock Pemberton's taste and discrimination to involve himself in a matter like *Love Me Long*. It can only be that, scriptwise, Doris Frankel's comedy must have seemed to contain a heftier fun potential than meets the eye and ear on the stage at the 48th Street Theater. He has lavished much care on its production in the matter of background and costuming and assembled a fine cast of actors to play it. It's too bad that the result unveils as one of the most hapless so far this season. It isn't the fault of production or actors, it is just that Miss Frankel's inept little opus has neither originality nor wit. It is likely that everybody concerned will want to go off in a corner and forget the whole thing.

Long's plot set-up is the oldie about the divorced couple who are each picking a new mate and—after a requisite number of wisecracks—pair off again together for another try. During these festivities, their respective fiancés discover a similar mutual attraction for one another. Noel Coward did it with bite brilliance in *Private Lives*. Miss Frankel sets them to battling for three acts over the tenancy of an East Side apartment and the results are dreary indeed. Her comic protagonists are a lady who appears to have been an actress; an ex-husband who appears to have been a war-correspondent; a young man who appears to be a mechanic and publishes trade magazines, and a lass who is just cute and, because the author apparently thinks it's amusing, keeps tame mice. There are also other assorted characters who presumably are meant to add to the absent fun.

Such excellent players as Shirley Booth, George Keane, Russell Hardie and Anne Jackson are principally concerned in these shenanigans—not to mention contributions from character actors of the mettle of Daniel Reed and Harry Bannister. They all labor valiantly to cover the deficiencies of Miss Frankel's more obvious clichés and generally sophomoric dialog. Hardie and Miss Jackson come off best of the last. Miss Jackson deserves some sort of a medal for selling considerable of this low-grade comedy ore on the basis of ingenuous personality.

Before he put this one on Brock Pemberton should have asked the advice of that omniscient rabbit who used to tenant the 48th Street's stage. Harvey would have told him.

Bob Francis.

Hart Elected Head Of Dramatists Guild

NEW YORK, Nov. 12.—Moss Hart and George S. Kaufman were re-elected president and vice-president, respectively, at the Tuesday (8) annual meeting of the Dramatists Guild at the Hotel St. Regis. Dorothy Fields was elected secretary. The officers' terms run for two years.

Elected to the org's council were Kaufman, Jerome Choderov, Marc Connelly, Philip Dunning, Garson Kanin, Arnold Horwitz, Arthur Laurents, Arthur Miller, Kurt Weill and Tennessee Williams. Edward Colton was named the new film negotiator and Arthur Garfield Hays the new attorney.

OUT-OF-TOWN OPENINGS

WINTER KILL

(Opened Wednesday, November 9)

LAS PALMAS, HOLLYWOOD

A play in three acts by Steve Fisher. Presented by Richard Loo and Las Palmas Productions. Staged by Steve Fisher. Settings and lights by Rita Glover. Set executed by Las Palmas Theater under supervision of Milton King. Press, Harold J. Gefsky.

Johnny Ryan	Robert Alda
Sunny Miller	Tracey Roberts
Mousy Loomis	Zachary A. Charles
Hector Noodlin	O. Z. Whitehead
Tom Sales	Herbert Vigran
Lotsie Pekonobrid	Jack Reitzen
Dominic	George Brady
Kadi	Allie Towne
Joe Lance	Perry Ivins
The Cloak	Walter Beecher
A Lady Poet	Aminta Dyne
Lotsie No. 2	John Mansfield
The Nurse	Jean Howell

Steve Fisher's *Winter Kill* is well named—it's cold and dead. One of the poorest stage attempts here in years, this one is void of anything in its favor. Its plot is juvenile, dialog stupid and acting of little credit even to a high school cast. Hero is a clientless private eye (Robert Alda), who shares desk space in a New York office with four others of similar means and talent: An Hungarian dress designer who can't design, a bill collector who can't collect, a doll salesman who can't sell, and a literary agent who just can't.

Our hero is no run-of-the-mill Sam Spade, but a noble philosopher. Despite six verbose scenes, the audience is never sure of the detective's philosophy, or for that matter, what playwright Fisher is trying to prove. The deep-thinking detective turns bad for a week to earn a couple of quick thousands, teams up with a cop-killer (Zachary A. Charles), who eventually kill each other. Tho mortally wounded, it seems the detective would never die, but lingers on in Camille fashion spouting meaningless philosophy.

Seems Fisher has a message, but stumbles in its profundity. His hero calls himself "a citizen of tomorrow," whatever that means. He woos his women (there are two) with: "Why didn't we meet a long time ago? We would have sat on a star together. Seeing you was like seeing a million dollars in technicolor—like seeing a dream walking. . . ." Handicapped by such trite dialog, cast cannot be blamed for poor acting. Alda reads his lines with an impassioned vengeance which makes it all sound very funny in a hammy fashion. Only two are able to survive their poor lines, Tracey Roberts, who portrays one of the detective's girl friends, and Zachary Charles, who does well as the tough cop-killer.

Rita Glover's single set is well designed.

Lee Zhitto.

Martha Scott Signed For "Inherit Moon"

NEW YORK, Nov. 12.—Martha Scott will have the lead in *Inherit the Moon*, the William Berney-Howard Richardson drama which is due on the Stem in mid-January. *Moon* is a costume piece and calls for Miss Scott to portray an Elizabethan lady martyred for religious convictions.

Two important male roles remain to be cast. Producer Jack Segasture has engaged Ella Gerber for the direction chores and Stewart Chaney to do the sets and costumes. Early December rehearsals are skedded, with a Boston tryout about the first of the year.

Blackfriars Extend "Devil"

NEW YORK, Nov. 12.—The Blackfriars Guild has extended the run of *Shake Hands With the Devil* thru December 11. The Robert C. Healey documentary which gives the comics a thoro pasting has been jamming the org's little theater since it opened October 20.

THE CLOSING DOOR

(Opened Thursday, November 10)

SHUBERT THEATER, NEW HAVEN, CONN.

A play by Alexander Knox. Directed by Les Strausberg. Setting by Paul Morrison. Costumes by Robert Stevenson. General manager, John Yorke. Stage manager, Henry Martin. Press representatives, Wolfe Kaufman and Robert Hector. Presented by Cheryl Crawford.

Norma Trahern	Doris Nolan
David Trahern	Jack Diamond
Connie	Jo Van Fleet
Vail Trahern	Alexander Knox
Ollie Stevenson	John Shellie
Grandma	Eva Condon
Doctor Ed Harriman	Richard Boone
Basil Johnson	Ronald Alexander
Don	Randolph Echols
Hector Trahern	Geoffery Yorke

Knox has written an absorbing and sometimes thrilling psychological drama that might be called much more clinical than entertaining. However, to those who like their theater heavy, and who relish the suspense that can be brought to the stage by the continual presence of a potential homicidal maniac, *Closing Door* will be their meat.

An extremely competent cast gives the play a thoro airing, but its bow-in efforts here were marred somewhat by a series of mechanical fluffs and by a bad staging job. Lee Strausberg, a generally highly rated stage director, was either experimenting on new techniques or else lost in the staging of a psycho. Since his pacing was bad, the action often lagged far behind the audience moods. This, plus the missed cues back-stage, often set the audience to giggling at the wrong spots, or sent it into the noticeable squirming and shuffling that are so distracting to both auditors and players. The first act features a 2½-minute stage wait that was apparently intended to set a mood, but succeeded only in losing the audience.

Knox and Nolan Shine

Alexander Knox and Doris Nolan were superb in leading roles that are both arduous and demanding. The play calls for their continued presence on the set and requires a gamut of emotions that lead them from the heights of hilarity thru the shadings to deep gloom. Both gave three-dimensional readings to the parts that earned them a tremendous reception at the final curtain. The supporting cast is well chosen. A special nod to Eva Condon, who rose from a sick bed three days before the curtain to do a remarkable job in a character role.

The final acceptance of *Door* by a Stem audience depends a lot on its final shape, and on the willingness of an audience to spend an evening of mild depression in a theater. The suspense is well written in and Knox's theatrical tricks are just enough off the beaten path to lend the surprise and the bite necessary to a play of this nature. It's a good show if you like this sort of thing.

Sidney Golly.

Theater League Plea Waits Equity Council

NEW YORK, Nov. 12.—The League of New York Theater's request to Actors' Equity for further concessions in regard to touring revivals (*The Billboard*, November 12) has been tabled until the Equity council meets Tuesday (15), when it will be thoro examined as a special order of business.

The union has already offered certain concessions in order to foster a pop priced theater on the road. It insisted, however, that admissions to such revivals be limited to \$2 (plus tax) for straight plays and to \$3 (plus tax) for musicals. The League came back with a plea for a 50-cent (plus tax) tariff hike on each for Friday and Saturday nights.

Off-Broadway Review

ST. JOAN

(Opened Saturday, November 5)

LENOX HILL PLAYHOUSE

A drama by George Bernard Shaw. Staged by Phillip Robinson. Costumes by William Roberts and Lois Fern. Sets and lights by Virginia Johnson. Technical director, Cyril Simon. Stage manager, Sally Dwight. Presented by the Equity Library Theater.

Steward	Walt Whitcover
Robert de Baudricourt	Clinton Anderson
Joan	Kim Stanley
Bertrand de Poulengy	John Willis
Arenbshoop of Rheims	Edward Cooper
Mgr. de la Tremouille	Romeo Muller
Court Page	Fritz Kraber
Gilles de Rais	William Tregoe
Captain La Hire	Jack Clugman
The Dauphin, Later Charles VII	

Duchess de la Tremouille	Jack Bostick
Dunols, Bastard of Orleans	Kathleen Roland
Dunols's Page	Robert Pastene
Richard de Beauchamp	Billy James
Earl of Warwick	George Hill
Chaplain de Stogumber	Ulrich Haupt
Peter Cauchon	
Bishop of Beauvais	Bradford Hunt
Warwick's Page	Ray O'Leary
The Inquisitor	Victor Thorley
D'Estivet	Walter Thompson
De Courcelles	Martin Waldron
Brother Martin Ladvenu	Frank Harrison
Executioner	Thornton Marker

COURT LADIES, COURTIERS AND MONKS: Joan Watson, Pat O'Flanagan, Harold Anderson, Joe Davidson, Alex Grubb, Stuart Hoover, William Roberts.

The Equity Library Theater (ELT) has baptized its new permanent home with a fine production of G. B. Shaw's *St. Joan*. If the quality of the initial production is sustained in the future, the little Lenox Hill Playhouse can well become known as the spot where good talent can be found.

St. Joan, in the ELT, person, starts with the Maid's first encounter with the world and carries her thru her trial for heresy and subsequent burning. The well-known story serves as good background—and many times incidental background—for Shaw to express his philosophy of the individual versus church and state. The Maid's story is beautifully told, and the philosophy completely—some-times too completely—expounded.

Perhaps it's because there is so little work elsewhere that such a fine cast can be assembled by the ELT, for certainly by any standards the players are first-rate. Kim Stanley, as Joan, plays so convincingly and enthusiastically that she wins not only the French soldiers to her side, but the audience as well. George Hill proves himself a fine actor, giving the Shaw lines an excellent reading, and Jack Bostick, Robert Pastene and Ulrich Haupt gave strong performances, tho the last has a tendency—in common with many in the cast—to overplay, a fault which may be charged to the direction.

According to the program the ELT version was produced, conceived and directed by Phillip Robinson. Produced? Yes, tho within a meager budget, the show was well executed, specifically the costumes. Conceived? Yes, and very well. Directed? No! The evening was Shaw's and the cast's.

The ELT proves itself the best showcase in town, and to those producers who find it necessary to fly all over the globe in search of talent, this reporter would like to point out that a cab ride to East 70th Street is cheaper, less trouble and just as rewarding.

Dennis McDonald.

Pittsburgh Building Show for the Stem

PITTSBURGH, Nov. 12.—Pittsburgh is to have something unprecedented in local theatrical history when a show completely built here will go on tour prior to an eventual Stem unveiling. *The Lady From Paris* will open at the Nixon December 5. A crew from New York is now building the sets backstage. A dozen carpenters, painters and other craftsmen are on the job.

The cast, headed by Irene Bordon, is rehearsing in New York and will arrive here Monday (21) for final rehearsals. Rumor puts a lot of local money behind the show and advises that a Hollywood name is being sought to co-star with Miss Bordon.

Canadian Junket Flop for Bragg; Plans Ohio Trek

POTSDAM, N. Y., Nov. 12.—Bragg's Family Show, owned and operated by George M. Bragg, entered New York State here recently following what Bragg termed was "an unsuccessful six-week tour of Canada." He said the show came in anticipating about a 50 per cent drop in last year's record business in the State only to find that the State Troopers have closed nearly all halls because they do not comply with the new building code.

Bragg said that since he has worked New England over and over for several years with every kind of roadshow, he won't return to that territory this season even tho there are halls galore to be played. He is mapping plans to invade Ohio and possibly line up hall dates in Indiana and Illinois for the winter. For the past three seasons Bragg has been running one-nighters with his family stagershow in New England halls. He now plans to return to week stands if possible. Show presents hillbilly, novelty and variety acts.

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THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

REP RIPPLES

A. F. WEBBER, who is showing 16mm. pix in the Bennington, Vt., sector, plans to add some shortcast bills soon. . . . **Lorain Players** will remain in Georgia for about a month before heading for Florida. . . . **Kiley's** pix and vaude show has been playing school dates around Gonzales, Tex., to good returns. . . . **Flye's** show has been playing school dates in Central Montana to above-par business. . . . One of the column's readers queries as to the whereabouts of **Jim Hollingsworth**, who managed the **Kennedy Sisters** in Texas, and incidents in the life of **George Bubb**, of 10-20-30 days. . . . **Reider Bros.** are operating a school show in South Dakota, with most of their dates centered around Wellsburg. . . . **Corliss Bros.** are showing religious pix in the Olean, N. Y., area to good business. . . . **Delay Players** are a new group for Tacoma, Wash. . . . **Bert Alton** has his school show in Southeastern Oregon. . . . **R. E. (Bob) Cautley** has a small-cast Negro minstrel set to play territory around Vicksburg, Miss. . . . The new **Bell Follies** is planning a strong dance-number layout. . . . **H. H. Judson** has been showing 16mm. pix in the Bennington, Vt., area and expects to add some flesh soon. . . . **Howe's** pix and magic show is playing schools and reports good business from Lewiston, Idaho. . . . The **Doss & Mae Show**, which has been off the road for some time, will re-open soon in Nevada. . . . **Gitt's** show has been playing Western Kansas recently. . . . **Don Frankel** will promote amateur minstrels for Negro sponsors around Birmingham. . . . **Hovey Players** will open their season in Middlesex County, Massachusetts, soon. . . . **Rene Talbot** is slated to promote amateur shows for Franco-American societies in Connecticut and Rhode Island. . . . **George A. Gilford** pens from Ada, Ore., that his platform show has been a bust in Southeastern Oregon. He plans to cover the same territory and Western Idaho with his small hall and school attraction. He added 16mm. pix recently.

WALTER GROSS has his 16mm. pic layout around Morgantown, Kan. . . . **Lurvey Players** are a new group for the Watertown, N. Y., area. . . . **Giff's** school show has been playing Twisp, Wash., recently to fair returns. . . . **Gray Players** have been working the Midwest where they have numerous bookings. Unit opened in Baltimore. . . . **John J. Carney** is promoting indoor fairs in Northern Vermont, using 16mm. pix and some flesh. . . . **E. B. Nolan** again is promoting amateur shows in Maryland and has straws out for several dates of the same kind in Delaware. . . . **Butler Show** will take on some small towns in Texas before going into Florida where it has some sponsors on its books. . . . **Everett Players**, currently in New England, will make several stands in Ontario in December with **E. F. Hannan's** "The Shrew." . . . **Turgin's** show, now in its second week in Nevada, has been playing to good business. . . . **Lake Players**, a new group, are being readied for a road tour at Burlington, Vt.

GEORGE D. CRANDON, old-time advance agent and manager of 10-20-30 shows and currently a salesman with a national drug company pencils from Albany, N. Y.: "Is there anyone who reads Rep Ripples who has the roster of the Fenberg Stock Company which played the East in the early part of the century? . . . **Holmes Players**, four-person family unit, who have been playing semi-pro dates in the East for several years, are on their third week of a coast-to-coast junket with **E. F. Han-**

nan's "Roses Bloom Again." . . . **Donald Fletcher** is readying his feature religious pic show to open this month in Maine. This season marks Fletcher's third on the road. . . . **G. D. Horn** writes from Macungie, Pa.: "Have been going okay with 16mm. show and plan to add flesh later. Have enough film for two weeks play." . . . **Bird's** show, after a brief lay-off in Philadelphia, is going again and will play a few towns in Georgia and Alabama before invading Texas. . . . **Della Players**, a new group out of Tacoma, Wash., under direction of Ernest Della, will put in most of the winter playing one-day stands en route to Florida. **J. L. Forrester** is ahead of the four-person unit. . . . **Arthur B. Stillings** pens from Conrad, Mont.: "I've had a good season with tent-pic shows and am now playing halls and schools and have added some flesh. This is my third year in this area and I've been finding the people go for roadshows. Last summer I met **Charles M. Leonard** with his small wax and novelty show. He has a good layout and gets money. The jumps are long thru here and it's no place for rookies who like to sleep at home every night. **Jacques**, magic and novelty show, is in this section and has been playing to good business. . . . **Lee E. Holten** advises from Twin Falls, Idaho, that he's still in the running with his pic-flesh show. He's also added some religious pix. He's doing magic on the show, with **Edith Holten** handling the solo dramas. Holten plans to add some short-cast bills later.

TOOTS HODGE, former associated with **Boob Brasfield**, **Cotton Watts** and at one time producer for **Mel Smith's Joyland**, Tullahoma, Tenn., is band leader and producer for the Radio Ranch, Ralston Beach, Tampa. . . . **Harold F. Monk** is showing 16mm. pix around Flora, Ill., to good returns. . . . **Ross and Harvey Saunders** have started on their holiday season of religious pix and are playing many of the same dates which they have been making every fall for the past four years. They are currently playing Baltimore. . . . **Guy Tomfret** pens from Cibola, Tex., that he has a flesh-pic show there after a good summer tour. "I plan to add some short-cast bills," Tomfret writes, "and what has become of **William Auton** and **Ed Thardo**?" . . . **Charter Players** are set to operate around Schenectady, N. Y., until after the Christmas holidays when they begin a cross-country junket. **Leo Hanley** will book the show, which has a three-people cast. . . . **D. H. (Dad) Brady** has a flesh trick working Northern Maine. . . . **Jay C. (Tobey) Mason**, widely known in tent and rep show circles and who celebrated his 40th year in show business November 10, has returned to Miami for the winter after closing the season with **Endy Bros.' Shows**. He's again doing electrical construction work this winter in Miami Beach, Fla. He has spent two previous winters in the same capacity.

Elkton, Md., Gets Drive-In

ELKTON, Md., Nov. 12.—An 800-car Drive-In Theater, expected to cost \$250,000 is to be built on U. S. Route No. 40, just outside the city limits here. The Holly Hall Development Company recently purchased a large plot for the project at an undisclosed sum.

ALBANY, Ga., Nov. 12.—Sheffield-Bush Theaters, Inc., here has been granted a charter to operate a drive-in theater to be constructed by January 1. Incorporators were **L. T. Sheffield**, **Mrs. Mattie L. Sheffield**, **J. D. Bush** and **Mrs. Robbie Bush**, all of Headland, Ala.

L & G Shutters Danbury Drive-In

HARTFORD, Conn., Nov. 12.—Lockwood & Gordon Theaters Circuit has closed its Danbury, Conn., Drive-In Theater, managed by Bill Moore, for the fall. Mr. and Mrs. Harry Yoken have filed an application with the Portsmouth, N. H., Planning Board for authority to build a drive-in theater in that town.

First of the Connecticut drive-in theater to try a "Buck Night" promotion arrangement, under which a car, regardless of number of persons in the vehicle, is admitted for \$1 one evening during the week, is the Waterford, Conn., Drive-In Theater. Spot is operated by the Waterford Drive-In Theater Corporation, Hartford.

VanArnam Injured In Auto Accident

AIKEN, S. C., Nov. 12.—John R. VanArnam, former operator of the VanArnam Minstrels, is in a Columbia, S. C., hospital recovering from a broken leg sustained in an auto accident at Chester, S. C., recently.

VanArnam is general agent of the Lazy K Ranch donkey baseball units, owned and operated by Ted Megaarden.

Indian Ladder Drive-In Chalks Up Good Season

NEW SCOTLAND, N. Y., Nov. 12.—The Indian Ladder Drive-In Theater this week wound up a successful season, its first in operation. Located between here and New Salem, the spot proved popular with Albany and Schenectady patrons.

Don Hallenbeck, owner-manager, said that a number of changes are contemplated for the theater before its reopening next spring. Improved parking facilities, an enlarged concession center and installation of a miniature train are planned. Hallenbeck said that during the season over 40,000 hot dogs and several tons of popcorn were consumed by patrons.

60G Drive-In for Rock Hill

ROCK HILL, S. C., Nov. 11.—Construction of a \$60,000 drive-in theater here has been announced by **H. D. Hearn** and **Max Reinhardt**, owner-operators of Exhibitor's Service, local theatrical firm. Work on the 400-capacity outfit has already begun and is expected to be ready by spring.

DALLAS, Nov. 12.—Construction will start immediately on a drive-in theater to be located on Ledbetter Drive, west of Highway 5 here. **Harold Brooks** is the owner.

Bandit Alert

POTTSVILLE, Pa., Nov. 12.—Pottsville Drive-In, opened here recently, is owned by **Gilbert Wolfe**, who also operates the Joy in Newmanstown, Pa., and the Joy in Plymouth, Pa. When the local spot opened **Charles Poorman**, manager of the Plymouth Joy, came as manager. For the bow, Poorman staged an unusual promotion campaign for the film, **Belle Starr**.

He plugged the show via the public address system with: "Calling all cars, calling all cars, the bandit queen, Belle Starr, will be at the Pottsville Drive-In Theater, etc." A number of patrons thought they had accidentally picked up a police call thru their in-car speakers. Newspapers thruout the county also carried numerous warning ads relative to the bandit queen's appearance.

THE FINAL CURTAIN

ABDALLA—Michael, 65, associated with the Palace Theater, New Britain, Conn., for many years, October 31 in that city. His widow and five sons survive. Burial in New Britain.

ALLEN—Lester, veteran comic, November 6 in Hollywood of injuries sustained in a traffic accident. At the time of his death he was appearing in the show at Bud Abbott's Back Stage. Before going to Hollywood he was featured in such Broadway musicals as *Rose Marie* and shows produced by Florenz Ziegfeld, Earl Carroll and George White. Survived by his widow and four sisters.

BARTLETT—Charles, former general agent for the Ameri-Congo Wild Life Exhibit, in Bradenton, Fla., October 26.

BASKETTE—Billy, 64, composer-pianist, November 8 in Los Angeles. Among his better known songs were *Goodbye Broadway*, *Hello France*; *Waiting for the Evening Mail*, *Dream Queen*, *The Lone Ranger*, *Talkin' to the Moon* and *Garden of Allah*. His widow survives. Burial in Inglewood, Calif.

BOKOR—Margit, 45, lyric soprano November 9 in New York. Known to audiences in Paris, Rome, London, Rio de Janeiro, San Francisco and Chicago, she also had been a member of the Metropolitan, Vienna and New York City opera companies. Distinguished for her Viennese style, she created the role of Zdenko in Richard Strauss's *Arabella*. Her husband, mother, five brothers and a daughter by a previous marriage survive. Burial in Calvary Cemetery, Queens, L. I., N. Y.

BROWN—J. F., 74, concessionaire, November 3 in Anahuac, Tex. He had recently left the Don Franklin Shows and joined the Blue & White Shows. Brown was also sheriff of Jefferson County, Texas, for many years.

CHASE—Frank D., 71, former manager of the Park Chambers Hotel and father of actress-author Ilka Chase, November 9 in Babylon, L. I., N. Y. His widow also survives.

CLEVELAND—Dr. Arthur H., 65, lecturer on plays and dramatic art and professor of English at Temple University, November 4 in Philadelphia. His widow, son and daughter survive.

COMPTON—Jack E., 59, concessionaire, November 6 in Rock Springs, Wyo. He was a member of the Pacific Coast Showmen's Association. Survived by his widow, Rose, and a brother, Roy. Interment in Rock Springs.

DAHER—Matthew, 58, venter on the Atlantic City Boardwalk for 40 years, November 2 at his home in Atlantic City. Two brothers survive.

DOWNS—Ormand, 45, drummer with many Hollywood bands, in that city November 7. Survived by his widow and daughter.

ELLIS—Zenia, 60, who with her husband, John W. Ellis, operated age and scales with various carnivals thruout the Middle West, October 25 in New Orleans. Besides her husband she leaves a son, Vernon Mack. Burial in Memorial Park, Tulsa, Okla., October 29.

FOX—Finis, 65, former film writer, November 8 in San Antonio. His writings included *Resurrection* and *Ramona*, which starred Dolores Del Rio. Survived by his widow, Conchita; a stepson, Joaquin, and his brother, Wallace.

GALVANI—Maria, 90, Italian opera soprano, November 2 in Rio de Janeiro.

GILBERT—Louis, 70, former legit theater manager and burlesque company manager, November 3 in Sarasota, Fla. He had run legit houses in New York and New Jersey and managed burlesque companies on the old Columbia Wheel. About 25 years ago Gilbert joined the Stanley-Fabian Circuit which later was taken over by Warners. He had managed the Warner Theater in Pittsburgh for 10 years. His widow survives.

GOSENZ—Walter James, 63, former circus clown, November 2 in Co-

lumbus, O. He once managed the Knickerbocker Theater in Columbus and had been associated with the Al G. Field Minstrels and the Ringling circus. His widow and two sisters survive.

HAZLEWOOD—Mrs. Shelton F. (Mom), 68, concessionaire for many years with various carnivals, recently in Bainbridge (Ga.) Hospital. Survived by her husband and a sister, Mrs. Annie Castleman, Mayfield, Ky. Burial in Baptist Cemetery, Hinesville, Ga.

JACKSON—Charlie, veteran showman with the Southern Valley Shows, recently in Louisiana. Burial by the Hot Springs Showman's Association in Hot Springs.

JUDGE—John, 59, manager of Loew's Dyckman Theater, New York, November 2 in that city. He was a vaude actor before entering the managerial field for Loew's some 20 years ago. His widow and son survive.

KENNEDY—Jack, 62, veteran circus clown, in Chicago November 5. (Details in Circus Department.)

LATIMORE—Franklyn H., son of Mrs. Joe S. Scholibo and the late Ernest Latimore of the Latimore-Leigh Stock Company, November 5 in Dallas of a heart attack. He also leaves his wife and a son, David, of Shreveport, La. Burial in Glenwood Cemetery, Houston.

LEVERTON—Garrett H., 53, an editor of the Samuel French Play Publishing Company, November 11 in New York. Formerly head of the Northwestern University Drama Department, he also was the author of several books and a teacher of drama at Columbia University.

OVERLY—G. Wylie, 53, bank cashier who joined the circus every summer, November 4 in Mount Pleasant, Pa. As a hobo clown he spent his vacations with the country's leading circuses, last appearing with Ringling.

MACCAULEY—John C., 62, manager of the Ridge Theater, Philadelphia, November 5 at his home in that city. His widow, Elizabeth, and two daughters survive. Burial in New Cathedral Cemetery, Philadelphia, November 10.

MARTIN—Lowell, former booking agent in Sioux City, Ia., with the Bernie Marr office, recently in that city.

MAYS—Rex, 36, auto race driver, November 6 of injuries sustained in an accident at the Del Mar, Calif., race track. Surviving are his widow, Dorothy, and two children, Rex Jr., and Sue. (Details in General Outdoor Department.)

MITSON—Ed, circus musician and bandmaster, recently in General Hospital, Saginaw, Mich. Survived by his widow, Alma, Saginaw.

PROUDFIT—Merle George, 54, former cookhouse operator on the T. A. Wolfe, Crowley United, Al C. Hansen and other shows, October 30 at his home in Washington, Ia. At one time he was a partner with the late Rodney Krail in the operation of Side Shows on various circuses and carnivals. He retired from the road six years ago. Survivors include his widow, Zaida; a son, Donald, and a brother, Carl. Burial in Woodlawn Cemetery, Washington, November 1.

RICHARDS—John J. (Pete), 61, veteran carnival trouper known as High Striker Pete, October 31 in Tampa.

SCHLOTZHAUER—Fred W., 61, well-known circus fan and brother of Justus Edwards, press agent for Polack Bros.' Western Unit, in Burlington, Ill., November 8. (Details in Circus Department.)

SCRIBNER—John, 70, bingo operator and popcorn concessionaire, November 6 in Brookville, Pa. He was with the Sam E. Spencer Exposition for 20 years.

SEIDEL—Frank L., 56, musician, November 11 in Cleveland of self-inflicted gunshot wounds. Survived by his widow, Nora.

SHOOK—John A., 47, roller skating professional, November 7 in Henry Ford Hospital, Detroit. He was as-

sistant manager as well as head instructor at Arena Gardens, Detroit. Survived by his widow, Lucy, and a daughter, Mrs. Nancy Watters.

SHUMAKER—Edward E., 67, former president of the Victor Talking Machine Company and RCA Victor, November 3 in Merchantville, N. J. He joined the Victor Talking Machine Company in 1904, was elected to the board of directors in 1920 and named veepee in 1926 for negotiating a contract with Western Electric, which made new developments available to Victor and resulted in the Orthophonic Victrola. In 1927 he became president, and in 1930 when the company merged with RCA he headed the new corporation until 1932 when he resigned. Shumaker also held high positions with other corporations. His widow, son, two brothers and five sisters survive.

STANGE—Victor L., 71, former musician, November 5 at his home in Cincinnati. In Cincinnati Stange had played with the Walter Esberger band, John Weber's Prize Band and orchestras at the Keith and Grand theaters. He was a member of Cincinnati Local No. 1, American Federation of Musicians, for 53 years. Survived by his widow, Clara; a son, Clarence; a daughter, Mrs. Louis M. Roth, Dayton, O., and two sisters, Mrs. Lee R. Weber and Mrs. Harry J. Wolf. Burial in Calvary Cemetery, Cincinnati, November 9.



WEAVER—Toni (Mrs. Grace Hallaran), 40, Cincinnati night club dancer, November 11 of injuries sustained in an auto accident near West Bend, Wis. At the time of death she was fulfilling an engagement at a Milwaukee nitery. She had recently appeared in several Cincinnati clubs. Survived by a sister, Mrs. Harry Henderson, Cincinnati, and two daughters.

WEEMS—Charles Allen (Bert), former rodeo rider of Dearborn, Mich.,

suddenly November 7 at Brocton, Ill. He was rated top cowhand in the New York Madison Square Garden rodeo in 1927 and later worked in rodeo activities around Detroit for about 10 years. Survived by his widow and six children.

Marriages

DOLL-LOMBARDI—James Doll, WCAE staffer, and Rita Lombardi November 5 in Pittsburgh.

MARSH-PRAGER—Paul Marsh and Ruth Prager, both publicists, November 6 in Los Angeles.

SCHNEIDER-HAMMERSTEIN—John Jacob Schneider, veepee of the Owen & Chappell Advertising Agency, and Carol Louise Hammerstein, actress-daughter of Arthur and Dorothy Dalton Hammerstein, November 5 in New York.

STEFFEN-POWELL—Geary Steffen Jr., former ice skating star, and Jane Powell, actress, November 5 in Beverly Hills, Calif.

Births

A son to Mr. and Mrs. Andrew Wiswell November 13 in New York. Father is an a. and r. rep for Muzak; mother is the former Mary Hull, legit-radio actress.

A son to Mr. and Mrs. Joe Kirk November 4 in Los Angeles. Father is a comedian.

A daughter to Mr. and Mrs. Mat Linden November 2 in Hollywood. Father is a radio writer.

A daughter to Mr. and Mrs. Robert Schlinkert recently in Detroit. Father is assistant sales manager of WWJ-TV.

A son to Mr. and Mrs. Mason Knabe November 5 in Pilkinton, Va. Mother is Jean Walker, former carnival show producer-performer.

A daughter, Susan Catherine, to Mr. and Mrs. Tommy Dorsey November 9 in Hollywood. Father is the band leader.

Divorces

June Horne, actress, from Jackie Cooper, actor-member of the road show cast of *Mr. Roberts*, recently in Los Angeles.

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January 16-31

FIGHT INFANTILE PARALYSIS

The National Foundation for Infantile Paralysis
FRANKLIN D. ROOSEVELT, founder

Truman Picking Biz Biggies To Back Washington Sesqui

(Continued from page 3)

a few weeks on the fair's new amphitheater which, in the opinion of three top Broadway figures who conferred with sesqui officials here this week, will be the most beautiful and most complete open air theater in the world. Donald Oenslager, stage designer, whose coming Broadway productions are *The Rat Race* and *The Father*, said that the new theater should greatly enhance legit theaterless Washington's role in the show world. The plans got similar encouragement from Harold Buris-Meyer and Stanley McCandless, who accompanied Oenslager here from New York.

Plans for the midway area of the fair are proceeding rapidly and inquiries from outdoor showfolk from all parts of the land are continuing to pour into sesqui headquarters here at 14th Street, N. W., and Pennsylvania Avenue, N. W. Edward Boykin, director of the NCSC, credited *The Billboard* with having whipped up considerable interest in the fair. He said thousands of suggestions have come in from showfolk ever since *The Billboard's* stories began appearing.

Amphitheater for 5,000

The fair's wooded bowl-shaped amphitheater, which will be a permanent structure, is being designed to accommodate 3,500 to 5,000 persons. The stage will be divided into three sections, the main part being about 85 feet wide. Two smaller stages will carry supplemental scenes based on the life of George Washington. Notched in front of the stage will be a lowered pit for an orchestra, which will not be seen by the audience. Stage designer Oenslager said this will insure the audience against the distractions of moving instruments or pit lights. Seats for the theater will be iron-framed wooden chairs pitched on a slope, which will give visibility from all parts of the theater. There will be a parking lot for 600 cars.

The stage will have three large elevators so that entire scenes can be lifted into view of the audience without the distraction of frequent scene changes. Six sections of the stage will be constructed on "wagons," which will allow full sets to be wheeled on speedily. Spotlights will be set in the hundreds of trees surrounding the plot. The entire amphitheater, which

will be built of native stone, will be completed in about four months. Plans call for a budget of \$350,000 for construction alone, with an additional \$100,000 allocated for the production which Paul Green is writing.

Bally Under Way

Entertainment features of the fair are expected to expand in keeping with blueprinting of other expanding activities at the fair. Preparations are being sparked by a public relations program, which includes preparation of an attractive, advance descriptive brochure, copies of which will be distributed soon to businesses and industries of all kinds in various parts of the land. The brochure will describe the five major fair buildings, the midway area, the outdoor theater and highlights of the sesqui program, which may run two or three seasons.

Horan Hell Drivers Wind Up OK Season

TRENTON, N. J., Nov. 12. — The heavy equipment of the Irish Horan Hell Drivers has arrived at winter quarters here. Most of the show's sedans have been reconditioned and sold. New models will be purchased for the 1950 tour.

Irish Horan announced that he will again feature the same line-up of veteran thrill show drivers, Buddy Toomey, Whitey Reese, Bill Horton, plus Bobbie Cable and Joe Biggs, as alternates. Frank (Pancho) Roberts, with Tommy (Wimpy) Stacy, will again be on hand for the comedy hits.

Horan is working on an innovation, the working model of which is now being constructed, and as soon as actual tests have been made details of the thriller will be announced.

The show had a most successful season, staying out several weeks longer than originally planned and, according to Horan, the reception everywhere was above expectations. Early still date route, in which rain and following too close behind other thrill shows held grosses down, were disappointing and no still date route, other than that which can be played after the start of the fair season, will be considered next year.

The show's pictorial booklet will again be published as it was well received and passed the goal of 100,000 for the season.

Showmen To Find \$ Tighter in Farm Belts Next Season

WASHINGTON, Nov. 12.—Traveling shows which hit the nation's farm belts next year may find cash tighter, according to a farm income report published by Agriculture Department. Total 1949 farm income for the country is estimated at 32 billions, and the agency predicts 1950 will show a decline of 10 per cent. Farm income this year is off about 10 per cent from 1948.

Top farm income States next year will be the same as in the past few years, namely Iowa, Illinois and Minnesota, in that order. For the first nine months of 1949, the two top States took in more than a billion dollars each from farm products, while Minnesota collected \$838,000,000.

Along with the decline in farmer income, expenses also have decreased, tho not in proportion. The 10 per cent drop in income this year is being accompanied by a 3 per cent drop in the cost of labor, seed, farm equipment and the like.

Bright side in the picture of declining income is the fact that the average farmer has about four times as much cash as he had in prewar years.

Rex Mays Killed At Del Mar Track

DEL MAR, Calif., Nov. 12.—Resumption of American Automobile Association (AAA) big car racing in Southern California after a lapse of 15 years was marred by the death of Rex Mays during the running of a 100-mile championship race here Sunday (6).

The 36-year-old Mays, long one of the sport's most popular figures, was instantly killed when he lost control of his Wolfe Special and was thrown into the path of oncoming cars.

A crowd of 16,000 witnessed the fatal accident. The race was won by Jimmie Davis of Los Angeles.

Pat Purcell's Mother Ill

GRAND FORKS, N. D., Nov. 12.—Mrs. R. J. Purcell, mother of Pat Purcell, general agent for the Johnny J. Jones Exposition, is in Deaconess Hospital here with a heart condition. Pat and his wife, Agnes, rushed here early this week to be at her bedside.

Good Flack Fails To Save Jersey's Baby, Juve Expo

JERSEY CITY, N. J., Nov. 12. — Babyland Exposition and Juvenile Fair, under sponsorship of the local Junior Chamber of Commerce, wound up its four-day stand at the State Armory Tuesday night (8).

Show was promoted and managed by Eugene J. Murphy and from the standpoint of exhibit space, banners and program ads sold, it apparently was a success, but for some reason it drew small attendance. Papers and local radio and television outlets gave the show a fair break, some contests being televised, but the affair was bucking a hectic election campaign which undoubtedly robbed it of considerable publicity and held down attendance.

Probably hardest hit by low attendance were four kiddie rides and a popcorn stand operated by the Kuntz Bros.' Shows. Shows were obliged to use a big generator for power for the rides and also had a big searchlight in operation outside the Armory.

Attendance was decidedly slim opening day, Saturday (5), but picked up latter part of the stand and was fairly satisfactory closing night, Tuesday (8), when contest awards and door prizes were distributed.

Hermine' Royal Midgets were the main feature of entertainment provided, putting on late afternoon and late night shows, which helped hold the crowds until closing time.

Cappell To Hit Road With Circus in 1950

McALESTER, Okla., Nov. 12.—H. N. (Doc) Capell, owner, Capell Bros.' Shows, plans to tour a circus next season, in addition to his carnival which also will be on the road. He said that his sons, Jack and Bob, will operate the carnival and play the same route as in the past. The circus will in no way be connected with the carnival.

Capell and crew are framing the new show in local quarters. Already received is a new 80-foot round end tent, with three 40-foot middles and a marquee from Central Tent Company. The Side Show canvas, a 60 with three 30's was purchased from the Dale Madden Show, Lake City, Ia. Capell has purchased two camels and a llama from Bob Stevens.

Two elephants were bought from Al Hickman, Akron, giving the show a total of three bulls. "These animals, along with the collection we already had on the carnival, will give us a strong menagerie," Capell said.

Dale Madden will produce the show and also direct the band. Mrs. Madden will have her ring stock and four aerial acts. Henry (Hank) Carlile will be legal adjuster; Shorty Linn, boss canvasman; Billie Capell, superintendent, and Pete Hickman, boss animal man.

DePalma To Manage Gardena Speedway

GARDENA, Calif., Nov. 12.—Management of the Carrell Speedway here will be taken over by Ralph DePalma, track officials announced.

Plans call for a series of winter races under the American Automobile Association (AAA) banner on the half-mile paved track. Drivers who raced at Sacramento, October 20, and Del Mar, November 6, will be in the line-up, DePalma said.

Mills Draws Two Full Houses in Columbia

COLUMBIA, S. C., Nov. 12. — Mills Bros.' Circus did capacity business at both shows here Wednesday (9) despite having been pre-dated nine days by Biller Bros. The Mills org was sponsored by the local Optimists' Club, which did a good job in helping to build the advance sale.

Owner Jack Mills said that business thruout South Carolina had been generally good. At Newberry on Tuesday (8) two straw houses were registered.

Joe Dobas, Aerialist, Hurt As Lights Fail During Act

NEWBERRY, S. C., Nov. 12.—Joe Dobas, a member of the perch act with Mills Bros.' Circus, suffered a broken hip here Tuesday (8) when he fell as the show lights flickered out for a moment.

Annette Dobas, his wife and partner, moved him to Moore Clinic, Columbia, as soon as X-rays revealed the extent of his injuries.

1949 American Big Top Talent Set for British Holiday Shows

(Continued from page 4)

den; Four Arturos, comedy high wire; Seven Ashtons, Risley act; combined Lai Foun-Moy Long troupes of (10) Chinese acrobats; Three Ghezis, comedy ladder; Jacky Lupesco, juggler-wire; Maurice and May, French comedy bike act; Toni Smaha, high school horse; Maryse Begary, French trapezist; Mills' elephants, handled by Gindl; Hella and her sea lions, from Knie's Swiss Circus; several Liberty and pony numbers, and a large clown alley headed by Ledley, Coco, Huxter and Michael.

At London's big Harringay Arena, former greyhound race track, Tom Arnold's third mammoth circus will get under way December 21 and run thru January 28. Advance ticket sales are said to have passed the \$168,000 mark to date.

Acts now in America which will be in the line-up of Tom Arnold's circus

are the wire-walking Alzanas, featured with the Ringling circus; the Five Eriksons, equilibrists, and Conchita, iron-jaw, who have been with the Hamid-Morton Circus; the Kimris, aerial thrill, and the Norbertys, aerial novelty, both of which have been playing circuses and fairs for the Hamid office.

Other acts set for Arnold's big show are Guilbert Houcke's tigers, Chipperfield's elephants and zebras, and the Danish circus owners, Albert and Ernest Schumann, with 50 horses. Also set are the Enrico Caroli Troupe of bareback riders; Two Myrons, perch; Four Gregorys, acrobats; La Balo Misteriosa, novelty; Coll's chimpanzees and the peerless poodles. Clowns will be headed by the continental joeys, the Francescos, Clem Buxton, formerly with the Blackpool (See American Big Top on page 58)



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Close-Ups:

Rube Liebman Predated Public Address System as Ballyhooer

By Herb Dotten

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

ERNEST (RUBE) LIEBMAN is one of the rarest characters in all of outdoor show business. He has made his presence heard—if not felt—wherever he has traveled, and he has traveled plenty in his nearly 35 years in the business. Always big-hearted and likable, the hard-working, seemingly tireless Rube can and does break loose with strident insistence which ruffles some of his closest friends and sometimes gets the butterflies fluttering in the mid-sections of his business associates.

Rube, as his many friends well know, is nothing if not intent upon each chore that falls his way. He gives to the full to his job, that of selling Midwest fair attractions of the Barnes-Carruthers office in Chicago. And he gives freely of what he makes to needy showmen: "Whenever I have it myself," is his only qualification.

With candor, tho, he admits that he rarely has much of the folding stuff, even tho over the years, recently as an attractions husker and prior to that as a combination Rube clown-ballyhoo man, he has made good money. "I'm just as happy, however," he allows in discussing his chronically low financial state.

His friends, tho, well know that the low ebbs his finances sometimes hit are caused by Rube's inability to be anything but a soft touch to anyone in need and also to his never-flagging desire to be a lavish host, particularly to his customers.

His prime objective is to sell attractions and he will concede that sometimes he goes overboard in entertaining his customers, most of them low-budget buyers, and thus whittles down his commission to a narrow point. This reflects an intentness which also shows up in his other activities.

Voice Made Him

Rube's voice is his chief characteristic and the thing that "made" him. Probably his proudest claim is of the pre-public address system years he spent as a Rube clown-ballyhoo man when, equipped with a megaphone, he served as a one-man p.-a. system at many of the major Midwest fairs.

In those years, Rube worked the grandstand of such annuals as Iowa State and Minnesota State. It was his job, apart from clowning, to do some on-the-grounds and downtown ballyhooing, and then shift to the grandstand, where he roamed up and down its full length, announcing each event and giving the results of each horse race.

Even then, the stands were so long, Rube recalls, that by the time he had stepped his way from one end to the other, giving the results of one race, (Rube Liebman Predated, page 63)



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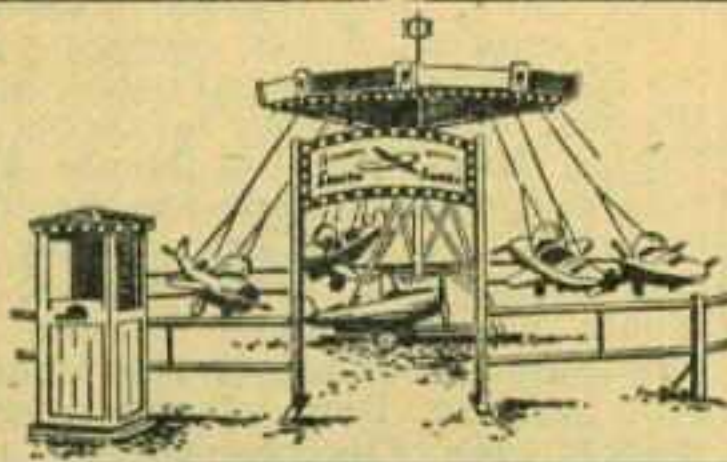
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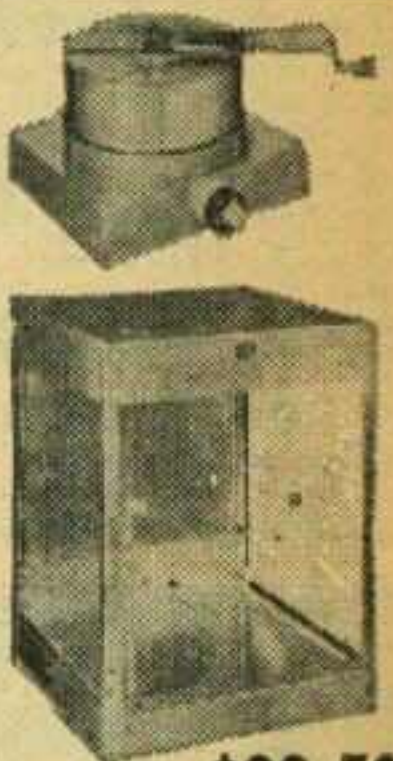
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3,000 Jack Pot Slips (strips of 7 numbers) Per 1,000 1.25
M. W. Cards, 5 1/2 x 7 1/4, White, Green, Red, Salmon. Per 100 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5, M 1.50
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Adv Display Posters, size 24x36. Each .10
Cardboard Strip Markers, 10 M for75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00
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Red or Green Plastic Markers, 1/2 square, Round or Scalloped, \$2.50 M; 3/8ths size \$2.00 M
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Signs, Cards, Illustrated. Pack of 36. 15c
Graphology Charts, 9x17. Sam., 5c. Per 100, \$7.50
MENTAL TELEPATHY. Booklet of 21 P. 25c
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Out in the Open

Ray Norwood, owner of Norwood's Recreation Center, Columbus, O., is developing a new hand-operated ticket machine. . . . John Logan Campbell, Baltimore, insurance consultant for the National Association of Amusement Parks, Pools and Beaches (NAAPPB), recently spoke on "Americanism vs. Communism" before the Kiwanis Club of Spring Lake, N. J. . . . Bill de L'horbe Jr., sales manager of the National Amusement Device Company, ran speed tests on his miniature speed boat, Saturday (12) at Buckeye Lake Park, O. The boat, which has a four horse power motor, will be tried with a 50 horse power outboard motor, which, de L'horbe says, will give it a speed of 50 to 60 miles per hour.

Mr. and Mrs. Orlo Jenkinson, of Jenkinson's Pavilion, Point Pleasant, N. J., recently vacationed in White Sulphur Springs, W. Va. En route home, they visited in Dayton and conferred with officials of the National Amusement Device Company about putting rubber tires on the wheels of Jenkinson's Century Flyer.

Harry Stahl, superintendent of Eastwood Park and Jefferson Beach, Detroit, is busy getting ready to take over the games concessions at Edgewater, Detroit, next season. Edgewater recently was purchased by a group headed by Cy Wagner, eldest son of Henry Wagner, founder of Eastwood Park. . . . Dr. L. H. Firestone, Flint, Mich., Park, plans to purchase two or three kiddie rides at the NAAPPB trade show in Chicago this month. At present, Dr. Firestone is busy rebuilding his Coaster and Coaster cars. . . . Louis Slusky, Playland Park, Houston, recently returned from a vacation in Hot Springs.

Aurel Vaszin, president of National Amusement Device Company, Dayton, O., reports factory production up 200 per cent over the corresponding period a year ago. Vaszin says this large increase is not just in rides but in over-all business and may show the trend, insofar as business conditions are concerned. Ride sales this year are running well ahead of last year, Vaszin says.

Mike Zilka, Johnstown, N. Y., auto race driver, recently shot a 350-pound black bear and is planning a bear steak dinner for a number of friends, including Hank Gritzbach and Hank Herber. . . . J. W. (Patty) Conklin, Canadian midway impresario, and Sam J. Levy, Barnes & Carruthers booking agency exec, were New York visitors last week. . . . Benny Weiss has returned to his

Miami home after a two-week stay in New York. . . . Fred C. Murray, general manager of the International Fireworks Company, has returned to his Jersey City offices after a week's stay in Haiti, where he discussed the fireworks contract for that country's bi-centennial celebration. Construction of the exhibition, which is skedded to open December 9, has reached the halfway mark, Murray said. . . . M. J. Leahy and Harry Wendebom, of M. J. Leahy Electrical Supplies & Equipment Company, Boston, will exhibit at the NAAPPB Trade Show in Chicago, November 27-30. Org will show a new portable flood light, Leahy says.

Henry Reichman, Homix Products, Inc., has returned from France where he opened a plant for the manufacture of Toto Mix, frozen custard mix, and other products. Reichman traveled extensively in Europe and reports that outdoor showbiz there is thriving. . . . Ben S. Allen, of Posters, Inc., Philly concern, visited the Miami Showmen's Association last week. Ben is on an extended trip thru the South.

Coopers Honored By West Showfolk

WELLINGTON, Kan., Nov. 12. — Dr. and Mrs. E. L. Cooper were honored at the opening of West Bros.' Circus here Monday (7), when show officials presented them with lifetime passes in the form of engraved Ronson cigarette cases.

West Bros. were sponsored here by the Dan C. Matson Post, Veterans of Foreign Wars. Show's exec staff includes Julian West, co-owner and manager; Richard Brandan, assistant manager and supervisor of promotion; E. C. Lehman, director of advance, assisted by Al Kayda, Paul Forrester and Jack Knight; Charley Jacobsen, general agent; C. F. Cuthbert, musical director and announcer, and David and Deacon McIntosh, masters of properties.

Show, carrying a seven-piece band, along with a calliope, is presented in two rings and on one platform. Acts include Henery's dogs, Wiederman's Hollywood canines; Gracie Sykes, single trapeze; the Graigs and son, rolling globe; Happy Johnson, Ted Rhea and the Wallace Brothers, clown number; Joker, comedy mule; the West Brothers, aerial ballet, Spanish web; Moffatt, chair balancing; the Graigs, roly-poly; Bel Monte Florenze & Company, slide-for-life; Wiederman's pony, dog and monkey act; Lew Henderson, head balance; Bel Monte Florenze, single trapeze; the Graigs, hand balancing; Lew Henderson, juggling; Hap Johnson, comedy trapeze; the Florenze troupe, tight wire; Wally Wallace & Company, revolving ladder; Zetta, midget elephant.

Macy's Department Store Skeds Holiday Features

NEW YORK, Nov. 12.—First of the big department stores to get into full holiday swing is Macy's, which opened its Toy Center with a big Christmas display including Dunn Brothers Miniature Circus, a construction set Coney Island and various other novel features Monday (7). At the same time Macy's divulged details of the annual Thanksgiving Day parade, with comic Milton Berle as grand marshal.

Store's 24th annual turkey day parade down Broadway will have five huge balloons, only one of which is a holdover from last year; 16 big floats, most of which will be new; 10 bands and a large contingent of gay-

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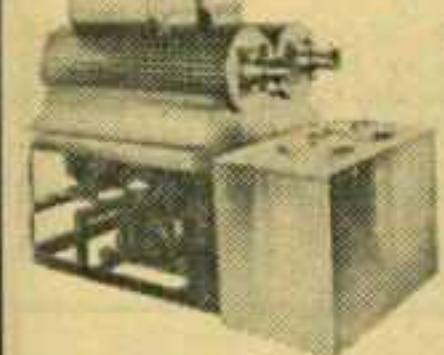


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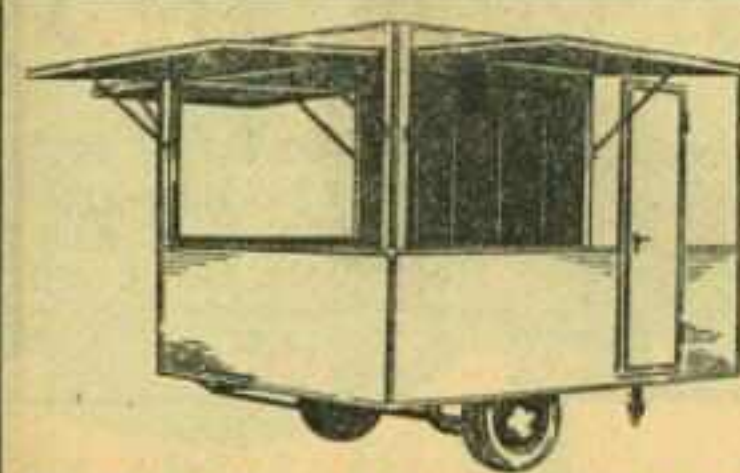
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Talent Topics

Frank Panisko, clown, has a new cop outfit, complete with a red neon star. Panisko has clowned at several football games in Montana this fall. . . . Nita Krebs, a member of Nate Eagle's midget troupe, is back in Sarasota, Fla., for the winter.

George Cortello and his dogs will be with Ernie Young's revue during the 1950 fair season. He will present his comedy act, "Hollywood Scandals." . . . The Schaller Bros., trampoline, are doubling between the Latin Quarter nitery and the Palace, New York. . . . Don Francisco, slack wire, is on the vaude bill at the Olympia Theater, Miami. . . . Albert Powell, aerialist, is heading for Sarasota after several weeks in New York.

Thalei Dechert, who performed on the high wire with her mother and Charles Brewster Ross before she was five years old, is editing a circus column tagged, Big Top Review for the Hobby Herald mag. She's also a staff feature writer for the Lady Guide and Penfriends Post of London. Thalei was the subject of stories in the August issue of Totem Pole, Hobby Herald's October edition and the August issue of Hobbycraft & Swapper. . . . William Shilling, New York theatrical producer, has opened a branch office in Caracas, Venezuela, S. A., with George Gray as manager.

Circo Flamante Concludes Season; Personnel to Mex.

TUCSON, Ariz., Nov. 12.—Circo Flamante, which cut its Southern California route and moved into Arizona because of light business, closes here Sunday (13) and moves into quarters here.

Most of the performers will go to Mexico City to fill dates with Circo Beas and Atayde. Herbert and Chaita Weber plan an extended Mexican tour in search of new talent.

Al Conners joined with his wagon wheel and juggling act and Lee Carr and Jack Estrade joined the band.

Viennese Units Combine To Show Under One Top

VIENNA, Nov. 12.—Circus Konrad, which has been playing the suburbs of Vienna, and Circus Rebernigg, which since the end of the war has pitched its big top near the center of the city, have merged and are using the Rebernigg tent. Performances are given nightly, with matinees on Wednesdays and week-ends.

New combination is endeavoring to lease part of the large Stock Exchange Building, a section of which is adapted to exhibition purposes and shows, for use this winter.

Omaha Stadium Nets 45C Profit for First Year

OMAHA, Nov. 12.—Omaha's Municipal Stadium made a first-year profit of \$45,029, according to John Rosenblatt, public property commissioner.

He estimated profit for the next 12 months will be \$30,000. One of the main income features is a three-year contract with the Omaha baseball team.

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FROM THE LOTS

Big State

MORTON, Tex., Nov. 12.—Because of the long haul in here, shows didn't open until October 28, but good-spending crowds prevailed Saturday. The second Saturday (5) was a red one, with rides and shows reporting one of the best days of the season. Harry Lang left here because of illness and went to San Benito, Calif., for the winter.

Recent visitors included Mr. and Mrs. Orrie Maddox, Mr. and Mrs. Cudney, Mr. and Mrs. Eggs Melton and Mr. and Mrs. Holcomb. Jelly Vannerford joined here. Mr. and Mrs. Melvin Moore, Mr. and Mrs. Arrol Williams and Mr. and Mrs. Pat McGinnis all took delivery on new trailers recently. Butch Moore celebrated his seventh birthday with a party on the shows.

Belle Evans visited in Carlsbad, N. M., while Jack and Virginia Barnes visited with Jewell and Odis Cannon, who are wintering in Odessa, Tex. Gladys Miller's father came in from Fort Worth.

Winter unit personnel includes Anna and Bob Moore, owner-manager; Jack Barnes, general agent; Kenneth Miller, electrician; Jimmy Dunn, Ferris Wheel; Melvin Moore, Octopus; Kenneth Miller, kiddie rides; Luverne Thomas and Mrs. Melvin Moore, cookhouse; Pearl McGinnis, cat rack; Eddie Andrews, bottles; Joe Simon, bumper; Belle Evans, set spindle; Alice and Sue Dunn, fishpond; Sue Williams, add 'em up darts; Mr. Phillips, long range gallery; Tony Martinez, over and under, penny pitch; Pat McGinnis, pan game; Gladys Miller, cigarette shooting gallery; Ethel Mann, clothespin pitch;

Virginia Greater

HARTSVILLE, S. C., Nov. 12.—Virginia Greater Shows wound up its season here Saturday (5) with a week's stand under American Legion Post auspices. Shows broke in a new lot on the McBee Highway, which is nearer the center of town than the old location. Weather was cold and inclement first half of the week.

Monday night (31) was lost to rain. Tuesday (1) was clear but cool and shows opened to slim attendance. Weather continued cool Wednesday (2) but attendance picked up. Thursday's (3) biz was off, while business was fair Friday night (4) and at Saturday's matinee and night.

Jack Perry and several members of his shows, which were playing the Lee County Fair, visited, as did I. K. Wallace, of Wallace Shows.

Bob Milligan took over the duties of Chester Klinetop, who is no longer with the shows. Raleigh Gibson, ride superintendent for nine years, is seriously ill at his home in Charlottesville, Va. Evelyn Arnold and Calvin Nelson, a concession agent on H. W. Arnold's concession, were married here.—W. C. (BILL) MURRAY.

Bob Ward, bottles; Billy Henderson, balloon dart; Joan McCandles, cat rack; Jake Mann, milk bottles; Mr. and Mrs. Jimmy Martinez, buckets; Virginia Barnes, cotton candy; Jack Barnes, photo gallery; Boots Andrews, color darts; Arrol Melton, scales and age; Roy Henderson, glass pitch, and Shorty Kroline, cigarette hoop-la. Waco Red, husband of Mrs. Joan McCandles, is in a Waco, Tex., hospital recovering from a recent illness.—VIRGINIA BARNES.

Palmetto

MACON, Ga., Nov. 12.—Org opened here Friday (4) on a new lot. When weather permitted the crowds turned out and spending was good but there was too much cold weather. Engagement was a week ahead of schedule. Owner-Manager Milton N. McNeace said the Guyton, Ga., lot, contracted for the week, was under water so he came here.

Now in its 27th week, the org has had a fair season and probably will close on Macon lots around December 1.

The staff, in addition to McNeace, includes Mrs. Erma McNeace, secretary-treasurer; Ted Meadows, concession superintendent; Lynn Huntley, ride superintendent, and Johnny Bryan, transportation boss.

Coming Events

- CALIFORNIA**
Los Angeles—Great Western Livestock Show. Nov. 26-Dec. 1. Harold W. Lane and W. H. Byrnes.
- 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. Huedepohl.
- 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 Rathel, 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. 10-18. Walter W. Knight, 1847 E. 55th St.
- PENNSYLVANIA**
Philadelphia—World Hobby Expo. Nov. 11-19. Chas. Snilow, 331 Madison Ave., New York.
- SOUTH DAKOTA**
Sioux Falls—Auto Show. Nov. 24-26. DeWalt T. Kleffer, care Argus Leader Pub. Co.
- TEXAS**
Harlingen—Valley Mid-Winter Fair. Nov. 18-26.
- CANADA**
Toronto, Ont.—Royal Winter Fair. Nov. 15-23. James R. Johnston.

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.)
All American Midway: Brownfield, Tex.
American Liberty: Devine, Tex.
American Midway: (Fair) Harlingen, Tex., 16-26.
Becht, Lee; (Toy Fair) Santa Claus, Ind.
B. & H.; Lamar, S. C.
Burdick's Greater: Holland, Tex.
Burke, Harry; Melville, La.
Cal-Mo; Aubrey, Ark.
Capital City: (Fair) Enterprise, Ala.
Central Am. Co.: St. Stephen, S. C.
Dixieland: Leary, Ga.
Dumont: Cheraw, S. C.
Great Western: Keiser, Ark.
Groves Greater: St. Martinville, La.
Jack's Greater: (Fair) Savannah, Ga.
Marion Greater: (Fair) Summerville, S. C.; (Fair) Bowman 21-26.
Midwestern Expo.: Wallis, Tex.
Miller's, Ralph R., Nickley Attrs.: Simmesport, La.
Myers: Atlanta, Ga.
Oil State: Evergreen, La.
Orange State: Palatka, Fla.
Palmetto Expo.: Macon, Ga., thru Dec. 3.
Pan-American: Prentiss, Miss.; Brookhaven 21-26.
Peppers All-State: Maplewood, La.
Prell's Broadway: Brunswick, Ga.
Public Am.; McCool, Miss.
Rogers, E. E., Expo.: Humphrey, Ark.
Royal Crown: St. Petersburg, Fla.
Smith Am. Co.: Belton, Tex.
Standard: Lockney, Tex.; Earth 21-26.
Stephens, C. A.; Ware Shoals, S. C.
Tassell, Barney: (Fair) Belle Glade, Fla.
Trailway: Yemassee, S. C.
United States: (Colored Fair) Sumter, S. C.
Vogt's Southern: Thorndale, Tex.
Wallace, I. K.; Kershaw, S. C.
Wallace & Murray: (Fair) Reidsville, Ga.

Circus Routes

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Davenport, Orrin; Rochester, N. Y., 14-19; Wichita, Kan., 20-26.
Davies, Ayres & Kathryn: New Milford, Ill., 15; Wyant 16; Sharon, Wis., 17; Ottawa, Ill., 18; Gray Lake 19; Converse, Ind., 21; Three Rivers, Mich., 22; Plymouth, Ind., 23.
Hamid-Morton: (Municipal Auditorium) Atlanta, Ga., 11-20.
Polack Bros. (Eastern): (Armory) Baltimore, Md., 14-20.
Polack Bros. (Western): (Armory) Springfield, Ill., 16-20.
Ringling Bros. and Barnum & Bailey: Greensboro, N. C., 15; Durham 16; Goldsboro 17; Raleigh 18; Rocky Mount 19; Jacksonville, Fla., 21; Miami 23-25; season ends.
Rogers Bros.: Dothan, Ala., 15; Ozark 16; Tuskegee 17; Lanett 18; Alexander City 19; Clanton 21.

Misc. Routes

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Ameri-Congo Animal Exhibit: Eastman, Ga., 15-17; Soperton 18; Alma 19; Haskelhurst 21-22; Baxley 23-24; Douglas 25-26.
Henle, Sonja, Ice Show (Coliseum) Indianapolis, Ind., 17-Dec. 5.
Ice Follies of 1950 (Madison Square Garden) New York, 17-29.
Ice Vogues of 1950 (Memorial Auditorium) Worcester, Mass., 16-22 (State Armory); Utica, N. Y., 24-29.
Pan-American Animal Exhibit: Laurel, Miss., 14-17; Waynesboro 18-19; Citronelle, Ala., 21-22; Frichard 23-27.
Plunkett's Stage Show: Rockdale, Tex., 21-23; LaGrange 24-26.

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Dog Shows

- CALIFORNIA**
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 Lewita, 2136 Kennedy Drive.
Savannah—Nov. 17. Mrs. William G. Ganan Jr., 114 Barnard St.
- ILLINOIS**
Chicago—Nov. 20. J. Lynn Welsh, Glenn Ellyn, Ill.
- MASSACHUSETTS**
Boston—Nov. 20. Mary Rourke, 718 Huntington Ave.
- NEW JERSEY**
Newark—Nov. 20. Foley, 2009 Ranstead St., Philadelphia.
- NEW YORK**
Albany—Nov. 27. Foley, 2009 Ranstead St., Philadelphia.
- TEXAS**
San Antonio—Nov. 20. Capt. A. C. Berry, Box 754.

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Title of Show

Kind of Show

Owner

Manager

Winter Quarters Address

Office Address

Flashbacks

25 Years Ago

Free attractions at Arizona State Fair, Phoenix, included: **The Flying Cordons**, trapeze; **Price's Diving Girls and Sea Circus**; **Tom Mills**, trick cyclist; **Ad Topperwen**, exhibition rifle shot; **Tommy Douglas** and his educated mule, and **Tunstall Bros.' Flying Circus**.

Showing at Kortess & Smith World's Museum in Los Angeles were: **Mike Doyles** and his orchestra; **Prof. Usher**, magician; **Odaliska Forrest**, dancer; **Viletta**, living half lady; **Abonia**, Nubian giantess; **Dr. McKay and Electricia**; **Mrs. Ruther Anderson** and her white wonders; **Walter C. Cole**, living skeleton; **King Dodo**, African pigmy; **Madam Nana Christine**, bearded lady; **Barney Nelson**, armless wonder; **Four Ton**, fat man; **Athalia**, Aztec monkey girl; **Prof. Rice**, human heart; **Prof. Parker**, tattoo marvel, and **Mrs. Tessie Faulkendorf**, spirometer.

Abner K. Kline took over the Pacific Coast Shows from **C. W. Parker**. . . . **E. A. Harrington** moved his calliope factory to Kansas City, Mo. . . . **J. W. Swisher** retired from carnival biz to enter the produce business at Bluefield, W. Va. . . . Construction of the Dome Pier started at Ocean City, Los Angeles. . . . **F. J. Frink** signed as traffic manager of the 101 Ranch Wild West Show. . . . **LeMar Society Circus** was organized by **James S. Cochran** and **Leslie Martin**. . . . **J. C. Donahue** was promoted to general agent of the **Hagenbeck-Wallace Circus**. . . . **M. B. (Duke) Golden**, general representative of the **Glick-Smith-Golden Bernardi Shows**, signed again for the 1925 season. . . . **Mayor Ben D. Brickhouse**, Little Rock, was elected president of the **Arkansas State Fair Association**. . . .

Frank B. Joerling, of The Billboard, and **Lucille C. Geary** were married in East St. Louis, Ill. . . . The **Tom Atkinson Circus** announced it would stay on the road all winter, playing in Mexico and Southern California. . . . Free acts at the **Anderson (S. C.) Fair** were the **Flying Lavans**; **Lil Kerslake's** educated pigs; **Billy Finkle**, and the **Lavau Troupe**. . . . The **Original Nelson Family**, aerialists, signed again with **Ringling-Barnum** for 1925.

Deaths: **B. F. (Doc) Allen**, circus owner; **Petey Clark**, circus worker; **William J. Gillespie**, concessionaire; **Joseph Loose**, ride operator; **Ethel Munn**, parachute jumper; **Frank J. Tammen**, circus official.

10 Years Ago

Following action in the Circuit Court by the attorney-general of the State of Florida for the appointment of a receiver for the \$23,000,000 estate of **John Ringling**, County Judge **Forrest Chapman** signed an order denying the petition which was filed by Assistant Attorney-General **John Graham** and specifically asked for the removal of **John Ringling North** and his mother, **Ida Ringling North**, on the grounds that they had mismanaged the assets of the Ringling estate. Judge Chapman also signed an order denying the State's efforts to require the executors of the estate to post a cash bond of \$300,000 or resign.

Acts at the **Charlotte (N. C.) Food Show and Exposition** included: **Baron Richard Nowak**, midget; **Brengk's Golden Horse** and top spinner; **Four Kressells**, aerialists; **Reckless Recklaws**; **Levine and Mae**, jugglers, and **Bob Sylvester's** orchestra with **Olga Vernon**.

Two top orks, **Henry Busse's** and **Joe Basile's**, were signed for the **National Showmen's Association Banquet and Ball** in New York.

Walter B. Fox, for three years general agent of **Wallace Bros.' Shows**, resigned. . . . **Jack and Irving Rosenthal**, operators of **Palisades (N. J.) Park**, formed a ride construction business. . . . **Endy Bros.' Shows** signed the **Great Wilno**, cannon act, for the third year. . . . **Ernie Young** joined **Barnes-Carruthers Fair Booking Association**. . . . **Edward L. Schott** was re-elected president of **Coney Island, Inc.**, Cincinnati. . . . **Walter Powell**, somersaulting wire performer, returned from Europe and joined the **Whiteside Troupe**. . . . **Downie Bros.' Circus** wound up the season early, canceling dates in **Memphis, O.**. . . . **Ohio State Fair, Columbus**, reported the first profitable season in years.

Deaths: **Joseph W. Frisz**, park operator; **George E. Gill**, fair official; **Frank Kissell Sr.**, circus performer; **Joseph F. McDonald**, outdoor showman, and **G. Sedgwick Meikle**, circus official.

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Uptown Site Helps

NASHVILLE, Nov. 12.—Ringling Bros. and Barnum & Bailey Circus, playing in "uptown" Nashville for the first time in history, registered a red one here Tuesday (8). Aided by clear and warm weather the show drew a capacity matinee and a straw at night.

Org wound up its six-day stand in St. Louis Sunday (6) and had a day off between that and the Nashville date. As a result, show arrived here in plenty of time and was set up well in advance.

The St. Louis stand proved anything but profitable. Org opened light but it was thought the week-end business would put it over the top. The org was day and dated the last two days in St. Louis (5-6) by the Firemen's Show and this proved tough competition. As a result, those two days were on the light side.

Roy Stamps Named Prez of Gainesville Org for 12th Season

GAINESVILLE, Tex., Nov. 12.—Officers and directors for the 1950 season of Gainesville Community circus were elected at the annual membership meeting Monday (7).

Roy A. Stamps was re-elected president for the 13th year. Other officers and directors are C. B. Stringer, vice-president; J. B. Saylor, secretary-treasurer; Vern Brewer, Emmett F. Curtis, B. A. Dillard, Dr. A. A. Davenport, A. B. Garvin, Joe M. Leonard Sr., Joe M. Leonard Jr., Clarence H. Leonard, George C. Morris, Alex Murrell, F. E. Schmitz, A. Morton Smith, Cecil H. Tinsley, Roy P. Wilson and Portis M. Sims, directors.

The show's income for the year was approximately \$56,000.

Rogers Gets Red One At Pascagoula, Miss.

PASCAGOULA, Miss., Nov. 12.—Rogers Bros.' Circus registered a red one here Wednesday (9). Aided by ideal weather, show had a capacity matinee and a night straw.

Three other Mississippi spots weren't so good. In Meridian, Friday (4), cold weather held down attendance to three-quarter houses at both performances. The Thursday (3) date in Philadelphia was another poor one due to cold weather and a location two miles from the heart of the town. Org drew only two half houses at Yazoo City Tuesday (1).

Show had a fair afternoon crowd at Hamburg, Ark., Friday (28), with a three-quarter evening house.

Emery Barnhardt, 20, was electrocuted in Hamburg, while erecting iron framing for the Side Show banners. His body was taken to Greensboro, Pa., for burial.

English Acts Set To Tour With Boswell in So. Africa

LONDON, Nov. 12.—Several circus acts left here during the past two weeks to open a year's engagement with Boswell's Circus, on tour in South Africa. Acts are set to join up Thursday (17) at Johannesburg.

Among the acts en route are Manz, Chico and Lopez, South American gauchos; Boy Andro, wire walker; Flying Rexons, aerial; Anton and Juliana, double trapeze; Pityu and Rudie, triple bar act, and the Amazing Briton and his three fem assistants, novelty act.

1949 American Big Top Talent Set for British Holiday Shows

(Continued from page 52)

Tower Circus, will produce and direct the show.

At the big industrial city of Birmingham, the seating capacity of Bingley Hall is being increased to 3,000 for Stanley V. Parkin's Continental Circus and Fun City, which will occupy the Hall with a big circus program and an indoor carnival set-up. Circus bill will feature several big animal acts from the Knie Bros.' Circus, from Switzerland, and many of the acts which have been appearing at the Blackpool Tower Circus this season.

Midgets Inked

Only act announced as yet for the Christmas circus season at Belle Vue, Manchester, December 23 thru February 18, is Tommy Burke's Lilliputians, who have been with the Circus Benneweis, in Denmark, this summer.

Kelvin Hall, in Glasgow, will also have its annual Christmas circus, under the direction of Frank Ginnet, and will feature Harry Caree with the Chessington horses and ponies, and the Mandos Sisters, aerialists, who have been with the Ringling circus the past two years.

In Belfast the Royal Hippodrome Christmas International Circus will put on its 10th season at King's Hall.

Mills Org Does Okay Biz in Two S. C. Spots

BARNWELL, S. C., Nov. 12.—Mills Bros.' Circus registered okay biz here Monday (7), getting a full house at night after a three-quarter matinee. Org was the first circus here in 20 years and was sponsored by the Lions' Club.

Aiken, S. C., Saturday (5), proved a good one with a full night house and a three-quarter afternoon crowd.

Playing Anderson, S. C., Tuesday (3), org drew only two half houses, being sandwiched between the Anderson Fair, which closed October 31, and the Negro Fair, which opened Monday (7).

Fort Valley Good for Dales

MACON, Ga., Nov. 12.—Dales Bros.' Circus, playing near-by Fort Valley, had a light matinee but good night house despite rain and cold. Show's Georgia business is off from last year, Owner Mickey Dale reported.

UNDER THE MARQUEE

The advance crew of Biller Bros.' Circus hit for various locations when the org closed the season November 7 in Rome, Ga. Stephen Kuzmicz, car manager, and Harry Wernitz to Shamokin, Pa.; Charles O'Brien, New York; G. J. Hunt, Mount Vernon, N. Y.; Robert Tinkham, New Bedford, Mass.; J. C. Goddard, Jackson, Miss.; O. L. Casey, Phenix City, Ala., and Fred Crowther, Wichita, Kan.

Won't be long now before we'll be saying, "Where do we go from here?"

* Carl Spillum, 57, who handled ticket sales for most circuses playing Butte, Mont., in past years, died recently in Butte of injuries suffered in an automobile accident. . . . Tige Hale, who had the band on King Bros.' Circus this season, reports he will vacation in Tampa and that he and his band will play several indoor and outdoor dates in Florida after the first of the year.

Circus men at home can answer any question except that of the nosy villager who asks, "Just what all did you do with a circus?"

King's Hall is being taken over by an English syndicate, headed by a Mr. Pearson, for seven months of the year, for circus performances, ice revues, vaude shows and exhibitions.

Biller Org Ends Tour Nov. 14; WQ Athens, Ga.

ATHENS, Ga., Nov. 12.—Biller Bros.' Circus will move into winter quarters at the fairgrounds here after closing the season Monday (14), in Rome, Ga.

Business at three spots in this area ran just fair. Good weather at Washington, Ga., Saturday (5) drew only a half house in the afternoon and a three-quarter crowd at night.

Playing Chester, S. C., Wednesday (2), org drew two fair houses with the matinee opening late. Rain and cold in Camden, S. C., Tuesday (1) held the afternoon crowd down to a half house with the night show only slightly better.

Top European Talent Lured by Long Runs

MADRID, Spain, Nov. 12.—The circus season at the newly remodeled Circus Price indoor arena got under way October 21. Circus Price, with its indoor winter season in Madrid and its summer season over the Carcelle Circuit, gets the pick of European talent because it is able to offer a year's work at the best spots in Spain.

The opening bill at Circus Price is definitely international and of unusually high standard. Among the feature acts are V. Trubka and his lions, from Knie Bros.' Swiss Circus; Adamski and his polar bears, from Sweden; Hartley Sisters, Danish trapezists; the Lai Founs, Chinese acrobats; Italo, ace juggler from Italy; Michaela Busch, of Germany's Circus Busch, with her high school horses, and Strassburger with his six elephants, from Holland. All of these acts are tops in Europe.

Offering a nine-month tour in Spain is M. Feijoo's Circo Americano, under the direction of Arturo Castilla. This season's line-up of acts includes the veteran American contortionist, (See MADRID UNITS on page 67)

L. D. (Doc) Hall, Biller Bros.' general agent, spent several days recently in Macon, Ga. Biller opens a week's run for the Macon Shrine Circus there November 21. . . . King Bros., in quarters at Central City Park, Macon, will operate a free zoo on Sundays after Christmas. . . . Paul M. Conaway, Macon attorney, is back at his office after spending a week with Dailey Bros. as guest of Co-Owners Ben Davenport and Harry Hammill. . . . Harris (King) Reynolds, wire performer, visited friends in Macon. . . . Charles Underwood, former circus general agent, has the program for the Macon Shrine show.

Wardrobe may be considered new until decorated with summer dust and fall mud.

Circus entertainment recently was staged by the Columbia Historical Society in the Sapphire Room of the Mayflower Hotel, Washington. Maj. Gen. U. S. Grant III was ringmaster; Dr. William Mann, director of the Washington Zoo, discussed "The Circus" (See Under the Marquee on page 67)

Dailey Moves Into Quarters In Gonzales

Season's Biz Okay

GONZALES, Tex., Nov. 12.—Dailey Bros.' Circus moved into winter quarters here today, ending what show officials said was a successful season, everything considered. Trek thru Canada proved better than anticipated. Business in the States, following the Canadian tour, proved satisfactory but nothing out of the ordinary.

Playing Alice, Tex., Friday (4), the org did only light business. Matinee house was three quarters, but night show drew less than half a house. Show bucked a local high school football game at night.

McAllen, Tex., played Thursday (3), gave okay business. Matinee drew a strong house and it was near capacity at night. At Harlingen, Tex., Tuesday (1), business was so-so. Matinee was light but a three-quarter house was on tap at night.

Fred Schlotzhauer, CFA-er, Dies at 61

OQUAWKA, Ill., Nov. 12.—Masonic funeral services were held here today for Fred W. Schlotzhauer, 61, well-known circus fan and brother of Justus Edwards, press agent on Polack Bros.' Western Unit, who died in the Burlington (Ill.) Hospital Tuesday (8) following an illness of more than a year. Burial was in the family plot here.

Surviving, in addition to his brother, are his mother, Mrs. Hattie Schlotzhauer, Oquawka, and another brother, R. W. Schlotzhauer, Boston.

Born in Oquawka March 16, 1888, Schlotzhauer was among the first members of Circus Fans of America. He was in the mercantile business here for 36 years until his retirement in 1948. He was a 32d degree Mason and a Shriner.

Major Repairs Started On Blackpool Tower Bldg.

BLACKPOOL, England, Nov. 12.—Structural repairs got under way at the Blackpool Tower Circus Building at the end of its summer season, which came to a close October 22.

The show's famous sinking floor, which enables the Tower Circus to include elaborate water specs in its programs, required renovation, as its complicated mechanism had not been overhauled since prior to the outbreak of war. During the past summer a minor defect developed in the big spindle supporting the floor but was not serious enough to interrupt performances.

Jack Kennedy, Vet Clown, Succumbs in Windy City

CHICAGO, Nov. 12.—Jack Kennedy, 62, veteran clown, died in his home here Saturday (5). Masonic funeral services were held Tuesday (8), with burial in Mount Emblem Cemetery here.

Surviving are his widow; a daughter, Mrs. Winifred Collins, Chicago; a son, Russell, Chicago, and three sisters and a brother.

Born in Janesville, Wis., Kennedy, before turning to clowning 14 years ago, worked as a lion tamer and later did iron jaw. He clowning on Cole Bros., Bailey Bros., Polack Bros., circuses and for Tom Packs and Orrin Davenport.

Dressing Room Gossip

Orrin Davenport

Saturday (6) we paraded on the downtown streets of Houston. Line-up of acts this year includes the Kim-ris contingent, the Wallendas, Hanne-fords, Joe Walsh, Harold Voise and Freddie Valentine, flying acts; the Chambertys, Orantos, Francisco and Dolores, the Shyrettos, Jack Meyand and Company, Sonny Moore, Al Fleet, Harry and Ruby Haag, the Kelly-Mil-ler horses and bulls, Yacopis, Wen Hai troupe and Canton troupe.

Clown alley includes Earl Shipley, Everett Hart, who recently came out of retirement; Abe Goldstein, Roy Barrett, Oscar Wallenda, Brownie, (See Orrin Davenport on page 61)

Polack Bros.' Western

Dixie Herbert took his second de-gree in Masonry in Wichita Falls, Tex., and Slivers Madison, Eddie Ward and Richard Sidney became Master Masons. Helping with the degree work were Ross Paul, Harold Ward and Freddie Freeman. Attend-ing the banquet, following the cere-monies, were Harold and Eddie Ward, Slivers Madison, Richard Sid-ney, Ross Paul, Joe E. Ward, Past Master from Wichita Falls, and the writer, the last named presenting Masonic emblems to the new me-mbers.

On our six days off after the Wichita Falls date, many of the gang took off for vacations. Ross Paul, Richard Sidney, the Berosini family and Alex Konyot went on a fishing trip; Harry Dann and Bobby Kellogg went to the Kellogg home in Pauls Valley, Okla.; the Freemans went on a sight-seeing tour as the guests of Joe E. Ward; Gus and Betty Bell went to Dallas to visit their children, and Milly Keathley went to Gales-burg, Ill., to visit her folks.

All the candy butchers doubled in brass in Wichita Falls and Ingrid Zenner, Ruby Cutshall and Ethel Freeman are now full-fledged mem-bers of the concession department.

Note to Dick Lewis: I agree you have a very fine membership in your club but you left out one important person. I refer to the Great Bogonghi. He rates with the best, including Adler Lewis. By the way, Freeman isn't doing badly on this opera.

Visitors: Mr. and Mrs. Burke, Harry Summers, Jack Harvey and Bobby Kellogg's parents.—FREDDIE FREEMAN.

Ameri-Congo

Show is back in Georgia after play-ing Alabama spots for two months. The cold weather last week hurt night business.

Charles Bartlett, former general agent on this show, died in Braden-ton, Fla., October 26, following an operation.

Show is booked thru Georgia until December 1, at which time it will move into Florida for winter dates.

Leo Cogazza added four monkeys and has them in training. Lee Peter-son has left. Mr. Ingham says T. J. McManus still has the Florida Amuse-ment Company and that the show will play Florida dates this winter and later move into quarters in Sarasota.

General Agent Eddie Mellon con-ferred recently with show officials. William (Wingy) Sanders continues to get it up and down on time. Bennie Fowler, doing some pinchhitting for the Dales Circus, visited, as did James Salter, ahead of Hoxie Bros. LeRoy Sanders spent a Sunday at his home.

The Central Show Printing Com-pany is making us new paper for next season.—M. BAILEY.

Ayres and Kathryn Davies

Bob Castle joined clown alley. Mary Rawls and Betty Tilton are flashing new wardrobe.

Ollie Heerdink suffered a fractured finger while rehearsing. The writer was laid up with a sprained back.

We had our first snow in Wonewoc, Wis. Driving across the Minnesota line one day, Ayres Davies was sig-naled to stop by another car. Think-ing it was the highway patrol, Davies pulled over. A man came up and asked if he (Davies) wanted to buy a three-legged calf for his show.

Mr. and Mrs. Harry Rawls have a new house trailer. Mr. Stowell, No. 1 advance man on the show, visited, as did George Cole, of Cole Marion-ettes.—HARRY VILLEPONTEAUX.

Ringling-Barnum

Cold weather was with us thruout the St. Louis stand, so it was nice to play indoors. Many of the people from the Tom Packs' show visited before they opened in St. Louis.

The 100 Per Cent Club is making preparation for the big end-of-the-season party; ditto the Saro-Circo Club.

Everyone was saddened by the death of Gordon (Phil) Phillips, of the tractor department, who passed away in St. Louis. Death was due to heart disease.

Larry Wilcox took a bus load for a morning trip thru the Budweiser Brewery while in St. Louis. Jimmy Watts joined the usher department. Louis Rosen closed in St. Louis and returned to Sarasota.

Visitors: Mr. and Mrs. Eddie Biel-letti, Bennie Gibson, I. G. Lane, Har-old Ramage, the Cooper family, Art and Fran Carnahan, Ming Sing troupe, Spike Jones, Smokey Rousit, Egle and Duina Zacchini, the Cristiani family, Ken Eitner, Sallie Marlowe, Mr. McElwee, Ed Raycraft, the Goetsche boys, Mary Kay Smiley, Mary Agnes Smith, Marshall John-son, Dick Scatterday, Bob Kinsey, Bunny Wight and Deloros Murphy's mother and brother. Poly and Chit-lens Chase visited in Dallas.—MARY JANE MILLER.

Dailey Bros.

Recent visitors included Roy Bar-rett, the George Hanneford family, Manuel and Pauline King, Bobo Barnett, Maurice Gebhart, Joe and Eva May Lewis, John Andrews, Francis Doran and mother, Dutch Hutchinson, Sheriff Kridler, Mr. and Mrs. Arky Williams; Roy and Johnnie Mae Nutt, with Buster and Eva; Mr. and Mrs. Brenner Cardon and Maxine and Mr. and Mrs. Ira Watts, en route to Mexico City.

Here are the winter destinations of personnel:

Rex and Barbara Williams, Red Freifogle, Streamline and Mona Fiz-zell, Butch Cohen, Dave and Millie Curtis, Kid Cummings, Bertha Drane, Ray Morrison, Bert Rickman, Joe Pam-ilio, Walter Schuyler, Harold and June Newton, Riley Huggins, William Jones, Paul Pyle, Norma Davenport and Hazel King, all to Gonzales, Tex.

Henry Rohlfing, Poplar Bluff, Mo.; Amelia Martinez and her mother and daughter, Chia; Johnny Daniels; Vic-toria Vasquez and daughter, Eva; Teresa Barragan, Eddie and Eva Camacho, Maria Elena, Consuelo and Pippo Rolon, Mikko and Rebecca Droguett, Lupe Atayde DeVerdoni, Manuel and Eloise Barragan, Rebecca Ramos, Aurelia Anderson, Raul and Armando Silva; Victor, Pedro and Pancho Gaona; Vicente Barragan; Gustavo, Diego and Alfredo Martinez; Filiberto Barrera, all Mexico City.

Wyatt Davis, Bogalusa, La.; Hank (See DAILEY BROS. on page 61)

KEEPING FAITH

The following lead paragraph of an editorial in the Vancouver (British Columbia) Sun needs no further comment:

"Circuses—with such notable exceptions as the Polack Bros.' show sponsored at the PNE by the Shrine—seem to be falling into public disrepute. Amid the rising tide of complaints, the praiseworthy Shrine show stands out like a good deed in a naughty world. Which ac-counts for the warm welcome it gets here each year."

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IAFE Convention To Focus Attention on Kiddie Lures

Villages, midways for children to be discussed by five fair execs, one ride manufacturer's rep at Chicago confab—wide range of management subjects listed

CHICAGO, Nov. 12.—Importance of children's patronage at fairs will be accentuated at the annual convention of the International Association of Fairs and Expositions November 27-30 at the Hotel Sherman here. Three speakers will discuss villages for children, and as many will talk on midways for children. William de L'horbe Jr., sales rep for the National Amusement Device Company, Dayton, O.; Paul T. Mannen, of the San Diego (Calif.) Fair and Henry Johnson, of the Brockton (Mass.) Fair will dwell on villages for children. William T. Hitzelberger, manager of the State Fair of Texas, Dallas; Elwood A. Hughes, of the Canadian National Exhibition, Toronto, and E. P. Green, of the California State Fair, Sacramento, will speak on midways for children. Both groups will appear at the Tuesday afternoon (29) session.

Hitzelberger will further elaborate on the importance of children and also detail how the State Fair of Texas has built up its huge Rural Youth Day. He will do this in another talk before the convention the same afternoon.

Green, too, will double back on the speaker's rostrum the same afternoon to talk on *Woman's Fashions: Shows and Exhibits*. Mrs. Carolyn Holloway, a member of the Indiana State Fair board, also will speak on the subject.

Hughes will make a repeat speaker's appearance at the same session to discuss women's contributions to the Canadian National Exhibition.

Topics Varied

Other Tuesday afternoon speakers and their topics will include a representative of the John B. Knight Company, Hollywood, who will discuss *Building a Fair Thru Customer Opinion*; Herbert H. McElroy, Central Canadian Exhibition, Ottawa, *Off-Season Use of Plant*; Raymond A. Lee, Minnesota State Fair, St. Paul, and Jack Reynolds, Wisconsin State Fair, Milwaukee, both of whom will discuss *Around the Grounds on Sight-Seeing Trains*. In addition, Charles A. Nash, of the Eastern States Exposition, Springfield, will speak on *Storowton—a unique woman's village*.

The IAFE's directors will meet Sunday afternoon (27), preliminary to the convention's formal opening. Officers and directors of the State and Provincial Association of Fairs will meet Monday morning (28).

State Groups To Meet

The membership of the latter association will convene Monday at 1:30 p.m., with Clifford C. Hunter, Taylorville, Ill., presiding. Reports of the fair movement thruout the country will be made. Among those scheduled to give such reports are A. E. Snider, California; R. M. Sawhill, Kansas; Harry B. Kelley, Michigan; Sheldon R. Brewster, Utah, and Henry White, Illinois.

Other speakers and their topics at the same session will include G. R. Lewis, Findlay, O., *Construction and Finance*; Harry Storin, Barrington (Mass.) Fair, *Fair Publicity and Advertising*; Henry Johnson, Quincy, Mass., *The Enhancing Effect of Correct Design and Color*; William V. Ward, Springfield, Ill., *Promotion and Exploitation That Have Rung the Bell*; Robert T. Thornburg, commissioner of agriculture, Jefferson City, Mo., *Agricultural Fairs in a State's Economy*, and Jack Hufford, Bellefontaine, O., *A Strong Youth Program Insures Future Fairs*.

Tuesday morning will be devoted largely to a business meeting, with only one speaker listed. Robert Ewens, executive secretary of the Wisconsin Manufacturers' Association, will talk on *Wisconsin at Work; Non Competing Exhibits by Industry Groups*.

Wednesday morning speakers and their topics will include Theodore Rosequist, California State Fair, Sacramento, *An Unusual Concession System*; Floyd E. Gooding, Columbus, (See IAFE TO STUDY on opp. page)

Rain Nicks Crowds At Sumter, S. C.

SUMTER, S. C., Nov. 12. — Rain spoiled Governor's Day at the Sumter County Fair here Wednesday (9), but J. Cliff Brown, executive secretary, predicted good crowds for Friday (11), when a Sumter-Chester high school football game was to be featured.

On opening Tuesday night (8) an estimated crowd of 20,000 was on hand.

Cetlin & Wilson Shows, having just completed a muddy engagement at Pee Dee Fair in Florence, were registering only fair biz here. Some of their equipment has already been returned to winter quarters in Petersburg, Va.

Northern Calif. Fairmen Plan Colusa Confab

COLUSA, Calif., Nov. 12.—A get-together of Northern California fair officials is scheduled here with reps from Galt, Sacramento, Redding, Shasta, Grass Valley, and Lakeport. Then will be hosted by directors of the 44th District Agricultural Association, sponsors of the Colusa County Harvest festival.

Subjects to be discussed include *Are Carnivals a Necessity? If So, What Can Be Done to Make Them More Attractive; Should Everyone Pay to Get Into a Fair? Should Classes in Livestock, Agriculture, Horticulture and Home Economics be Closed to the County Where the Fair is Held?*

Among those attending the confab will be Louis S. Merrill, general manager, Western Fairs Association (WFA), A. E. Snider, chief, Division of Fairs and Expositions, Sacramento; Eugene Keneflick, manager, Sacramento County Fair, Galt, and Ted Rosequist, California State Fair.

Other points up for discussion are the setting of 1950 fair dates, consideration of premium payments and the matter of free attractions and educational exhibits. California fairs are supported by a 4 per cent levy on pari-mutuel wagering.

Presiding at the convention will be William S. Randall, manager, Colusa County Harvest Festival and Horse Show, and a member of the WFA board of directors.

600 Members Expected at WFA Meeting

L. A. Confab December 8-10

LOS ANGELES, Nov. 12.—More than 600 members and associates of Western Fairs Association (WFA) are expected to attend the organization's annual convention here, December 8-10, to study fair and exposition operational problems for 1950. Conclave will be held at the Los Angeles Biltmore Hotel.

The representatives of fairs and expositions of eight Western States and Canada will meet in executive, committee and general sessions, with the Assembly Interim Committee on Fairs and Expositions of the California Legislature, to consider budgets and other major basic problems for the coming year.

Prez To Welcome Delegates

A welcome will be extended by WFA President Dr. Joseph N. D. Hindley to delegates from California, Oregon, Washington, Utah, Arizona, Nevada, Texas, North Dakota and Canada, and WFA associate members and service associates.

First day's agenda will feature hearings of committee announcements, future fair dates, resolutions, nominations, audit reports, interim committee sessions, area meetings, transportation problems, and director's reports. Also scheduled for the opening session will be five-minute talks by WFA Vice-President Russell E. Pettit, secretary-manager, Santa Clara County Fair, and Directors D. V. Stewart, William S. Randall, C. L. Peckinpah; C. B. Afferbaugh, secretary-manager, Los Angeles County Fair; Thomas A. Dodge, secretary-manager, Fresno County Fair; John McMurray, John Lagomarsino and Nic Huddleston.

Reports Skedded

The Saturday (10) session will be given over to day-long discussions highlighted by committee reports, discussion of audits and finance, reports from WFA Manager Louis S. Merrill, election of officers and resolutions.

The annual dinner dance, under auspices of the Pacific Coast Showmen's Association, is set for Saturday night in the Biltmore Bowl.

Entertainment for the wives of convention delegates, including a tour of 20th-Century-Fox studios, with luncheon on the lot, and tickets to various radio shows, is being planned.

Rock Rapids Annual Has Profit in 1949

ROCK RAPIDS, Ia., Nov. 12.—Altho expenditures were double in some departments, Greater Lyon County Fair here showed a net profit for the first time since organization in 1945, it was announced this week by Secretary Bob Sutton following a board meeting. The fair showed a gain of nearly 60 per cent in attendance and gate and grandstand receipts.

Sutton was authorized to set dates for the 1950 fair sometime between August 13 and 23 so as to avoid conflict with other fairs and make possible the advantageous booking of attractions. Secretary-Treasurer Sutton and President Nate George, who were re-elected along with Vice-President Anthony Sieperda, will attend the forthcoming convention of the International Association of Fairs and Expositions.



Meetings of Fair Assns.

Canadian Association of Exhibitions, Royal York Hotel, Toronto. November 24-25. J. K. Clarke, Lansdowne Park, Ottawa, secretary.

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, Min-

neapolis. January 12-14. George W. Gleixner, North 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.

Massachusetts Agricultural Fairs Association, Hotel Weldon, Greenfield. January 19-20. Robert P. Trask, 41 Tremont Street, Boston, secretary-treasurer.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, N. C., January 19-20. Mrs. Clyde Kendall, Greensboro fairgrounds, Greensboro, N. C., secretary.

North Dakota Association of Fairs, Hotel Decotah, Grand Forks, N. D., January 20-21. G. A. Ottinger, secretary.

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. Januar. 25-27.

Arkansas Fair Managers' Association, Little Rock, January 30-31. Clyde E. Byrd, secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany. February 6-7. James A. Carey, Albany, secretary.

S. C. Annuals Tab Biggest Postwar Attendance Marks

COLUMBIA, S. C., Nov. 12. — South Carolina annuals generally had their biggest postwar season this year, drawing more than 1,000,000 persons thru the turnstiles.

The State fair here smashed all previous marks, with 260,000 persons attending. Only Anderson County, of the larger fairs, showed a decline, registering a decided drop from last year to 61,349 paid attendance.

Orangeburg County Fair pulled 100,000 persons during its week's run, and South Carolina State Negro Fair here broke its previous atten-

dance record with an announced high of 70,000 persons.

Newberry County Fair drew 50,000 persons, and Kershaw County Fair, Camden, pulled 30,000.

Weather Hurts Florence

Bad weather hurt Pee Dee Fair, Florence, November 1-5, but no figures on the gate are available. Fair weather came in midweek, but chilly temperature kept attendance down.

Late October annuals, however, got a break in the weather, with little rainfall and temperatures ranging from around 80 degrees in the afternoons to 60 at night.

The State Fair here drew the largest single-day crowd on its annual big Thursday. The University of South Carolina-Clemson football game drew 35,000 spectators and the fair, drawing from this group, chalked up a 75,000 gate Thursday.

The new Aiken County Fair reported good business, but gave out no attendance figures.

Greenwood Crowds Good

Greenwood County Fair found attendance good, also, according to Lanford Wash, secretary. Fairs at Marion and Manning (Clareton) found crowds disappointing.

Sumter County Fair opened Monday (7) to brisk but fair weather. J. Cliff Brown, secretary, expected crowds to be good, but only on par with last year.

World of Mirth Shows again are signed for the State Fair here, and James E. Strates Shows will return to Orangeburg. Strates found York County Fair, Rock Hill, too small for his org, however. Cetlin & Wilson Shows, seeking better stands in the State, played a good date at Spartanburg, but found Florence and Sumter poor.

Central Wis. Annual Names W. Drollinger

MARSHFIELD, Wis., Nov. 12.—Wilmer A. Drollinger, Auburndale, Wis., was elected president of Central Wisconsin State Fair at the annual meeting of the board of directors here. He succeeds Alba Bump.

Other officers named were John A. Thomas, vice-president, succeeding Drollinger, and William A. Uthmeier and Marc Hansen Jr., renamed secretary and treasurer, respectively. Named to the board were George Kieffer, Melvin Hintz, George Reichert and Charles Veers.

The directors appointed Dr. J. B. Fleming official veterinarian for the 1950 annual.

ORRIN DAVENPORT

(Continued from page 59)

Karl Marz, George Cook, Tony Ridola, Hubert Dyer, Jimmy Davison; Gabby De Koe, who is doing stunts again; Happy Kellums, Joe Lewis; Albert Marx, the Arabia Temple's own clown; Alva Evans, Percy Rademaker, George LaSalle and Rose Behee, the latter going in the square dance number.

Visitors in Houston have included Clyde Beattly, Mrs. Norman Carroll, Carl Wallenda's daughter, the Hansons and Eddie Dyer, manager of the St. Louis Cardinals baseball team.

Izzy Cervone is doing a grand job with the band. Hats off, too, to Norman Carroll, announcer; Mrs. Earl Shipley and Mrs. Jones, wardrobe, and Jonesy and Burt Lancaster Jr. on props. One shouldn't forget the man on the bugle, who gives the half-hour and 15-minute calls, Senor Redemaker.

New numbers in clown alley include Abe Goldstein's sawing the clown in two and Everett Hart's square dance.

Ruth Flannigan, aerialist, suffered a severe jolt but escaped serious injury when she fell from her trap bar the other day. Corinne Dearo, while putting up her rigging, banged herself in the eye and is displaying a neat shiner.

Hot stove league: Burt Lancaster Jr. and Johnnie Winarski claim they are the originators of the Free Roll Club. . . . Earl Shipley practices his new gag daily. It requires plenty of harness and leg muscles. . . . Honey Shyretto and Millie Chamberty have some new costumes that are eye catchers.—DICK LEWIS.

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SAFE To Study Kiddie Attractions

(Continued from opposite page)
O., The Carnival Owner's Point of View.

Lloyd B. Cunningham, Iowa State Fair; Jack Reynolds, Wisconsin State Fair, and Henry Knauf, president of the U. S. Trotting Association, will discuss *The Pros and Cons of Harness Racing*.

Another panel, consisting of Robert Shaw, of the Gus Sun Booking Agency, Springfield, O.; Sam J. Levy, Barnes-Carruthers Theatrical Enterprises, Chicago, and George A. Hamid, of the New York booking office bearing his name, will discuss *The Grandstand Stage—ABC's of a Good Show*.

Douglas K. Baldwin, Minnesota State Fair, will preside at what is termed *Quizzing the Masters*, in which auto race promoters and thrill show operators will discuss the present and also the future shape of their fields.

The final session, Wednesday afternoon, will be opened by Lloyd Cunningham, Iowa State Fair, who will speak on the *G. I. Farm Family Contest*. Other speakers and their topics will be Hitzelberger, who will discuss both *Opening Day Key Sale and Free Entertainment*; Lou Merrill, Western Fairs Association, *Customer Conveniences Make for Better Public Relations*; Kenneth Stocker, Euclid, O., *Advance Grandstand Ticket Sales*, and Mannen, who in his second appearance, will talk on *School Promotion*.

Other speakers and their topics will include Glen Smith, of Gemmerculp, Inc., Fort Wayne, Ind., *Indiana State Fair Radio Campaign*; J. S. Dorton, North Carolina State Fair, *Folk Dancing to the Front*; Mrs. Ruth Steva, Ohio State Fair, and George A. Hamid, New York booker and operator of the New Jersey State Fair, *Firemen's Muster*.

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DAILEY BROS.

(Continued from page 59)

Werner, Walter Foreman, Roy Short, St. Petersburg, Fla.; Ted Gerard, Andy Anderson, Rogers Bros.' Circus; Al Yoder, indoor dates; Louis Grabs, Hammill's Ranch at Uvalde, Tex.; Stanley Teachout, Detroit; Emilio Paolucci, Chicago; Wiley Scott, Florida; Willie Milligan, Mexico City; Jesse Walton, St. Petersburg, Fla.; Chief Bomberry, Akron and New York; Tiger Bill and Madge Snyder, Walder, Tex.; Rube and Lottie Ray, Aransas Pass, Tex.

Hope Ray Brown, Fort Worth; Billy and Gee Gee Powell, Louisville; George Engesser and daughter, Roxie, St. Peter, Minn.; George and Bessie Plunkett, San Antonio; Mrs. Moody and daughters, Jannita and Ginger, Houston; Jimmy and Christine Van, Joanne Gibson, Doug Autry, Dallas; Sig Bon Homme, Marshall, Tex.; Joe Horwath, New Orleans; Eddie Murrillo and family, Monterey, Mex.; Jerry Phillips, Rosemary Stock, Johnnie Stevens, Gonzales, Tex.; Corky Plunkett, China; Peter and Orville Lindemann, Sheboygan, Wis.; Oscar and Frances Dennis, Worland, Wyo.

Milt and Ena Robbins, Miami; Harry Leonard, Ward Hall, Rube Arnold, San Antonio; Johnnie Williams, Cleveland; Jean Allen, Kentucky; Side Show Johnnie and wife, Aransas Pass, Tex.; Mr. and Mrs. Hoftl, winter dates; Mr. and Mrs. Mitt Carl, Belleville, Ark.; Tommy Tumkins, Tampa; George Lewis, Pittsburgh; Charlie Scales, Gonzales, Tex.; Joe B. Webb, Los Angeles, Mickey Mouse, Tacoma; William A. Brown, Burlington, N. C.; Jeff Kyser, Meridian, Miss.; Bud Parry, Vancouver, B. C.; George (Peanuts) Harmon, Grand Island, Neb.; Mickey O'Brien, Picayune, Miss.; Deep Sea Red, Cincinnati; George Smith, Sarasota, Fla.; Jack Knight, winter dates; Mr. and Mrs. Bill Clarkson, Miles City, Mont.; Harry Hammond, Hollywood; Freddie Grimup, Myke Noble, John Parsons, Jimmy Boyle, all Gonzales, Tex.; Mr. and Mrs. Harry Hammill, Hammill's ranch, Uvalde, Tex.—HAZEL KING.

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Polio Scare Nixes Record At Palisades

Biz Still Pars 1948

NEW YORK, Nov. 12.—Palisades Amusement Park was well on its way to registering an all-time record gross during the 1949 season until the public became polio conscious, Irving Rosenthal, co-owner of the funspot with his brother, Jack, reported here this week.

The Rosenthal's spot, together with all other metropolitan area resorts, watched attendance and grosses dwindle as the mounting infantile paralysis cases became Page 1 news and held a top spot in the multiple around-the-clock news broadcasts blanketing the area.

Promotion No Aid

Polio affected almost the entire second half of the season, including two weeks of special promotion which extended beyond the usual Labor Day closing date.

Before polio took its toll, business at Palisades was fully 30 per cent ahead of 1948, and there was every reason to believe that a host of new records would be set, particularly in view of the fact that lucrative August lay ahead, Irving said.

The grosses piled up during the first half of the season enabled all units to register takes just about on a par with 1948, final audits show. Even under the adverse conditions encountered some concessionaires reported grosses in excess of their 1948 takes, Irving said.

Top Attractions

When the fear of crowds started affecting park patronage, the Rosenthals immediately stepped up their advertising-promotion campaign, offering all kinds of attractive lures in the form of major prizes and cut rates, but the dreaded polio continued to exert the greater influence.

As expected, kid patronage suffered greatly, as did the pool. Enough adults continued to attend and spend to hold grosses to the 1948 level.

A. C. Luxury Tax Returns Trail 1948

ATLANTIC CITY, Nov. 12.—Local luxury tax collections, best index of business activity at this resort, continue to trail those of 1948.

September receipts from the luxury taxes continued to run about 4.6 per cent below those of last year. During September \$155,159.88 was collected from hotels, liquor, cigarettes and amusements, which was \$19,540.51 under the \$174,699.39 collected in September, 1948.

Elmer Foehl Asks Ops To Bring Film To NAAPPB Meet

CHICAGO, Nov. 12.—Elmer E. Foehl, Willow Grove Park, Philadelphia, chairman of the convention program for the National Association of Amusement Parks, Pools and Beaches (NAAPPB), in Hotel Sherman here, November 27-30, requests that all members bring the latest movies of their park to the convention.

Time has been set aside for the showing of these pictures (Tuesday and Wednesday, 29-30), Paul H. Huedepohl, NAAPPB executive secretary, said in making the request for Foehl, and "we are anxious to

Trade Show Line-Up Includes Everything From Bumper Plates To Sun Tan Lotion Dispenser

CHICAGO, Nov. 12.—In addition to getting a look-see at what's new in outdoor show business equipment, those attending the annual Trade Show in Hotel Sherman, November 27-30, sponsored by the National Association of Amusement Parks, Pools and Beaches (NAAPPB), also will get variety.

Paul H. Huedepohl, NAAPPB executive secretary, comes up with the information that this year's show will have 94 different classifications. The line-up of exhibits includes everything from bumper plates to sun-tan lotion dispensers.

Rides top the list insofar as number are concerned. All told 29 ride manufacturers will exhibit, 19 major and 10 kiddie. Next in line are mechanical games, followed by premiums, meaning prizes and novelties. From there on the field is closely bunched, with such exhibits as popcorn and popcorn equipment, Penny Arcade equipment, coin-operated machines, etc., rating high on the list.

Here's the classification breakdown alphabetically as prepared by Huedepohl:

Animated figures, 2; booking agencies, 2; bumper plates, 1; candy floss machines, 1; coin-operated machines, 5; coin counting machines, 1; confections, 1; Diesel light and power

plants, 2; doughnut machines, 1; electrical equipment, 3.

Frozen custard and soft ice cream machines, 2; fruit juices, dispensers and fountain supplies, 4; games equipment and supplies, 2; insurance, 1; mechanical games 8; Penny Arcade equipment, 5; popcorn and equipment, 5; premiums, prizes and novelties, 7; restaurant equipment and supplies, 1; rides, 17; kiddie rides, 10.

Roller skates, 1; seats (folding, etc.), 1; shooting galleries, 1; snow cone machines, 1; sun-tan lotion dispenser, 1; tickets and registers, 2; timing devices, 1; trade weeklies, 1; trailers and cars, 2; turnstiles, 1.

Dinner Meeting Scheduled for AREA Members

CHICAGO, Nov. 12.—The American Recreational Equipment Association (AREA) will hold its dinner meeting in the Crystal Room of Hotel Sherman at 7:30 p.m. Sunday night (27), according to R. S. Uzzell, Jamaica, N. Y., secretary. William Wendler, of the Allan Herschell Company, North Tonawanda, N. Y., is president.

Meanwhile Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), reported this week that over half the total number of reservations for the NAAPPB banquet have been sold. The banquet is scheduled Tuesday night (29) in the Grand Ballroom of Hotel Sherman.

The penthouse sessions, annually one of the nightly entertainment features of the NAAPPB gathering, will be held as usual again this year, Huedepohl said. Hours are from 11 p.m. to 2 a.m., Monday and Wednesday nights. Tuesday night the penthouse doings will be held in the Grand Ballroom, following the dinner and floorshow.

London Shore Spots Tab Hefty Grosses

LONDON, Nov. 12.—Southend Pier, popular shore resort, reports a good season despite necessity for large expenditures made necessary thru dilapidated condition of structures and equipment as a result of the war. Receipts for the season were estimated at \$284,200.

Skegness, municipally operated East Coast resort, also reports a good season, with receipts listed at \$120,243.20, considerably better than last year's take but slightly under that of 1947.

Butlin's Ltd., operators of a string of amusement parks and holiday camps, were granted renewal of license for the big amusement park this firm operates on the central beach at Skegness. Municipality gets annual rental of \$22,400, plus taxes, for the spot.

Sindell Buys Gyroscope, Coney Island Ride Unit

NEW YORK, Nov. 12.—Fred Sindell, of the Stable Cafe and Bar on Surf Avenue, Coney Island, has purchased the Gyroscope ride which has been in operation on West 12th Street the past two summers.

The Gyroscope is a flashy, novel ride which was brought to Coney Island from the West Coast by a group of local ride operators and occupies a choice spot near the Boardwalk.

Rain, Polio Cut Cincy Coney Net; Re-Elect Schott

CINCINNATI, Nov. 12.—Rain and a polio scare were responsible for a reduction in profits at Coney Island here during the past season, President and General Manager Edward L. Schott reported at the annual stockholders' meeting held Monday (7) in the company offices.

Re-elected to the board were U. S. Secretary of Commerce Charles Sawyer; his son, Charles Sawyer Jr.; E. W. Edwards, Robert McClure, Schott, John Towle, Ralph G. Wachs, Fred E. Wesselmann and John P. Williams, Dayton, O. The board then re-elected Schott president-general manager; Wesselmann, vice-president and chairman of the board, and Wachs, secretary-treasurer.

English Revive Electrical Displays

LONDON, Nov. 12.—Elaborate electrical displays used by England's leading seashore as special attractions during the season's final week were revived on a big scale this year and proved a good crowd lure.

Blackpool, England's biggest resort, went all out on illuminations this year, and the display, which ended October 24, drew more than 3,000,000 visitors.

Illuminations at Morecambe drew well over 600,000. Smaller resorts which staged the shows this season also found them a big draw and plans are in the making for increasing the number of spots using lights as end-of-season bait next year.

get as many films as possible."

Huedepohl also requests that members bring along advertising material used thruout the year, such as full sheet posters, streetcar and bus cards and car bumper cards. These will be posted in the meeting room and will give parkmen a chance to see what other parkmen are doing in the way of advertising.

Pool and Beach Sessions Open To All -- Platt

CHICAGO, Nov. 12.—The round-table discussions and meetings of the pool and beach owners and operators at the National Association of Amusement Parks, Pools and Beaches (NAAPPB), in Hotel Sherman, Chicago, November 27-30, will be open to everyone, Vernon D. Platt, Somerton, Pa., committee chairman, has announced.

"For some reason or other, many municipal and commercial beach men figure the meetings are just for park men and association members. This is not true. We welcome anyone who operates a pool, whether it is an amusement park or pool, municipally or commercially owned.

"Too, we would welcome them taking part in our discussions and the round-table sessions, following each meeting, give everyone a chance to voice his opinion, pro or con, on what is being discussed."

New Approach

Platt says a new approach to the round-table discussions will be tried this year opening day, Monday (28). While he didn't elaborate on that statement, he said, "this new approach will put the discussions on a new, snappy and more interesting basis."

Names of speakers at the pool and beach meetings were released this week by Platt. Opening day (28), R. N. Perkins, Refinite Corporation, Omaha, will speak on *What's New in Pools*; Orlo B. Jenkinson, Jenkinson's Pavilion, Point Pleasant, N. J., on *Pool and Beach Admissions vs. Income From Memberships, and Promotions, Taxes and Pool Admissions* will be discussed by John J. Carlin, Carlin's Park Baltimore.

Following the talks, a question and answer period, in which both the committee and the audience will participate, will be held, followed by the regular round-table period.

Special Confab Set

A special meeting for commercial pool operators is scheduled at 9:30 a.m. Tuesday (29). This phase of the of the program will be handled by Platt. Kodachrome slides of outstanding pools of the world will be shown by Chauncey A. Hyatt, Halogen Supply Company, Chicago. David Sternbergh, Playland, York, Pa., will speak on *Pool Water Temperature Control*, at Tuesday's session, followed by Eric Arneith, Fisher's Pool, Landsdale, Pa. Arneith's topic will be the *Potentialities of a Swimming Pool in a Rural Setting*.

Wednesday's (30) speakers will be Warner E. Bartram, Milwaukee, whose subject will be *Municipal and Commercial Pools and Their Places in the Sports World*, and Robert E. Freed, Lagoon, Salt Lake City, whose topic will be *Reconstruction of an Older Pool, Costs and Problems*.

Bronx Zoo Marks 50th Anniversary

NEW YORK, Nov. 12.—Zoological Park here, more often referred to as the Bronx Zoo, celebrated its 50th anniversary Tuesday (8). Day's principal event was tape recordings of brief remarks by members of the zoo's staff, which were placed in the cornerstone of the zoo's new Great Apes building.

Dr. William Beebe was the only staff member present who assisted at the zoo's opening November 8, 1899, when Levi P. Morton was president of the New York Zoological Society. Tuesday's attendance was slightly over 12,000 against a gate of about 300 on the zoo's first day. Total attendance during the Bronx Zoo's first 50 years was more than 107,000,000.

Rube Liebman Predated Public Address System as Ballyhooer

(Continued from page 53)

another already was under way. Rube was born in Mannheim, Germany, June 8, 1899, came to the U. S. in 1912, and obtained a job as a shipping clerk in Detroit. Wanting more money, he quit after a year and became a bus boy. As such, he worked in practically every hotel in Detroit, and was "hired and fired" almost continuously, Rube recounts.

He finally concluded he would seek other pastures, went to Schenectady, worked in an auto manufacturing plant, then shifted to General Electric as a time-keeper and remained with GE for more than two years, during which time he built up to what he terms a good salary.

Turns to Show Biz

It was at this juncture that Rube turned to outdoor show business as a roughneck for the Six and Conklin Shows in New York State. He remained with that org for a year. Dakota Max, owner of a Wild West show, then touring with carnivals, talked him into putting on chin whiskers and becoming a Rube. He has been Rube ever since.

That year, 1917, when Dakota Max's Wild West Show was with the Johnny J. Jones Exposition, Rube with whiskers on his chin and an advertisement on his back, worked downtown streets, doing ballyhooing and general clowning. On the lot he made openings for the Wild West show. He

continued with the Jones show, off and on, for about four years.

At intervals, he also worked for Mabel Mack's mule show, which also was on the Jones show then. It was when the Jones org went into North Dakota, preliminary to jumping into Western Canada, that immigration authorities, pointed out to Rube that inasmuch as he had yet to become a U. S. citizen, they "could guarantee his entry into Canada but that they could not assure him of re-entry into the U. S."

Ballyhooer

Rube played it safe. He left the Jones show and went to Fargo, N. D., for the fair. The late Fred Barnes gave him a job as ballyhooer for the grandstand show. Barnes was much impressed with Rube's ability to build up grandstand crowds by his chanting pitches, and Rube remained with the Barnes revue at \$125 (good money then, Rube points out) over the major Midwest fair route, which at the time included Dallas, as well as St. Paul and Des Moines.

Rube enjoyed the days when megaphone in hand, he worked the grandstand. Then came p.-a. systems.

Meanwhile, tho, Rube had nurtured the ambition to become an attraction salesman. Fred Barnes gave him his first chance. He remained with Barnes for two years, then went with J. C. McCaffery, now a biggie in the carnival business, who was then manager of the Western Vaudeville, top-notch agency of the early '20s. Rube was with McCaffery two years, then shifted to sales rep for Ethel Robinson, who was active at the time in the fair booking business.

Joins Barnes-Carruthers

In 1926, Rube rejoined the Barnes organization (Barnes - Carruthers Theatrical Enterprises) and he has been with that office ever since, selling to Midwest annuals, most of them in the small to fair-sized class.

His shift to selling attractions did not stop Rube from being a ballyhooer. He not infrequently takes to a fair's public address system and breaks loose with his Germanic-tinged pitch, which invariably ends with his chanting of "F-i-r-e-W-O-I-K-S."

Rube responds to ribbing like a fireman to a 3-11 alarm and has been on the receiving end of many ribs. Once the episode is over, however, the explosive Rube, is inclined to fluff it off with a relative mild comeback.

Gunning for business of small fairs is at best no soft touch. Trips are many and often come at the winter's worst. Budgets of the smallest fairs are small, but Rube passes up few bets and, if duty calls, he's up at 2 a.m. and hitting the road, even tho the roads may be nearly impassable.

There have been times when Rube has overcalculated his ability to get thru. On one such occasion in Friend, Neb., of all places, his car was trapped by snow and he had to struggle almost neck-deep back to the village.

Competition Tough

Competition for the attraction contracts of small fairs sometimes reaches great heights and there is little love between competing contract-bent salesman. One year Rube, in company with a rival agent, was day-coaching it from Creston, Ia., to Rockwell City, Ia. En route, they were to change trains at Mason City, Ia. Rube dozed off, with his ticket stub in his hat and secure in the belief that he would be awakened by the conductor at Mason City. In this, he reckoned wrong. The competing (See Rube Liebman Biog on page 69)

Detroit Zoo Closes

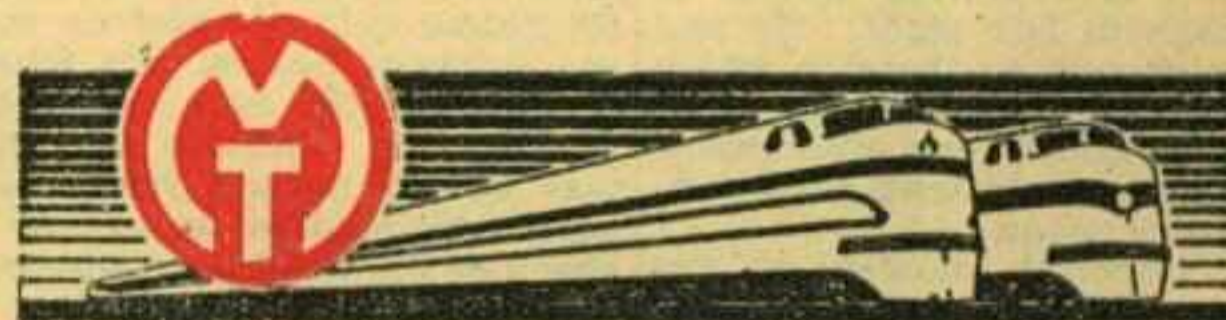
DETROIT, Nov. 12.—The Detroit Zoo closed for the season Sunday (6). Season's attendance was 1,600,000, increase of 100,000 over 1948.

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BIRMINGHAM CHANGES SHOWS

Alabama State Fair Contract To McCaffery

Other Major Changes Loom

CHICAGO, Nov. 12.—The 1950 midway contract for Alabama State Fair, Birmingham, has been granted to Amusement Corporation of America, headed by J. C. McCaffery, part owner in Dodson's Imperial Shows and general agent for Hennies Bros. Shows.

McCaffery declined to disclose which org.—Dodson's Imperial or Hennies Bros.—will fill the date. Royal American Shows supplied the midway at the Birmingham annual this year, following Hennies Bros. Shows, which had held the spot in the years following World War II.

McCaffery is a former owner of the Birmingham fair plant. He and his associates sold to the city which has operated it in recent years, with McCaffery assisting the new management, particularly with respect to midway concessions.

Dodson Imperial showed at the Birmingham fairgrounds this year in connection with a May livestock show, and it hit much rain and ended up a loser on the engagement.

The shifting of the Birmingham midway contract is the first change made since the close of the '49 fair season in the bookings of Midwest railroad carnivals for next season. Others are expected to follow.

Michigan State Fair, Detroit, will probably shift to a railroad show, inasmuch as James Friel, new as manager this year, went on record in favor of signing a railroad show before the '49 event was held, but after previous midway commitments had been made by a previous fair administration. Midway attractions this year were supplied by Floyd E. Gooding, plus shows booked by Ray Marsh Brydon, and the '49 line-up piled up a record-breaking gross.

All-Maritime Plans Addition of 2 Rides

ST. JOHN, N. B., Nov. 12.—The All-Maritime Shows are planning to add two rides to the line-up next season and build a new entrance.

Present plans call for a tour of Nova Scotia and Prince Edward Island and possibly some of Newfoundland next season. Since starting on the road several years ago, the show, headed by Len Dryden, has limited its operations to New Brunswick.

Dryden announces a contract has been signed by his show to furnish the midway for the 1950 Gagetown (N. B.) Fair.

Gallup's Trailer, Truck Demolished in Auto Crash

CHARLESTON, S. C., Nov. 12.—Jack Gallup's truck and trailer, carrying equipment for his *Stars on Parade*, were demolished in an accident, 28 miles north of here this week. Another car crashed into the caravan. The trailer crashed into the car owned by Jerry and Honey Cole, performers with *Stars on Parade*, which was following the truck and trailer. Occupants in all cars escaped serious injury.

Show was en route to Valdosta, Ga., with Prell's World Fair Shows.

Researcher Forecasts Control Of Polio 'Within Our Lifetime'

WASHINGTON, Nov. 12.—Research promises control of polio "within our lifetime," Harry M. Weaver, research director of the National Foundation of Infantile Paralysis, told a meeting of State advisers on women's activities of the foundation here Thursday (10). (Polio this year hurt outdoor show business more than any factor excepting weather.)

Dr. Weaver said that research has developed:

(1) That polio is caused by several viruses, not one, and he predicted that the "exact number" would be

known by the end of 1951.

(2) That the disease is transmitted "most often, and possibly entirely" by personal contact.

(3) That vaccines "prepared against each of the three known viruses" are successful in experimental animals.

(4) That viruses can be grown in test tubes, "thus furnishing the possibility of an inexhaustible supply" of vaccines.

(5) "Considerable progress" in diagnosis.

(6) Improved apparatus and treatments.

Joe Miley, Ride Man, Found Fatally Beaten

ALEXANDRIA, La., Nov. 12.—The dead and beaten body of Joe Miley, 60, kiddie ride operator on the Dodson Imperial Shows, was found here Wednesday (9) under a truck in a parking lot. Officers said his face was beaten beyond recognition and that identification was made thru a check at the hotel here where he had registered the night prior to the murder.

Police were holding a carnival employee pending investigation into the death and were also seeking another show worker.

Dodson's Imperial closed its season here Sunday (6) and moved the following day into winter quarters at the Municipal Airport.

Harris Royal Midwest Pilot

FINDLAY, O., Nov. 12.—Roxie Harris, owner of Royal Midwest Shows, announced from his home here this week that Bill Harris, org's general manager the past season, has been re-engaged in that capacity for 1950. Harris says that the org is framing plans for an early opening in Mississippi, with eight rides, five shows and four light towers.

Charlie Jackson Dies in La.

HOT SPRINGS, Nov. 12.—Hot Springs Showmen's Association conducted funeral services here for C. (Uncle Charlie) Jackson, veteran showman with Southern Valley Shows, who died recently in Louisiana. Burial was in the Hot Springs Showmen's plot.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Copula, Ark.

November 12, 1949

Dear Editor:

What is this stuff we've been reading about shows closing? Pete Ballyhoo doesn't get it. Is it really possible for shows to close and leave their loyal employees on their own? This show's policy is to close the office wagon, but not the midway. It has been proved that carnivals can operate without having a treasurer to dish out dough to railroads, haulers, help, etc.

Here's the way the boss figures winter tramping. If farmers, dairymen, stockmen and others can work thru co-operative associations, the carnival industry can do likewise. So when we close our office wagon, but not the season, our midway becomes a "co-op." Why shouldn't our concessionaires be entitled to the benefits of our co-operative plan by getting free privileges for merely moving the train and paying the lot rent? They are a free people, who heretofore got nothing free, and they are entitled to all the privileges and liberties that come under the head of winter tramping. Why shouldn't everyone who has an investment on the lot be allowed the privilege of protecting his investment and have a say-so in the banking and operation of a winter show?

There are no big or little shots on our winter tours. If you have more dough you can spring for, you merely signify it by carrying a cane. Including the salaried help, every member of the show becomes a member of the co-operative association, and each carries a card, signed and sealed by Pete Ballyhoo. They receive the cards by merely swearing to support

the midway thru thick and thin, to love honor and obey and that until spring the do not depart. The card can also double as a marriage license. In beautiful old English letters the card carries our slogan, "Out all winter and all winter out." The card entitles its holder to the hospitalities of all showmen's clubs by merely paying the clubs' initiation fees and dues. The co-op card is free to the members, who merely pay for its printing, a small amount of \$4. The co-operative set up makes it almost impossible for a member to sue himself for salaries.

The shows made their first stand under the co-op policy here. Our cookhouse operator was the only one to back up after taking the oath. He refused to serve meals to members in return for their washing their own dishes. He did, however, go along with them by giving double value for their money by issuing six-ply instead of three-ply meal tickets. Because our concessionaires used their trucks to pull the wagons from the train to the lot there was no hauling bill, and because we played under our own auspices, the Showmen's Winter Co-operative Association, everybody chipped in to pay the license. The shows' special agent, a co-op member, sold enough banners to buy the Diesel fuel.

From opening to closing night crowds poured thru the paygates. Shows and rides did capacity biz thru the week. However, at this early date, it is impossible to give figures to the press; or an accounting to our brother and sister co-op members, as Treasurer Pete Ballyhoo, who keeps the books and the grosses in his vest pocket, lost both in the vest lining.

Wallace Bros. Wind Up Tour 20% Over '48

JACKSON, Miss., Nov. 12.—Wallace Bros. Shows, which wound up the season Saturday (5) at Clarksdale, Miss., Fair, have moved into winter quarters here. Owner E. E. Farrow said the season was highly successful, this year's gross being 20 per cent ahead of 1948.

In addition to Farrow, show's exec staff includes Jack Downs, business representative; Margaret Miller, secretary; Jack Oliver, general agent; Glen Edwards, billposter, and L. M. Higgs, lot man and concession manager.

Shows closed at Clarksdale with 16 rides, 10 shows, light towers Diesel plants and 50 concessions. Ork moved on 34 trucks.

Shows already have inked contracts for 1950 in Memphis at the Cotton Palace, fairs at Greenville, Aberdeen and Canton, Miss.; Cape Girardeau, Mo., and Monroe, Wis., and Negro fairs at Jackson, Tenn., and Jackson, Miss.

Farrow, Downs, Oliver and Higgs plan to attend the outdoor convention in Chicago, November 27-30.

Va. Greater Season Ends

SUFFOLK, Va., Nov. 12.—Following wind-up of Virginia Greater Shows' Hartsville, S. C., stand Saturday (5) all shows, rides and equipment were readied for the jump to local winter quarters. Shows will be quartered on the Four County Fairgrounds, instead of at Tidewater Fairgrounds, where they headquartered for the past nine years. During the season shows played a long route thru Virginia, New Jersey, Maryland and the Carolinas.

Several concessionaires will play a few winter spots in Georgia and Florida, while others will head for home. Among those set for winter dates are Leo Suggs, G. Poole, Mike Adams, E. Donahue and Mr. and Mrs. Carl Rubi.

C. Miller and his troupe of magicians and ventriloquists will play theaters and schools, while Copeland Spicer's Cotton Club winter here, playing schools and playhouses out of this city.

H. W. (Happy) Arnold, concessionaire, and family headed for their Tampa home. Arthur Gibson, electrician, returns to his home in Charlottesville, Va., after storing equipment. Ronnie Prue, cookhouse manager, has landed a job locally and will remain in Suffolk with his family until shows hit the road next spring.

W. C. (Bill) Murray, general agent, will be in charge of quarters until Manager Rocco Masucci takes over in February. He and Mrs. Masucci are at their home in Montclair, N. J.

Bob Milligan, transportation superintendent and master mechanic, will remain at winter quarters supervising work on equipment. Owner-Manager Masucci has ordered a new Tilt-A-Whirl and Octopus for early spring delivery. He also has placed orders with W. (Bill) Sanders, of American Tent & Awning Company, Norfolk, for a new Merry-Go-Round top and other canvas.

An extensive rebuilding program for all wagon show fronts and addition of four new panel fronts is planned. Several light towers are to be constructed and all equipment will be overhauled and repainted.

out next week!

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featuring the **CAVALCADE OF FAIRS**

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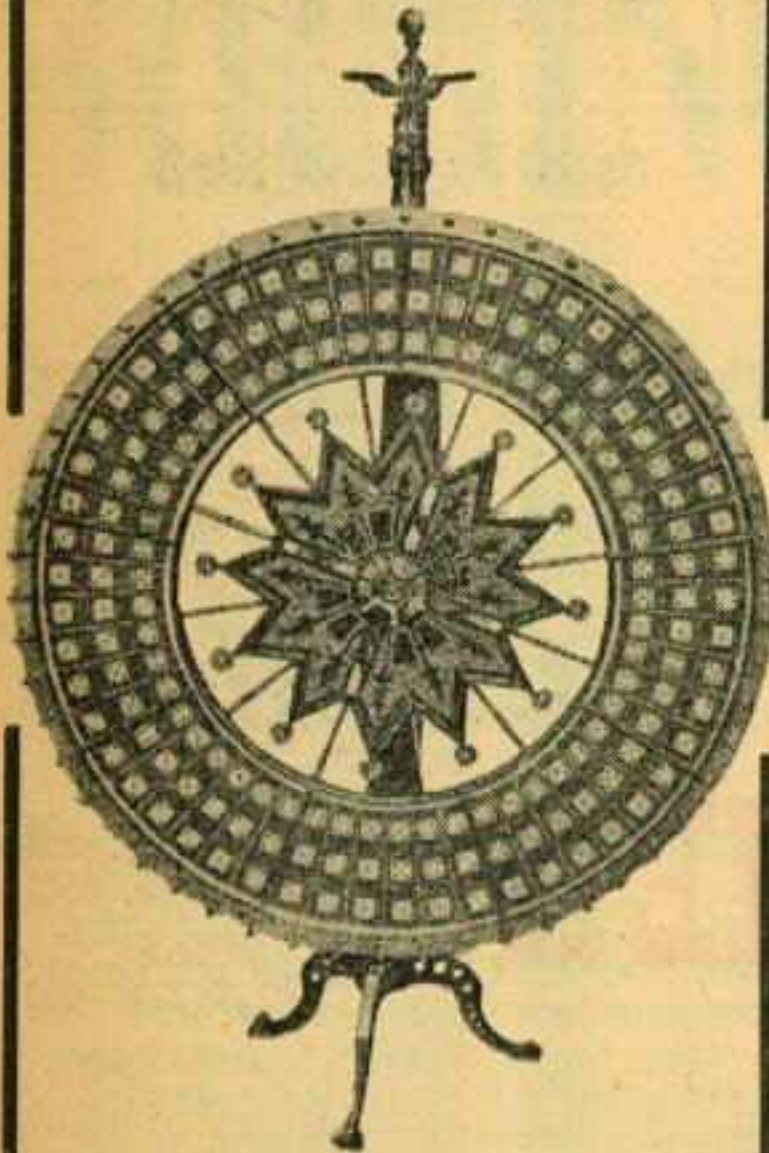
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Selected Used Cars and
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EDDIE HACKETT

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FOR SALE

No reasonable cash offer refused—Octopus, 2 years old, good as new, with steel fence, power unit, ticket box, with or without transportation. Information wanted as to present whereabouts of Earl Miller, believed to be on some small show in South Georgia or Florida.

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P.O. BOX 277 LANDRUM, S. C.

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MIDWAY CONFAB

Mrs. Arthur E. Sullivan has re-joined Prell's Broadway Shows with a new duck pond while awaiting her husband's return from Boston. On his return, he will resume his sound truck business. Altho Sullivan has been in the carnival business for years, this is his wife's first venture.

Morbid interest is the kind morons take in blowoffs.

Jimmie Cavanaugh, who was straight man for comic Billie Reed with the Raynell show on Cetlin & Wilson Shows, is house vocalist at the Hudson Theater, Union City, N. J. His wife, Jeanne, also a member of the Raynell revue, is a show-girl at the Hudson. . . . Ribs Reeves, well-known show painter, is confined in St. Elizabeth's Hospital, Richmond, Va.

Holding out money on concessions by agents may be larceny—but logical.

Georgie Spears Jr., contortionist and iron-jaw performer, is with Lew Alters at Reading, Pa. He closed the season on the Jack Perry Shows. . . . Henry M. (Pat) Patterson and Helen, the past season concessionaires on the Evans and Tex Beeson shows, are in the Rio Grande Valley for the winter. . . . Rita Raye recently took delivery on a new Lincoln car. . . . E. T. (Red) Thompson, who closed with the Brodbeck & Schrader Shows with diggers, has taken delivery on a new Ford. He is en route to his home in Alabama. . . . Minnie Simmons has left the Barfield Camps in Florida to visit her daughter in Cleveland until the Chicago convention. Louis Frazer has taken her place. The Barfields have contracts in Florida and do not expect to be home until Christmas.

Being broke never kept a show from moving or its help from entering matrimony.

F. O. (Tarzan) Banks advises from Norfolk that he and his brother have refurbished their apartment building at Ocean View after storing their Snake Show for the winter. Banks is building a new layout which he plans to present at leading sport shows after the Christmas holidays. He says that he again will have

his Noah's Ark Wild Life Show at Ocean View next summer. . . . Earl O. Douglas, owner of the Douglas Greater Shows, and two hunting companions, Dr. Whitlow and Max McLain, were the subjects of a three-column photo in a recent issue of The Seattle Post-Intelligencer when each bagged the limit in ducks and geese while hunting at Summer Lake, Ore. . . . Charles S. Noell, general agent, United Exposition Shows, has been vacationing in Hot Springs since closing the season in Greenville, Tex., where the org is wintering. Noell plans to attend the outdoor meetings in Chicago.

Manager shouldn't worry about his broken help being in bars; without dough they are safer there than he'd be.

William X. Reno recently spent his 51st birthday visiting Kenneth Peck, who is in Hines (Ill.) General Hospital. Peck has been a concessionaire for many years. . . . Capt. R. V. Ritz, pioneer Motordrome operator and rider, who retired from business on doctor's orders, is operating the Ritz Service, auto service station, in River Rouge, Mich., Detroit suburb. . . . Mr. and Mrs. Oscar C. Buck, of the O. C. Buck Exposition Shows, will attend the Chicago meetings before going to Florida for the winter. Some new rides and rolling stock will be added for the 1950 season. . . . Phil Cook, chaplain, Miami Showmen's Association, is in New York to attend the National Showmen's Association banquet.

Midway lingo is a funny one in which a true-heart says, "I'll be with it and for it," meaning, "Give me a break to get getaway-dough."

While Inland Shows were playing Bassett, Ark., recently, the personnel tendered Owner N. E. Davis a surprise birthday party upon his return from Mississippi where he purchased a new Ferris Wheel. Guests included Mrs. N. E. Davis, Mrs. Leona Griffith, Mr. and Mrs. Charley Pierce, Mrs. Dalaney and granddaughter, Jo Ann; Mr. and Mrs. George Davis, Mr. and Mrs. Johnnie McCain, Mr. and Mrs. Curly McByrd and Ted Hatfield. . . . Col. H. G. Coffey advises from Columbus, Ga., that he has closed his season and will winter in

12 MAJOR RIDES

10 MODERN SHOWS

4 CHILDREN'S RIDES

"Midway of Brilliance"

WILLIAM T. COLLINS SHOWS

"Pride of the Northwest"

50 MERCHANDISE CONCESSIONS

10 NEONIZED TOWERS

2 GIANT SEARCHLIGHTS

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We invite your attention, correspondence, investigation pertaining to booking this Show of Brilliance with the earning capacity equivalent to a 35 Car Railroad Show—New, modern Rides; clean, top-notch Shows; flashy Merchandise Concessions; a modern, clean Midway without objectionable features of any nature, as proven by our past record of Repeat and New Dates at which we have maintained High Grosses and Good Will.

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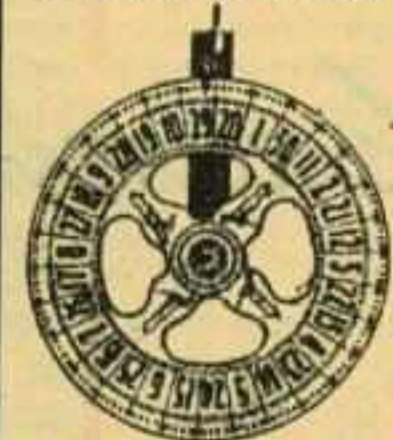
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D. S. DUDLEY

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8-Car Streamlined WHIP in good mechanical condition. This is late model, streamlined cars and not an old "cut down affair," with Le Roi power unit, only needs paint, \$2500.00, or will trade for Super Rolloplane or Kiddy Rides. Set Girl Show Banners, two 8x10, one 8x20 center banners, used five days, as new, cost \$225.00, sell for \$100.00; set Side Show Banners, \$150.00; 10 good 10x10 Jig Show Banners, \$200.00; one 20x50 royal blue Tent and Wall, one 30x56 Jig Show Top and Wall. Address:

L. C. McHENRY

Manager Crescent Amusement Co.

BOX 769 JACKSONVILLE, TEXAS

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A. E. S.

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THANK YOU

RAYNELL

for a pleasant season

JEANNE and JIMMIE

CAVANAUGH

hat city. . . Jack Peavey, veteran carnival trouper, is seriously ill at Newport Naval Hospital, Sandusky, O., and expects to remain there indefinitely. . . Edward and Edith Carter, concessionaires on the Heart of Texas Shows, advise that they again will winter in Southern Texas.

At fair meetings hostile general agents can lunch together amicably because the gravy on their dinners isn't worth fighting over.

Line-up of Tex Dubose's Circus Side Show on Orange State Shows includes Jack Adam, inside lecturer; Fred Martin, tickets; Professor Blair, magic; Eva, electric and atomic lady, impalement and tattoo artist; Tex Lee, fire eater; Torchy Lee, sword box; Dubose, human ostrich; Roxanna, annex attraction, and Sailor Warren, annex openings. . . Bill and Lois (Flame) Emery recently concluded a successful tour with Jolly-time Shows. Emery's Freak Exhibition and Jesse Jessica French are wintering in New York quarters.

One advantage of blue lights on gal show stages is that they hide the shaking knees of the laundry queen while making her first stage appearance.

Leonard Gold, who played a number of Michigan fairs with Majestic Greater Shows No. 2 Unit has returned to Detroit. . . Roscoe T. Wade, owner, Joyland Midway Attractions, is placing the shows in winter quarters at Tipton, Mich., after playing a final week-end festival date for the Winship School Parent-Teachers' Association, Detroit. . . Mr. and Mrs. Joe Frederick, owner, Motor State Shows, have returned to their home in Detroit, after a 10-week tour thru Arkansas and surrounding territory.

End of the carnival season isn't regretted by the practical customer who can remember sitting out an 80-minute wait to see a 20-minute show.

J. Eldon Wilson, concessionaire with the Bill Lynch Shows, plans to produce and package some drug and automotive lines in St. John, N. B., his home town. Bill Martin, another Lynch concessionaire, probably will handle sales for Wilson. Wilson plans to leave soon on a business trip to Montreal, Toronto and Chicago. He has been a carnival concessionaire for 35 years. . . Bert Ganter is back home in St. John after working the advance for the Bill Lynch Shows thru the maritime provinces. Ganter has been with the Lynch org for 25 years. Another veteran on the Lynch org is Paul Gearin, who has been press agent for the show since its organization by Bill Lynch, Halifax, N. S., a quarter of a century ago. . . Charlie Josephs, who toured with the All-Maritime Shows this season, is back at his home in St. John.

Showmanship consists of not calling a manager, who had a big season, a lucky so-and-so, even if the evidence suggests that he is.

UNDER THE MARQUEE

(Continued from page 58)

cus Zoo," and Melvin D. Hildreth, past president of the Circus Fans' Association, gave an illustrated lecture on "The Circus as an American Institution." Claire Hallard Fawcett, author of "We Fell in Love With the Circus," told of her transcontinental travels with Ringling-Barnum, showing her color photographs. Her father, James Waldo Fawcett, and her uncle, Arthur F. Fawcett, also shared in the program. Old circus posters, lent by the Library of Congress, were on display, also exhibits by circus model builders.

Circus weather expert is one with a clear mental picture of what he read in newspaper weather reports.

William Morris, of the Kelly & Morris Circus, advises that his show recently purchased a Liberty act and six Palomino horses from Mrs. Iva Mathers, Mason City, Ill. Morris recently took the show's baby elephant, Jewell, to Minneapolis for the Minnesota State Central Committee meeting. The elephant was showed also at the Lyceum Theater and on the mezzanine floor of Hotel Nicollet.

Probably the best way to be opposition free is to find enough empty spaces and build your own cities.

Jack Tavlin, Cole Bros.' Circus exec, was confined to his New York hotel last week with a virus infection. He has been on the road much of the time since the org was put in the barn in Miami. . . Raymond Wilbert, hoop manipulator, now playing the Lake Club, Springfield, Ill., and for five years with Polack Bros.' Circus, has signed a five-month contract to appear with the Harlem Globe Trotters, pro basketball team.

There is no limit to the unpaid work a trouper can get into by merely walking past a ladies dressing room.

Concessionaire Frank Miller, a New York visitor for the past several weeks, will rejoin the Ringling-Barnum circus before it closes in Miami. . . John Ringling North, Big Show prexy, is due back in New York Wednesday (16) after a lengthy scouting trek thru Europe. North's travels on the Continent, which ended last week in Paris, totaled about 12,000 miles. . . Mr. and Mrs. Glen Tracy, Cincinnati artists and circus fans, left for Florida last week with a trailer full of Tracy's circus paintings. They headed for Miami Beach, Fla., where Tracy plans to exhibit his works during December and January.

Membership on a show staff is considered something above the average, but it has been proved that it usually doesn't last long enough to constitute a career.

Laurence Cross, with the Clyde Beatty show all season, is working Younker's department store, Des Moines, entertaining moppets visiting toyland. It is Cross's 16th season at the Younker store. . . Frederick V. Bowers, good will ambassador of the Ringling circus, is back in New York after finishing the season, visiting schools and clubs ahead of the Big One.

Most modern approach to perpetual motion is a circus moving on and off; up and down.

Alexander Murrell and A. Morton Smith, of the Gainesville Community Circus, and Mr. and Mrs. Arthur Henry, of Gainesville, Tex., were guests of Manager Bob Stevens on the closing day of the 1949 season of Stevens Bros.' Circus in Leonard, Tex., Sunday (6).

Those who say that they are glad the season is gradually coming to a close so they can get away from the damn thing, should know how owners feel about it.

MADRID UNITS

(Continued from page 58)

Chester Kingston; Four Arigonis, Danish fem trapezists; Three Saytons, Dutch bike act; Two Lemontis, German equilibrists, and the Four Athelas, French gymnasts. The bill also has several good Spanish acts, such as the Two Garzonis, jugglers, and the Four Henrys, perch act, plus a big clown alley and a 16-piece band under the baton of Emilio Esteve.

WANT

Concessionaires for Field Day, June date. No Rides wanted.

COL. JOHN B. WEBER POST

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CAN BOOK Merchandise Wheels, Eat and Drink Stands and Grind Stores.

CAN BOOK Concessions of all types.

Three more fairs to follow. This show closes December 10 in Florida and reopens Fort Myers, Florida, January 30. All address

SAM E. PRELL

Brunswick, Ga., this week; then as per route.

V. F. W. FALL FESTIVAL

WEST PALM BEACH NOV. 30 TO DEC. 10
ON ROUTE 80 AT S. W. CORNER OF AIRPORT.

Need a nice Kiddie Ride, any clean Exhibit or Show (have Stoffel), spectacular High Act, winter rate.

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WEST PALM BEACH, FLA.

CARNIVALS — SHOWS — RODEOS

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Commander, Post One, The American Legion, 3 South Sixth Street, New Bedford, Mass.

The largest Post in Massachusetts in a city with 112,000 population.

ATTENTION—SHOW & CARNIVAL EXECUTIVES

\$15,000.00 Custom-Built Private Coach of former President of Greyhound Bus Co., Pullman car construction, all steel; 4 rooms, completely furnished; living room and office combination, dining room and bedroom combination, 1 Pullman berth (lower), stainless steel kitchen, complete bath (chemical toilet); Caucasian Walnut paneling; wall to wall carpeting; intercom phone; hot and cold water system; hot water heat; air conditioning; separate a.c. power supply. Air brakes; 2 Ton Tractor with 5th wheel. all this for \$6,750.00. Will sell with or without tractor. Call or write:

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MEMPHIS, TENN.

FOR SALE

12-CAR RIDE-O, perfect shape, will stand close inspection. Nothing needed, ready to operate. Have too many rides reason for selling. Will sell cheap. A bargain.
ELECTRO-FREEZE CUSTARD MACHINE. 50 gallon capacity, mounted on 1949 Dodge Truck. Plenty of Neon Lights. Truck opens on three sides. Will consider selling the Custard Machine alone and keep truck. A bargain for sure. Contact:

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BARNEY TASSELL UNIT SHOWS

Booking now for week Nov. 28, South Miami, Fla., white lot; week Dec. 5, colored lot, South Miami.

Can place Rides, Shows and Concessions of all kinds, Fun House and Penny Arcade. Wire

This week, Belle Glade Colored Fair, Belle Glade, Florida.

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B SHAMOKIN, PA.

Send Cash With Order. Stock Tickets, \$20.00 per 100,000.

100,000
\$27.00

10,000 \$ 9.00
20,000 11.00
50,000 17.00

CARNIVAL WHEELS

24"
30"
36"
for
IMMEDIATE
DELIVERY

WE ARE NOW SHIPPING
BIG 6 WHEEL
SEND FOR CIRCULAR!

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Show Folks of America

1191 Market Street
San Francisco

SAN FRANCISCO, Nov. 12.—Regular meeting was presided over by President Eddie Burke. Invited to sit on the rostrum were Fred Weidmann, Polish Fisher and Wallace St. Martin.

Members and guests introduced included Roy Purseley, Larry Rogers and sons; Cecelia Fitch, Helen Artz, Jack Brown, Mr. and Mrs. Oris Blome, Mae Jackson, Rose Fisher and Bill Pearl.

Bette Monette is chairman of the ladies' bazaar, scheduled Monday (14). Working with her will be Ethyl Weidmann, Rose La Velle, Eueua Mack and Vida St. Martin.

Pot of Gold was won by Pvt. Richard Coloquist.

Fred Weidmann was emcee for the Halloween party and Mrs. Ben Gordon and Marion Bender were costume judges. Kathleen Elsmere and French LaMont were judged winners in the costume contest.

Taking part in the program, under direction of Eueua Mack, were John Brynes, monologue; Alma Ruhe and the Federal Men Ensemble, songs; M. Montgomery, monologue; Trixie Beeson, Gay Nineties Girl; Eueua Mack, Anna Triplett and May Watson, Three Little Fishes; Scotty McNeish, songs and dancing; Mr. Battaglia, accompanied by Grace Thomsen, operatic selections; May O'Keefe, accordion, and Mr. and Mrs. Scott and Ed Collins, instrumental trio.

Pacific Coast

Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Nov. 12.—Vice-President Joe Krug presided at the Monday (7) meeting with Vice-President Joe Steinberg, Treasurer Al Weber and Secretary Louis Manley also on the rostrum.

A moment of silent tribute was paid the late Jack Compton.

New members are Stephen Vaughn, David A. Kann, George Hair, Adam Pfaff, Al Keenan, John J. Taylor and E. L. Bankhead. Kann was inducted by Past President J. Ed Brown; Vice-President Joe Krug and Vice-President Joe Steinberg.

Sam Brown is reported improving in Merrit Jones Hotel, Ocean Park, Calif. John Bush is in a sanitarium at Kruger's Ranch, Lancaster, Calif.

Not seen around the clubrooms for some time are Lee Smith, Gus Lind, M. H. Ellison, Cal Enfield, Harry White, Joe Glash Jr., Harry Gilbert, Mike Herman, Max Kaplan and Lee Brandon.

Joe Steinbar was appointed chairman of the home-coming party, Monday (21).

CLUB ACTIVITIES

International

Showmen's Association 415A Chestnut St., St. Louis

ST. LOUIS, Nov. 12.—First Vice-President Euby Cobb presided at the Thursday (3) meeting. He was assisted by P. E. (Heavy) Waughn, acting secretary, and Treasurer Leo Lang.

Present after absences were Sam Fiddler, Esther Speroni, John Delaney, George Regan, Ralph Lipsky, John J. Shelley, James Flannagan, John Schultz, Jim Brown, Jack Holman, Wes Schumacher, Robert Henze and Dave Prevost.

Elected to membership were Garrell Horn, sponsored by West Schumacher, and Les Williams and Bennett H. Merritt, sponsored by James Flannagan.

Dave Prevost and George Regan were appointed as a committee for winter parties. Talks were made by P. E. (Heavy) Waughn, George Regan, John Francis and Dave Prevost. Mort Silvers promises a 3 to 11-piece orchestra for the parties this winter.

Collections are going ahead for the orphaned children's Christmas party. Harrison E. Powell, 71, long-time member, was buried here recently. Surviving are a son, Harry, stationed in Germany, and a brother, Dr. Ralph E. Powell, Pittsburgh.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, Nov. 12.—The first meeting of the fall season was held Wednesday (9), with President Carl J. Sedlmayr presiding. Principal speaker was George Brautigam, attorney.

The following membership applications were accepted: Richard W. Hood, Bernard Berkley, James Pinkston, C. R. Schmidt, Charles J. Atherton, Johnny Tinsley, H. S. Thompson, Henry DuBois, Murray Cohen, William Melton, George Siegel and Irving Zaitshik.

William James Baskette died in Los Angeles Wednesday (9). A composer-pianist, Baskette wrote such songs as *Goodbye Broadway*, *Hello France*, and *Waiting for the Evening Mail*.

Phil Cook, chaplain, left for New York to visit his mother and attend the N. S. A. banquet. He also will be at the outdoor convention in Chicago before vacationing in Mexico. He expects to be back in Miami by December 15.

Dave Endy and Stretch Rice returned to Miami for the winter.

The annual banquet and ball will be held January 3. P. J. Finnerty is general chairman.

National

Showmen's Association 454 Broadway, New York

NEW YORK, Nov. 12. — At the meeting Wednesday (9) night, Assistant Treasurer Ben Weiss, Secretary Phil Isser, Dr. Jacob Cohen and J. W. (Patty) Conklin, in from Canada, were on the dais.

Activities during banquet week will start off with memorial services in clubrooms Sunday (20) afternoon, to be followed by a brief ceremony at the club's plot in Ferncliff Cemetery, Hartsdale, N. Y.

The joint testimonial dinner to honor President Frank Bergen and Past President James E. Strates will be held Monday (21) night at Leon and Eddie's night spot and a sell-out is expected.

Tickets for the club's 12th annual banquet, at the Hotel Commodore Thanksgiving Eve, are going fast, so if you plan to attend, order yours pronto. The year book deadline is near.

There being no opposition ticket for officers and members of the board of governors, the regular slate will be declared unanimously elected at the annual election Monday (21). Officers-elect will be Jack Perry, president, Ross Manning, first vice-president; Bernard (Bucky) Allen, second vice-president; Joseph A. McKee, third vice-president; Jerry Gottlieb, treasurer; Ben Weiss, assistant treasurer, and Phil Isser, secretary.

Applicants recently approved for membership were Robert H. Cohn, sponsored by Jack Perry, and Fred A. Blaser, by Ben Weiss.

Harry Mirsky is recuperating at his home in Boston after being released from the hospital there. Louis Aarons is at Jewish Memorial Hospital, New York, but much improved. All would appreciate letters from members.

Recent visitors were Murray Goldberg, Jack Feldberg, Bucky Allen, Bennie Rubin, Harry Nelson, Ralph Endy, Morris Felstein, L. James Quinn, Jack Silverman, Jack Hornfeld, Adolph Crowell, William Harrison Jr., Daniel Klein, George Stern, Sam Berk and Frank Miller.

Next meeting, a special, Wednesday (16).

Ladies' Auxiliary

Anita Goldie was nominated for president at the Wednesday (9) meeting. Ethel Shapiro heads the regular ticket. Sidone Silver was nominated for treasurer after Esther Eichel had declined the nomination to the regular ticket because of the press of other duties. Nominated for the board of governors were Claire Priddy, Jane Tubis, Agnes Burke, Mildred Forf, Helen Young, Ester Eichel, Kitty Rausch, Bertha Kassow, Ethel Ortelli and Leah Greenspoon. Queenie Van Vliet was nominated as chairman of the board of governors and Ruth Gottlieb, vice-chairman.

Greeted for the first time this season were Agnes Burke and Elizabeth Solti. A letter was received from Mildred Schwartz.

The principal cash award, won by I. Feldman, was donated to the club. Dorothy Packtman also gave her winnings to the Bess Hamid Sunshine Fund. Other winners were Eunice Deemers, Helen Young, Mollie Spitz and Kay Anderson.

Merchandise prizes were won by Martha Susskind, Lennie Brown, Elaine Fermess, Charlie Pardo, Elizabeth Solti, Sam Shapiro and Ruth Gottlieb. Other winners were Bess Hamid, Anna Halpin, Dorothy Packtman, Ernest Mock, Dolly McCormick, Jack Murray and Joe McKee.

A president's reception will be held at the Commodore Hotel Wednesday night (23). All members are invited to meet their officers at the time.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Nov. 12.—Past President J. C. McCaffery presided at the Thursday (10), meeting with Treasurer Walter F. Driver, Secretary Joe Streibich and Counsel Arthur Morse also on the rostrum.

New members are Jack Rubin, Harry L. Jones, Donald Scatton, Michael Gallichio, Harry E. Stech and Walter Warchol.

Sam J. Levy, banquet chairman reported reservations indicate a sell-out. S. T. Jessop and J. C. McCaffery, co-chairmen of the president's party November 27, report everything ready for that event. George W. Johnson announced he would open the registration booth in the Sherman lobby Sunday (27) at 10 a.m.

The American Legion Post has skedded a get-together for Friday (25) and a Thanksgiving dinner Thursday (24).

Jack Temkin suffered a relapse and is confined to bed in Big Spring, Tex. Fred Burrows is still hospitalized in St. Louis. Fred Potenza is recuperating from an operation. Others on the sick list included Peter Andrish, W. O. Perrot, William E. Saunders, W. C. Deneke, Tom Vollmer and Rudy Singer.

Harry Lewiston visited the clubrooms. Members back in town are Al Sweeney, Louis Weiss, Frank McDermott, Thomas Burkner, Whitey Woods, Richard Pronath and Paul Delaney.

John Lempart and Eddie Murphy left recently for the South.

Ladies' Auxiliary

At the regular meeting Thursday (3), President Mrs. Robert H. Miller was in the chair. Also on the rostrum were Mrs. A. L. Filograsso, first vice-president; Mrs. Ralph Glick, second vice-president; Mrs. Sam Gluskin, third vice-president pro-tem; Viola Blake Parker and Carmelita Horan, secretary.

Reported on the sick list were Mae Taylor, Illinois Masonic Hospital; Fred Burrows, DePaul Hospital, St. Louis, and Fred Potenza, Wesley Memorial Hospital.

The revised slate of officers for 1950 includes Mrs. A. L. Filograsso, president; Mrs. Lillian Glick, first vice-president; Mrs. Hattie Wagner, second vice-president; Mrs. M. Richard Horan, third vice president; Mrs. Robert H. Miller, secretary, and Mrs. Pat Seery, treasurer.

Board of Governors includes Mrs. Lloyd Thomas, Mrs. Goldie Fisher, Mrs. Dolly Young, Mrs. Shirley Lawrence Levy, Mrs. Harry W. Hennies, Mrs. Ethel Weer, Mrs. Jennie C. Gloth, Mrs. Hattie Hoyt, Mrs. Myrtle Hutt Beard, Mrs. Virginia Kline, Mrs. Nellie Young, Mrs. Mae Sopenar, Mrs. Sol Wasserman, Mrs. Lucille Hirsch, Mrs. Lillian Woods, Mrs. Ann Sleyster, Mrs. Mae Taylor, Mrs. Lena Schlossberg and Mrs. Frances Shean.

Open house and bazaar will be held November 25-28, with the installation dinner set for the Crystal Ballroom, November 29. Tickets to the latter are available to all paid up members. Books and donations for the bazaar should be sent to Mrs. A. L. Filograsso, 4404 N. Dover Street, Chicago.

Patricia P. Bonta was elected to membership.

AMERICAN LIBERTY SHOWS

Out All Winter

Devine, Texas, Nov. 12-19
Want Hanky Panks of all kinds—Fish Pond, Balloon Dart, Bumper, Spindle, Glass Pitch, Hoop-La, Photos, Coke Bottle, Novelties, Pop Corn Snow, Apples, Grab, Bingo, etc.
Will Book—Grind Shows with own transportation, also Rides that do not conflict. Jack Sanders, contact me.

MELVIN EASLEY

OWNER & MANAGER
Devine, Texas, this week; then per route

ALL AMERICAN MIDWAY SHOWS

Want for Southern Route and Christmas Celebration Through New Year's
Concessions of all kinds and Count Store Agents, Hanky Panks, \$12.50, starting first week of December. Shows with own outfits and transportation that don't conflict. Rides—Trains and Pony Rides for balance of season. Second Men on Rides who drive. Get your winter B.R. Xmas through New Year's. Contact

HERMAN REYNOLDS

ALL AMERICAN MIDWAY SHOWS, Brownfield, Tex., Nov. 14th through 19th; then per route.

Welcome---

To the LADIES' AUXILIARY of the
Showmen's League of America's
31st Annual

OPEN HOUSE AND BAZAAR

Room 110, Sherman Hotel, Chicago

November 25 to November 30

Installation Dinner, Tuesday, November 29

Crystal Ball Room, 6:30 P.M.

MRS. A. L. FILOGRASSO, Chairman of Bazaar

LAUGH IN DARK RIDE

Eight cars, lots of stunts, new front, new back drop. Top track, stunts, cars, platform, all in good condition. Framed to go on any size show and command respect. Has been one of the top money rides on show where operated. A high class ride at a reasonable price.

FIELDING GRAHAM

KANSAS CITY, MO.

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Will be at Sherman Hotel during the convention.

Michigan Showmen's Association

3153 Case Ave., Detroit

DETROIT, Nov. 12.—The annual memorial service was held Sunday (6). Father Thomas Kane, of St. Patrick's Church gave the invocation and Carmine DeGiovanni was soloist. President Jack Gallagher spoke. Representing the Ladies' Auxiliary were President Bessie Gallagher and Nan Borker. Jack Kutsen represented the Joey Moss Post of the American Legion.

The meeting room has been re-decorated and a television set installed. Edward Horwitz returned from a trip East. Ben Morrison is back from the West Coast and is busy with his work as a member of the ways and means committee. Herb Pense, John Corrigan and Mike Englebrink returned from a trip South.

Irving Rubin, Harry Lewiston, Joe Bennett, Bob and Ben Morrison, Andy Selsinger, Max Kahn and George Harris are hard at work on the Year Book. Nat Golden, first vice-president, is compiling historical data on the association.

Plans are under way for the annual secretaries' party. A committee of five show owners will be appointed to the committee in charge. Secretary Paul Greeley will attend the executive meeting of the Michigan Fair Association to help work out a program for the association's convention here in January. Jack Gallagher attended the Northern Michigan Fair and Racing Association meeting in Traverse City, Mich. He spoke on "Michigan Fairs and Michigan Showmen."

Nat Golden and Charles Schemmel have been named to meet with a business men's committee and the police committee to work on a plan to establish a boys' club in the city to combat juvenile delinquency.

Joseph Taylor and Melvin Williams are new members.

Callers at the rooms have included Jim Gallagher, Sam Soloff, Sam and Louie Maltin, Adam Spitzer, William Brand, Irving Borker, Thomas (Paddles) Reisner and Sam Sobel.

Lone Star Show Women's Club of Texas

Campbell Hotel, Dallas

DALLAS, Nov. 12.—Regular meeting was held Monday (7). Following a short business meeting, a social was held. Margaret Pugh won the raffle.

Plans for the convention, in the Baker Hotel in January, were discussed. Louise Hickman, chairman of the dance committee, reported the Texas Room has been engaged for the dance at the convention.

Honey Vaughn is a patient in Parkland Hospital.

Louise Hickman has been named treasurer for the rest of the year. She succeeds Millie Hudspeth, who will be out of the city for some time.

Margaret Pugh offered to donate a decorative ornamental iron bench for the cemetery.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 12.—Regular meeting was called to order by F. W. (Boxie) Warfield, third vice-president, with Secretary Al C. Wilson and Treasurer George Carpenter also on rostrum.

Sam Benjiman, chairman of the banquet and ball committee, reported that The Kansas Citians will furnish the music for the event.

The program committee, under chairmanship of E. Harold Elliott, is soliciting advertising for the banquet and ball program.

Tattoo Artists Wanted

Men or Women. Write

A. M. SPARKS

P. O. BOX 2131 NORFOLK, VA.

Regular Associated Troupers
106 E. Washington, Los Angeles

LOS ANGELES, Nov. 12.—The Halloween party was a big success. Tillie Palmateer was chairman, assisted by Florence Lusby, Rose Fitzgerald and Eve Scott. Lilabell Williams won the guessing contest.

The bazaar and homecoming will be held Thursday (17).

The nominating committee includes Lucille King, Marie Bailey, Mabelle Bennett, Florence Lusby, Nancy Meyer, Lilabell Williams, Fred Smith and Pete Steinkellner.

Emily Bailey's bunco party is scheduled Tuesday (22).

Winter Quarters

O. C. Buck

TROY, N. Y., Nov. 12.—Storage of all equipment in winter quarters here has been completed. Owner Oscar Buck and a crew of workmen supervised by William Beldock have repaired several units. Luke Seifker and Tom Brady have checked the rolling stock. Orvil Hagen rebuilt portions of the Motordrome and stored it here.

Mr. and Mrs. Luke Seifker and the Bradys have left for Miami. Mr. and Mrs. E. C. Evans left to winter at their home in Columbia, S. C. Mr. and Mrs. Harry Schwartz will spend some time at their New York home and then motor to Florida. Secretary Richard Tolman and Orville Hagen motored to St. Louis. En route they stopped off at Amsterdam, N. Y., to visit the writer. Jack Burke, Mickey McBride, Clayton Campbell and Mr. and Mrs. Pop Kuntz have also returned to their Homes.—ROY F. PEUGH.

Page Bros.

SPRINGFIELD, Tenn., Nov. 12.—Manager W. E. Page and T. J. Apple, manager, Volunteer Shows, have returned from a trip thru the Southeast. Shows visited during the trek were Capitol City, Shan Bros., Cumberland Valley, Silver Slipper, Blue Grass, C. A. Stephens, Kintland, Bill Brown's, Kelly Grady, Johnny J. Jones Exposition and Bill Myers' Rides.

Rube Liebman Biog

(Continued from page 63)

agent plucked the ticket stub from his hat band, and Rube slept blissfully as the train pulled in and out of Mason City.

Rube recalls the incident with a hearty laugh. "I found a way to beat the other agent back, and I got the contract," he chuckles.

In reminiscing, Rube points out that he spent eight years as a ballyhooper; that he has booked attractions into the Eldon (Ia.) Fair for more than 25 years, straight running, and that up until last year, he had made Louisiana State Fair, Shreveport, for 28 straight years.

Aids Crippled Kids

It was during his early years at Shreveport that Rube, with the assistance of Barnes-Carruthers acts, played a large part in bringing shows for the first time to the Shrine Crippled Children's Hospital of that city. The practice, once established, has become an annual feature of the Louisiana State Fair, with the Royal American Shows in more recent years supplying the bulk of the attractions.

Rube became a naturalized U. S. citizen in 1923, and he occasionally speculates on what direction his career would have taken if he had ventured across the Canadian border in his early years—before he had become a citizen and before he had turned to grandstand ballyhooping.

Rube has no kin. His friends and acquaintances are many, however, and his interest, apart from selling attractions, is the Showmen's League of America.



WANT FOR ANNUAL CITRUS COUNTY FAIR AND LIVESTOCK EXHIBITION, NOVEMBER 21-26, INVERNESS, FLORIDA

This is the one to get your winter bank roll. Want one or two Major Rides not conflicting with Wheel, Tilt, Merry or Swing. Can place one or two Kiddie Rides. Want Side Show and any Grind Shows not conflicting. Want Hanky Panks of all kinds. No racket. Can place one Palmistry. Address all wires to

W. E. BUNTS CRYSTAL RIVER, FLA.

ORANGE STATE SHOWS

WANT FOR ORLANDO WHITE FAIR, NOV. 21 TO 26, FOLLOWED BY ORLANDO COLORED FAIR, THEN FORT PIERCE AND WEST PALM BEACH, WITH BEST FLORIDA SPOTS ALL WINTER

WE HAVE ELEVEN RIDES AND

AMERICA'S GREATEST FREE ACT—THE ONE AND ONLY EMANUEL ZACCHINI

Want to hear from Shows with or without equipment. Anna Lea, let me hear from you. Can place Concessions of all kinds: Age, Scale, Photos, Novelties, French Fries, Custard that will pass Florida inspection, Duck Pond, Balloon Dart, Hoop-La, Ball Games, all Hanky Panks, Six Cats, few Grind Stores and Wheels. Some P. C. open but you must have side Concessions to go with it. Address:

LEO BISTANY, Palatka, Fla., this week; then per route

DAVIS GRAB AND POPCORN TRAILER FOR SALE

This unit is the best that was ever built for the road. All aluminum and stainless steel. Very light to haul. Has three soft drink dispensers, Coca-Cola, Hires Root Beer and Orangeade. 45 inch electric stainless Steel Grill, large Bun Warmer, Cretors Popcorn Machine, also Peanut Roaster, Frigidaire and Deep Freezer. 75 Gallon Water Tank built in. All neon lighting inside and out. Will sell reasonable. Can be seen in operation 6550-60 So. Main St., Houston, Texas. Reason for selling—Have too many other interests, have no time to take care of same.

Write, wire or call

EDDIE DAVIS

6550-60 SO. MAIN ST., HOUSTON, TEXAS

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TRAILWAY SHOWS

WANT FOR YEMASSEE, S. C., AND ALL WINTER

Can place Concessions of all kind. Want Skillos and Rolldown. Want Musicians and Performers for Minstrel Show. Will book any Show with own outfit. All mail and wires to TRAILWAY SHOWS, Yemassee, S. C., this week; then as per route.

PAN-AMERICAN SHOWS

OUT ALL WINTER

Want Rides and Shows with own transportation. Book all kinds of Stock Concessions, Photos, Cook House, Lead Gallery. Want Count Store Agents, Scales, Age, Mitt Camp, Merry-Go-Round Foreman and Lot Man.

Prentiss, Miss., this week; Brookhaven, Miss., and Baton Rouge, La., to follow.

WANT For ELBERTON, GA., COLORED COUNTY FAIR

NOVEMBER 19-26—TWO SATURDAYS

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VIRGLE DILLON, Mgr.
Maplewood, La., this week

1,000 See Roller Hockey Debut Of All-America League in N. Y.

NEW YORK, Nov. 12.—Organized amateur roller hockey got off to a flying start Tuesday night (8) at Jamaica Arena, with the Washington Tophats defeating the New York Rockets, 9 to 7, in the first All America League match. A near-capacity crowd of over 1,000 spectators witnessed the event. As often as not, it was on its feet cheering exciting plays, bone-bruising body contacts and one free-for-all fracas which developed from a disagreement between two rival players.

Play was exceptionally fast due partly to the small size of the skating surface and the fact that teams consisted of five instead of the usual six players. Protective barriers were

erected around the entire area; end zones were protected with netting; goals and all equipment were official; players were uniformed in hockey fashion; ice rules were generally in effect, and the game consisted of three 20-minute periods—with provision for a 10-minute overtime, followed by a "sudden death," in case of a tie.

Between periods artistic exhibitions at the opener were skated by Kenneth Duncan and Sherry Rapp, of the New Dreamland Club, Newark, N. J. At the second contest, Thursday (10), exhibitors were Jerry Nista and the George Joseph-Connie Nicholas adagio team of Gay Blades.

A Tuesday-Thursday schedule until mid-March is planned.

Donation to March of Dimes

NEW YORK, Nov. 12.—First contribution of the season from a roller rink to the March of Dimes comes from now closed Sunnyside in Long Island City. It happened when Clayton Smith, the Sunnyside Dance and Figure Club's last prexy, after securing approval of many former members, turned the entire treasury balance, \$118.20, over to the anti-polio cause.

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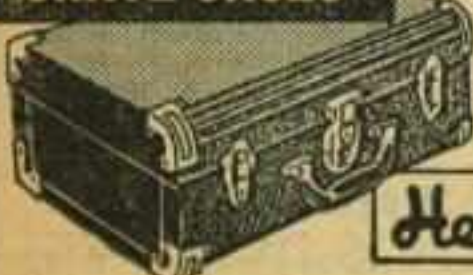
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Herculean

GENERAL FIBRE PRODUCTS CO. FITCHBURG 7 MASS.

Debut of Speed Rings the Gong For F'ham Park

ELIZABETH, N. J., Nov. 12.—The debut of racing at Florham Park (N. J.) Rink Saturday (5) brought a capacity crowd that jumped the box office gross 50 per cent above the figure for the preceding Saturday night at the E. V. Regalia spot, according to Jack Edwards, director of speed in the America on Wheels chain of rinks. Florham Park, co-member with AOW in the United Rink Operators, has joined with the chain in its inter-rink racing league.

On the season, Edwards announced from AOW headquarters here, racing has produced a 12 per cent gross gain for the chain in comparison with the corresponding period of 1948. Enthusiasm is high, he reports, with plans made to close the league to entries after January 1. League rules limit the number of contestants to 24 on each club. The Hackensack (N. J.) club already has filled its quota and has established a waiting list in case any contestants drop from the competitions.

Latest league standings show the Twin City Club of Elizabeth leading the Northern division with 146 points, followed by Hackensack, 117; Florham Park 77; Paterson (N. J.) Recreational Center 40; Capitol Arena, Trenton, (N. J.) 36, and Boulevard Arena, Bayonne, (N. J.) 18. AOW's Southern division is led by National Arena, Washington, with 186 points, with Alexandria (Va.) Arena runner-up with 21.

Inter-Club Racing Kicked Off in N. Y.

NEW YORK, Nov. 12.—The first RSROA inter-club roller racing in this city's modern history began Friday night (11) with Bay Ridge meeting Empire, at Empire Roller-drome, in a Brooklyn tri-rink match. Plans call for a season-long series of dual meets, interspersed with three-way affairs, between Bay Ridge, Eastern Parkway and Empire speedsters.

Points scored in each contest will go toward an end-of-season team trophy and individual medals—on the basis of five points for first place, three for second and one for third.

Each meet will include a men's mile, men's 880 and ladies' 440, with three contestants from each rink in all dual affairs and two from each in the three-way meets.

Chi Blind Take Up Skating

CHICAGO, Nov. 12.—Growth in seven weeks from five to 46 members is claimed for a skating class at Arcadia Roller Rink here for sightless members of the Chicago Braille Center. Thru efforts of Dave Ray, Charles and Sally Bechley and Gwen Dell, members of the Roller Skating Club of Chicago, the Arcadia management has been co-operating wholeheartedly in the social work. Thursdays have been designated the night for the blind at Arcadia, and they are expected to begin the study of bronze dances soon.

2 Melody Parties Draw 657

UNIONTOWN, Pa., Nov. 12.—Hal-loween parties held October 27 and 28 at Melody Roller Rink here drew a total of 657 skaters, according to operator William T. Guseman. Free cake, candy and cider was provided by the management each night, plus prizes for the most attractive and funniest costumes. The first event was held for Negro patronage. The following night the white people took over the rink.

New Eng. RSROA Led by Richland

WOONSOCKET, R. I., Nov. 12.—Irving S. Richland, operator of Hartford (Conn.) Skating Palace, was elected president of the New England chapter, Roller Rink Operators' Association, at a chapter meeting held recently at Edward Ferris's Joyland Roller Rink here.

A thoro discussion of entertainment ideas for operators and formulation of plans for competitive events in New England featured the six-hour meeting.

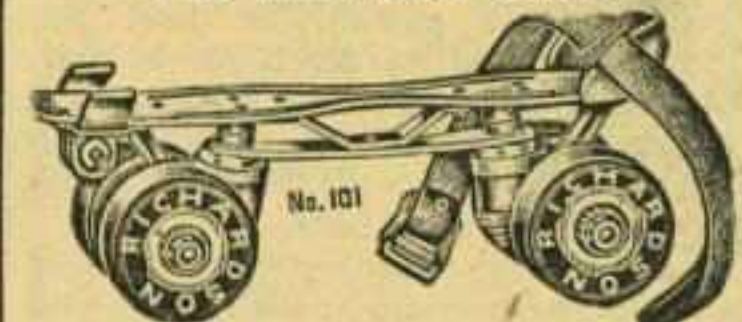
Richland succeeds Edward H. La Venture, operator of Whalom Park Roller Rink, Fitchburg, Mass., as president of the body. La Venture had served a two-year term. The membership also elected Ernest Young, Riverdale Roller Rink, Natick, R. I., vice-president; Charles Santoro, Rolland, Norwood, Mass., treasurer, and re-elected Ben Morey, Eli Skating Club, New Haven, Conn., secretary.

Upon completion of the meeting members gathered at the Townhouse as dinner guests of Mr. and Mrs. Ferris.

Death Claims John A. Shook

DETROIT, Nov. 12.—John A. Shook, 47, assistant manager and head instructor at Arena Gardens Roller Rink here, died November 7 in Henry Ford Hospital. He is survived by his widow, Lucy, and a daughter, Mrs. Nancy Watters.

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AGENTS & DISTRIBUTORS

(Continued from page 71)
REAL GIRL PHOTOS—TREMENDOUS PROFIT! 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—MAKE BIG MONEY with Sahara Waterless Hand Soap. It's good. Cash in on those extra profits. Send \$1 for two 6oz tubes and sales kit. Satisfaction guaranteed. Sahara Co., 226 Winchester Bldg., Grand Rapids, Mich. no26

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry items: direct factory connection. Pickering Company, 19 Bank St., Attleboro, Mass. de3

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SPECIALTY JOBBERS, WAGON JOBBERS— We are manufacturing Balloon Novelties, Paper Hats, Horns, Prize Package Displays, Jokers Items, Eagle Specialty Co., Akron 14, O. de10

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FREE FOLIO—WHOLESALE SUPPLY Sources, Business Deals, Plans, Ideas, Formulas. Kolamite Co., Box 572, E. Dayton, Ohio. de3

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YOUR 24-WORD ADV. PLACED IN 40 TEXAS weekly newspapers, \$3.50. Pennemaker Advertising, Box 141, San Marcos, Tex. no26

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 82 in this issue.

COSTUMES, UNIFORMS, WARDROBES

CLOWN AND MINSTREL COSTUMES AND Accessories. Circular free. The Costumer, 238 State St., Schenectady, N. Y. de31

HEADQUARTERS FOR SANTA CLAUS COS- tumes and Accessories. Circulars free. The Costumer, 238 State St., Schenectady, N. Y. de31

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; Principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. ja7

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(Continued on page 74)

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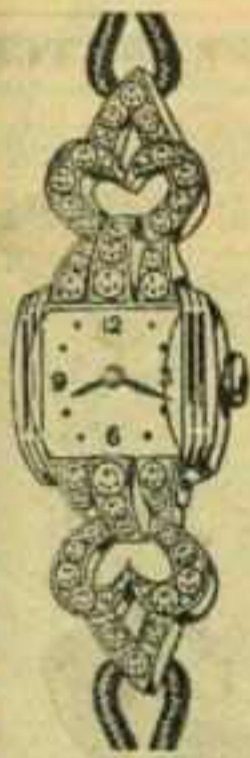
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ADVERTISING BOOK MATCHES —BIG SPOT cash profits! World's largest direct selling book match manufacturer offers profitable year round selling opportunity; make money with the Matchcorp "Big Three," 20, 30 and 40, light book matches; direct factory service; every business a prospect; no experience needed to start; men, women; full, part time; liberal commissions; low prices for high quality; repeats; sales kit and selling information furnished. Match Corp. of America, 3433 W. 48th Place, Dept. D-31, Chicago 32.

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Sox, Pants, Jackets, Sweaters, Shoes, Uniforms, etc.; sales equipment free; experience unnecessary. Nimrod, 4922-DS Lincoln, Chicago. no26

SALESMEN WANTED TO SELL AND DELIVER low priced juvenile premium to theaters and concessions; large earnings possible on commission basis. Philadelphia Chewing Gum Corp., Havertown, Pa.

SALESMEN—LIVE WIRE PROMOTERS; WIDE open market year around the clock. Patent flat folding Lawn Chair, recline any position. You don't sell it, set in it, lean back; not a one time sale or a one article sale. Stores, distributors, trailer courts, living cars, homes. Demonstration sells 1000 Florida distributor. List, \$16.95, your salesman, \$12.95; cost \$8.95 dozen lots. Sample, \$16.95. Take orders, refund first order. Clark Distributing Co., 1110 Knapp Ave., Flint 3, Mich.

SCENERY AND BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS, THE best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halstead St., Chicago, CA 6-2544. no19

TATTOOING SUPPLIES

ALL PELICAN PRODUCTS INCLUDING CON- centrated Black, at lowest; authorized distributors prices. Joe Darpel, Hotel Victoria, Norfolk, Va. no26

EVERYTHING YOU NEED FOR TATTOOING— Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free. Milt Zeis, 728 Lesley Rockford, Ill. de10

TATTOOING MACHINES—DESIGNS, COLORS, Needles, Outfits; genuine German Pelican Black Tattoo Ink, \$4.50 pint; \$8 quart; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. de17

WANTED TO BUY

ABT MODEL F PISTOLS MADE AFTER WAR. No Challengers; also Grotchens Skill Test. Lee Hirschler, 3831 Winding Way, Cincinnati, O.

WANTED—IMPORTED JAPANESE TOY RE- mote Control Car; quote lowest price and quantity available. Novel Mfg. Co., 3 Bleecker St., NYC, GR. 5-7132.

WILL BUY CONCESSION TENTS, ALL KINDS Freaks, Velvet Drops, Kiddie Rides, Hobby Horses, what have you? Details. Well's Curiosity Shop, 20 So. 2nd St., Philadelphia 6, Pa.

SELL NYLONS GUARANTEED AGAINST RUNS!



AMAZING guarantee gives FREE nylons if hose runs or snags! Impossible? It's true! Regardless of cause - whether fault of hose or wearer - KenDEX nylons are replaced FREE if they run, snag or become unfit for wear within the guarantee period up to THREE MONTHS! Complete line of women's beautiful hosiery - all weights, sizes and lengths, including sheerest 15 denier 51 gauge. Not sold in stores. Nationally advertised in Life, Saturday Evening Post, Ladies Home Journal, McCall's and Women's Home Companion. Awarded Seal of Approval by Good Housekeeping magazine. Also complete line of men's fine hosiery guaranteed ONE FULL YEAR or replaced FREE! No money or experience needed to earn big, steady income writing orders in spare or full time. We deliver and collect. Advance cash plus huge bonus. Complete money-making sales outfits FREE and prepaid. No obligation. Nothing to pay now or later. Opportunity to have others sell for you. Rush your name and address on postcard and you'll be making money next week.

KENDEX COMPANY BABYLON, 27, N. Y.

Sensational! Xmas Candy Special HAND DIPPED CHOCOLATES

Direct From Factory. Jobbers' Prices. Luscious home-style asst. pieces, dipped in delicious rich coatings. Beautiful cellophaned 1-lb. Xmas boxes, 40¢. Gorgeous 4-lb. Xmas holly boxes, 38¢ lb. 24 pounds candy to case. Case lots only. No C. O. D.'s at this low price. Sample \$1

Barbara Fritchie Chocolates Frederick, Md.

PLASTIC GIFT PACKAGE

Containing beautiful Jar Creme Sachet, plastic capped bottle of Perfume and Corage 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 make real money, write **GOODIER COMPANY, Dallas 8, Texas.**

PORTABLE TYPE BINGO EQUIPMENT

Flashboards and Blowers—"Priced so low you can own both!" Jobbers and Agents invited

LIPKA MFG. CO.

417 N. 11th St. New York 9, N. Y. Spring 7-2327



ONLY \$3.00 EA. COMPLETE with STAINLESS STEEL BAND (6 or more) GIFT BOX 5¢ additional

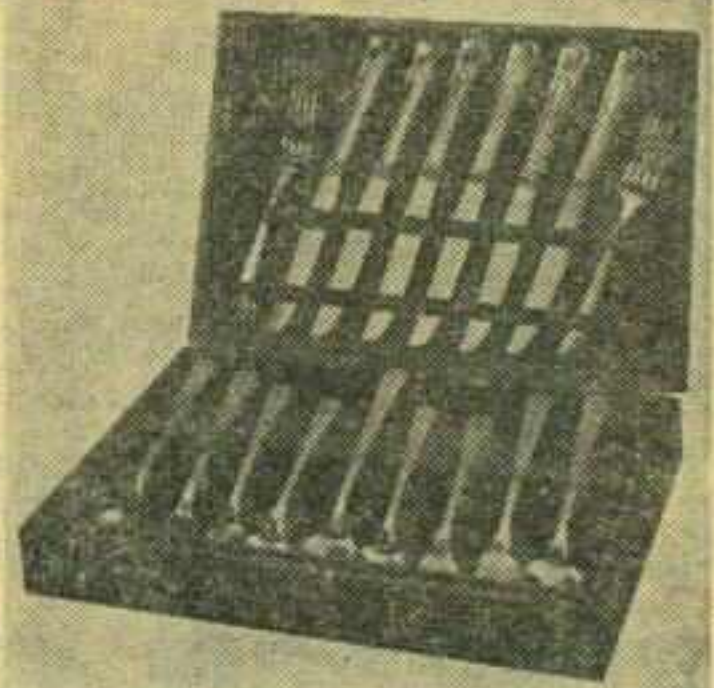
- ★ REMOVABLE PUSH PINS
- ★ WRITTEN 1 YEAR GUARANTEE
- ★ RADIUM DIAL
- ★ SWEEP SECOND HAND
- ★ BRAND NEW (Not Rebuilt)
- ★ CHROME CASE
- ★ UNBREAKABLE CRYSTAL
- ★ GENUINE SWISS

10% Deposit, Balance C. O. D. Sample \$4.00.

YORKSHIRE WATCH CO.

Dept. 371 103 S. Wells St. Chicago 6, Ill.

EMBASSY PATTERN 32-Pc. SERVICE FOR SIX



HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR. Ideal Sales Promotion Item. Chest NOT Included.

10BB Per Set \$3.95 10 Sets or More \$3.85 Per Set

ROHDE SPENCER CO. 223-225 W. Madison St. Chicago 6, Ill.



DANGLE EARRINGS

Genuine Hand-Made Rolled Gold Sparklers Dozen 12 Styles \$7.20

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. SAMPLE, \$1.00. Deposit \$1.00 for C.O.D. Orders.

AGENTS WANTED

S. DIAMOND

1323 Congress Ave. Houston, Texas

WRITE FOR OUR NEW FREE CATALOG

Daring values in watches, rings and other

JEWELRY



IMPORTERS • EXPORTERS 182 S. Main St. • Memphis, Tenn.

FUR COATS JACKETS—CAPES

Large assortment of NEW 1949-1950 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Buy your fur coat this year from our factory at half price. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

S. ANGELL & CO. Manufacturing Furrier 236 W. 27th St. (Dept. b-3), New York 1, N. Y.

BINGO

Specials

(Large Size)

\$1.75 Per M.

HEAVY CARDS

(Sets to 6,000)

In any color or combination of colors. Single, double or triple cards.

SHOWERS MARKERS

K. & B. CARD CO.

BOX 126 WADSWORTH, OHIO

Manufacturers of Largest Line of Bingo Supplies in the Country

MINIATURES

of nationally famous beverages

ORDER A SAMPLE

GROSS

\$9.00

F.O.B. Milwaukee (Minimum order)

25% deposit with order; balance C.O.D.

Write for our complete catalog. **BILL'S SPECIALTY MFG. CO.** 433 N. 2nd ST., MILWAUKEE 3



Xmas Special!
Engravable Tag Bracelets

EXTRA HEAVY CURB CHAIN YELLOW OR WHITE
No. 31500
\$48.00 gross
\$4.50 dozen
6 Popular Designs

STRONG FOLD-OVER CLASP
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.

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

GIRLS WANTED—ORIENTAL OR WHITE. Assist to Oriental Magician; attractive, 100 lbs. to 115 lbs., 5 feet 1" to 5 feet 3", experience not necessary. Free to travel; theater circuit; steady job, good salary. Write or wire Jack B. Leifur, Southern Attraction, Charlotte, N. C.

IMMEDIATE OPENING FOR GIRL TENOR. Sax doubling clarinet; also Girl Pianist. Box C-489, Billboard, Cincinnati, O.

LEAD TRUMPET AND TENOR SAX, SINGING good ballad; established commercial band; state age, if single, previous bands, permanent address. Box 304, Billboard, Chicago. no19

MIDGETS FOR BIG VAUDEVILLE ATTRACTION; experience not necessary; good salary. Midgets, Billboard Office, Cincinnati, O.

MUSICIANS—ALSO TWO COMPLETE UNITS to travel, 5 piece Hillbilly and 7 piece Commercial Colored Units. Send all details. Buddy Bair, Box 113, Colome, S. D. no26

NEED SOLID FIDDLER AND ACCORDIONIST—Location job. Must play it all. Acts coming South contact me, Bob Florio, Halston Beach, Tampa, Fla.

OPEN FOR TRUMPET MAN—SALARY, REX Pine Orch, Box 94, Glencoe, Minn. no26

TERRITORIAL BAND WANTS MUSICIANS, all instruments; state experience and salary expected. Brumitt Orchestra Agency, Bristol, Tenn.

Sell Our Low Priced RINGS, WATCHES
Genuine Sparkling, Low Priced

DIAMONDS

An Opportunity to Cash in Without Investment.

50% DISCOUNT

Spare or full time selling our SPARKLING KINGS at prices your customers and friends will thank you for. LEARN HOW TO SELL DIAMONDS ON SIGHT. Only sample needed to attract sales. Sell from beautifully illustrated catalog... we carry stock. Earn tremendous profits, yet undersell competition. DISTRIBUTORSHIPS OPEN. WRITE TODAY FOR FREE JEWELERS' EQUIPMENT AND CATALOG.

J. B. ROBINSON 935 Schafeld Bldg. CLEVELAND 15, OHIO

BIG BEAUTIFUL PRINCESS DOLL

24" TALL

Wins the heart of every child who sees her. She has adorable curls, moving eyes with real eyelashes. Sleeps, talks, has latex arms and legs, rubber panties, silk stockings and white shoes. Rayon or nylon dress. Bonnet to match.

ATTENTION, PUNCH-CARD OPERATORS: Will furnish punchcard with each doll FREE! Takes in \$12.15 profit (cards on request only). We also have 10" rubber doll with composition head, cellophane wrapped, \$8.40 doz. Sample 90¢ postpaid. Territories open for agents and distributors.

\$51.00 Doz. Samples \$5.00 Postpaid

25% deposit with order, balance C. O. D.

PHOENIX TOY & NOVELTY CO.
231 Fulton St. NEW YORK, N. Y.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

CHRONOGRAPH WRIST WATCH

\$4.00 Ea. (\$ or More)

Brand New—Not Reconditioned

Sweep-second hand runs or stops at click of button 2-tone dial. Polished chrome case. Stainless Steel Expansion Band. Six or more, \$4.00 each. Sample, \$5.00. Individually boxed, 1-year written material and workmanship guarantee. Instruction book included.

10% Deposit—Bal. C. O. D.

BURTON SALES CO., Dept. B-25
809 W. Madison St. Chicago 7, Ill.

JOBBER—DISTRIBUTORS—PREMIUM USERS
Direct importer forced to liquidate at a loss!

"TONE"

MINIATURE CAMERAS

Precision Built—Nationally Advertised. Sold Everywhere for \$12.50.

- F3.5 Anastigmat Lens—Focusing Mount 3 Ft. to Inf.
- Speeds 1/25, 1/50, 1/100 Second and Bulbs.
- Cocking Double Action Shutter.
- Optical Eye Level and Waist Level View Finders.
- Genuine Ever-Ready Leather Carrying Case.
- Uses Weimet American & Japanese Film.
- Individually Boxed With Instructions. \$4.25 Ea. in Gr. Lots.

Sample Box of 10 Cameras, Postpaid, \$47.50. Film Available: 48¢ Per Box. (Box Contains 6 Rolls of 10 Exposures Each.) 20% Deposit, Balance C. O. D.

M. MORRIS
1472 Broadway, Suite 612 New York 18
Longacre 5-7980

DRAMATIC ARTISTS

THEATRICAL SHOWMAN DESIRING TO PROMOTE dramatic stock company; need backer; also available as character actor or director. Franklyn Burke, 1037 Loyola, Chicago.

CIRCUS AND CARNIVAL

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

JAN LEE—THE MOST EXCITING FEMALE impersonator. Now available for night club engagements. Contact Jan Lee, Box C-490, Billboard, Cincinnati, O.

PALMIST—AGE 30, EXOTIC AND ENCHANTING, weirdly beautiful; can do half and half; desires work with club. Phone: 6953, Rose Davis, Avella, Pa.

RECORD COMPANIES—AGGRESSIVE, PERSONABLE representative available to travel. Musician; college graduate; presently employed disc jockey. Midwest Market. Box C-488, Billboard, Cincinnati, O.

WANT—PART TIME WORK OF ANY NATURE in Chicago, Illinois. Write Clayton Mampa, 818 Dakin St., Chicago 13, Ill. no19

Will You Wear this Suit!

Be My Local Agent UP TO \$12. A DAY

How would you like to wear a fine made-to-measure suit without paying one cent? You can get it by taking a few orders from friends. Do this—get your bonus suit—and also earn up to \$12 in a day without house-to-house canvassing! Represent my big, old established company. I need an ambitious man in every town, and this is your chance.

EXPERIENCE NOT NECESSARY

SAMPLES FREE. I send you absolutely free gorgeous, valuable big demonstration equipment containing actual samples of fabrics. Demonstrate these samples for me and take orders. Show great tailoring values. Save money for friends. Make money for yourself. Write: **SEND NO MONEY!** For quick action, tell us about yourself—age, sex. Free demonstration equipment FREE and opportunity to get your own made-to-measure suit WITHOUT one penny cost.

H. J. COLLIN, Progress Tailoring Co., Dept. Y-117, 500 South Throop Street, Chicago 7, Illinois

FIREWORKS NOVELTIES!

- Housewares • Cutlery
- Kitchenware • Toys
- Wheel goods • Novelties

Send for Catalog
Order Now • Lowest Prices

ACME SALES CO.
P. O. Box No. 1141, Atlanta, Ga.

MUSICIANS

ACCORDIONIST—FIRST CLASS, VERY MODERN, double piano, vocals, comedy; white, male, 29; wish work with unit; travel; no Western or hillbilly. Thomas Mathews, 43 Tonnelle Ave., Jersey City, N. J.

DRUMMER (802) IMMEDIATELY—SOCIETY, solos; read, cut shows; 12 years last band, four years manager and drummer. Chuck George, 130-14 Hillside Ave., Richmond Hill 18, N. Y. Virginia 9-8882. no26

ELECTRIC SPANISH GUITARIST, VOCALIST, desires position in commercial combo; neat appearance, experienced, single, age 23; consider all. Box C-492, Billboard, Cincinnati, O.

HOTTEST PUNCH CARD DEAL in the last 10 years.

1c-59c! Every Punch Wins!

YOUR COST \$2.50* for **12 TIES** with 12-hole push card

TAKES IN \$6.25!

Sample deal, \$2.75 postpaid; 6 deals or more, \$2.50 F. O. B.

HURRY! Supply Limited!

S & K SALES INC. 11 S. 4th St. St. Louis 2, Mo.

WOW 'EM!

POUR DRINKS OUT OF A CIGARETTE PACKAGE!

Watch their eyes pop out when you pull out a cigarette package and pour out a shot of 100 proof! The new Hollywood KICKJACKET is a sensation everywhere—a tiny Plastic Flask small enough to slide into an empty cigarette package yet BIG enough to hold 2½ full jiggers of your favorite liquor. For Sports and Honky-Tonks they're terrific.

Wagon Jobbers, Distributors Here's a Winner! Write Today for Wholesale Prices. Two Samples Airmailed to You for 50¢.

KICKJACKET CO. 4016 W. 3rd St. Los Angeles 5, Calif.

VAUDEVILLE ARTISTS

MIDGET GIRL — YOUNG, ATTRACTIVE, blond; 42 inches tall; would like to join established band or dance act as novelty; song and dance specialist; experienced in Broadway musical comedy-vaudeville and legitimate shows. Helen Smith, P.O. Box 374, Mount Vernon, N. Y.

VAUDEVILLE ARTIST, MANDOLINIST— Have played with leading artists; plays other instruments, sings four parts; available for reasonable paid job. Burl McSwain, General Delivery, Gastonia, N. C. no26

CHINESE FIRECRACKERS

80/16 (1280 1½ in. Firecrackers) \$2.25 per bundle
40/60 (7400 1½ in. Firecrackers) 5.00 per bundle

Cash with order. F. O. B. Center, Tex.
Special price case lots.

HURST-JONES FIREWORKS

RADIOS

MECK RADIO; 4 Tube AC-DC operation. Compact set featuring new multifunction tubes, alnico No. 5 pm speaker, ebony black plastic cabinet measuring 7½x5x5½ inches.

\$8.70 List \$11.95

1/3 Deposit, Balance C.O.D.

OHIO SPECIALTY CO.
29 WEST COURT STREET
CINCINNATI 2, OHIO

The Sensational SPINNING CLOCK

PAYS FOR ITSELF IN ONE DAY FOR TAVERNS, CLUBS, CIGAR COUNTERS

SPINS EVERY THIRTY SECONDS FULLY AUTOMATIC

\$60.00 POSTPAID PORTLAND, OREGON

IT-RO INDUSTRIES
423 N. E. 22 Ave. Portland, Oregon.

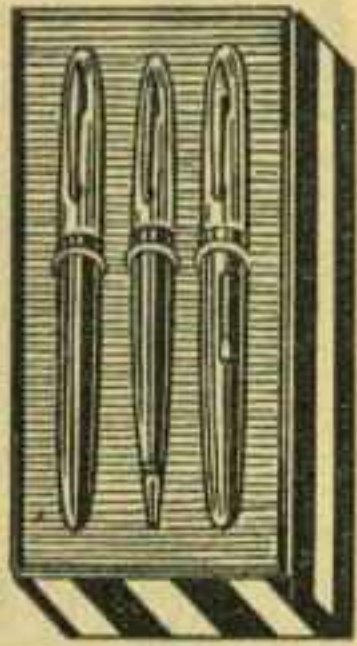
1,000,000 PIECES

GRAB BAG AND XMAS STOCKING FILLERS Consisting of Toys, Novelties, Gifts, Notions, Cosmetics, Jewelry. Many more useful items. Some items sold for 25¢ each; CLOSEOUT PRICE \$10.00 per thousand in lots of 5,000; sample lot 1,000 pieces \$15.00. Send check or money order, SATISFACTION GUARANTEED.

MDSE. DISTRIBUTING CO. 19 E. 16 St. N. Y. 3, N. Y.

OUR 3-PIECE PEN SET SELLS ON SIGHT!

It is the flashiest set in the country. When you see our set you will be more than pleased. We also have the flashiest pen set box in the country and the flashiest gold embossed price tags that are made and a beautiful blue-colored guarantee slip which makes the pen set sell immediately.



The boys are doing a tremendous business with my pen sets and the very important thing is the fast service. I positively ship same day as orders are received.

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, 75c.
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

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, S. (Books) 20c
Devine, Mrs. Harley 5c
Harlow, Robt. Lee (License) 22c
Glosser, Diane 5c
Hallstrom, D. C. 15c
Mat, Jean 6c
Sciortino, Joseph 60c

Able, Buck
Abston, Leslie N.
Ackley, A. V.
Adams, Mrs. E. L.
Aiton, Thos.
Akins, Leo
Albrecht, Geo. R.
Alexander, Al & Mrs.

Allard, Maurice
Allen, Bobbie
Allen, D. V.
Allen, Geo. M.
Allen, W. H.
Amok, Chief
Anders, Jessie L.
Anderson, G. L.
Anderson, Henry

Ankrum, Geo.
Anon, James
Ashley, Thos. L.
Atkins, Viral
Auskings, Clarence
Averill, W. E.
Averly, Duddy

Ayers, Madame
Ayers, E. W. Bob
Baker, Mrs. Alpha
Baker, Bill
Baker, Betty
Ball, Lucky (Sword Swallower)

Banthin, Larry
Barber, John
Barker, Joe
Barnard, Sr.
Barnes, Leuther Jr.
Barr, Raymond Jr.
Barth, Chas.
Barton, Geo.

Batemam, Red
Bates, Leona
Beall, Mrs. Hiram
Beck, Bob
Belano, Priscilla & Emmett
Bell, Billy

Benison, Evelyn
Benison, Mrs. Mina
Bennett, Geo.
Bentley, Johnnie
Bergman, Mrs.
Bernard, Andy
Bernard, Arthur
Bible, Roy (Bible Bros. Circus)

Biddle, W. J.
Billias, Mrs. Elsie
Billings, Lester
Billings, Don
Billings, Clarence
Billings, Zora
Blake, Helen
Blakely, Benton H.
Blakely, Johnnie
Blasie, Henry
Blaslock, Robt. A.
Blue & White

Bluestein, R.
Boggett, Jimmy W.
Boswell, Thos.
Bouillon, Frenchis
Bowers, Beulah A.
Bowman, Lee
Boyd, Bill
Bozeman, Dr.
Bracommier, H. L.
Branch, Curtis
Brandon, R. W.
Brenneman, Mrs. E. L.

Brenner, Tom
Brewer, Allen
Brewster, James
Brinkley, Bruce
Britton, Bradley
Broome, F. H.
Brown, Arthur
Brown, Mrs. Jennie K.
Brown, Mrs. L. W.
Brown, R. B.
Browning, J. J.
Bruden, Dan
Bruner, Wm. C.
Bueel, Anthony
Bullock, W.

Bundy, Elmer J.
Burgess, Ronnie
Burns, Lawrence R.
Burns, R. B.
Burns, Robt. H.
Burton, Tex.
Butler, Thos. H.
Byers, C. W.
Caldarazi, Mike
Calloway, Gordon
Camarelli, Jr., Jos.
Cantrell, Millard
Carey, Roy
Carnell, Billy
Carnette, Miss S.
Carpenter, Earl A.
Carpenter, James D.

Carr, Chas.
Carrigan, Mrs. & James
Cash, Albert
Casky, Don
Cassidy, Florence
Cassidy, Ted
Casanova, Jimmy
Caseman, Bruce
Castle, Robt.
Gaudill, Tony
Caulley, Mamie
Cave, C. A.
Chalkias, Wm.
Chambers, Fred M.
Chambers, Kenneth
Chapin, Vivian R.
Chapman, Wilson
Chase, Jr., Red J. W.
Chavanne, James
Cheney, Howard W.
Chitwood, Joe
Christensen, Mrs. Mary
Christiani, Oscar
Church, Junior
Church, Edw.
Chiburri, John
Cibull, Mrs. F.
Clark, H. C.
Clemens, Fred G.
Clotfelter, Mrs. Juanita
Cobbs, John R.
Cody, Wm.
Cole, Eddie
Coleman, Bob
Coleman, Geo.
Coleman, Mrs. Thelma
Coleman, Tommy
Collender, Jack
Connors, Jimmie
Cook, Sonja
Corbett, John M.
Corbett, Wm.
Corson, J. W.
Costa, Bob
Costa, Geo.
Coutlard, Raymond
Cowan, Wm.
Cox, Mrs. Delores
Cox, J. H.
Crabtree, Harry
Crane, Sidney S.
Crawford, Father
Crawford, Mrs. F. A. (Frenchy)
Crisler, Baby
Crippen, Geo.
Crippen, Irene
Crosby, Charlotte
Crosby, Wm. E.
Crull, R. N.
Cumbledge, Carl
Cunningham, C. O.
Cunningham, Mrs. James
Curtin, Chas. J.
Curtin, Edw. W.
Dakia, Peter
Darnell, Dan
Davis, Bron. Rodeo
Davis, Mrs. C. H.
Davis, L. B.
Davis, R. H.
Davis, R. N.
Davis, Sam
Dawson, Bill
Decker, Earl
DeFazio, Mrs. Julia
DeLancey, D. N.
Delaney, Violet
Demetro, John
Dennis, Frank & Theo.
Devine, Mrs. Bobbie
Devine, Harley
Devine, Lou
DeWald, J. W.
DeWolfe, Harold
Doersam, Chas.
Dotty, Robt.
Dourty, Mrs. Bill
Drake, Roland
Drayer, Mrs. Howard
Drew, Mrs. Eula
Drum, Gene
Ducharme, Henry
Duvan, J. H.
Duban, Bill
Dulch, Ralph E.
Dunbar, Gale
Duncan, Dallas
Dunn, Mrs. Maggie
Dunn, Patsy
Dunn, Sonya A.
Eddy, Samuel D.
Eden, Juanita
Edwards, J. D. & Katherine M.
Elchorst, Henry C.
Eldridge Entertainment Co.
Elky, Fritz
Elvidge, Gordon
Emond, Geo. C.
Emswiler, A. D.
Engerer, Capt. Ernest
Enos, Phillip (Cook & Enos)
Entry, Chas. H.
Eskline, E. D.
Eule, Helen
Exler, Joe
Faslon, Marion H. (Sike)

Fatzinger, Allen
Feastell, Robt. W.
Felton, Verlin Geo.
Fiars, Jimmy
Fillingham, Everett C. Stanley
Fillman, Robt.
Fiske, Norrie
Flanagan, Loretta
Flaming, Pearl
Floyd, Morgan
Folk Celebration Show
For, G. F.
Forkey, Mrs. Hazel
Forkum, Bill
Foster, August
Fournier, Bill
Fox, Mrs. O. F. (not Oscar)
Franklin, Chick
Frank, Miller J.
Franklin, Thos.
Franko, Mack
Frazier, Mrs. Art
Frazier, Smitty
Frey, Wm.
Frick, Mr. (Sand Valley Show)
Fromminger, Mrs. Emily
Fustanio, Anthony
Galatine, G.
Gale, Jimmie
Gallagher, Orville
Gallo, Geo.
Garner, Floyd E.
Gates, Jack
Gates, Lela F.
Gee, Robt. H.
Gentry, John
George, Sammy & Roy Edsall
Gibbons, Wm.
Gibson, Benl. A.
Gilk, Bud
Gill, Jimmie
Glinther, Homer M.
Girard, Ted
Girouard, Anthony
Glenn, E. M.
Gloden, Mrs. Eva Mae
Goad, J. D.
Goins, Wm.
Goldie, Jack
Goldstein, Abraham
Goodman, James
Goodwin, Lloyd O.
Goodyear, Al (Butcher)
Gordon, Mrs. Ray
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Johnson, Orrville

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Kelliheleus, Mrs. Lulani
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Kelly, Red
Kelly, Toby
Kelly, Wm.
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 Lane, Wallace
 Mallwin, James
 McKinnon, Violet
 Perry, Frank
 Pihul, Adm
 (for Pihul)
 Quinn, Florence
 Rogers, H. R.
 Saunders, Kay
 (Katherine Barbee)
 Shainka, Lillian
 Siler, Harry
 Taylor Bros.
 Outdoor Amusement Co.

RING DEMONSTRATORS, FAIR AND CARNIVAL WORKERS, SEND FOR CATALOGUE



We have 81 Exclusive Styles in Expensive Looking, flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE—BRIDAL SETS—CAMEOS—SIGNETS—BIRTH STONES—COCKTAIL RINGS—Set with brilliant White Stones and Red Baguette Combinations.

They are just what you need for Department and Drug Store Dollar Ring Sales. Don't wait—cash in on these money makers!

Prices from \$1.00 dozen up.

HARRY MAHREN RING CO.
 303 5th Ave., N. Y. 16, N. Y.

Engagement ... \$2.63 Doz.
 Wedding 1.63 Doz.
 Red and White Stone Combination ... \$3.00 Doz.

STERLING SILVER BRACELETS



Individually boxed Highly polished

\$6.00 per dozen.
 Samples, 75¢ ea.

STERLING SPRAY PINS—Gold Plated, Stone Set. Per dozen \$ 6.00
 MEN'S HEAVY IDENT'S—Sterling Silver (bulk). Per dozen 18.00
 Deposit with order, F. O. B. Prov.

A. LEONARD COMPANY 51 Bassett Street Providence, Rhode Island

Biggest Profit Makers in WATCH History



Calendar Watch
 \$4.75 Tells at a glance the DATE, HOUR and MINUTE.
 Gold Plated Case, 75¢ Add.
 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 Written 1-Year Service Guarantee.
 8 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.



Chronograph
 \$3.75 WITH A JEWELLED MOVEMENT!
 (In Gold Plated Case, \$4.50)



- Written 1-Year Service Guarantee
- Precision Timekeeper and Stopwatch
- Radium Dial, Sweep Second Hand
- Assorted Colored Dials
- Polished Chromium Case
- Guaranteed New—Not Rebuilt (With strap and gift box, 20¢ add.)

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.

QUICK PHOTO INVENTION! PDQ CHAMPION Photomaster



Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 by 3 1/2 in. Complete easy-to-operate portable photo studio. 700% PROFIT Write quick, get details about the great PHOTOMASTER Dept. BH

PDQ CAMERA CO.
 1161 N. Cleveland Ave. Chicago 10, Ill.

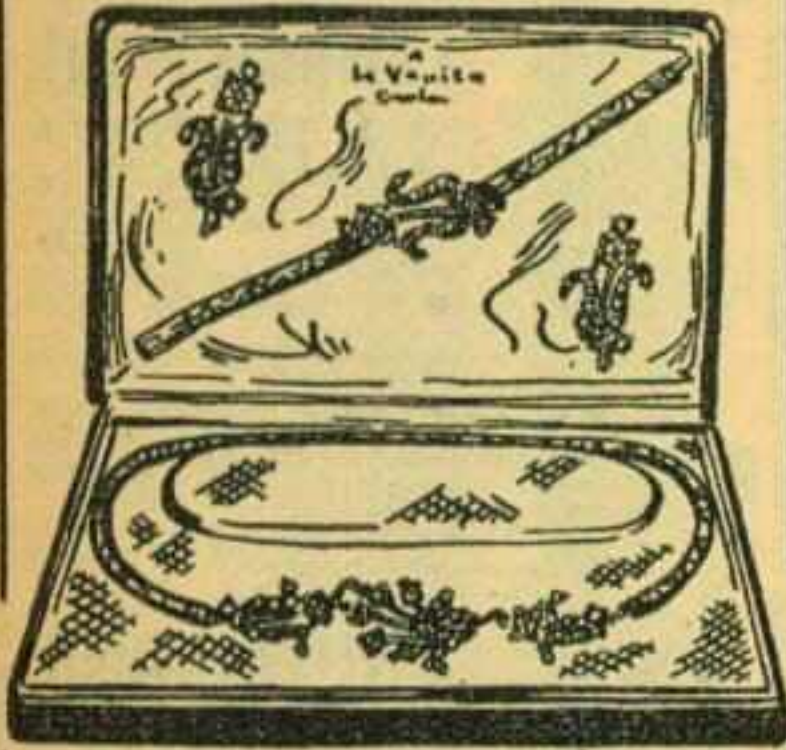
ENGRAVERS
 WITH IT SINCE 1907
 Originators of the All-Aluminum Idents. MEN'S IDENT'S—LADIES' IDENT'S DOUBLE HEART IDENT'S (All Aluminum) \$14.40 GROSS
 Men's Massive Large Aluminum Idents. \$2.00 DOZ.
 DAY AND NIGHT SERVICE
 Phone: BAypport 1-5338
MILLER CREATIONS
 6628 Kenwood Ave. Chicago 37, Ill.

DOLLS of All Nations \$14.00 Dz.
 Large Gibsons 40.00 Dz.
 30" All-Plush Jockeys & Majors 39.00 Dz.
 Small Gibson Dolls 33.00 Dz.
 Large Estelle Dolls 42.00 Dz.
 16 1/2" Metal Horse 21.00 Dz.
 30" Bears 33.00 Dz.
 F. O. B. Chicago.

Nate's Sales Company
 1254 So. Halsted St. Chicago 7, Ill.
 Open Sundays Till 3 p.m.

BINGO
 Heavy Cards, Specials, Cages, Blowers, Transparent Markers.
 Write for bulletin
 AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

**FAST SELLING
Christmas Merchandise**



24 Karat Gold Plated 3 Pc. Choker Sets. Necklace, Earrings and Bracelet to match. Plush box, silk lined. Price tag \$19.95.

Hottest Item in Years

\$48.00 Per Doz.

Sample Set, \$4.50

CORRECTION

Through a typographical error this item was advertised at \$48.00 per Gross in last week's issue. The correct price, as quoted in this ad, is \$48.00 per Dozen.

All orders positively shipped same day received. 25% deposit with all orders. No orders will be shipped without deposit. When remitting in full allow for postal charges.

KIM & CIOFFI

912 ARCH STREET PHILADELPHIA, PA. MARKET 7-2283

Hot Specials!



- BOUNCING SANTA CLAUS**
New Terrific Seller, \$1.35 Dz. \$15.00 Gr.
- BOUNCING FEATHER DOLL**
\$1.85 Dz. \$21.00 Gr.
- BOUNCING BIRDS**
\$14.40 Gr.
- "G'OSY" LUCY**
Lays 5 Golden Eggs, Dz. \$3.75, Gr. \$43.20
- ITCHY DOGS (Mechanical)**
Gr. \$33.00
- 3-PC. FOUNTAIN PEN SETS**
Boxed, Dz. \$5.40
- CAMERA CIGARETTE LIGHTER**
(With Compass) Dz. \$19.50

25% deposit with C.O.D. Send for Xmas Price List. **BENGOR** 119 5th Ave. New York 3, N. Y.

LIVING PICTURES



Amazing new novelty that actually moves when you walk toward it. Not a mechanical device, but a 5x7 photo in a beautiful lucite frame with easel. Comes in three photos: WINKING LADY, CRYING BABY (picture above) AND SINGING SCHMOO. A hot Seller! Broadway's Favorite! "The hottest novelty of the year."

Ed Sullivan, Daily News.

\$6.00

Dos. Sample 75¢, plus postage

25% deposit with order, balance C. O. D. **RO-LA NOVELTY CO., 907 Broadway, N. Y. C.**

Pipes for Pitchmen

By Bill Baker

Believe in your product and you'll sell it. **THEY TELL US . . .** that Si Rappaport, old-time sheet-writer of note, is back on the sheet but that he still has his four race horses going great guns.

Fresh, smart-cracking pitcheroos keep many a tip from buying their merchandise.

P. R. COLE . . . blasts from Burlington, N. C., that business has been good on the sheet there for the past six weeks. "My circulation manager had inquired if I was homesteading it here," says Cole. "Why should I be on the move when I'm doing well enough in this town of 20,000 population? Heard that Brownfield and Bruce have teamed up again. If they have, my advice is not to tail them because they get most of the orders before you arrive. I tailed Brownfield's daddy 35 years ago and the old man didn't miss many bets when it came to sheet."

Conduct your business in a business-like manner.

RALPH MORGAN . . . rambled into San Francisco last week from Los Angeles, where he stopped briefly after returning from Hawaii where he says he had a good season with pens and gadgets. He plans to remain in San Francisco for about a week and then head for Miami for the winter. Speaking of his travels, Morgan says that he "went over to the Grand National Livestock Exposition at the Cow Palace, San Francisco, where Pat Trainor had the novelties and it was just fair for him. The sheet boys were there doing plenty of business and getting the geedus. Among them were Fred Mosher, with *Western Livestock Journal*; G. (Bob) Langford, *American Horsemen*; Harry

and Ernie Taylor, *Pacific Stockman*, and Danny Lewis, George Lorraine and Lee Seymour, *California Fish and Game News*. The last-named three told me that they had just finished up with the fairs at Sacramento, Pomona and Fresno, Calif., fairs and that they had a banner year. Lee Seymour is sporting a new car, as is Danny Lewis. Lewis is leaving for Miami about December 1. Didn't see many of the boys working the streets in San Francisco and I missed the Ragan twins at the Crystal Palace Market. However, I did see Windy Weedman pitching soap; Frank Arnold, with cleaner; Dusty Harris, mentalist; Doc Bell, blood pressure machine, and Pop Cohn, linament. I'd like to read some pipes here from the boys who I worked with and for a good many years ago in New Orleans."

Knowledge is power, but only when correctly applied.

BEN LANDERS . . . letters from Columbia, S. C., that he's holed up there and getting the lucre with sheet. He adds that the town is good, but that it's a bit lonesome, and he wonders why some of the other paper-workers don't make the spot.

Are you specialty workers ready for the Christmas trade?

HENRY H. VARNER . . . blasts from his Akron headquarters that "the local police are to be congratulated for a clean, pure city, without rackets of any kind. This allows some of the lettuce that has been sidetracked into joints to be shuttled into legitimate channels to the benefit of the sales workers."

Pitchmen are pioneers in advertising.

FLOYD J. LEE . . . is in Santa Clara, Calif., framing a pie crimper layout for display at a number of fairs.

Good will built up in any community can always be used to good advantage.

B. M. CAMPBELL . . . shoots the following from Wilson, N. C.: "While working the tobacco marts here I sighted a JCL with a stand built on two wheels which he pulls with a walking cane and which is called the Walking Cane Witch. Haven't seen many of the boys in these parts. I'm working med with Doc Rowe to good takes. Let's have some pipes from Doc Miles."

Duty and loyalty to one's business is highly important. What are you doing about it?

"I WAS PLEASED . . . to read the pipe from my old friends, Ken and Greta Reynolds, wire experts," letters E. J. Horst from Nashville. "Next spring I plan to be in the vicinity of Put-In-Bay and hope to enjoy a jackpot session with them. (See PIPES on page 80)

WATCH BANDS

Guaranteed, High Quality, Ultra Modern



Yellow, Pink or White, Gold Filled Expansion as illustrated, steel back, \$1.75 ea. Comb. basket weave & flat top expansion, \$2.35 ea. Buck-El-Leer basket weave with buckle center, \$3.50 ea.

BULOVA WATCHES

With new 10K. R.G.P. cases, steel back, rhinestone dial, dome crystal, strap and precision rebuilt movement. Men's 21 Jewel, \$15.50 ea.; 17 Jewel, \$13.50 ea.; 15 Jewel, \$12 ea. Rhinestone cases, \$2 add. Ladies' 17 Jewel with fancy white case sparkling with simulated diamonds, \$15.00 ea.; 17 Jewel attractive, plain case, \$13.00 ea. 1/2 Deposit with order—Balance C.O.D. On orders under \$10 send full amount plus 50¢ service charge.

Full Price Refunded if Not Satisfied. **K & K SALES CO.** Wholesale Watches—Cases—Dials and Bands. Box 1837, 179 W. Washington, Chicago 19, Ill.

MEDICINE MEN!

Write today for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried.) We are Manufacturing Pharmacists. Established 1934.

GENERAL PRODUCTS LABORATORIES, INC. 137 E. Spring St. Columbus 15, Ohio Dept. X

BELLS—GONGS

A complete line for Rides, Carnivals, Home, Farm, Marine and Industrial Use.

SHIPFITTINGS, INC.

29 Old Slip N. Y. 5, N. Y.

Flash! New Three-Star Set

★ Fountain Pen ★ Pencil ★ Ball-Point Pen All newly styled with Gold Finish Caps. Price List on request. Sample, \$1.00.

ARGO PEN-PENCIL CO. 220 Broadway New York 7, N. Y.

SILVER PLATED 4 PC. SMOKE SET



Actual Size Tray—4 3/4 x 3 1/4 Box—4 3/4 x 3 1/4 Imported **\$15.00** doz.

The covered box is a handsome reproduction of an 18th century English serving dish. Two matching ash trays. Entire set is beautifully engraved with gadroon and shell decorations. **ATTRACTIVELY GIFT BOXED.**

IMMEDIATE DELIVERY 25% deposit with order

DOVAL SALES CO. 2 East 46th St. New York, N. Y.

OAK-HYTEX NM-10 Multi-Color
HOT HANDOUT!
Workers Available
See your Jobber
The OAK RUBBER CO.
RAVENNA, OHIO

Imported Swiss Stop CHRONOGRAPH
with 2 Push Buttons Tells Time, Stop Watch Measures SPEED, Measures DISTANCE. "Wonder" Watch. Used to time autos, airplanes, horse races, athletic events.
● Telemeter ● Chrome Plated Case ● Precision Made ● Trachometer ● Unbreakable Crystal ● Attractive Dial ● Large Sweep Hand ● Hands and Numbers Glow in Dark.
Gross Lots Watch only Gold Plated, 75¢ extra **\$3.30**
Lots of 60 . . . \$3.40
Lots of 6 . . . 3.50
Samples, \$5.00
C. O. D. orders from non-rated concerns. 10% with order.
SARO WATCH, 1674 Broadway, N. Y. 19, 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 1093
Per Carton (500) 44.50
C9 1/2—Box of 10 1.19
Per Carton (500) 56.70

LEVIN BROTHERS
Established 1886
TERRE HAUTE, INDIANA

Watchbands, Men's or Ladies' Doz. \$.72
Stainless Steel Exp. Bands. Doz. . . . 1.38
Stainless Gold-Plated. Doz. 2.46
Stainless Steel Exp. Oval. Doz. 2.17
Stainless Gold-Plated. Doz. 3.26
Crosslink Stainless Steel Bands. Each .80
Gold-Filled Crosslink Bands. Each . . 1.00
Pen, Pencil & Ball-Point, Boxed. Ea. 1.00
Our New WHOLESALE JEWELRY AND APPLIANCE CATALOG will be sent to all new customers who order.
ART SPECIALTIES, Mr.
Dept. B-1
820 W. Sheridan Rd., Chicago 13, Ill.

STOPS FOGGY WINDSHIELDS
NEW Chemical Mitt
Amazing Discovery! Autoistatidover new "No-Pug" Windshield Cleaner. Simply glide over windshield chemically-treated Mitt, at once glass sparkles crystal clear. Mist, frost, dirt, grease, like magic stops fogging. Sells like wild!
SAMPLES FOR AGENTS
Sample offer sent immediately to all who send name at once. A penny postal will do. **SEND NO MONEY** just your name.
KRISTEY CO., 1588 BAR STREET AKRON OHIO

A TERRIFIC TRICK
SELLS AT EVERY DEMONSTRATION!
MYSTIC PILLARS
Amazing cut and restored string trick. No skill required! Every youngster from 7 to 70 wants one!
Sample, 50¢.
2 Doz. MYSTIC PILLARS, \$4.80
131-B W. 42nd St. New York 18, N. Y.
D. ROBBINS & CO.

WILL BUY & SELL
WILL BUY—Ferris Wheel and Merry-Go-Round. FOR SALE—Same as new Gruner Chairplane, 24 Seats, Kid Auto, Kid Airplane, Athletic Show, New Top, Ring built on 4 wheel trailer, 14-28 Bingo; Sit Down Cookhouse, 12x16; 3 Ball Games, Penny Pitch, all canvas good as new, 5 H.P. Gas Motor, air cooled, 5 H.P. 3 phase Electric Motor, 37 KVA 2300 Transformer, Cable, Switch Boxes, other equipment, 5 Trucks; sell all or any part. Answer by mail only.
H. B. DICKSON
WYNNEWOOD, OKLA.

MERCHANDISE ADVERTISERS

Get those last-minute
CHRISTMAS ORDERS!

The
Billboard

Annual **OUTDOOR REVIEW** Convention Issue

will go

ON SALE NOVEMBER 21

a full month before Christmas

To enable us to take care of your ad in this Big Result Producing Issue, two things are necessary:

1. Wire or phone a reservation direct to Cincinnati TODAY.
2. Send complete copy instructions Air Mail-Special TODAY.

or

better still, wire instructions for us to repeat any of your ads that ran previously in The Billboard.

THE BILLBOARD PUBLISHING CO.

2160 PATTERSON ST. CINCINNATI 22, OHIO
Phones: DUbar 6450-1-2-3-4

ORDER NEW YEARS GOODS NOW!

Fancy All Metallic **PARTY HATS**
PER 100 - \$5.00

DELUXE ASSORTMENT
MANUFACTURED BY US & MADE OF GOLD, SILVER & COLORED METALLIC BOARD. DECORATED WITH PLUMES, DIE CUT DESIGNS, FRINGE & DIAMOND DUST. TEN OR MORE STYLES EACH ASSORTMENT. AT LEAST 50 HATS IN EVERY 100 ASSORTMENT. WHOLESALING FROM 25 TO 40¢ EACH.

PER 100 HATS \$7.50
BALLOONS LARGE ASSORTED PER 100... \$3.00
HAWAIIAN LEIS ART TISSUE PER 100... \$3.50
SERPENTINE 1000 THROWS..... \$3.90
BLOW OUTS PER 100..... \$3.25
HORNS, GOOD REED, PER 100..... \$6.50

NOISE MAKERS
JUMBO ASSORTMENT & STYLES - LITHOGRAPHED PER 100... \$6.75

KRIEGER MFG. CO.
Manufacturers of Party Hats & Favors
OPA-LOCKA-FLORIDA

GOODS PREPAID IN U.S.A. WHEN CASH ACCOMPANIES ORDER, OTHERWISE DEPOSIT, BALANCE C.O.D.

DIRECT FROM MANUFACTURER

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

Delivery Service

BERT THE SQUIRT FROG
CREATING
A SENSATION
WHEREVER SHOWN!!

BOX OF 36—\$6.35.
With Window Strip and Display Card.

SATISFACTORY SALES
1036 S. LaBrea Ave.
Los Angeles 35, Calif.



AGENTS—SALESMEN—WAGON JOBBERS
NEW MIRACLE LATHER LEAVES

Here is a new repeat item of merit, with good sales appeal to both men and women—IT IS EASY TO CARRY—TO SHOW AND SELL—Sells for 10¢ each or your own mark-up. Your cost is 6¢ each. Over 500, 5¢ each, prepaid in U. S. A.

Due to our close margin, we will limit our advertising to a very SPECIAL OFFER. SEND \$1 for 15 prepaid in the U. S. A. and if for any reason you are not fully satisfied, return them within 5 days for full refund. **YOU CAN'T LOSE—START TODAY.**

AL HAWKINS & CO., Box 1285, Sioux City, Ia.

TALKING Xmas GREETING CARDS ACTUALLY TALK
The **ORIGINAL 5—KINDS—5**

2 Xmas, Hello Sweetheart, Happy Birthday, Congratulations

LOWEST PRICES—WHY PAY MORE?
We are and never will be undersold. We have THE set-up for all types of business.

JOBBERS—DIST.—PITCHMEN—H to H WORKERS
NEW LOW QUANTITY PRICES—WIRE, PHONE, AIRMAIL

DEALERS Sample order 5 doz. 1 of each kind. \$7.50 postpaid.
FREE WINDOW STREAMERS—ASSORTED COLORS—LARGE AND SMALL
Samples, 25¢ or 6 assorted, \$1.00 postpaid.
4 new numbers soon.

Phone: PProspect 7677. Terms: Net cash or 25% dep., bal. C. O. D.

PYRAMID SALES TALKING CARD CONVERTERS
932 W. Washington Blvd. Los Angeles 15, Calif.



ATTENTION
GIFT SHOPS—SOUVENIR STORES—JEWELRY—NOVELTY AND DEPARTMENT STORES

HAND TOOLED LEATHER GOODS
BUY DIRECT FROM FACTORY

Send for Free Circular and Price List



Order Now for Holiday Business

W.S.14 Western Streamline
Special Discount to Jobbers

MUSKOGEE LEATHER CRAFT COMPANY
1157 N. YORK ST. MUSKOGEE, OKLA.

POT OF GOLD
NEW BEACON LEOPARD DESIGN BLANKET
54x72 Packed 30 to Case
Ea. \$2.90
Less Than Case Lots, \$3.00 Each.
Include 25¢ Postage for Sample Order

1949 No. 59 Catalog
NOW READY—WRITE
State Nature Your Business in First Letter.

WISCONSIN DELUXE CO. 1902 NO. THIRD ST. MILWAUKEE, WIS.



BEST "BUYS" in TOWN

Men's & Ladies' **WRIST WATCHES**
Complete with **RHINESTONE DIAL**

Swiss watches in assorted styles. Rebuilt and guaranteed like new.

7-Jewel \$7.75
15-Jewel, \$9.95
17-Jewel, \$12.95

Men's & Ladies' Famous **WRIST WATCHES**

* ELGIN 7-Jewel
* BULOVA
* GRUEN \$8.75
* BENRUS 15-J. \$10.95
* WALTHAM 17-J. \$12.95

Rhinestone Dial, \$1.50 add.
Stretch Band, gold filled, \$1.25 add. Comb. Mesh & Stretch Band, \$1.50 add.

WRITE TODAY FOR OUR NEW
54 PAGE XMAS CATALOG

25% with order—Balance C. O. D. Open account to rated firms—Wholesale Only.

MIDWEST WATCH CO.
5 S. Wabash Ave. Dept. B-19 Chicago 3, Ill.



Direct from Factory!
FAMOUS WOLLNER WATCH
 17 Jewel, 14-K Solid Gold Case, Glucidur Balance, Rust-Free Hair Springs. Complete with metal frame, gift box

Ladies (with silk cord & safety clasp) \$13.50
 Same, with 2 Genuine Diamonds .. 16.00
 Same, with 6 Rubies 14.50
 Gents, with genuine leather strap 16.00



Original Black Forest, Hand Carved
CUCKOO CLOCKS
 Calls "Cuckoo" Every 15 Minutes—\$8.00.
 1 Year's Guarantee on all merchandise. Minimum order—3 Watches or Clocks. 25% deposit with order, balance C. O. D.
WOLLNER WATCH CO., LTD.
 2 W. 47th St. New York 19

BERT THE SQUIRT FROG
 Are You Cashing in on this latest Novelty Sensation?



Box of 36—\$6.35, with window strip & display card.
SATISFACTORY SALES
 1036 S. LaBrea Ave. Los Angeles 35, Calif.

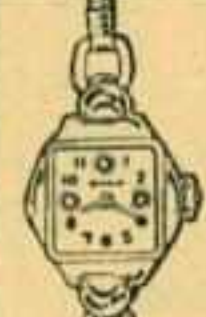
PIPES
 (Continued from page 78)
 So many of the old-timers seem to be out of the picture, then up pops a pipe from them. I'm still writing sheet like I have been doing for the past 20 years. Came in here from Winston-Salem, N. C., where I had a red one. Plan to work thru the South until May and then head for Ohio and Michigan territory. Expect to visit the Brennans, punch-needle and jewelry workers of note, during my stay in New Orleans in January. I also plan to make the Mardi Gras this year with dancing dolls which have been getting much of the geedus this season. Reports from most of the boys and girls I've met indicate that they've had rather poor seasons, but they see good holiday business in the offing. Let's have more pipes from Ken and Greta and Morris Bluestein, Horseback Meyers, Puppet Scotty Brooks, Gene Krieg, Johnny Jacobs and Ed and Ethel Hill. Come on in with some pipes and let us know what's cooking in your part of the country."

When we want our products moved from our shelves we'll take a pitchman every time.
 THIS COLUMNER... never has doubted the integrity of any of the boys or girls in the pitch

profession. However, it again becomes our painful duty to ask why some pitcheroos take such great delight in reporting that a certain person is in one spot when he knows that what he is reporting isn't true? All we ask is that you give us the facts. It takes no more of your time to report the truth than it does to shoot in a false report about one of your contemporaries. Let's all work together on this point. We don't believe that it's actually cricket for you to send in such reports to this pillar, which, after all, must take your word as to what's going on in the profession.

Get within the law and you'll have no difficulty returning to any city to ply your wares.

WATCHES
 Bulova Elgin Benrus
 Waltham Swiss
 Expertly Reconditioned.
 Send for FREE Catalog.
PLYMOUTH JEWELRY COMPANY
 163 Canal St. New York City



Chinese Firecrackers

1 Bundle 1200 1 1/2 Crackers	\$3.00
1 Bundle 1600 1 1/2 Crackers	3.50
1 Bundle 2000 1 1/2 Crackers	4.00
1 Bundle 2800 1 1/2 Crackers	5.50
1 Bundle 9600 1" Lady Crackers	6.50

100% Profit—Cash With Order.
BUCK BROTHERS
 Columbia, Tenn.

JOBBER DISTRIBUTORS



BUY DIRECT FROM MANUFACTURER
 Take Advantage of Special Pre-inventory Prices. New Hot Numbers—Santa Clauses, Dolls, Cowboys, etc.

- 1000 (illus.) Life-Like Real Fur Crouching Cat, 12x9", White, Pink or Maize. Harmless vegetable coloring, wrapped in cellophane — \$19.50 Dz. in 3 Dz. Lots **\$18.00 Dz.**
 Sample for only \$2.00 ppd.!
- 22 12x10" Real Fur Scotty Dog, asstd. colors, terrific value, true to life. **\$12.00 Dz.**
 Sample for only \$1.50 ppd.!

Order Now! 25% deposit, balance C.O.D. if not rated.

Write for Special Price List for Quantity Buyers and of Closeouts

Salesmen: Choice territories still open. Liberal Commission.
 Send for beautiful catalog "R" of over 100 year round sellers.

ACE TOY MFG. CO.
 122-30 W. 27th ST., NEW YORK 1

meet the premium nifty for **1950**

THE ANIMATED MISS '49er LAMP



SHE moves HER HIPS
SHE twirls HER LARIAT

SHE'S THE RIP SNORTINEST COW-GAL YOU EVER SAW AND SHE'S A CINCH TO ...

- 1 rope in the profits
- 2 saddle you with sales ...
- 3 corral plenty of customers.

Be the first with the "Miss '49er Lamp," write, wire or phone your orders now!

DEALER'S PRICE COMPLETE \$27⁷⁵
 qualified jobbers write for discounts

TROPHY-CRAFT CO.
 Premium Sales Division
 249 N. Reno St., Los Angeles, California

PREMIUM USERS! BINGO! BOARD OPERATORS

SAVE 50% AND MORE!

NATIONALLY ADVERTISED

CIGARETTE CASE & LIGHTER COMBINATION

FULLY AUTOMATIC
 FAIR TRADED AT \$7.50 EACH

Priced elsewhere at over \$3.50
OUR PRICE ONLY \$2¹⁰ NET

Sorry, we can't mention famous maker's name in this advt. **SAMPLE \$2.50**

MONROE SALES
 32 SOUTH ST. BALTIMORE 2, MD.

COLLECT AND GROW RICH!

Here's YOUR opportunity to learn about a life-time, spare or full-time office business in which earnings run as high as \$5,000-\$15,000 yearly! In this dignified profession BIG profits are made by having hundreds of others work for you. A copy of "Collect and Grow Rich"—the booklet that tells the full story—is yours for the asking. No cost or obligation. T. J. SURFACE, Pres., Dept. 303-M, Roanoke 4, Va.

Get This FREE BOOK!

WANTED Toy Remote Control Car

Wanted—Imported Japanese TOY REMOTE CONTROL CAR. Quote lowest price and quantity available.
NOVEL MFG. CO. Dept. C-1611B
 3 Bleecker St., New York City GR 5-7132

Dealers-Agents Wanted

Best wholesale discount on new watches:
BULOVA LONGINE GRUEN
 Automatic—Waterproof.

Also nationally advertised Silverware, Ronson Lighters (all models), Parker Pen Sets and Elgin-American Compacts.
 BOX 410, Billboard, 1564 Broadway, N. Y. C. 1

ENGRAVERS

Massive aluminum Ident. Bracelets, new style nickel silver Signet Rings, Cameo Rings, Hematite Rings, Opal Rings; in fact, anything an engraver needs. Also special close-out merchandise. Send \$2 or \$5 for samples. Money refunded if not satisfactory. No catalog.

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PUSH CARDS SPECIAL OFFER QUANTITIES LIMITED WITH MASTER SEAL

	DOZ.	PER 100
25 HOLE	\$.50	\$ 3.00
30 HOLE	.55	3.50
35 HOLE	.60	4.00
50 HOLE	.70	4.50
60 HOLE	.75	5.00
70 HOLE	.80	5.50
100 HOLE	1.00	7.50
150 HOLE	1.35	10.50
200 HOLE	1.80	13.50

Prices do not include transportation. 25% Deposit With C.O.D. Orders.
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240-42 So. Meridian St. Indianapolis 25, Ind.

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All Kinds — PULL TICKET GAMES
TIP BOOKS
Buy Direct From Manufacturer at Very Very Reasonable Prices.
— Columbia Sales Co. —
302 MAIN ST. WHEELING, W. VA.
Phone: Wheeling 340

SALESBOARD SIDELIGHTS

Consolidated-Container Corporation, St. Louis, announced the appointment of Bo-Ma Sales Company, Baton Rouge, La., as Midsouth area distributor for its line of boards. Martin Tortorich and Ed West, heading Bo-Ma Sales, were visitors at the St. Louis plant recently. Irv Sax, sales director, is on a Midwestern tour, while Chester Sax has just wound up a jaunt covering Texas, Louisiana, Alabama and Georgia, seeing accounts while planning for fall and winter lines. Jack Morely, vice-president, tripped to the West Coast on his most recent jaunt. Jack has been out of the home office a good deal lately, traveling with salesmen, as have been every member of firm's executive branch, he adds. Traveling activity has even included non-sales personnel, as with factory superintendent Bill Stone's Eastern trip.

Ray Mertz & Company, Chicago, has its 1950 line of push cards ready and is also offering immediate delivery on its Turkey cards. A free

catalog is available for the writing, phoning or asking. . . Samuel Martin, proprietor of the booming Samuel Martin Game Farm outside Seattle, relays word that his salesboard premiums are pulling in top attention from all parts of the country. Martin offers his own special Wild Life in the Kitchen packs of canned wild pheasant and turkey. Done up as Cocktail Time gift chests, they retail for from \$3.50 to \$12.50.

The McNamara Company, Chicago, reports steadily increasing interest in its dual insert board line, with both the Color-Ex and Color-Ado frames garnering good attention. Walter McNamara, production head, states that the 200-plus replaceable insert pellet boards keep ops right on the line, variety and player-appeal-wise. . . Peerless Products, Inc., Chicago, sums up current sales activity with the words "good and getting better." Ben and Marshall Maltz say their line of player-appeal boards is being pushed

by a growing number of distributors and jobbers.

Charles B. Leedy, sales manager of Gardner & Company, Chicago, reports ever-mounting production schedules under firm's established output system. He emphasizes that the special Gardner method of ticket distribution, used for over 40 years, continues under the same proven formula. The addition of a corps of specially trained technicians under the eye of expert supervisors keeps this department in step with other time-tested speed operations, Charles relates. As of now, orders are being filled within the shortest lapse of time in the firm's history, he adds. This in spite of the fact that local and out-of-town customers are taxing the capacity of City Sales. And in line with the visitor angle, Leedy points out that the salesroom bar continues to be a favorite customer spa as individual orders are being filled on a "while you wait" basis.

Sam Feldman, sales manager at Harlich Corporation, Chicago, says the Lucky Seals merchandise board, in both nickel and dime play, continues to move more merchandise for operators week by week. With the merchandise board trend now firmly established, the trade is taking full advantage of this type of play-boosting number, Sam says after consulting his order books.

PALACE ACTS NEED HELP

(Continued from page 43)
tion, may even make grateful noises, tho later they'll blame Beamish or somebody else for crippling them.

Chance at 14 Weeks
But if an act can throw away the extra weight which some of them come with into the Palace and do a good job, they'll stand a good chance of getting the 14-week RKO tour.

Another reason why performers find it strange to gait their act to the Palace tempo is the fact that there has been no vaude to speak of in the past 10 or 15 years. Here and there acts could find a couple of weeks, but nearly always they were on four of five-act bills.

An eight-act bill requires a fast opening, usually a dumb act. No. 2 can be a singer. The No. 3 act has to be good to lift the pace and may come to a practically cold house. If No. 3 is weakish, acts in four, five and even the six spot may be hurt. If the next-to-closing act isn't sock, the whole show will die. Finding the acts to fill these spots isn't easy, particularly with the kind of dough the Palace has available.

Once they're hired, however, they get all kinds of help. The drops, the lighting and the music give them top support. Sometimes the assistance isn't apparent until the third or fourth show on opening day. But once all the parts mesh, the performers look a lot better than they've been before.

If they don't register then, it's because of a basic weakness, either poor material or improper selling.

Selling Differences
Selling an act from a vaude stage is entirely different than selling the same act in a cafe. The timing is different, and the bits have to be broader. Acrobats who make their tricks look too easy won't register too well. Hoofers with trick steps but insufficient audible beats will likewise suffer. Pop singers seldom mean anything at the Palace, and by the same token the other houses on the circuit, unless they give with voice tricks and gingerbread. Fancy sopranos, on the other hand, particularly if they have sight values, will almost invariably be a hit. Yet these same singers wouldn't fit into the average cafe.

Such differences are many and make the job of finding eight acts each week to play the Palace a tough one to fill. And then comes the tough job—getting 10 sock minutes out of a 30-minute routine. The acts won't like the cutting jobs Beamish, Friendly or Howard will ask for. But the boys know their business and want performers to be a hit. A dead act in any spot will hurt the whole show. The producers and bookers know it.

Don't Skip this One!

SKIPPER
2 ADVANCES FROM JACKPOT TO THE GRAND PRIZE
2 \$3.00 OR \$20
\$15.00 OR \$200
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
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NOW READY!
A COMPLETE LINE OF GARDNER GIRL BOARDS IN ALL TYPES OF PLAY

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SALESBOARDS—JAR TICKETS NEW LOW PRICES

Holes Play	Description	Profit	Price
400 5¢	LUCKY BUCKS, THICK	Def. \$ 7.00	\$.60
300 25¢	KWARTER KOLORS, THICK	Def. 15.00	.60
1000 5¢	5¢ CHARLEY, TH.N	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

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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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SALESBOARDS

FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN" for NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS 10th year giving immediate delivery on finest boards
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SALESMEN WANTED JAR GAMES

Sell in every town and community. Clubs, Cigar Stores, Pool Halls, Taverns, etc., are best prospects, or start a route of your own. No experience necessary.

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517 FORUM AVENUE LOUISVILLE, KENTUCKY
We Carry a Complete Line of BEE JAY BOARDS UNIVERSAL IAR O DO TICKETS PREMIUM MERCHANDISE PREMIUM DEALS
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Write or Phone 2660 for Information and Samples
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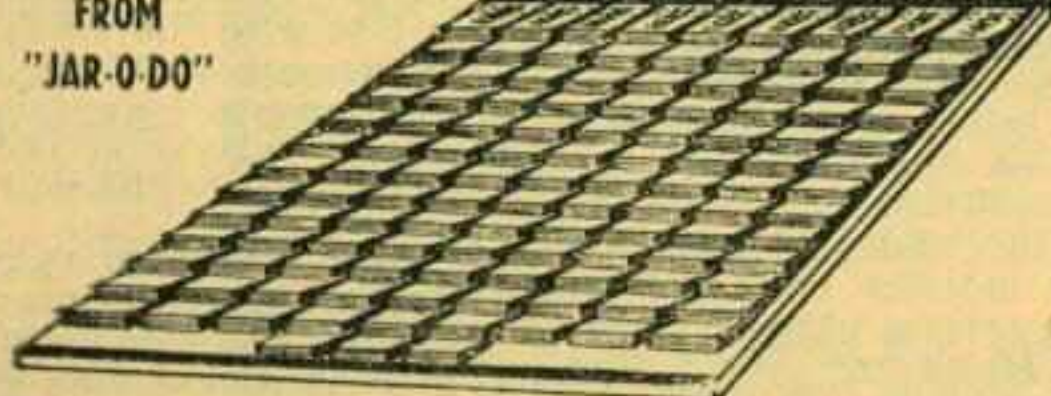
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HERE HE IS,
FOLKS!

A CHAMPION
TRIED AND TRUE
HE'LL MAKE PROFITS
A-PLenty FOR YOU

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FROM
"JAR-O-DO"



TAKES IN 1600 TICKETS @ 5 FOR 25c \$80.00
AVERAGE PAYOUT 46.00
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WITH 360 TICKETS—ONLY 72 PULLS @ 5/25c
12 PADS TAKE IN \$216.00
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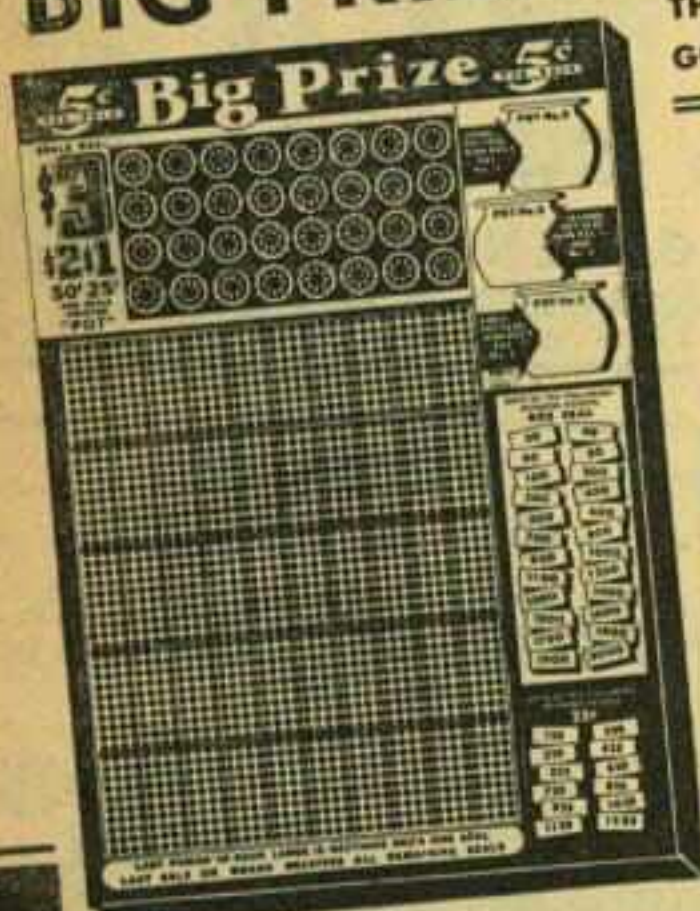
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FORM NO. 20035-C (ONE PRIZE)
2000 R. M. HOLES—THIN—5c PLAY
Takes in \$100.00
Pays Out 16.25
PROFIT \$ 83.75
(LESS COST OF MERCHANDISE)

FORM NO. 20035-B (TWO PRIZES)
2000 R. M. — THIN
5c PLAY
Takes in \$100.00
Pays out 16.00
PROFIT \$ 84.00
(LESS COST OF MERCHANDISE)

FORM NO. 20035-A (THREE PRIZES)
2000 R. M. — THIN
5c PLAY
Takes in \$100.00
Pays out 15.75
PROFIT \$ 84.25
(LESS COST OF MERCHANDISE)

HARLICH CORPORATION

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CHICAGO 51, ILLINOIS

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Music • Vending • Amusement • Bells • Counter

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, 6416 N. Newgard Ave., Chicago. de10

A.B.T. CHALLENGERS—MODEL F TARGETS; lost lease; liquidating; \$9 each; other bargains. Jules Gould, 541 S. Dearborn, Chicago 5, Ill.

AIREON DELUXE—ALL IN GOOD WORKING order; clean mechanism brought up to date; while supply lasts, \$149.50. Advance Music Co., 1606 Grand, Kansas City, Mo. no26

ARCADES — MILLS PUNCHING BAG, \$85; Batting Practice, \$50; Texas Leaguer, \$35; Lifter, \$40; Exhibit's Card Vendors, \$30; Multiscopes, \$30; write for list. Joe Frederick, 2263 Newton, Detroit 11, Mich. no26

ATTENTION, POP CORN OPERATORS! — When buying any type 'Pop' Corn Sez 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

CANDY MACHINES—UNEEDA FIVE COLUMN with base, \$60 each lots five; single, \$62.50; 5-Se'ect-It, 54 bars, \$17.50 each. Klotz Sales, 303 Edgewood Ave., Atlanta, Ga.

CIGARETTE MACHINES—WINTER SPECIALS. Write for prices; complete parts department and mirror stock. Quarter Conversion and Kingsize Kits. Central Vending Machine Service Company, 3967 Parrish Street, Philadelphia 4, Pa.

EMERGENCY SALE—175 1st MASTERS (LUM-ball), half in Newark on location, \$12 each. Merchandise and money in cashbox free. Bergen Novelty, P.O.B. 322, Englewood, N. J.

ERIE HAND OPERATED DIGGERS—EXHIBIT Merchants, Electro Hoists, Buckleys; we buy diggers and Rotary Merchandisers. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—USED PHONOGRAPHS, PINBALLS and Counter Games; cash or terms. Ralph Alexander, Seneca, S. C. Ja28

FOR SALE—5 WURLITZER SKEEBALL Machines, crated, \$60 each; 4 Genco Advance Rolls, \$39.50 each; 2 Exhibit Dale Guns, \$100 each; 1 Seven-Hi Belgian Pool Table, \$75. All machine guaranteed good working order; just off location. Curtis Coin Machine Co., 2036 West Forest Ave., Detroit 8, Mich. no26

FOR SALE—10 5c SUN PEANUT MACHINES, \$5 each, very clean; 5-10-25 cent Buckley Criss Cross, \$125 each; Vest Pockets, \$45 to \$65; very good condition; 10c Cherry Bell, \$50. Frank Guerrini, Burnham, Pa. no19

FOR SALE—LONGACRE, BOSCO, CAROUSEL, Gold Ball, Kilroy, Tropicana, Suspense, Show Girl and 2 Superliner, \$19.50 each. Duco Products, 328 Perry Street, Cincinnati, O.

FOR SALE—4 VEST POCKETS; RECONDITIONED and refinished, \$125; 1/3 deposit. Notify Grady Pittman, Box 172, Rock Mount, N. C.

FOR SALE—SUNSHINE CHOO-CHOO TRAIN; complete, A-1 condition; four cars, \$800. Harry Failor, Failor's Tent Show, Lacombe, La.

PENNY GUM, PEANUT AND CARD MACHINES at bargain prices; excellent condition; popular makes. DeCotes, 26 Duane Ave., Binghamton, N. Y. de3

POKERING TABLES—PERFECT CONDITION, like new, priced right for quick sale; 12 tables, including stools, \$95 each. James Travis, 700 E. Main St. Millville, N. J. no19

STAMP FOLDERS DIRECT FROM MANUFACTURER; low price; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

STAMP FOLDERS DIRECT FROM MANUFACTURER at lowest prices; write for prices and samples. Plymouth Press, 506 W. 122 St., New York City.

TRADE — 22 FOOT SHUFFLEBOARDS FOR post war phonographs or flipper type pin balls. Earl Cornwell, Brocton, Ill. no26

TWENTY R.C.A. LICENSED COIN RADIOS with one or two hour timers, twenty dollars each; used six months. Write Major Anderson, 6441 Vertin St., Salinas, Calif.

TURKEY PUSH CARDS

Also all other sizes and types for any and all merchandise.

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CHIPPEWA FALLS 35, WISC.

FIRST QUALITY SALESBOARDS
420 HOLE DOUBLE SAWBUCK \$2.00
300 HOLE FIN AND SAWBUCK 2.00
TWENTY FINS, FUL O TENS 2.00
1000 to 1300 HOLE 5c GIRLY BOARDS 1.95
1000 HOLE 5c PICK A CHERRY 2.00
ANY 5c, 10c, 25c Board \$1.50 to 2.50
Plain Boards, Tip Boards 50c up, 20% Deposit.
B. F. PRODUCTS 1910 Piedmont Road
Phone 25-771 Charleston, W. Va.

WANTED—OLD COIN OPERATED BARROOM Pianos; National Seeburg, Wurlitzer, Neilson, Wiggan, Western Electric, etc.; also extra music rolls. Harvey Ludwig 1515 Southeast 35th, Portland Oregon. no19

WANTED EXHIBIT'S ROTARIES PUSH ARM; Diggers all kinds; give full particulars first letter. Wilson Operating, Box 1271, Tulsa, Okla.

WANTED — PANORAMS, RAY GUNS AND Five Balls; have One Balls and Slots to trade. El Paso Arcade, 405 El Paso St., El Paso, Tex. Wire.

20 POP CORN SEZ AUTOMATIC VENDERS—A money maker for the right party; cost \$249.50, will take \$100 per f.o.b. Sioux Falls; quick sale, ill health reason. J. A. Bickford, Sioux Falls, S. D.

140 (5c) STAMP MACHINES, \$2.95 EACH; lots of 10, \$25; Sanitary Napkin Machines, \$7 each. U. S. P., Waterbury 5, Conn.

MIAMI BEACH BAN

(Continued from page 43)

apprehensive of new and greater competition from the big hotels.

Committee of Six

Hotel reps appealed to the Miami Beach council for a change and after some deliberation it was decided to appoint a committee of six to study and make recommendations. The committee will consist of two hotel men, two cafe men and two council members, and will report back Wednesday (16).

With hotels owning some of the biggest properties on the beach, informants say, the lifting of the ban against shows is practically a certainty. The only thing that could stop it, say insiders, would be if the hotels really didn't want shows in their places and were just going along for the ride.

If the law is amended it will mean additional work for hundreds of acts and scores of bands and musical outfits. Nitery ops aren't too gleeful at the prospect, but admit that in a real battle they can't stand up to the hotel men.

STEM CLUBS BOOM

(Continued from page 43)

ness than one with a home town team as an opponent.

Hotel men in for the convention were also on the spending spree. Many of the conventioners patronized hotels, but equally large numbers gave the clubs a whirl. The Warwick, for example, visited Thursday night (10), had practically every table filled with hotel men, and each seemed to be a bottle buyer.

Stageshow-pic combo houses were equally affected. In their case, however, two holidays in one week had them operating at holiday prices. The Paramount, Palace, Strand, Capitol, Roxy and Music Hall all had lines out front, with top prices listed outside.

Broadwa was similarly active. The mild weather (60 degrees) found the street jammed with Tarheels and the Irish celebrating and roaring from Times Square to Columbus Circle. Duffy Square was a particular target. In fact, Broadway looked like New Year's Eve. The only things missing were horns and confetti.

FOR SALE TICKET BUSINESS

4-Up Banding Machine, 4000 Sets of

Tickets not Banded, 3000 Sets Banded.

Papers—Forms—Customer List

A Complete Business.

\$7,500.00

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

SEE STABLE EXPORT MARKET

So. American
Export Scene
Varies for '50

Brazil, Colombia Pic Bright

WASHINGTON, Nov. 12.—Prospects for increasing exports of coin machines to Brazil and Colombia in 1950 are seen highly favorable, altho prospects for shipments to most of the other Latin-American nations are considered not so good, according to an evaluation of general export conditions compiled by the Commerce Department.

Soaring coffee prices are benefiting both Brazil and Colombia. Heavy restrictions on imports have also succeeded in improving the exchange situation in Brazil. By summer, said Commerce, it may be possible for Brazil to ease restrictions which presently bar nearly all types of coin machines.

Colombia's foreign exchange is built almost entirely on coffee receipts and they are expected by Commerce to continue high. The country has built up its foreign exchange from \$67,000,000 in April to (See South American on page 109)

NAAPPB Extend
Show Hours; Add
New Exhibitors

CHICAGO, Nov. 12.—Coinmen who will attend the annual outdoor convention at the Hotel Sherman here November 27-30 will view the largest Trade Show since the war, Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), Trade Show sponsor, announced.

With more exhibitors showing their products this year, Huedepohl said the exhibit hours would be extended 6 hours and 45 minutes. Official show hours are as follows:

Sunday (27)	10 a.m. to 7 p.m.
Monday (28)	9 a.m. to 1:15 p.m. 3 p.m. to 8 p.m.
Tuesday (29)	9 a.m. to 1:15 p.m. 3 p.m. to 7 p.m.
Wednesday (30)	9 a.m. to 1:15 p.m. 3 p.m. to 8 p.m.

The 1948 show included 127 booths with 73 exhibitors. The 1949 show will include at least 133 booths, including a special four-booth display in the Sherman lobby. A total of 80 exhibitors have contracted for displays. Huedepohl indicated this figure may be enlarged if display areas can be found, but it is the intention to concentrate all displays on one floor of the hotel.

Coin Machs. Target
Of Petty Burglaries

AMARILLO, Tex., Nov. 12.—Coin-operated machines in this area have been the target of petty burglaries over the past month to the tune of about \$1,000, local law officials revealed this week.

According to Captain of Detectives Robert Marshall, coin machines have been pilfered, almost on a nightly basis, at filling stations and taverns.

Coin Circulation Up

WASHINGTON, Nov. 12.—After a slight dip in July the amount of coins in circulation started upward again in August, according to the Treasury Department. Coins of all types totaled \$1,462,000,000, as compared with \$1,457,000,000 in July and \$1,459,000,000 in June. The August circulation figures broken down showed \$938,000,000 in half-dollars, quarters and dimes; \$357,000,000 in nickels and pennies, and \$166,000,000 in silver dollars.

Daval Founder
Helfenbein, 72,
Dies in Chicago

CHICAGO, Nov. 12.—David Helfenbein, one of the founders of the Daval Manufacturing Company, later known as Daval Products, died here Wednesday (9).

Born in Odessa, Russia, 72 years ago, Helfenbein spent more than 25 years in the trade. Tho associated with A. S. Douglass in business prior to that time, Helfenbein and Douglass entered the manufacturing phase of the amusement game trade in 1930, a venture which immediately proved successful. A major part of the firm's early success was gained in the counter field, altho by 1937 they were also known for their table products. One of the firm's first vending units was the U-Pop-It automatic popcorn machine which was placed on the market in 1937. Postwar products of Daval included the game, Free Play, and a stamp vender known as the Daval Postmaster.

Services for Helfenbein were held Thursday (10) at Piser's Northside Funeral Chapel. Survivors include his widow, Rosa; a daughter, Mrs. Rosalind Kane, and two granddaughters, Donna and Rita.

Keeney Names
New Distributors

CHICAGO, Nov. 12.—J. H. Keeney & Company announced the appointment of two associate distributors this week to handle its entire line of equipment. New firms, named by Dave A. Wallach, who was recently appointed direct factory representative for Michigan and Indiana, are Miller Newmark-Company, Grand Rapids and Detroit, covering Michigan for all Keeney equipment except the cigarette vender (Detroit area only on latter), and Sicking, Inc., Indianapolis, covering that area.

Central Ohio Coin Machine Exchange, Columbus, O., formerly distributing Keeney's full line in Southern Ohio and Western Virginia, with cigarette vender representation only in Kentucky in addition to the first two areas, now handles the full Keeney line for Kentucky, it was also announced. Central Coin now has two traveling representatives, David Hirsch and Bernie Shaw, covering the assigned areas, concentrating on Keeney products according to Woolf Solomon, Central Coin president.

New Pin Tax at Gering

GERING, Neb., Nov. 12.—The city council has imposed a \$10 yearly fee on pinball machines. Operators must pay the per-machine tab immediately on all units now on location.

New Company
Is Producing
Bowling Game

Elco-Bowl Is Revived

NEW YORK, Nov. 12.—Sutphen Products Corporation, recently formed here, has acquired the patents and manufacturing and sales rights to Elco-Bowl, scaled-down, coin-operated bowling alley, from the Electric Boat Company, it was learned this week. Renamed Bowl-O, the game has been placed in production. Some deliveries have already been made.

The game, said to require as much skill as regular bowling, was introduced to the trade at the last Coin Machine Institute show in Chicago. It is played on a maple alley, about one-third the length of the regulation game. In place of wooden pins, the player aims at a lighted set of pin images. Scores are counted automatically and recorded on an illuminated screen.

Bowl-O under its former name, has been operated in a number of locations during the past eight months. A 10-cent-play unit, it had been in the development stage for almost three years.

Preston L. Sutphen, president of the new company, said Bowl-O was being manufactured in a plant in Smithtown, L. I. The game lists at \$1,170, plus shipping charges.

He also reported that a nationwide net of distributors was being set up to handle the game. Executive offices of Sutphen Products are at 61 West 56th Street here. Officers, in addition to Preston Sutphen, include Henry R. Sutphen, vice-president, and H. Walter Riker, secretary.

Burras Rejoins
Jennings Staff

CHICAGO, Nov. 12.—O. D. Jennings & Company has announced the appointment of Hugh Burras as road representative, effective immediately.

Burras entered the trade with the same firm in 1925 and had advanced to sales manager when he resigned in 1937 to become general sales manager of Western Equipment & Supply Company. He left Western a year later to become general sales manager of Advitagraph Corporation. Before and after these affiliations Burras was a key figure in sales and advertising work not connected with the coin machine industry.

In his new post Burras will concentrate his activities in the Eastern States, working out of Columbus, O., where he makes his home.

Average Price
On Used Game
Soars to \$148

20 Nations on List

WASHINGTON, Nov. 12.—With only the sale of games showing an improvement over the previous month, coin machine exports for August totaled \$128,311 for 669 units of all classifications, according to official figures released this week by the U. S. Department of Commerce. Despite a general decrease in the average dollar total compared with the previous seven months of 1949, a breakdown by countries of August equipment shipments indicates the growing solidarity of the market.

For the fourth time this year, Venezuelan operators were the leading importers of U. S. produced coin units. They accounted for 228 machines, valued at \$28,503, of which \$25,923 was spent for 118 used jukeboxes, \$1,545 for two new drink machines and \$1,035 for seven late model used games. Cuban operators were also active in August imports, spending (See Average Price on page 109)

Q-Ball Champ
Competish in
East Mulled

Plan Garden Event?

NEW YORK, Nov. 12.—As a gala climax to its first year of operation, the American Q-Ball Congress is believed to be planning an Eastern championship tournament to be held at Madison Square Garden next spring. However, top Q-Ball officials could not be reached for comment this week.

The Madison Square Garden booking department confirmed Friday (11) that negotiations with the Congress were nearing completion. They told *The Billboard* the tournament date was tentatively set for June 4. But the lease had not yet been signed, according to the booking manager. The tournament probably will be held in the Garden's Exposition Hall, beneath the main arena.

Lane Distributes

Official Q-Ball, a coin-operated Belgian-type pool table, is manufactured by the Scientific Billiard Table Corporation, Brooklyn. The entire output goes to the American Q-Ball Corporation, headed by Bert Lane, which acts as a national distributing agency (*The Billboard*, September 24). The American Q-Ball Congress, with Edward Lane as chief executive, supervises all league activity.

With sustained promotion deemed basic to the success of the game on location, the Congress has made available to operators league blueprints, trophies, trained girl demonstrators and professional exhibitions.

It was believed the New York tournament next June would be one of several major events in other cities to be sponsored by the Congress.

ABCB CONVENES IN DETROIT

Schedule Special Vending Panel; No Cup Machines on Exposition Floor This Year

Well-Rounded Program for Visitors in Motor City

DETROIT, Nov. 12.—With visitors beginning to converge on this city, the 31st annual American Bottlers of Carbonated Beverages (ABCB) meeting and the 1949 National Beverage Exposition was set to officially get under way promptly at 9 a.m. Monday. While there will be no exhibits of cup vending machines at this year's exhibition, there will be bottle venders on the floor. Also of prime interest to the vending machine industry is a special panel discussion, scheduled for Tuesday at 3:15 p.m. on *Vending Machines in the Soft Drink Industry*. Panel members will present the views of equipment manufacturers at this session.

Over-all, the convention this year offers a well-rounded program, with visitors scheduled to see new plant equipment and many labor-saving devices, new products and merchandising ideas. Industry problems will be covered at the panel meetings, and industry activities for the coming year will be outlined by special speakers. For those who want to relax, there will be the annual ABCB Ball, exhibitors' parties and the banquet and entertainment. For the women, there are three special parties scheduled, as well as other activities.

Program Highlights

Registrations will start at 9 a.m. Monday at Convention Hall. At the same time a breakfast and the annual State Association Conference will start in the Bagley Room at the Hotel Statler. At 12 noon the grand opening of the exposition will take place at Convention Hall.

(See ABCB CONVENES on page 90)

Debut New Type Milk Container

FULTON, N. Y., Nov. 12.—Following a nine-year period of development, Sealright Company, Inc., here announced last week that its new milk carton and carton manufacturing process will be released on a nationwide basis. For the past year, tests of the carton and the process have been conducted by both The Borden Company and Bowman Dairy Company in Chicago, with favorable results.

Sealright describes the new carton and process, called Sealking, as a revolutionary new method of packaging fluid milk. The package itself, a square, plastic-coated throw-away paper carton, is formed, sterilized, filled and sealed in the dairies. The carton is sealed at a top corner with aluminum foil, leaving the top surface flat to facilitate stacking in venders, refrigerator cases, etc.

Cartoning Process

The cartons come to the dairies as flat blanks (manufactured and printed at Sealright's Fulton plant) and they are then formed, filled and sealed by a special machine which is leased to the dairy by Sealright. This machine takes the sidewall, bottom and top blanks, heat sterilizes them and forms the carton in one-half pint, one-third quart, pint and quart sizes, fills them automatically to exact measure and makes the aluminum foil corner seal.

Product identification (as Grade A, buttermilk, chocolate milk) is printed on the top blanks only, permitting packaging inventory to be cut almost 50 per cent, according to Sealright. It was stressed that the new carton was also designed to package fluid fruit juices and other types of liquid food products.

Footlight Vender

CHICAGO, Nov. 12.—A soft drink bottle vending machine is currently filling one of the star roles in the *At War With the Army* play at the Harris Theater here. As a prominent part of the scenery, audiences see the vender put thru its paces nightly.

Carrying the Pepsi-Cola insignia, the machine is thoroely at home in its unique "location" behind the footlights. It steals one of the big scenes in the laugh review when it generously endows one of the players with an abundance of pop. Unit which was used in the New York performances vended Coca-Cola.

Coffee Ops Cut Supply Cost by Using Cold Cup

CHICAGO, Nov. 12.—In a move to further reduce the hot coffee operator's supply costs, the Bert Mills Corporation this week announced the successful use of lower-priced wax-impregnated vending cups, resulting in a ½-cent saving per cup. Bert Mills, president, reported that tests of this type cup during the past two weeks, using above normal temperature drinks, proved the containers' acceptability, both taste and strength-wise.

Use of the wax-impregnated cups increases the cup capacity of the firm's coffee vender, boosting it from 500 to 600. While all new Coffee Bars are being delivered with slightly altered cup dispensing mechanisms to accommodate the different type cup, Mills stated that an adjustment unit was being prepared by Johnson Fare Box Company so that venders already in the field could be adapted to handle the lower-priced cup. Latter have worked out so well that they will be standard on all Mills' venders in the future.

Ready availability of the two makes of wax-impregnated cups used has been ascertained, Mills said. Both 7½-ounce sizes, they are the M-27 Dixie and 785-E Lily Tulip cold cups.

Coupled with the use of enriched cream concentrate which affects a one gram saving per serving (*The Billboard*, November 12), the cup saving cost makes possible the reduction of the per cup serving, with all ingredients, to 2.1-cent for the operator. Together, the lower cream and cup costs mean that the operator can write off the recent hikes in coffee price and, in fact, be ahead, profit-wise, over pre-price-rise earnings, according to Mills. And because of the cream-cup savings he will still be able to vend nickel coffee at a profit should java prices be increased further.

New Stamp Unit Bows in N. Y.

NEW YORK, Nov. 12.—A new postage stamp vender was introduced this week by the Stamp Machine Vending Company, a recently organized firm with offices at 532 East 119th Street here. Production has already begun, according to Russell Clifford, owner, and first units are to hit locations in this area early next week.

A two-column machine, the vender can stock 300 stamp folders at each servicing. ABT coin mechanisms are used. Single units list at \$35, with sizable discounts for quantity orders. The firm will introduce a three-column machine soon, he added.

Negotiations are currently under way with distributors to handle this line.

Field Test New J'son Changer

CHICAGO, Nov. 12.—Initial production of pilot models of its new model electric, built-in coin changer was announced last week by the Johnson Fare Box Company.

R. H. Grismer, sales co-ordinator, stated the improved unit, called Johnson Automatic Coin Changer, will be thoroely field tested before being offered to equipment manufacturers.

Merchandising Clinic:

Leroy Johnson Proves Paying Attention to Details Can Be Important Road to Op Success

By Jack Weinberg

ST. PAUL, Nov. 12.—Attention to detail is the one road to success for Leroy Johnson, head of the Canteen Company of Minnesota. Without it his firm wouldn't have the several hundred stops which its 16 routemen serve in St. Paul and Minneapolis. The 20 years Johnson, who is president of the Minnesota Automatic Merchandisers' Association, has spent in the vending machine business have convinced him that it's the little things, the minor items that count most. Like, for example, checking on the average age of employees at one of the many industrial plants in the Twin Cities which his firm serves. If the average age is over 50, it's almost a sure-fire bet that most of the plant workers have store-boughten teeth instead of their own. So what has that got to do with the vending machine business? Plenty, argues Johnson. You make sure your candy vender has soft, marshmallowy candy bars instead of the hard nougats that are tough to bite into.

That's a detail—and a mighty important one for Johnson.

Personal Touch

A machine drops off in gross income! What's the reason for it? A stop at the plant discloses there have been some personnel changes made and the department where the once-profitable machine is now resting on its laurels without too much attention has been de-activated. The employees have been moved to another department here the vending equipment on location isn't heavy enough to take

(See Leroy Johnson on page 91)

Venders Shown At Hotel Meet

NEW YORK, Nov. 12.—Drink vending equipment was featured in displays of the Coca-Cola and Pepsi-Cola companies at the Hotel Show here this week. Both firms showed bottle dispensing units at the five-day meet, which closed at the Grand Central Palace yesterday (11), with Pepsi-Cola also demonstrating cup venders. A large sign above the Pepsi booth carried the legend: "There's Profit in Vending."

Acme Sales Company was the only other exhibitor of coin equipment. The firm showed the U-Need-A shoe shiner, the brush-up unit and the recently announced snow-removing machine. The latter is specially aimed at hotel placement.

Plans Completed for NAMA Meet; Set Up Open Houses

CHICAGO, Nov. 12.—Final plans for the annual National Automatic Merchandising Association's (NAMA) convention and exhibit, November 27-30 in Atlantic City, have been completed, George M. Seedman, convention chairman, announced this week.

Advance registration has been heavy, particularly from Eastern areas, Seedman reports. "If present figures are an indication, there should be between 5,000 and 6,000 participating in the 1949 convention and exhibit," he stated. "Tickets for the annual banquet, the concluding event on the convention calendar, are going fast."

At the annual banquet an award will be made to an NAMA member firm which has contributed most to

(See Plans Completed on page 86)

CHICAGO, Nov. 12.—To permit manufacturers and suppliers attending the National Automatic Merchandising Association (NAMA) convention in Atlantic City to meet informally with operator visitors, Monday (28) evening has been set aside for open-house activities. In all, 33 firms have announced plans to hold an open-house that evening, with the get-togethers skedded to start at 8 p.m. The firms will be located in six hotels in Atlantic City, their exact locations to be announced at the opening of the convention Sunday (27).

Open House Sponsors

Suppliers and manufacturers who have announced open-house sessions include Alco-Deree Company; Austin

(See NAMA's Open on page 87)

RECORD CANDY SALES TO OPS

Com'erce Dept. Annual Report Reveals Hike

3.2% to Venders

WASHINGTON, Nov. 12. — Direct sales from manufacturers to venders rose to an all-time high of 3.2 per cent of all candy distribution last year, Commerce Department reported this week in its comprehensive annual report on the candy industry. In 1947, 2.9 per cent of all candy went direct to venders, the first year such a break-down was made.

Bar goods represented 75 per cent of total candy sold by manufacturers last year—the first in which sales hit the \$1,000,000,000 mark. Package goods climbed to second place with 20.6 per cent, while bulk goods sales accounted for 18.1 per cent. Nickel and dime specialties made up 7.9 per cent, and penny good 5.6 per cent of the total.

Chief 1948 trends in the candy market, according to Commerce, were:

Strong competition among producers of various kinds of bars.

Price factors of mounting importance in the package good field.

Great expansion in the field of low-priced package goods.

Higher prices than in 1947 for most chocolate goods.

Prices closer to 1947 for non-chocolate confectionery.

Gradually increasing production of penny items.

Chocolate Dominates

Of bar goods sold last year, chocolates were the dominant item, altho their proportionate share of the market was less in 1948 than in 1947. Molded or solid chocolate bars were a growing line, accounting for about one-fourth of the poundage and one-third of the dollar sales of bar goods. Non-chocolate bars included about one-tenth of the bar goods sales and a slightly higher fraction of bar good poundage.

Penny goods were reported made by 93 manufacturers last year as compared with 73 in 1947, while the value of sales was up from \$13,000,000 to \$23,000,000 and quantity was up from 59,000,000 pounds in 1947 to 100,000,000 pounds in 1948.

Manufacturers' sale of candy bars retailing at the nickel level (including 6 cent, 7 cent and 3-for-a-dimers) dropped about 10 per cent from 1947, while sales of dime bars jumped 40 per cent dollar-wise. This particular break-down, however, was compiled only from the reports on about one-third the number of manufacturers used in other break-downs, so the figures are not necessarily accurate for the industry as a whole.

The direct sales of candy from makers to venders showed an increase, the largest channel of distribution continued to be thru the

wholesaler. Of all candy sold by manufacturers, 52.6 per cent went thru jobbers—a decrease of 1.2 per cent from 1947. Chain stores took 21.3 per cent of the output and independent stores took 17.7 per cent.

Best Markets

Best candy markets were New York, Pennsylvania and California in total dollar sales. Per capita consumption, however, was greatest in the Rocky Mountain area, with Utah in the lead.

Commerce figures losses to the industry thru credit allowed for damaged goods climbed to \$6,000,000 last (See Record Candy Sales on page 88)

Reconditioned Vendors

75 Cash Trays	Each \$ 6.95
10 Masters, 1c	8.95
20 Masters, 5c	8.95
15 Sugar Bowls	10.00
50 Cigar Machines	15.00
25 Adams Gum, Mod. "N," 4 Col.	9.95
50 Adams Gum, 6 Col.	8.95
10 Victors, Mod. "V," 1c	7.50
5 Victors, Mod. "V," 5c	7.50
2 Lighthouse Hot Nut	5.50
1/2 With Order, Bal. C. O. D.	

WANTED—CIG. & CANDY MCHS.

CAMEO VENDING SERVICE

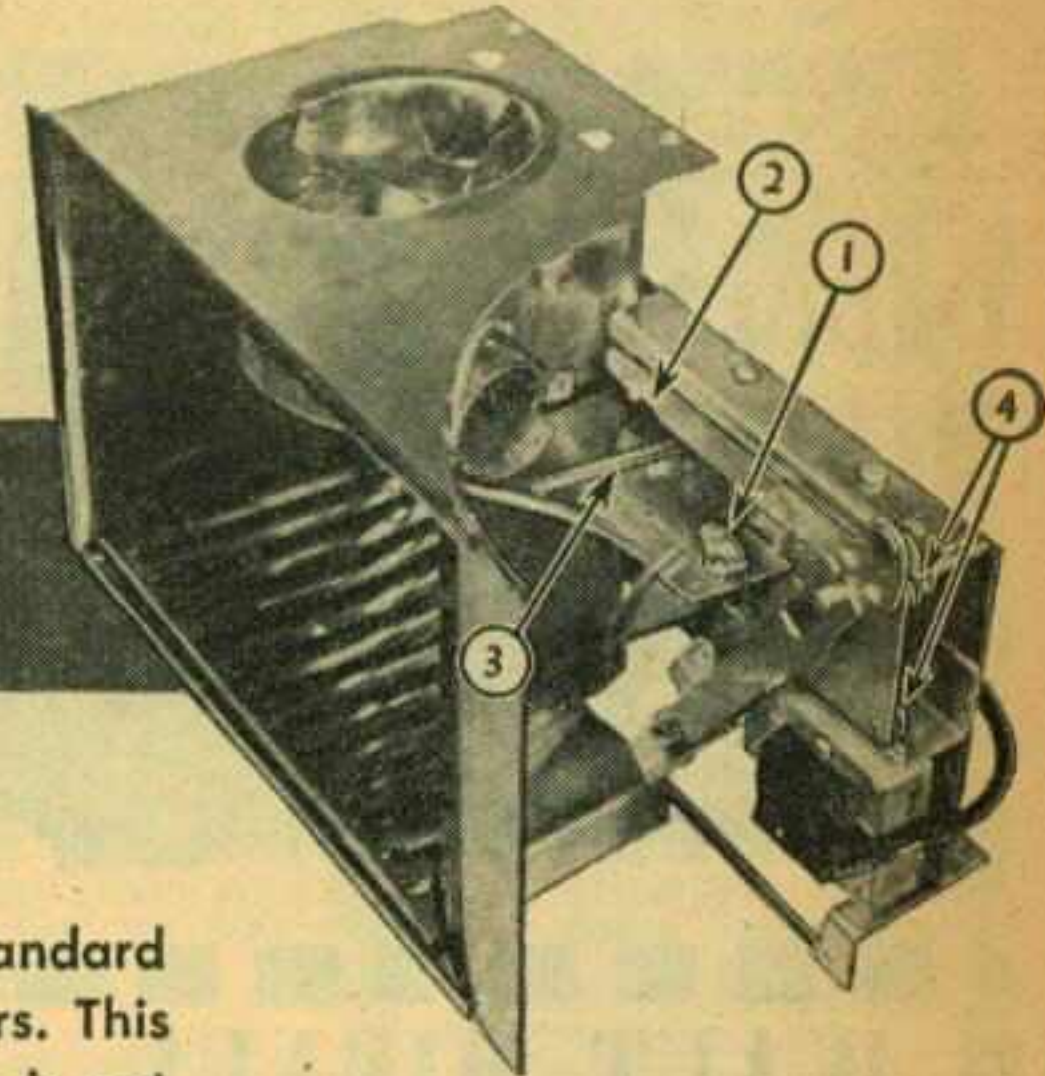
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LONGACRE 3-1334

GIVE TO THE
RUNYON CANCER FUND

NEW VENDING STAGE MECHANISM FOR MILLS CUP TYPE DISPENSERS



1. Thumbscrew for easy removal of gate.
2. Safety-Lock keeps gate shut tight and prevents forcing gate open when not vending.
3. Embossing on gate prevents syrup from getting into mechanism.
4. Rollers on delivery mechanism reduce friction, assure easy operation.



TAMPER-PROOF

The Mills safety Vending Stage mechanism is standard equipment on all new cup type beverage dispensers. This new Stage prevents forcing of gate when Fountain is not vending and is absolutely tamper-proof. In addition, the new Vending Stage has a special embossing on gate which prevents syrup from getting into mechanism. Easy operation is assured by rollers on delivery mechanism which are spaced far enough apart to avoid sticking. Unnecessary servicing is eliminated by this improved stage. Unexcelled sanitary conditions and greater Automatic Fountain satisfaction are realized.

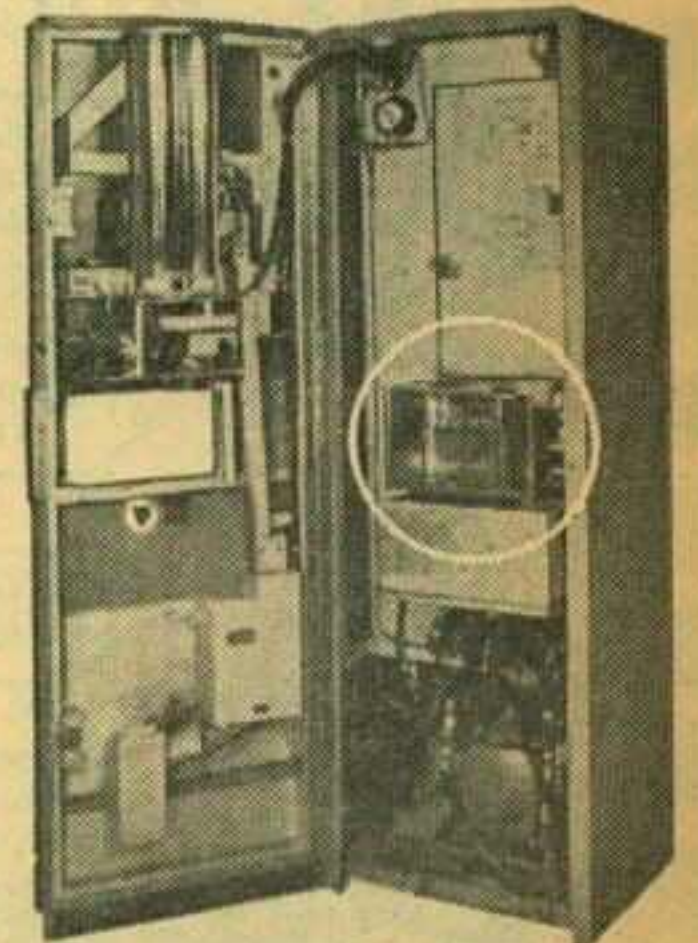
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MILLS

AUTOMATIC FOUNTAIN

Fully Automatic with Coin Changer



Interior view of Mills Automatic Fountain showing location of new Vending Stage mechanism.

NOTE: No CO₂ tank is shown since the dispenser illustrated is for non-carbonated beverages. Standard model is equipped for CO₂ tanks.

GREATEST TIME-SAVING PENNY WEIGHING SCALE

CAPACITY \$10.00

SPRINGS ARE PRECISION CALIBRATED HEAVY SHEET METAL BASE TIN SCOOP DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.

Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.

There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

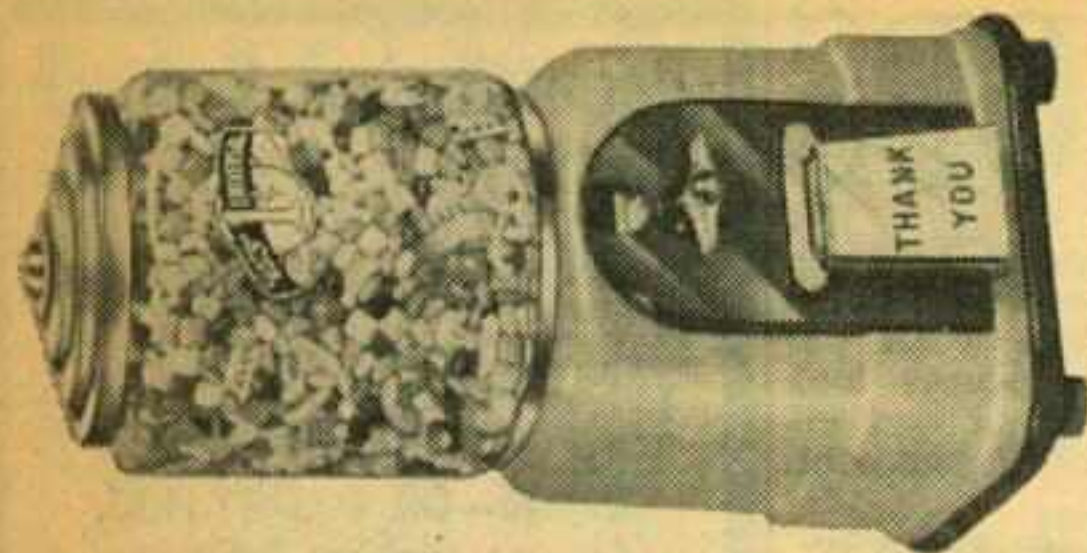
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1/3 Dep., Bal. C. O. D., F. O. B. N. Y. DISTRIBUTORS, WRITE FOR PRICES.

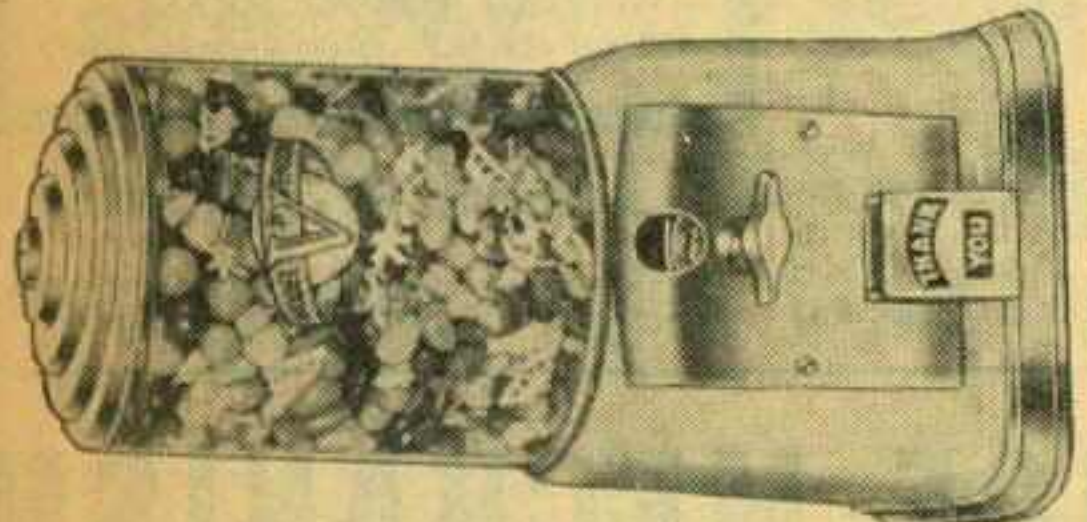
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Equipped with the new VICTOR plastic globe. Available on all VICTOR models at small extra charge at time of machine purchase.

The popularity of these vendors is amply demonstrated by their total absence on the used-machine market.

Victor Vendors 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.

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VICTOR VENDING CORP.

5701-13 W. GRAND AVENUE, CHICAGO 39, ILLINOIS

Plans Completed For NAMA Meet

(Continued from page 84)

The vending industry thru its efforts in the field of visual communication. The nature of the award and its recipient will not be revealed until then.

Three additional exhibitors have signed contracts for space in the 1949 exhibit. They are H. A. Bruntjen Company, Minneapolis (popcorn machine); Babaco Alarm System, New York (electric warning systems), and the Cadbury-Fry Company, New York (candy). Practically all the exhibit space is sold, Bernard N. Osmond, NAMA's director of special activities, reported.

In keeping with the keynote of the convention "salesmanship," the National Sales Executives Club (NSEC) will maintain a booth on the exhibit floor of Convention Hall. NAMA members will thus be given an opportunity to discuss with a NSEC representative the aims and purposes of the club.

Likewise, a booth will be set up on the exhibit floor by the National Fire Protection Association. The association will at that time explain to interested members the value of various insurance services.

Exhibit hours for the four-day meeting have been set up as follows:
 Sunday (27)—1 p.m.-5 p.m.
 Monday (28)—12 noon-6 p.m.
 Tuesday (29)—3 p.m.-9 p.m.
 Wednesday (30)—12 noon-5 p.m.

Convention sessions will include clinics for cigarette, gum, candy, cup beverage, bottle beverage, nut, biscuit and penny machine operators. Plans for 1950 NAMA activities will be formulated at the annual board of directors' meeting scheduled for Monday afternoon.

To date more women have indicated that they will take part in the ladies' program than during all the previous NAMA conventions.

Gift Donations

Sixteen firms have donated valuable prizes that will be awarded at the bingo party, scheduled on the ladies' program for 8 p.m. Monday, November 28, at the Claridge Hotel.

The following firms have presented gifts: Adams Corporation; American Tobacco Company, Inc.; Austin Packing Company, Inc.; Canada Dry Ginger Ale, Inc.; Chicago Lock Company, Double Cola Company, Gordon Foods, Inc.; Liggett & Myers Tobacco Company, Inc.; Lily-Tulip Cup Corporation, P. Lorillard Company, Philip Morris & Company, Ltd., Inc.; Nehi Corporation, Dr. Pepper Company, H. B. Reese Candy Company, Inc., and the R. J. Reynolds Tobacco Company.

Seedman stressed that those who intend to be present at the convention in Atlantic City check their transportation plans and make sure that "you arrive in Atlantic City before noon on Sunday, November 27. After all, you won't want to miss the grand opening of your 1949 NAMA exhibit—at 1 p.m.—and many other important Sunday features."

Thatcher Glass Co. Sales Reach Record

ELMIRA, N. Y., Nov. 12.—Thatcher Glass Manufacturing Company reported last week that its dollar sales for the third quarter were the second largest in history, surpassed only by the first quarter in 1947.

President Frank P. Pollock reported that for the 12 months ended September 30, sales totaled \$18,305,846. This returned an operating profit of \$1,847,013 and net profit of \$805,493. For the same period ending in 1948, total sales were \$16,751,327, with an operating profit of \$500,815 and net loss of \$60,607.

100 Master 1c Three Window Vendors

Will sell lot @ \$750.00 or \$8.00 each in lots of 10. Used only 90 days and in A-1 condition. 1/2 deposit.

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"May I offer my congratulations upon your wonderful magazine Vend and its careful and stimulating articles."

"You have presented the vending field in the proper manner, namely, that vending is a continuous job, both in supplying the machines and in public relations and in the attitude of the vender."

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CRACKER VENDOR

Four columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3 1/2" x 2 1/2" x 1/4". Has large merchandise display and self-illuminating plexi-glass sign.

MODEL 700

Metal Cabinet and Base.
 Ht. on Base, 60"
 Wt. on Base, 64 Lbs.

WRITE FOR NEW REDUCED PRICES!

Immediate Delivery in Green Metal Lustre Finish.

Write for Catalog of Complete Line of 5¢ Gum and Candy Vendors.

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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

CHARM BASKETBALLS

1/2 INCH SIZE:
 Copper Plated \$ 8.00 per M
 Silver Plated 9.00 per M
 Gold Plated 10.00 per M

The above balls are embossed with college names.

3/8 INCH SIZE:
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Character Charms @w.d.p



MICKEY

Available in 16 Walt Disney Characters! New! Copper, silver, gold and color plated finishes!

They increase sales 500%! They make more money!



DONALD

Vends perfectly with all gum and bulk merchandise!

Disney character decals available in full color!



PLUTO

Get More "FACE" Value for Your Charm Dollar. Operators, contact your distributor! Distributors, contact us!

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ACTUAL SIZE

USED ELECTRIC CIGARETTE MACHINES

Ready for Location

- 5 NATIONAL 9-F, 9-Col. * \$195.00
- 50 ROWE DIPLOMAT, 8-Col. * 189.50
- 4 EASTERN C-8, Early 8-Col. * 149.50
- 2 EASTERN C-8, Late 8-Col. * 189.50
- 3 KEENEY, 9-Col. * 169.50

*Equipped with nickel changemaker.
1/3 with order, balance on delivery
All orders subject to prior sale

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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. Weighs 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.

NAMA's Open House Plans Set

(Continued from page 84)

Packing Company, Inc.; Blumenthal Bros., Brown & Williamson Tobacco Corporation; Candy Pack, Inc.; Chase Candy Company, D. L. Clark Company, Craig Vending Machine Company, the Diamond Match Company and Dixie Cup Company.

Arthur H. DuGrenier, Inc.; Ford Gum & Machine Company, Inc.; Guardian Electric Manufacturing Company, the Harrison Company, Hollywood Candy Company, Huyler's & Subsidiaries, Johnson Fare Box Company; Walter Kidde & Company, Inc.; Lamont, Corliss & Company and Lehigh Foundries, Inc.

Lily-Tulip Cup Corporation (beverage cup division), P. Lorillard Company, Maryland Cup Company; Mason, Au & Magenheimer Confectionery Manufacturing Company; National Rejectors, Inc.; National Vendors, Inc.; Northwest Engineering, the Northwestern Corporation; Philip Morris & Company, Ltd., Inc.; H. B. Reese Candy Company, Inc.; Rowe Manufacturing Company, Inc.; Timm Industries, Inc., and Topps Chewing Gum, Inc.

Diamond Review

Closing event of the convention will be the entertainment program, *Diamond Studded Review*, which will climax the annual banquet Wednesday (30). Jack Carter, who emceeds the *Cavalcade of Stars* TV series, will head the cast appearing in the show, which will again be sponsored by the Diamond Match Company this year.

Appearing with Carter will be the Wayne Marlin Trio, a specialty dance group; Ken Whitmer, the Musical Professor; Bob Fuller's Texans, modern song group, and Lloyd and Susan Willis, comedy dancers.

Music for the show, as well as for dancing later, will be provided by the Barry Brothers' orchestra.

Westinghouse Reports Record Net Earnings; Ups Stock Dividends

NEW YORK, Nov. 12.—Westinghouse Electric Corporation has reported that the first nine months this year returned the highest net income ever earned, \$48,964,408, equal to \$3.64 a common share. For the same period in 1948, according to President Gwilym A. Price, net income was \$37,296,345, or \$2.74 a share.

As a result of the increased earnings, firm also announced that its directors have ordered a last-quarter dividend of 65 cents a share on common stock payable December 1. This compares with year end dividends of 50 cents paid out in 1947 and 1948.

Firm's net income for the third quarter this year jumped to \$20,554,447, or \$1.54 per share, from \$9,855,245 or 72 cents a share in the like quarter last year. The board is said to be considering raising the usual 25-cent quarterly dividend by 15 cents a share.

Northwestern

NEW REDUCED PRICES

MODEL 49

SPECIAL \$13.35

FACTORY FRESH

Vender Confections

Teeny LB.

Almonds 65¢

Jumbo

Pistachios 80¢

Spanish #1

Peanuts 24¢

Blanched

Virginias 32¢

Redskins 28¢

Cornuts 23¢

Boston Beans, 23¢

Rainbow Beans 23¢

Pine Nuts..... 43¢

Ball Gum,

Bubble 27¢

Parts—Supplies—Charms—Write for List.

BADGER SALES CO., INC.

2251 W. Pico Blvd. Los Angeles 6, Calif.

"GREATEST FORWARD STEP.."

in the BULK VENDING MACHINE BUSINESS"

Northwestern

MODEL

49



CUTS SERVICING TIME AND COSTS

in Half

Everywhere acclaimed the greatest forward step in the bulk vending machine business, the new Northwestern Model 49 is a winner in every respect. Its new *Sani-Carry Globe*, with convenient screw-on cap, can be cleaned and refilled at home or warehouse. On location, empty globe is removed from vender and filled globe attached in a jiffy. Result: Servicing time and costs cut in half . . . profits boosted to new highs. Write, wire or phone for complete details!

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The NORTHWESTERN LINE

CAN BE PURCHASED ON "RAKE" 24-PAY PLAN—IMMEDIATE DELIVERY. Write for Circulars and Price List. WE TAKE TRADE-INS—LIBERAL ALLOWANCE.

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RAKE Coin Machine Agency

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Like Money In The Bank!

EPY'S NEW PIRATE COINS

- Duplicates of old coins . . . so real-looking you can almost spend them! Yet they can't be used as slugs!
- They'll make your machines look rich and inviting as a treasure chest!
- Plus plenty of variety for kids to collect and trade!

GET PIRATE COINS IN YOUR MACHINES. THEY'LL KEEP THEM LOOKING NEW!

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CHECK AMONG THE LARGE successful operators and you will find they are using VICTOR "V" VENDERS. They know this machine is unequalled for any merchandise—ball gum, nuts, candies—with or without charms!

Only \$12.00 Each

(24 or more) Plastic Globes, 50¢ extra per machine on new machine orders.

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Send for free leaflets showing "V" and other Victor Profit-Making Vendors.



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

Alkuno Names Meeks To Top Selling Post

NEW YORK, Nov. 12.—Hal Meeks, active in the vending industry since 1925, has been named sales manager of the vending division, Alkuno & Company. Meeks, who has long had a sales agency for the Mill's penny gum machine, will continue to represent that line, in addition to taking on his new duties at Alkuno.

Meeks said his major assignment in the next few weeks is to set up a national sales organization. While he has several salesmen who work under his direction, he will allocate a number of sales territories to distributors.

To get their new program started without delay, Kuno E. Hamann, president, and Meeks have scheduled a special showing of the new Alkuno cigarette vender for next Thursday and Friday (17-18). To be held at the Alkuno plant, 408 Concord Avenue here, the show is aimed at acquainting prospective distributors with the new machine.

The cigarette vender, a four-column unit, has a capacity of 100 packs (The Billboard, October 29.) Built much on the general lines of the firm's biscuit machine, the unit will be plugged for moderate-traffic locations. It lists at \$65, without stand.

Hamann disclosed that he has developed a penny-match assembly that can serve as a supplementary unit to the cigarette vender, or be used in separate installations. It will sell for about \$9, he said.

VICTOR'S AMAZING NEW DOUBLE TOPPER

With Plastic Globes, 2 Units to a Case, \$45.00 per case.



Special Thanksgiving Offer

2 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 Foo:ball Charms \$3.75 per 1000

Write for our FREE Complete Charm Li-t.

1/3 Deposit, F. O. B. Brooklyn, N. Y. Balance C. O. D.

Orders Under \$10.00, Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992

Agriculture Department To Hear Sugar Report Nov. 30

WASHINGTON, Nov. 12.—Agriculture Department's annual get-together for the purpose of hearing testimony on domestic sugar requirements is slated for November 30. Soft drink makers, candy manufacturers and other industrial sugar users are expected to present strong arguments for a hefty boost in the sugar quota. Briefs on requirements will be received by the agency until December 12.

Because of the recent increase authorized in the 1949 quota, distribution thru October ran ahead of last year. Distribution for the first 10 months of the year amounted to 6,494,946 tons as compared with 6,230,450 tons for the same 1948 period.

RECORD CANDY SALES

(Continued from page 85)

year, an increase of about \$2,000,000 over 1947. After declining from a prewar rate of about 1 per cent of sales to a low of .08 per cent in 1944, the industry's allowance for returned goods increased in each subsequent year. The 1948 rate of returns was 40 per cent above 1947 and the highest since 1941.

As previously reported by Commerce, 1948 sales amounted to \$1,001,000,000, a gain of \$45,000,000 over 1947.

THE BIG 3 FOR THE SUCCESSFUL OPERATOR



1. ACORN

1c or 5c 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 12.50 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.

PARKWAY MACHINE CORPORATION
623 W. NORTH AVE. DEPT. B • MADISON 1447 • 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!

M. J. Abelson
Gen. Sales Mgr
1349 Fifth Ave.
Pittsburgh, Pa.
Ph.: AT 6478

JAK MFG. CO., INC.
11411 Knightsbridge Ave.
Culver City, California

WRITE FOR OUR FREE ILLUSTRATED CATALOG!

Rush Your Order Today

VICTOR'S AMAZING NEW TOPPER

1 to 5 Cases \$43.00 Per Case (\$10.75 Per Mach.)
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, 5¢	8.10
25 N.W. Deluxe, 1c & 5¢	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 & Col. Candy, Cap. 102 Bars	65.00
8 Rowe Presidents, 8 Col. Lite-Up Candy, 120 Bar Cap.	75.00
8 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.

OPPORTUNITY OF A LIFETIME

If You Are Looking for an Investment That Will Guarantee Better Than 50% Profit Get Into the **AUTOMATIC POP-CORN MACHINE BUSINESS**

Due to a death in our sales organization we will dispose of 55 MINIT-POP Automatic Electric Popcorn Machines at a ridiculously low price. Most of these machines are still in the original packing crates, others have been out on demonstration, but all are like new. Ideal for skating rinks, theaters, schools, industrial plants, etc. If interested, contact:

DRAPER AUTO SALES
517 S. Wash. Marion, Indiana Phone 799



HERE'S A SIMPLE STORY!
ACORN
1c or 5c All Purpose Bulk Merchandiser.
Simply sells merchandise as fast as you load it!
MOUNTAIN STATE DISTRIBUTORS
Cameron, W. Va.
Phone: Cameron 16



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.

SURPRISE! AMAZING NEW CHARMS
Be first! Write at once for FREE illustrated material and prices on world's most unusual charms and novelties. Revolutionary profit boosters for operators and distributors. Write one! Write all! But write NOW!

LA RUE INTERNATIONAL, INC.
540 Hayes
San Francisco, Calif.

Blevins Announces Findings On 'More Volume' Popcorn Research

NASHVILLE, Nov. 12.—A research program on how to get greater volume from a given portion of popcorn, in progress in Blevins Popcorn Company's laboratory here, has turned up some important popping facts, firm official told *The Billboard* recently. Operators who have their own popping equipment can increase profits by getting the most out of their corn, often serving one or two bags more per pound of corn processed for their vendors.

One of the significant discoveries to come from Blevins's research is the importance of using plenty of seasoning oil. To answer the "how much is enough" question, laboratory technicians conducted a series of volume tests and conclusively determined that four ounces of seasoning oil produced a greater volume of popped corn from 12 ounces of raw corn than any other proportion. The standard proportion generally accepted has been three ounces of oil to 12 ounces of corn.

While the exact reason behind the more volume from the four ounces of oil per 12 ounces of corn was not definitely established, it was logically explained in this way: The increased use of oil furnished an ample bath to every grain uniformly, which meant that not only was there better distribution thruout the batch, but after the majority of grains have popped and absorbed their share of the oil, there was still some left for the laggards.

Using more seasoning oil is also important for another reason, Blevins states. The popping volume of top quality hybrid popcorn continues to rise year after year, and as more and more volume is grown and proc-

essed into corn more oil must be added to the kettle to pop it in, a fact that operators must be certain to grasp, it was pointed out.

The most important factor in the answer to how to get more volume per pound of corn is a highly commercial one, Blevins claims. It depends largely on the popping machine being used. Officials state that one machine now on the market, manufactured by a 65-year-old firm, in actual tests popped out an extra bag per pound over its closest competitor

W. Va. Wholesaler Challenges Federal Mail-Order Cig Law

HUNTINGTON, W. Va., Nov. 12.—The recently enacted federal law (October 19) designed to help States collect retail taxes on mail order cigarettes was challenged last week by a large tobacco distributing firm here, American Sales Agency. The firm sent out telegrams to its branch offices instructing them to ignore the new act, which requires them to turn over name- of buyers to the various State tax departments.

Nicholas J. Tweel, president of America Sales Agency, declared his firm plans to test the constitutionality of the act. Meanwhile its branch offices have been advised to "welcome orders from customers with the assurance that their names and orders will not be revealed to any source." The federal law provides penalties of a \$1,000 fine or six months in jail or both.

Pistachios

FOR GREATER PROFITS IN VENDING MACHINES AND PACKAGES

ask for ZALOOM'S

3 STAR "BUDS" and 4 STAR "JUMBOS"

Perfect. The Finest and Fastest Selling Grade of Pistachios. Red and White. DELICIOUSLY ROASTED & SALTED.

Also ask for ZALOOM'S INDIAN NUTS

Golden Polished. DELICIOUSLY ROASTED.

Packed 5-lb. Moisture-Proof Bags. 12 5-lb. Bags to Carton

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY



JOS. A. ZALOOM & CO.

America's Original Masters in Roasting and Salting of Pistachio Nuts

8 JAY ST. NEW YORK 13, N. Y.

BEekman 3-7646

By ALL Means



GET THERE SUNDAY

1949 CONVENTION and EXHIBIT

N.A.M.A.

NOVEMBER 27-30

ATLANTIC CITY, N. J.

You can't afford to miss the Grand Opening of the '49 Show

1 p.m. SUNDAY, Nov. 27

SO PLAN TO ARRIVE BEFORE NOON ON SUNDAY

See you SUNDAY at Atlantic City



You'll Make a Pile of Dough With
KOFFEE KING
 New Futuramic Hot Coffee Vendor



WASHINGTON, Nov. 12. — The mounting increase of 1949 sugar distribution over last year is a direct result of the increased sugar quota. Agriculture Department has found. Distribution thru October 22 amounted to 6,375,977 tons as compared with 6,080,345 tons for the same 1948 period.

ABCB Convenes In Motor City

(Continued from page 84)
 Monday afternoon will be given over to technical meetings, and a movie, *The Crystal of Energy*, will start things off at 2:15 p.m. At 3:30 p.m. the ABCB executive board will go into session at the Statler. The exposition will remain open thru 10 p.m.

Opening of the 31st annual ABCB convention is scheduled for 10:30 a.m. Tuesday, with the featured speaker scheduled to be Charles E. Wilson, president, General Motors Corporation. Convention business will continue thru 12:45 p.m. when the session will adjourn. The exposition will open at 1 p.m., and will remain open until 6 p.m. Panel discussions, including the vending machine session, will take place Tuesday afternoon. At 7 p.m. a dinner meeting of the ABCB executive board will be held in the English Room of the Statler, and the nominating committee goes into session at 7:30 p.m. At 9 p.m. the ABCB ball and entertainment will start in the Grand Ballroom of the Book-Cadillac Hotel.

Wednesday's activities will center on the second convention session in the afternoon, and discussions in the morning, with the evening set aside for exhibitors' parties and open-house meetings. The resolutions committee will be the only official body to meet in the evening, convening at 8 p.m.

New Officers

Final session of the convention will get under way at 10:30 a.m. Thursday, and will be climaxed by the election and installation of officers who will serve during the coming year. The exhibits will open at 1 p.m. and will close their doors at 6 p.m. for the last time. At 7 p.m. the ABCB dinner and entertainment will start in the Grand Ballroom of the Book-Cadillac Hotel.

While the convention officially ends Thursday night, the ABCB executive board will meet Friday morning, and visitors to the convention who stay over, will be conducted on a city-wide tour of industrial centers in Detroit Friday.

Florida Cig Ops Face Double Tax Problem

TALLAHASSEE, Fla., Nov. 12.—Florida cigarette vender operators may be required to pay two State occupational license taxes, according to Attorney General Richard Ervin.

Ervin said one State law levies a \$5 tax on all coin-operated vending machines (but provides this fee will be \$2 when unit is located where a license is already held to sell merchandise), while another law levies a \$2 tax on each cigarette vender if it is located in a place of business not already licensed to sell cigarettes. Second tax law was enacted by the 1949 Legislature.

Thus, Ervin declared, Florida has two laws providing for taxes on cigarette venders and the "mere fact that a later statute relates to matters covered by a prior statute does not cause an implied repeal of the prior statute." Therefore, he said, licenses may be required under both sections of the law.

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
 6 Cases or More \$40.00 Case
 Packed 4 to Case



NEW VENDORS

- N.W. De Luxe Comb., 1¢ & 5¢ ... \$27.00
- N.W. Dual, 1¢ & 5¢ ... 45.00
- N.W. 33 Ball Gum, 1¢ ... 10.50
- N.W. 39 All Purpose, 1¢ ... 12.75
- S.K. Hot Nut, 5¢ ... 29.95
- S.K. 100-Bar "Candy King," 5¢ ... 64.50
- S.K. 50-Bar "Candy King," 5¢ ... 64.50
- S.K. "Package King," 5¢ ... 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. G. V., 6 Col., 1¢ ... 19.50
- Adams Gum Mod. N., 4 Col., 1¢ ... 22.50
- N.W. National Postage, Roll Type ... 69.00
- Shipman Triplex, 1¢ & 3¢ Stamp ... 39.50
- Marion Scales ... 79.50
- Watling Scales ... Write

VICTOR TOPPERS \$10.75 Each

- 24 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.
 Victor New Double Topper With Plastic Globe.
 2 Units to Case ... \$45.00 Per Case

"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¢ & 5¢ ... 21.50
- Buddies, 1¢ Cig. Reel ... 19.50

GENUINE LEAF RAINBOW BUBBLE GUM
 1/2" Size, 26¢ lb.—170 & 210 Ct., 25¢ per lb. Packed 25 lb. Cts. Orders of 150 lbs. or more shipped prepaid from factory less 2%.

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.

STOP IN TO SEE US
Rake COIN MACHINE EXCHANGE
 609 SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2676
 Branch Office RAKE COIN MACHINE AGENCY 2120 Fifth Ave., Pitts., Pa. COURT 1-3842
 Distributors of Coin-Operated Machines and Salesboards

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS
 Write now for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.
BECKER VENDING SERVICE BRILLIANT WISCONSIN

ATTENTION —25¢ & 30¢ CONVERSIONS
 Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES

- NATIONAL ELECTRIC, 9 Cols. \$185.00
- UNEDA, 8 Cols. ... 110.00
- UNEDA, 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
- VENDIT, 150 Bar Cap. ... 57.50
- Candyman, 72 Bar Cap. with Base ... 65.00
- U-Select-It ... 35.00

SALE Unedea Model 500
 9 Col., 350 Pack Cap. **\$95.00**
 7 Col., 250 Pack Cap. **\$85.00**

SALE Unedea Candy Vendor
 102 Bar Capacity. Floor Model. COUNTER MODEL **\$65.00**

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 1/8" 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 Cr.

#494 ANIMAL CHARMS

- #494 Bright Plastic ... \$3.00 M
- #494M Metal Plated ... 5.75 M
- #494 Color Plated ... 5.75 M
- #494C 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.

MILLS FAMOUS DISPLAY PENNY GUM VENDER
 Dispensing Dentyne, Beeman's Pepsin and Peppermint, Spearmint and Cinnamon Chiclets.
SOME FACTORY RECONDITIONED AND GUARANTEED MACHINES AVAILABLE.
HAL R. MEEKS
 National Distributor
 53 W. 42nd STREET NEW YORK 18, N. Y.



IF YOU BUY A TOPPER YOU BUY THE BEST

Vends ball gum, candy, peanuts, charms or any bulk merchandise perfectly.

\$43.00 per case of 4, \$10.00 each in 100 lots.
 1/3 cash—balance C. O. D.

HILL VENDING SERVICE
 11240 Minden Detroit 5, Mich. Phone: LA 1-7724



Another in the great family of Electro Distributors...

COIN MACHINE DISTRIBUTING CO.

500 N. Craig St.,
Pittsburgh, Pennsylvania
Distributors of Electro in
Western Pennsylvania and
Northern West Virginia

America's
Finest
All-
Electric
Cigarette
Vending
Machine



EASTERN ELECTRIC VENDING MACHINE CORP

GENERAL MOTORS BLDG. NEW YORK 19, N.Y.
A PRODUCT OF C-B LABORATORIES

Leroy Johnson Proves Paying Attention to Details Can Be Important Road to Op Success

(Continued from page 84)
care of the demand.
That's a detail, too.
Check every unit on location at stated intervals, sometimes as often as once a day. Check the nut vender. When was it sterilized last? The date is there. A Johnson rule calls for a sterilization job of at least once every 12 weeks. How about the glass in the machines? Clean? No cracks? No dirt or grime on the unit? Make sure; make the equipment spick and span so that it will attract trade.

That, too, is a detail. And Johnson can reel off many more for you. When he first went to work for the Automatic Canteen Company in Chicago he learned about those things. And since coming to the Twin Cities in 1941 he has enlarged upon his knowledge, introducing a few innovations of his own in this undertaking which is recognized as perhaps the outstanding cigaret-candy-nut-gum-cup drink operation in the Twin Cities.

The Canteen Company of Minnesota has 34 employees, 16 of whom are route men. Company operations are concentrated in industrial plants. Units on location are serviced as often as twice a day with a minimum of twice a week, Johnson said. When a plant curtails its operations, the route man gets in at least once every week to check the machine and merchandise.

Johnson has worked out various forms showing sales records for each individual location. His object is to merchandise his machines so as to appeal to the greatest number of persons employed in the plant.

Each location is studied carefully to determine type of industry, average age of personnel and other pertinent information to assist the route men in giving the stop the best service. If after a period a business drop results, another survey is taken to determine what the problem is and where, if at all, there has been a change in the picture.

Sales Forms

Machines aren't just placed anywhere when a new location is opened. Johnson's staff studies the plant carefully to determine just where a unit will be of greatest service.

Another "detail" for Johnson is periodic inspection of company trucks to see that they are in perfect running order. Routemen's uniforms are examined to see that they are clean and neat. The men get the once-over daily from the company operations supervisor or the division superintendent. He looks to see that the routemen are shaved, that their shoes are shined, their hands and face clean, no grime underneath their fingernails.

Peanut Info

WASHINGTON, Nov. 12. — Per capita consumption of peanuts during the year ending June 30, 1949, was 6.6 pounds, Agriculture Department has reported. This is one-tenth of a pound below the prewar average and well under the peak reached in 1945-'46 when per capita consumption amounted to 9.9 pounds.

BUY WITH CONFIDENCE FROM STEINER

RECONDITIONED—REPAINTED—PERFECT
U-Need-a-Pak 6 E, 180 Pk. Cap. ... \$50.00
U-Need-a-Pak 8 E, 240 Pk. Cap. ... 55.00
U-Need-a-Pak 9 E, 270 Pk. Cap. ... 60.00
U-Need-a-Pak 9 A, 270 Pk. Cap. ... 80.00
U-Need-a-Pak 9-500, 350 Pk. Cap. ... 95.00
DuGrenier 9 W, 308 Pk. Cap. ... 60.00
Rowe Royal, 8 Col., 320 Pk. Cap. ... 80.00

All Equipped With King Size Cols.
1/3 Dep., Bal. C. O. D.
Write for Details on Our NYLON DEAL
STEINER MANUFACTURING CO.
Serving the Trade Since 1927
363-5 Hudson Ave. Brooklyn 1, N. Y.
Phone: TRIangle 5-0835

Johnson maintains an individual file on each employee, with the first entry his employment application. Thereafter everything that happens to the worker goes into the file, whether good or bad. But Johnson makes it a point to give the employee a memorandum every time an entry goes into his record, whether good or bad.

"That gives the man a lift if we say something good about him, gives him an opportunity to examine himself if there's something not so good," Johnson explained.

No prospering business is free of complaints, and the Canteen Company of Minnesota has its share. The minute one comes in, a "trouble report" is made out. One copy goes to Johnson, another to the superintendent and a third is used for a follow-thru check-up. The service man is called in by the supervisor, who discusses the complaint with him. The follow-thru may be made the next day or within a week at the latest. And Johnson is proud of the fact that his firm has been quite successful in keeping the complainants satisfied with better service. Johnson pays his routemen well, with a \$3,100 minimum and \$3,900 maximum yearly. That way he gets a choice of good employees who stick with the job.

A novice routeman should be with in the 22-25-year age limit and married. He starts out by taking a training period in the shop lasting from two weeks to a month, depending upon the type of individual. Then he is assigned to a route. In hiring new routemen, Johnson weighs closely their past experiences, education, mechanical ability and personality. Each applicant is checked thoroly.

Business is built strictly thru personal contacts, he said. He goes calling on the trade as does his operations supervisor, Ed Engfer, himself a former routeman for the Canteen Company, who was promoted from the ranks.

Conclusion

"Customers today," Johnson concludes, "are more choosy than ever before. This has necessarily resulted in our organization paying much more attention to merchandising and to detail than ever before. If we heed the whims of our customers, as this organization tries to do, we do business. The minute we stop that practice we might as well expect the place to fold before too long."

Just an example of what he means. His candy machines are the five-column type. Every time a refill is made the routeman checks the brand to see which are selling well, which are not. And every time the two lowest-selling bars are taken out and replaced by another brand.

IT'S Sidmor FOR VICTOR!



with DOUBLE TOPPER

Now! Get two machines on same base. Bigger profits because it holds 250 MORE balls of gum.
SAMPLE UNIT (2 Machines), \$23.50.
IN 25 CASE LOTS—\$21 Per Double Unit.
(Packed 2 Double Units to Case)

Also SINGLE TOPPER
—\$10.75 Ea.
\$10 Each in 100 Lots.

MODEL V

1c or 5c
Vends Gum, Candy,
Bulk Mdse., Etc.
\$12.75 Ea.
In Lots of 24, \$12 Ea.



We stock separate Plastic Globes to fit all Victors—\$1.50 ea.; lids to fit, 50c ea. 9 Globes to case.

TERMS: 25% Deposit, Balance C. O. D., F. O. B. Pittsburgh. LIBERAL TRADE-INS.

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OFF THE PRESSES and on the way to SUBSCRIBERS

Play This Game With Us . . . If You Don't Know the Answers . . .

YOU NEED VEND

QUESTIONS FOR ALL OPERATORS

1. How can you be sure that you, and only YOU, can open the cash boxes on your venders? (See page 10.)
2. Is your routeman worth his pay? Does he need improvement? How can you help him? (See page 37.)
3. How do you rate on maintenance equipment and inventory control? (See page 41.)
4. Are your location-owner customers happy? Do they know you? How can you personalize your approach? (See page 43.)
5. How safe are your checks from forgers? How can you protect yourself from swindlers? (See page 73.)
6. Is pennyng of cigarette packs obsolete? Can you sell for odd prices with any vender now existent? (See page 108.)
7. Can you increase the number of stops which each routeman makes? Can you set up an automatic accounting system for each machine, know exactly what your collection should be? (See page 112.)
8. What two publications give you a complete service on everything pertaining to venders? Which one gives you all the news? Which one is working with you to increase your profits? (See pages 114 and 115.)

QUESTIONS FOR COFFEE MACHINE OPERATORS

1. Are coffee machines an all-year-around profitable proposition? (See page 28.)

QUESTIONS FOR BEVERAGE OPERATORS

1. What cup-machine sirup gives 140 drinks to the gallon? (See page 36.)
2. What cup vender dispenses hot drinks, cold drinks, carbonated and still drinks simultaneously? (See page 45.)
3. What's the beverage bottler doing to increase his distribution via venders? (See page 70.)
4. There's a new 3-flavor cup beverage vender. Whose? (See page 72.)
5. Hot coffee and hot chocolate from the same vender. Whose? (See page 78.)
6. A new low-priced cup vender for non-carbonated drinks is to be shown at NAMA. Is it suitable for use by the great number of citrus grower associations who are looking for vending distribution? (See page 81.)
7. What new firm, highly established in another industry, has announced the first of a complete line of vending machines? The first announcement is on a hot coffee and soup machine. (See page 89.)
8. What well-established single-flavor cup vender manufacturer is announcing a selective two-flavor machine? (See page 93.)

QUESTIONS FOR ALL CANDY OPERATORS

1. What chocolate-coated bar is tops in vending machine sales? (See page 6 in Vend.)
2. Did you ever vend French Fries thru your candy venders? (See page 27.)
3. Who's introducing a new double unit bulk vender? (See page 120.)

QUESTIONS FOR TOBACCO OPERATORS

1. Are cigars a profitable item to vend? (See page 12.)
2. Should you convert to 25¢ operation on cigarettes? (See page 20.)
3. There's a new cigarette console in either electric or manual. Who's got it? (See pages 59 to 62.)

QUESTIONS FOR ICE CREAM OPERATORS

1. What ice cream vender handles both bars and ice cream sandwiches? (See pages 23 thru 27.)
2. What sort of auxiliary equipment do you need for ice cream vender operation? (See page 66.)
3. A new high capacity cup ice cream vender is on the market and was designed by a nationally known designer. Whose? (See page 83.)

QUESTIONS ON MECHANICAL FEATURES FOR ALL OPERATORS

1. Who has a new mechanical 5¢-10¢-25¢ coin changer for non-electric machines? (See page 48.)
2. How can you increase sales 20% to 30% by making coins available? (See page 88.)
3. Coin pay meters dot the ads of our newspapers to merchandise everything from jewelry to clothing, appliances, etc. What well-known coin-parts house has a new coin pay meter? (See page 97.)

QUESTIONS FOR SERVICE MACHINE OPERATORS

1. Who has a new shoe-shining machine? (See page 90.)

You can't know the answers to all of these questions . . . because much of it is being disclosed for the first time in the pages of November Vend.

IF YOU ARE A VENDING OPERATOR . . . You're slipping if you don't get Vend every month so that you know all the answers!

IF YOU'RE THINKING OF GETTING INTO THE VENDING MACHINE FIELD . . . you need Vend to learn what's going on and how you can become a more successful operator.

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N. E. OPS WED JUKES, CIG MCHS.

Lindy Force Dies Suddenly; AMI Names Caldron Chi Head

CHICAGO, Nov. 12.—At an emergency conference prompted by the sudden death of Lyndon C. Force, officials of AMI, Inc., appointed Joe Caldron assistant sales manager in charge of the Chicago office. John W. Haddock retains his dual position of president and sales manager and will continue to maintain headquarters in the firm's Grand Rapids, Mich., plant.

Haddock explained that in honor of the memory of Force, his title—manager of general sales—is being retired. He added that Caldron, since he has been Force's assistant for the past two years, would be the logical choice to handle the Chicago office. Haddock emphasized that with pro-

(See AMI NAMES on page 97)

CHICAGO, Nov. 12.—Lyndon C. Force, manager of general sales for AMI, Inc., died suddenly early Sunday (6) in Ravenswood Hospital here as a result of a cerebral hemorrhage suffered the previous afternoon while walking in the Loop.

Force was born in Three Rivers, Mich., 49 years ago. He entered the music industry in 1931 when he joined the phonograph division sales staff of Mills Novelty Company, now known as Mills Industries. This af-



LINDY FORCE

filiation continued until 1940, with the exception of 1935 when Force was advertising manager for the O. D. Jennings Company. During World War II he was new products development engineer for the Do All Com-

(See LINDY FORCE on page 98)

Diversification Is Proved Profitable as Music-Video Competish Cuts Down Gross

Electric Units Move in With Plush Locations' Okay

BOSTON, Nov. 12.—An increasingly large number of coin machine operators are turning to cigarette venders in this area, according to reports in the industry, and a good portion of the new ops are recruits from the juke box field. Despite a valiant fight against video and gains in holding locations with tele sets, juke box ops simply must have more revenue, one juke box operator, who has branched out into the cigarette vending field, said. "Many of the ops who were solely juke box owners and nothing else have added pin games along with cigarette machines, because with increased

costs of operation and the constant inroads of television, juke box ops are hard pressed."

Competition now in the cigarette vending field is reported at an all-time high, and new ops are finding it tough to get the necessary volume. All kinds of new locations have been opened by the new blood. One of the unusual developments created by the new juke box-cigarette machine combination ops are the hamburger-type installations. Practically every two-by-four hamburger stop in the city and the suburbs boasts the biggest, newest and gaudiest juke box and from one to three cigarette machines. While the big juke boxes are turning up in the most unusual locations, the new electric cigarette vending machines are saved for the plush locations.

As an example of the situation in the cigarette vending field, the J. P. Manning Company, wholesale tobacco dealers, have re-entered the field.

Manning Story

J. P. Manning Company last year offered direct sale of machines at \$60 to locations plus service and cigarette supplies at prices which gave the location more profit than regular ops were able to offer. The Massachusetts Cigarette Merchandisers' Association (MCMA) contended that this means of doing business made the Manning

(See N. E. Ops Wed on page 95)

Fifty Detroit Ops Form New Industry Org

No Split With MAPOA

DETROIT, Nov. 12.—Organization of a new trade association here to be known as the Music Merchants' Association (MMA) has been confirmed by G. M. Patton, Pat's Music, who has been named acting chairman of the new organization. Emphasizing that "we have no connection with any other association," Patton said that there are now about 50 members in the MMA, there is no definite "split" with the older trade association (Michigan Automatic Phonograph Owners' Association) and that there is a feeling among the organizers that there is adequate room for two associations.

Offices have been opened at 313 Fox Theater Building. Organizers in-

(See 50 DETROIT OPS on page 95)

Color TV Squabble Seen As Aid to Juke Box Ops

WASHINGTON, Nov. 12.—The color TV squabble being aired before Federal Communications Commission (FCC) is expected to prove a boon to juke operators in many sections of the country by slowing TV expansion to a virtual standstill. With a handful of exceptions, operators in present non-TV areas will be free of television competition until well into 1951 at the earliest.

The only new areas into which TV can advance for more than a year are San Antonio; Phoenix, Ariz.; Ames, Ia.; Kalamazoo, Mich.; Bloomington, Ind.; Lansing, Mich.; Nashville, Norfolk and Binghamton and Utica, N. Y. Those areas are the only new ones left for which construction permits issued before the start of the television freeze are still outstanding.

When FCC called a halt to issuing new permits in September, 1948, it announced the freeze would be lifted in about six months. The freeze was instituted to permit FCC to overhaul outmoded allocations. Now, however, the question of color has been involved, and the date for ending the freeze has been pushed back.

Color hearings and demonstrations are scheduled to run thru February. It will take at the minimum a couple

of months after that for FCC to reach a decision. Once the freeze is ended, applications must be processed before new authorizations can be made. In many cases, bids already frozen are contested and hearings must be held. Finally, once a permit is issued, a long period elapses before a station is ready to go on the air. In the past, this period has averaged more than a year.

It may be well into 1952 before operators in smaller cities yet unserved by TV run into video competition. FCC's tentative allocation schedule allots only ultra-high-frequency (UHF) stations to hundreds of communities. The delaying factor in such places will be lack of sets. No manufacturer is currently making sets capable of receiving UHF telecasts without alterations. It is likely to be many months after UHF is authorized by FCC before sets will be available in UHF areas. The old circle again will be revived in which UHF stations won't wish to proceed until sets are made, and makers won't want to make sets until there are stations to telecast UHF. Manufacturers are doing well making VHF sets; they are not going to be too anxious to switch production to include UHF sets.

Jersey City To Get Jukes After 19 Years

JERSEY CITY, Nov. 12.—Early placement of several hundred juke boxes in taverns here was predicted this week in trade circles as a result of Tuesday's (8) elections results. Such placement may follow as a by-product of the voters' repeal of a 19-year-old ordinance prohibiting dancing in restaurants serving liquor.

The ordinance, passed in 1930 at the instigation of Frank Hague, waning political boss, was long the target of court action by Local 526, American Federation of Musicians. But success was not won until the union was able to throw the issue before the voters by referendum, after getting 44,000 petition signatures.

While Local 526 is interested solely in jobs for musicians, it is known most taverns here are unable to pay for live music. Jukes may be the answer, and operators are already trying to corral locations in advance of the go-ahead by city authorities.

Phonographs may not actually reach music-starved taverns here until a regulating ordinance on operation is written into law. But this is felt to be only a matter of time. The city has about 500 taverns, according to estimates.

Wurlitzer Co. Strengthens \$\$ Position

Reduce Loans, Inventories

CHICAGO, Nov. 12.—The consolidated financial report of the Rudolph Wurlitzer Company, issued by R. C. Roling, president, covering the first six months of the current fiscal year (April to September inclusive), while showing a loss of \$250,036.08 after all reserves and federal income tax carryback credit, nevertheless indicates the company has made strong strides financially. Bank loans and inventories have been drastically reduced, and of the figure, approximately a \$95,000 loss resulted from the sale of real estate not used in company business.

The current loss compares with a consolidated loss of \$1,994,078.03 reported during the comparable period last year. (At the end of the last fiscal year much of the loss reported by the company was chalked up to the phonograph situation.)

According to the report issued this week, bank loans April 1, 1949, were \$7,650,000, and by September 30, 1949, had been cut \$2,650,000, leaving a total of \$5,000,000 outstanding. Consolidated inventories April 1, 1949, were approximately \$6,700,000, and on September 30 were approximately \$5,000,000, or a reduction of \$1,700,000.

Sauve Handling Constellations

CHICAGO, Nov. 12.—H. C. Evans & Company has appointed the A. P. Sauve Company distributors of the Constellation in the Lower Peninsula of Michigan, Les Rieck, manager of the music division, announced Friday (11).

The Sauve organization is headed by Arthur P. Sauve, dean of Detroit coinmen, who has been active in the Motor City for nearly half a century. His son, Dale, became a full partner two and a half years ago and is now in charge of the office. Hazel Reichlin, former manager of the King Pin Distributing Company, Detroit, is also a member of the Sauve concern.

The new Evans distributor has had headquarters at 7525 Grand River Avenue since the early part of this year.

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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**

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Wurlitzer Sets Distributor in Cleve., Columbus

NORTH TONAWANDA, N. Y., Nov. 12.—Formation of Northern Music, Inc., with H. E. Herb Wedewen, pioneer music man, serving as president and treasurer, and the appointment of the firm as Wurlitzer distributor in the Cleveland-Columbus area, was announced this week by Edward R. Wurgler, general sales manager for Wurlitzer.

Northern Music will open sales and service headquarters at 8307 Euclid Avenue in Cleveland, and in Columbus.

Wedewen, after many years in various phases of the music industry, joined the Wurlitzer firm in 1937, serving from that year until the outbreak of the war as representative in Texas and Denver.

Indie Diskery Goes Plastic as Op Aid; Cuts Pops as Oats

LA GRANGE, Ill., Nov. 12.—Hart-Van Records, Inc., here announced this week that, as a "more play, less breakage" move for juke box operators, it will release all future records on plastic. Hal Hartmann, diskery head, stated that firm's the second "follow the trend" move, initiated recently, was meeting with good operator reception.

According to Hartmann, diskery has been issuing popular tunes with a hillbilly interpretation, using such groups as its own Prairie Pioneers. "With so many popular tunes breaking as hillbilly numbers, and vice-versa, we will be in a position to cover each song, where at all possible, in both manners," he said.

Record Reviews

(Continued from page 35)

RATINGS		
OVER-ALL	DISK JOCKEY	OPERATOR

ARTIST	TUNES	COMMENT	OVER-ALL	DISK JOCKEY	OPERATOR
HARRY BABBITT Vocalion 55037	My Two Front Teeth	One of the best of the competitors for Spike Jones's ace reading. A bargain at the low price.	80--81--80--79		
	Here Comes Santa Claus	Simple and delightful waxing of another of last year's Christmas hits. Babbitt recent wax work shows him to be one of our best boy singers.	77--77--75--73		
LARRY FOTINE ORK Decca 24778	Why Don't You Haul Off and Love Me?	Rather polite conception of the rousing and amusing country rhythm hit.	64--63--53--65		
	Wedding Bells Will Soon Be Ringin'	Marilyn Marsh and Johnny Goodfellow join for a bright duet on a promising Benjamin-Weiss rhythm effort.	70--71--68--71		
DORIS DREW (Jud Conlon Quintette-Earle Hagen Ork) MGM 10563	Billy	Attractive new thrush impresses mildly with her singing of an evergreen. Neat ork-vocal group backing.	66--69--65--65		
	I Wish I Was Back in My Baby's Arms	Not unpleasant waxing of a pretty ordinary sort of rhythm tune.	59--59--58--60		
BILLY ECKSTINE MGM 10562	Fool's Paradise	Eckstine's in top form for this lovely Bob Merrill ballad. Could be Billy's big record in the pop field and should enjoy healthy B & R business. Buddy Baker backs tastefully.	89--90--88--88		
	You're Wonderful	Billy sings well again, this time on a new flick tune of much merit. Pete Rugolo supplied the proper orking.	80--80--80--80		
PERRY COMO (The Fontane Sisters-Mitchell Ayres Ork) Victor 20-3586	Hush Little Darlin'	Como's at his hush-a-bye best with this pretty lullaby, with the Fontanes humming along in back.	81--80--81--82		
	I Wanna Go Home	The crooner departs from his usual ballad format with a delightful novelty number. His chit-chat with the Fontanes lends a pert, saucy atmosphere to this light-hearted production.	87--87--86--88		
TONY MARTIN-FRAN WARREN (Henry Rene Ork) Victor 20-3573	Speak a Word of Love	The Martin and Warren voices blend attractively on a melodic ballad. The team endows it with a fragile Elizabethan appeal.	77--80--77--74		
	Remember	The collaboration is delightful on the Berlin standard. Rates and should receive wide attention.	86--86--86--86		
SAMMY KAYE (Don Cornell-Laura Leslie-The Kaydets-The Kaye Choir) Victor (45) 47-3071	Here Comes Santa Claus	Bright, tinkly production of the established holiday pop figures to latch on to its share across the board.	85--85--85--85		
	I Want To Wish You a Merry Christmas	Christmas love song isn't especially distinguished. The Kaye choir treatment gets the most out of it, however.	72--72--72--72		
LARRY GREEN ORK (Ray Dorey) Victor (45) 47-3074	Our Christmas Waltz	Nice nostalgia in a dreamy Christmas waltz ballad, with Dorey's chanting and the Green piano and orking making a lacey mood.	73--73--72--74		
	Follow the Swallow To Hide-a-Way	Lifting waltz ballad gets a pleasing mickey production job.	72--72--71--73		
HARRY WHAM ORK Crystal 234	Let's Go Places and Do Things	Passable rhythm tune gets an uninspired boy-gal vocal while small group plays jump-style backing. Indifferent pop fare.	43--43--41--45		
	El Choclo	Chugging rendition of a tango on the pipe organ.	44--44--40--48		
GRACIE FIELDS (George Mitchell Choir-Robert Far-non Concert Ork) London 514	Echoes	Echoed repetition of Miss Fields' vocal seems to impede rather than advance the song.	73--73--73--73		
	Happy Valley	A bright, gay happy-time song with a simple, unpretentious lyric and a retentive melody gets a warm music-hall rendition from thrush and chorus.	85--84--84--86		
CHARLIE SPIVAK London 554	There's No Tomorrow	The Spivak horn leads the ork thru a fine dance rendition of the Tin-Pan-Anglicized "D Sole Mio." Band sound is first-rate here, as is mixed-group vocal.	84--84--84--84		
	Mad About You	Warbler Tommy Lynn does excellently with the lyric, while the ork displays the Spivak quality of yore.	76--76--76--76		
CHARLES PAUL Vocalion 55047	Oh, Little Town of Bethlehem	Hammond organ rendition of the carol done in subdued, meditative fashion.	54--52--56--NS		
	Adeste Fideles & O, Come, All Ye Faithful	Two more devotional numbers for the Christmas season get the hushed, reverent treatment.	54--52--56--NS		
KING'S MEN-HARRIET CRUISE Vocalion 55043	Joy To the World	The lovely Handel hymn is done in a charming baroque style. Thrush, male group and Victor Young orking do it to a turn.	70--70--70--NS		
	The First Nowell	More good production on a time-hallowed Yule song.	65--64--66--NS		
EVELYN KNIGHT-JEFF ALEXANDER CHORUS Decca 24771	Love's a Precious Thing	Typical Evelyn Knight material—the folksy rhythm song with fragile charm. She does it well, tho side is hardly of "Little Bird" stature.	72--72--70--74		
	If I Ever Love Again	Warm feelingful rendition of the torcher.	88--89--87--87		
MILLS BROTHERS Decca 24768	On This Christmas Eve	The veteran harmonizers endow a good Christmas pop with a hushed lyrical quality.	77--77--76--78		
	My Christmas Song for You	A lovely Hoagy Carmichael song is done handsomely by the smooth singing group.	82--82--81--83		

(Continued on page 102)

WANTED
Phonograph Distributor

Established well-known phonograph manufacturer has a few choice territories open for aggressive, successful distributors.

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10 MODEL "A" 1947 AMI PHONOGRAPHS
AT \$395.00 EACH
 These machines are A-1 and perfect.
GEORGETOWN AMUSEMENT COMPANY
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Unbroken Play!

Shut Downs on the AMI Phonograph
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AMI
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137 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

DECCA'S ON A BIG H'WOOD RECORDING SPREE. With 82 sides already cut, the diskery plunges ahead on top-star disk cutting.

COLUMBIA PLANS BIG BLUES PUSH. The diskery sets up a special department for long-range blues and rhythm invasion.

CAP CONTINES POLICY OF MYSTERY RELEASES. Name artists assume new tags for the diskery's new platters.

CARMICHAEL, EVELYN KNIGHT TEAM UP FOR SIDES. The artists turn out hillbilly ditties *Crocodile Tears* and *Crime and Punishment*.

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.

Washington Music Guild In Youth, Direct Mail Drives

WASHINGTON, Nov. 12.—Four juke boxes, each with 1,000 records and a supply of needles, will be given to boys' clubs in the Washington area, the Washington Music Guild (WGM) decided at its November meeting last week. In addition, the association

Hit Parade Org Claims 300,000 Strip Mailings

NEW YORK, Nov. 12.—Colored title strips, made available without charge to phonograph operators on a nationwide basis by Hit Parade, Inc., have gained quick acceptance since distribution began a few weeks ago, according to Yermie Stern, president of Hit Parade.

The firm claims to print and distribute 300,000 colored strips every 10 days, listing a song which is currently receiving No. 1 publisher promotion. Publishers underwrite the project. Stern bases his program on the conviction that tunes getting major publisher backing are most likely to reach top popularity. A special committee also screens proposed selections to check their juke suitability.

Stern noted that some operators receiving the strips asked that they be supplied in advance of the record release date. This will not be done, he said, since there is no way of ascertaining in advance whether publishers will actually follow thru on plans for top plugging. If a switch on promotion is made to another tune, the purpose of the colored title strips would be defeated, he maintained.

Stern also supplies operators the Hit Parade poster service on subscription. These posters, to be displayed on location, list tunes said to be most popular each month, as well as those believed to be slated for top popularity.

will present a record player to the new Metropolitan Police Boys' Club camp for colored youngsters slated to open next summer and another one to the white boys' camp.

Leonard Abrams, of Leonard Music, Inc., was appointed chairman of the WGM tuberculosis fund drive for this season. Guild members agreed to place 6,000 collection receptacles in taverns, restaurants, and other locations thruout the Washington section.

In addition to the anti-VD record *That Ignorant, Ignorant Cowboy* (The Billboard, November 5) WGM is distributing a similar platter, *Put It Down*, in co-operation with the District Health Department. The latter disk was originated locally.

Mail Promotion

Ten thousand WGM mailing pieces will be sent out to local restaurants, taverns, and other logical spots for juke, guild members were told. One circular, a folder printed in gray, white, purple and black, describes the ideals of WGM, points out the advantages of having a guild juke box, and lists members names, phone numbers, and addresses.

The other is an oversized post card urging proprietor to contact WGM ops for good equipment and service.

In other actions, the Guild voted to join the D. C. restaurant association, decided to send copies of the bi-monthly news letter to employees of guild members, and gave a vote of thanks to its editor, Bill Schwartz, of Hirsh Coin Machine Company.

50 Detroit Ops Form New Org

(Continued from page 93)

clude Anthony Siracuse, Circle Music Company; Frank Alluvot, Frank's Music; Sam Ciaromitaro, Sam's Music, and Vince Meli, Meltone Music.

Key objective is to have "a trade group which would promote the highest standards of fair practice and fair competition in the industry, stabilize the industry and bring together persons in the same line of business for the purpose of settling each other's problems for their mutual welfare and well being, and to achieve by such an organization and mutual endeavor the improvement of the social and economic positions identified with the coin-operated phonograph business."

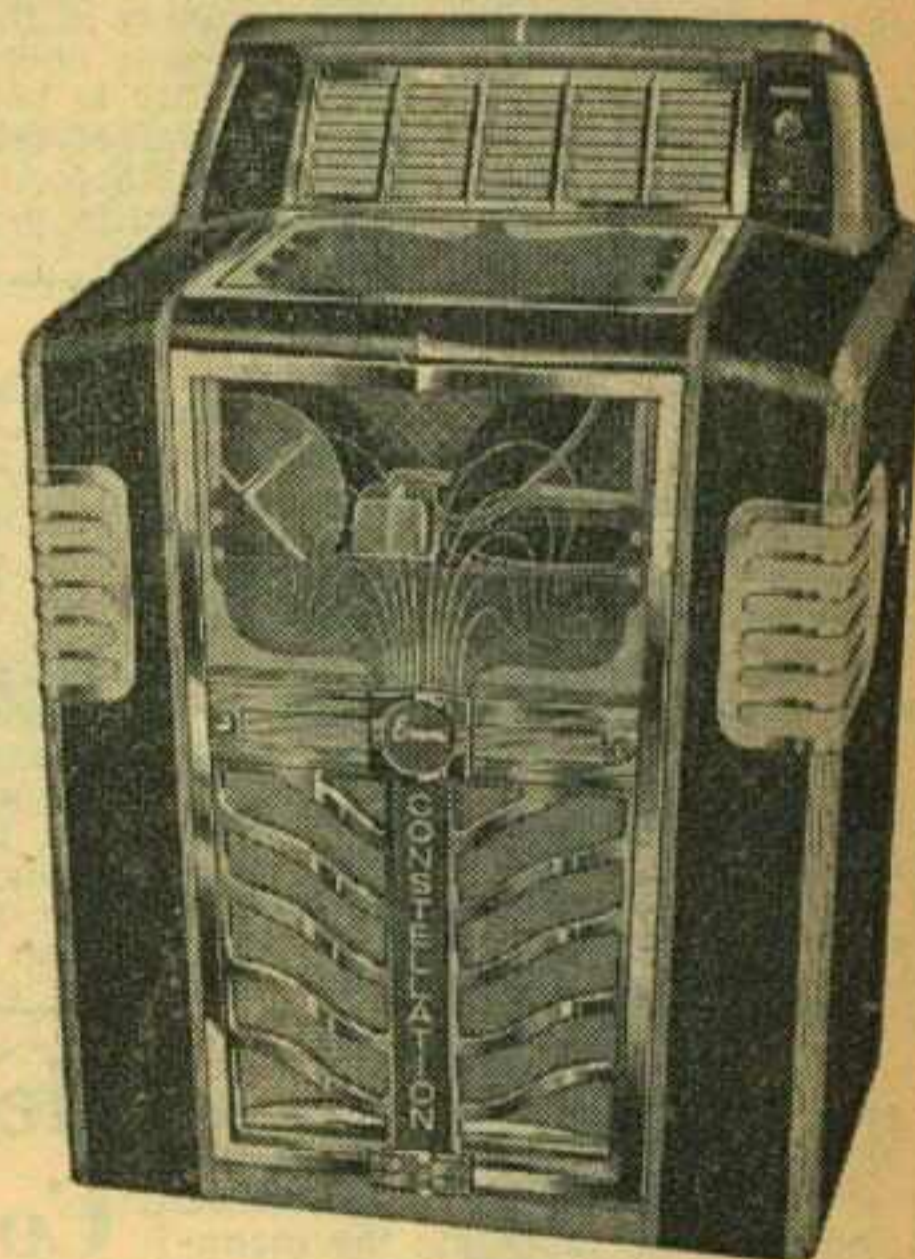
Patton summed up the purposes and objectives of the group saying, "There is an urgent need for an organization in the industry that can meet and solve some of the very grave problems facing all the operators in the industry. It is hoped that by the co-operative effort of all these people, a more stable and profitable business will result and a greater service rendered to the public."

N. E. Ops Wed Jukes, Cig Machines; Plan Profitable

(Continued from page 93) company operators, and also made each location buying the machine an operator, subject to a \$100 a year license fee. The company contended that they could be classed as operators, subject to a \$100 annual fee,

but that the locations buying the machines were subject to only a \$1 per year fee under the State law. After several hearings before the tax board, the Manning Company dropped out of the cigarette vending picture. (See N. E. Ops Wed on page 98)

MUSIC MAKES MORE MONEY for Operators of EVANS' 20 RECORD 40 SELECTION CONSTELLATION



2x20 equals 40 . . . it's a matter of simple arithmetic! Evans' Constellations DOUBLE your locations' potential for play by offering TWICE AS MANY TUNES as conventional 20-record phonographs. No increase in inventory or service costs, either. Profitable? Yes! Comprehensive surveys coast to coast confirm what every Constellation Operator knows — 40 selections consistently outearn 20 selection play! Get more proof from your Evans Distributor or write factory direct.

AVAILABLE NOW—Record Popularity Meter for Original Constellation.

GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation.

H. C. EVANS & CO.

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SEE OUR COIN MACHINE AD ON PAGE 112

Bradley's Specials—COIN-OPERATED RADIOS

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ORDER TODAY!

LOOK . . . at these VALUES . . . LOOK

TRADIO



All radios 6 tube superheterodyne, all-metal cabinets. All machines operate on 25¢ for one or two hours (your choice).

Original price \$54.95

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Like New

LAVOIE



(with coin rejector)

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NOW \$39.50

New in original cartons



CORADIO

Still selling for \$54.95

NOW at BRADLEY'S \$33.50

Like New

RCA



Original price \$79.50

NOW \$34.50

Like New

All radios sold on money-back guarantee, tubes fully guaranteed for 90 days, set guaranteed for one year.

Complete service and parts available for all types of coin-operated radios. Let us know your needs.

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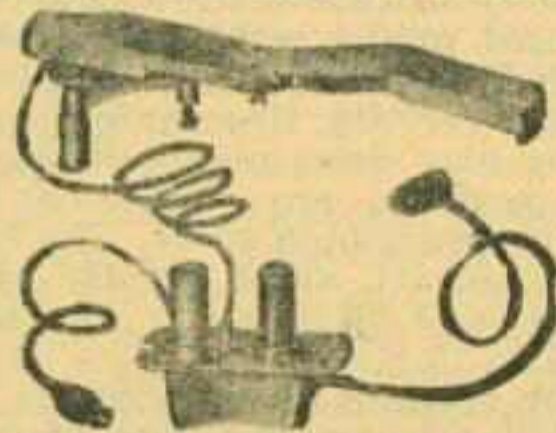
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St. Thomas, Ontario, Canada

Biz Moves Toward Stabilization

Hit-and-Run Manufacturers Weeded Out; Promotion To Keynote Industry in 1950

Firms Reported in Agreement on Formation of Trade Org

CHICAGO, Nov. 12.—Stabilization of the shuffleboard industry at the manufacturing level, and concentrated promotion at the operator-player levels, marked the major improvements in the field during 1949, according to leaders in the field. Most important development, according to manufacturers, is that in most cases, quality in board construction is now being stressed rather than quantity. A survey of the field shows that of the more than 100 manufacturers active in shuffleboard production one year ago, less than 20 remain in the field today. And in practically every instance, these firms are financially sound and have completed long-range plans, indicating they are in the business to stay.

This stabilization in the manufacturers' ranks has been reflected down the line, with operators, who have done much of their quantity buying, now able to select top grade boards for new spots, or for re-location in top spots. Buying, in general, according to the manufacturers, has definitely leveled off after the first lush months when operators first entered the picture. It now appears that shuffleboard is going ahead on a long-range planning basis, and that many of the quantity sales to be made in coming months will be in those areas where shuffleboard is still unknown or comparatively new.

Promotion Phase

Most significant trend seen for 1950 is the increased emphasis which will be placed on promotion by all phases of the industry, including the manufacturer, distributor, operator and locations.

To date, the larger manufacturers have carried the promotion load at their level, while operators have either worked with the manufacturers, formed their own associations, or carried on their programs on their own. The leagues and tournaments which have resulted have built player interest to the point where entries in the 1949-'50 competitions are estimated to be about three times the number that participated in competitive play the previous year.

Along these lines, operators were watching the developments in the program started last August to set up a manufacturers' association which would have as its primary task the promotion of shuffleboard at the operator-player levels. While the developments have been slow, it is understood now that the major companies are in agreement on the formation of such a group, and that a conference of all manufacturers will be called in the near future.

It also has been learned that the manufacturers are now agreed that (See Biz Moves on opp. page)

Texas League Play Booming

DALLAS, Nov. 12. — Increased league competition will be a feature of shuffleboard play in Texas this year, with many loops already organized and functioning and others now being formed.

In this city at least four leagues have scheduled the start of competitive play for the first week in December. They are the Greater Dallas Cushion League, the Classic League, the Oak Cliff American League and the Grand Prairie Shuffleboard League. The Dallas Major Shuffleboard League, an affiliate of American Shuffleboard Leagues, Inc., has already completed its first round of play.

"Shuffle" Rhythm

NEWARK, N. J., Nov. 12.—A new type of shuffleboard location is being worked up by National Shuffleboard's sales staff and distributors on a national scale. The location—target? Roller skating rinks.

To date, three large rinks in the South have reported heavy player interest in boards installed adjacent to the rink floors. They are Rainbow Gardens and East End Rinks in Memphis, and Providence Rink, Providence, Ky.

2,000 Shufflers Competing in La Crosse Loops

LA CROSSE, Wis., Nov. 12.—With the first quarter of the 1949-'50 league season completed, more than 2,000 shuffleboard players are now competing in this city's leagues. Six Class A men's leagues and four women's loops are playing twice weekly, while a cushion rebound division has also been established.

League play here is regulated by the La Crosse Shuffleboard Association, headed by Art Dugan. Serving on the policy board of the org are Naze Markos, Nick Marnach, Bina Troyanek and Robert Carroll. Players pay 65 cents each night they compete, 45 cents of which is returned to the players. This is figured on points scored in competition. The remaining 20 cents is retained to meet expenses. Operators are assessed \$12 for entry fees into the league and the association. An additional \$1 fee is paid each night the op's team plays. This money goes into a fund for tournaments.

At the end of the current season the four top teams in each loop will meet in a tournament which will determine the city champions. A cup, donated by the association, will be awarded. Cash prizes will be given to the individual players.

A doubles tourney is scheduled to start in January, with all association locations competing. Winners will take the first prize of \$400, with runner-ups winning \$200.

Keeney Shuffle Activity Hyped

CHICAGO, Nov. 12.—J. H. Keeney & Company has reported a 100 per cent increase in production line workers over the last two weeks to hypo output of the firm's new Model 1-D scoreboard. With daily production of 40 units on the one scoreboard model alone, Vice-President John Conroe said that approximately 2,000 of the scoring units have now been produced since they were introduced about six weeks ago. There are now 30 persons on the Model 1-D production line alone, he stated.

Popularity of the new model, which fastens to the side of the shuffleboard, is attributed to its ease of installation, according to Conroe.

Shuffleboard Goes On Radio; Plan Play-by-Play Seg

ELMWOOD PARK, Ill., Nov. 12. — Moving up to vie with baseball and football as radioed sports, shuffleboard now has gone on the air as a regular broadcast feature. Part of a sponsored public service program on Station WLEY-FM here, called *Chicago and Vicinity*, 10-minute recorded play-by-play descriptions of shuffleboard matches are carried as featured program high spots. The hour-long broadcast, aired nightly except Sunday and Wednesday, is heard from 9 to 10 p.m.

Other portions of the program consist of live interviews, late news reports and recorded music. Show is directed and produced by Bob Doran and is winning a growing audience of local shuffleboard enthusiasts, in addition to making non-players shuffle-conscious.

Mero League Statistics Show Value of Team Play

CHICAGO, Nov. 12. — Statistics garnered from the first three weeks of competition in Mero Industries' League 1 already are beginning to prove that good teamwork can offset the play of a few individual stars.

For a ltho the Grove Inn is on top of the team standing with 30 wins

and but 6 losses, Ted Sommers, of Joe Gavril's Lounge, is setting the pace in individual standings. His team is in 5th place. A further rundown of the first three weeks of play shows that the second place team, Crystal tap, just two games off the pace, has only one player who made the first 10 in individual standings. He is M. McKenna and is in 10th place. Other team standings show McCabe's Tavern, defending champion, is third with a 22 won and 14 lost record. McCabe's best player is currently 12th in the individual statistics.

Individual Leaders

Sommers, competing in nine matches, has racked up a total of 114 points, for an average of slightly less than 13 points per game. He is closely followed by A. Gruetter and J. Rossiter, Grove Inn sharpshooters, who have rolled up 113 and 112 points, respectively. Next are Frank Carroll, of Cahill's, and R. Fischer, Mel Ray Inn, who have 106 and 105 points and are definitely in the race for individual honors.

The players are shooting for both team and individual awards. The first place unit will receive \$500. Other prizes are scaled from \$10 to \$300 and total \$1,220. The individual prizes consist of an additional \$260 and run from \$100 to \$10.

Pete Rozgus, leagues secretary, and Col. L. Lewis, advertising director and public relations chief for Mero, state that the league has brought many new locations into the shuffleboard picture here and there is every reason that more leagues will soon be formulated.

Elect Cosgrove Councilman in W. Chester, Pa.

WEST CHESTER, Pa., Nov. 12.—Paul J. Cosgrove, head of Penn Shuffleboard, was elected councilman here Tuesday (8) in a walk-away contest. The shuffleboard manufacturer was also on the receiving end of much favorable comment for the homes he is building for veterans in this area.

Seventy-five private homes, constructed by Cosgrove Industries, are now nearing completion. Cosgrove is the parent company of Penn Shuffleboard. Occupancy is scheduled to begin Tuesday (15), with preference going to veterans who are also employees of Cosgrove. It was understood that he would aid in financing the home purchases where necessary.

With orders for shuffleboards now on the increase, according to Cosgrove, Penn is running slightly behind on deliveries. Black Beauty tops account for 90 per cent of the firm's production, he said, with the company still supplying maple tops on order.

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.

PUCK PATTERN

Chicago:

Mero Industries' new model shuffleboard is making a lot of progress in the Midwest, **Pete Rozgus** reports. He adds that the new low-priced scoreboard is being shipped in quantity. **Col. L. Lewis** is optimistic about business for the remainder of the year. He says that the steel situation, throwing a lot of shuffleboard players out of a job, really had him worried.

Roy Bazelon is in contact with his Detroit office several times daily now that the trade there has picked up considerably. **John Moss**, office manager for Monarch in the Motor City, is a real business getter, Roy claims. . . . **Fred Spencer** and **Charlie Gillard**, Nation Wide Novelty, are others in the field who hoped for the steel-labor dispute to end. Nation Wide's ops near the steel plants in the South Chicago area say business immediately picked up as soon as workers found that the strike was about to end.

John Conroe, Keeney vice-president, says that during the last 10 days interest has stepped up sharply on the Model 1-D scoreboard. **Chuck Miller**, American Shuffleboard, is particularly interested in the model. . . . Allied Coin's **Bill Knapp** reports that the firm's shuffleboard accessory and supply division is now doing a volume business after a slow start.

Herb Perkins, who heads Purveyor Shuffleboard, reports league play in this area in full sway, with the competitions definitely drawing new players. Herb is one manufacturer who is a strong believer in beating the bushes to open up new shuffleboard locations, and is doing everything possible to get those operators, who add shuffleboards to their routes, off on the right foot. Meanwhile, his headquarters on North Western Avenue, continue to be the gathering point for out-of-towners who are in Chi for a look-see at the new boards.

Monarch headquarters continue to operate at full speed, with **Roy Bazelon** reporting the Detroit office is helping the firm move its boards into the Michigan territory. **Clayton Nemeroff**, Monarch exec, who also doubles as co-chairman of the Manufacturers' Conference, says there should be some more activity in the industry as more and more new areas are opening up for the game.

AMI NAMES CALDRON

(Continued from page 93)

duction and sales of the firm's music products now moving at the highest point in AMI's history, no policy changes are anticipated.

A native Chicagoan, Caldron was in the banking field for many years before entering the coin machine trade as credit manager for Coin Machine Acceptance Corporation (CMAC) in 1942, an affiliation which lasted for approximately three years. In 1945 he was associated with a New Orleans distributor, then an AMI representative. He joined AMI as district manager January 7, 1946. He was appointed assistant to Force 15 months later.

BIZ MOVES

(Continued from opp. page)

a man who is a specialist in promotion, and who also knows shuffleboard, would be the logical director for their proposed org. While several names have been mentioned, no definite selection has been made for submission to the manufacturers. However, it has been fairly well established that the man picked will not come from the ranks of the manufacturers, but will be brought into the industry.

Union City, N. J.:

Ken Poulsen, field director of American Shuffleboard Leagues, Inc., now in Dallas, writes of increased league activity in Texas. In a letter to the home office here, he tells of **Henry Bailey's** success in promoting the Houston American Shuffleboard League. **Arthur P. Cole** is active in the East Texas Shuffleboard Association, writes Ken.

Detroit:

John Moss, manager of Monarch Shuffleboard's Detroit office, claims the firm's products have made a good impression in this area. Moss is now looking forward to the expansion of the league and tournament idea here. He claims that with the popularity of bowling and similar indoor sports in the Motor City, organized play should prove to be a natural for the shuffleboard field here.

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Best Maple or Masonite Top
Best Hard Wood Cabinet
Best Made



ELECTRIC SCOREBOARDS, \$95

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SAVE \$200

24 hr. delivery

New Deluxe 100% Hard Wood Hand-Rubbed Cabinets with finest air and kiln dried Maple Wood or Masonite tops at a price lower than ordinary shuffleboards of inferior wood and finishes. Braced throughout with over 100 glue blocks. Made by master craftsmen. 14 to 22 ft.

Tops: Maple\$125
Masonite 100
Climatic Adjusters (6)... 20
Used Shuffleboards 150
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AN OPEN LETTER To NATIONAL'S Customers

NATIONAL SHUFFLEBOARD COMPANY . . . Largest Shuffleboard Manufacturers
291 CLEVELAND STREET • ORANGE, N. J.
Phone: Orange 2-9100

October 27, 1949

Dear Customer:

Our attention has been called to advertisements and letters threatening suit against all persons using climatic adjusters allegedly infringing on the patent granted to Paul Cusano.

We wish to clearly state our position in plain and unmistakable language:

1. Our National Tru-Top Adjusters do not infringe. This was confirmed at a meeting on October 13, 1949 between our and his attorneys. In answer to our direct question as to what infringement existed, we were told that there was none. We were further informed that letters were sent to several of our customers because of misinformation furnished him. He also agreed that these letters should not have been sent.
2. We will stand back of our National Tru-Top Adjusters 100%. In the event any proceedings are brought on the basis of alleged infringement, we will defend such suit at our sole expense, and fully protect YOU against any loss.

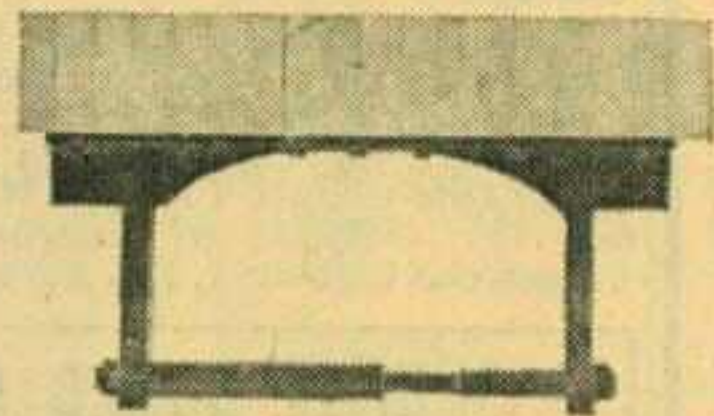
Do you really believe these ads or letters are sincerely endeavoring to properly notify users of a bonafide infringement or primarily used for the purpose of scaring, frightening or threatening our customers? We have our own opinion as to its purpose.

We sell National Tru-Top Adjusters, and all our products, on their merit and sincerely believe that they are the best in the market.

Yours very truly,
National Shuffleboard Company

Paul Kotler
President

NATIONAL TRU-TOP ADJUSTER



PAT. APPLIED FOR

DO NOT BE INTIMIDATED!

NATIONAL SHUFFLEBOARD CO.

ORANGE



NEW JERSEY

THE WORLD'S OLDEST AND LARGEST *Exclusive* SHUFFLEBOARD MANUFACTURER

Logan To Handle National Coverage Of Big Jax Game

CHICAGO, Nov. 12. — Logan Distributing Company here has been appointed national distributor of the counter game, Bix Jax, Jack Nelson Jr., general manager, announced this week. The game has been on test location for several weeks and an immediate delivery schedule based on quantity production has just been established.

In Big Jax up to three coins may be played simultaneously. Some of its features are skill trigger controls, five large pocket awards, five winning traps, 100 per cent mechanical operation and its accessibility for servicing. It weighs but 20 pounds and measures 16 by 10 by 15 inches.

Nelson said that area distributors now are being appointed and that some territories are still open.

N. E. Ops Wed Jukes, Cig Machines; Plan Profitable

(Continued from page 95)

The Appellate Tax Board recently ruled that the Manning Company was an operator subject to the \$100 fee, but location owners buying machines were subject to only a \$1 a year fee. At the time of the controversy, J. P. Manning Company reported some 1,000 machines in the Boston area and they were branching into New Hampshire and Connecticut.

Much has happened since that time, and altho the tobacco company is back in the field, ops are not upset over it. They point out that they have garnered new locations that wouldn't use the type of machine the tobacco company is pushing.

Op Locations

Locations these operators refer to are restaurants, cafes, snackeries, candy and soda shops, doing a heavy

volume annual business, which have thrown out their manual cigarette selling entirely.

These restaurants and eating places have been sold by cigarette ops, and more and more of them are going for it every day. They find traffic is speeded, customers are happier and profits are heavier when their cashiers don't have to hold up the lines to make cigarette sales. These locations favor the electrically operated cigarette machines.

Some of the bigger eating places, which get a heavy daily flow of traffic in downtown Boston, use two electric machines, one on each side of the cashier's booth. Ops point out they must have a big volume from electrically operated machines, and they only want to install them in places with extra heavy traffic.

The trend to mechanically operated cigarette vending in bars, restaurants and cafes has been amazing in the past year, and so well trained have the customers become that hardly anyone bothers to ask the cashier for cigarettes anymore, but looks around for a machine.

Location owners are pleased with the development. They point out they don't make money on cigarettes, but have to carry them for customer's pleasure, and that the service is sometimes hardly worth it. Cigarette machines solve the problem to the satisfaction of all, they say. No fuss, no bother, all they have to do now is point to the cigarette machine.

Turning Back the Clock

15 Years Ago This Week

CHICAGO, Nov. 10, 1934.—An indication of the good times prevailing in the coin machine industry during the generally lean '30s was seen in the announcement of Bally Manufacturing Company that it had added a second shift in its plant. Jim Buckley, sales manager, said that the big rush was due to demand for table games, especially for the firm's Rocket, Champion and Red Arrow tables. The counter game Spark-Plug was pulling heavy orders also, Buckley declared.

Other activity in the amusement field included expanded distributorship coverage by leading manufacturers. Among these was the appointment by Allied Amusement of California of Carl Trippe's St. Louis firm, Ideal Novelty Company, as distributor for a five-State area. Majik Keys was the hot table game item at Allied Amusement. . . . John Watling, Watling Manufacturing Company sales manager, announced a new, improved gold award-type bell machine. It offered three gold awards, new payouts, window showing the last coins played among other improvements and was priced at \$70.

10 Years Ago This Week

CHICAGO, Nov. 11, 1939.—Ray Maloney, president of Bally Manufacturing Company, introduced George Jenkins as the firm's new sales manager at the start of three-day sales parley. Jenkins took up the sales reins following Jim Buckley's resignation from that office. . . . Coin machine industry's "party of the week" was the Automatic Music Operators' get-together at the Starlight Roof of the Waldorf-Astoria, New York. . . . Among those on hand to extend cordial greeting to top band leaders and vocalists were ops Marvin Liebowitz, Al Bloom, Lee Rubinow and Charley Engelman.

A top juke box location was the Kit Kat Klub, San Antonio. The Mills Throne of Music machines supplied music on the main dance floor, another for the bar and still another for the terrace. A four-machine location, ops called it a "wax paradise." . . . The newly formed General Sales Machine Company, St. Louis, organized with a capital of \$150,000, announced plans for the production of a new-type cigarette vender. Fred M. Saigh Jr., president, said features would include greater capacity than other similar units, stocking of cigarette packs and book matches together so both would be vended from one pocket and the ability to make change from a central point.

Lindy Force Dies Suddenly

(Continued from page 93)

pany, a machine tool manufacturing concern engaged in war production.

In February, 1946, Force became assistant sales manager for AMI and rose to the key post of manager of general sales in April, 1947. At that time the firm was beginning a reorganization brought on by extended commitments to a wholly owned subsidiary unrelated to the music field. Since Force assumed the executive sales post for AMI, the firm has prospered and regained its position as one of the leaders in the field.

Among the many trade dignitaries who were on hand to pay final respect to Force were Leo Weinberger, Southern Automatic, Louisville; Sam Taran, Taran Distributing, Miami; Jack Nelson, Bally Manufacturing; Oscar Ovitz, Automatic Coin; Dave Gottlieb, D. Gottlieb & Company; Vince Shay and Midge Ryan, Bellomatic; Mike Spagnola, Automatic Distributing; Jim Mangan and Bud Ecklund, of Mangan & Ecklund, and O. O. Mallegg, all Chicago. Also the following from AMI: John Hadcock, president; Miss Cavanaugh, executive secretary, Grand Rapids, Mich.; Jack Mitnick, New York; Arthur Daddis, East Orange, N. J., and Ed Ratajack and Joe Calderon, Chicago.

Force is survived by his widow, Pauline; a son, Jack; a daughter, Donna, and a granddaughter, Susan Lee. Services were held in Lain's North Side Chapel, Chicago, Wednesday (9), followed by interment in Ridgewood Cemetery, Des Plaines, Ill.

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Shuffleboard — 11 Foot Manufacturer's Closeout

25 ONLY—Finely finished and highly polished. Two toned walnut frame and legs—Black formica top—Best metal pucks—Rubber padded cushions and tops. This is a deluxe shuffleboard originally priced at \$200.00. Manufacturer will dispose of lot in any quantity at \$75.00 each.

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MAPLE OR
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WRITE for ATTRACTIVE LOW PRICES

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SHUFFLEBOARD SUPPLIES

- Purveyor Playing Weights (Chrome Plated) \$14.00 set (Bright Steel) 10.00 set Set of 8 truly balanced pucks.
- Score Sheets, 10 pads per bundle \$5.00 100 sheets per pad.
- Score Pad Holders \$2.50 ea. Complete with retractable crayon.
- Crayon Refills \$1.25 gross For retractable crayon holders.
- Challenge Boards \$2.50 Complete with chalk and eraser.
- Powdered Wax, Case \$7.20 24 1-lb. cans per case. (12 1-lb. cans, \$3.90)
- Paste Wax \$14.40 case 24 1-lb. cans per case.
- Cleaner and Polish \$14.40 case 24 cans per case.
- Promotion Display, Rules Cards \$3.00 Set of 5.
- Electric Score Unit \$150.00
- Overhead type, remote control buttons, double faced, scores points.
- Purveyor Lights \$25.00 pair Clamp-On Fluorescent Lights.
- Bowling Game \$10.00 10 weighted pins and 2 racks. (Score sheets not included.)
- Lots of 5 or more \$8.50

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SHUFFLE BOARD OPERATORS! SAVE MONEY!!

WE MAKE YOUR OLD WEIGHTS LOOK BETTER THAN NEW

HIGHLY POLISHED
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FIVE DAY SERVICE

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Specialists in Precision Metal Finishing
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All Orders Returned C. O. D.

COINMEN YOU KNOW

Los Angeles:

Ed Wilkes, of the Paul A. Laymon Company, has found the right game for all ex-pool sharks. It's the new game put out by Royal Shuffleboard Company called Royal Flush. The first game is now on the floor and being shown to operators. . . . Bill Black made one of his frequent trips in from Bakersfield.

John Lantz, so reports go, has sold out all his coin machine equipment in South Gate. . . . Mel Wolzinger was in from Las Vegas to check on new games before returning to his Nevada headquarters. . . . S. W. Ketchersid was in from San Bernardino to make the rounds.

Al Weymouth, of Weymouth Service, had Dustin Smith, of Cigarette Machines, Ltd., Honolulu, as a visitor last week. Also dropping in at Weymouth headquarters was Sid Eledsoe, of Ventura. . . . A. G. Peek, who hails from Alhambra, checked over some new equipment on Pico Street.

Frank Butterfield, manager of the local E. T. Mape Company office, headed for Barstow and Las Vegas, Nev., last week. . . . Mr. and Mrs. Burt Polin were seen on Pico Street recently.

Hal Sherry, of IBEW 1052, is nearly recovered from the long siege of arthritis that had him shelved for a while. He's ready to go into court (See LOS ANGELES on page 108)

Twin Cities:

Coin machine operators in Minneapolis are tight-lipped over the attempt to organize their mechanics into an AFL union. Minneapolis newspapers have been playing up the story consistently, digging into records of union officials involved. Instead of seeking to line up the mechanics, to which there probably would be no objection, union officials have been concentrating their efforts on the operators themselves, distributors report. Only one operating firm has signed with the union which also is trying to negotiate a contract with bowling alley operators.

Jack Edeskudy, head of the sound division at S. L. London Music Company, participated in the Minnesota Education Association convention recently, displaying the latest RCA sound visual training equipment. He said he has had considerable interest evinced by boards of education in the four-State area served by the company and that a number of contracts with school boards in Southern Minnesota have been signed.

Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul, said trade at his place has been brisk of late, with used equipment moving well. . . . Mike Krakes, Minneapolis coinman, is back home from a short hospital siege. . . . Harold Lieberman, of Lieberman Music Company, is proud of the new Wurlitzer spinet piano which his firm won from the factory for its top Wurlitzer juke box sales record. . . . Ed McDaniel, Wa- (See TWIN CITIES on page 108)

Philadelphia:

Jack Beresin, head of Berlo Vending Company, who has been identified with the work of Deborah Sanatorium, Browns Mill, N. J., as chairman of several fund-raising campaigns, is at it again this year as chairman of the motion picture industry division. Beresin, who also marked his 35th wedding anniversary last week, served on the local committee for the promotion of "PAL Week," youth drive. . . . Otto Prince, sales manager for Price Premiums, which also handles popcorn equipment and supplies, announced the appointment of Bill Solomon as Philadelphia representative for the company.

New York:

George Seedman, Rowe executive and NAMA convention chairman, donned professorial garb last week to deliver a lecture on vending at Columbia University. His topic was "Automatic Merchandising as a Field of Distribution." He spoke before one of the classes in the business administration department. Other colleges which have skedded talks by Seedman this term include New York University, Rutgers and Seton Hall.

Kuno Hamann, Alkuno & Company prexy, last week named Hal Meeks to the top sales post in his vender division. Meeks, whose service in the industry dates back to 1925, will continue to handle the Mills penny gum machine. Alkuno has scheduled a preview showing of its new cigarette vender at its plant in the Bronx Thursday and Friday (17-18). Meeks will be on hand to talk to prospective distributors.

Charlie Lipton, of National Rejectors Service Company, will have a booth at the show run by the National Association of Ice Industries, at the Commodore Hotel. Coin-operated ice vending machines will be shown. . . . Jack Berger, who heads the newly formed sales org for Futuramic's Koffee King vender, reports that several new models were shipped last week to distributors in the Midwest.

George Trad, of Tradio, Inc., was the only coin radio man to have an exhibit at the hotel show last week. But he didn't show any coin radios. The exhibit was given over to Trad Television's large-screen video unit. Coin tele and radio, prominent at the meet last year, could not be found at this year's confab.

A crowd of interested coinmen gathered in front of Barney Sugarman's Runyon Sales early last week to watch the uncrating of the new Shuffle-Bowler. Sugarman received one a week or so ago, but put it right out on test location. This was the first to be viewed on coin row. Thru a deal arranged by Runyon's Morris Rood, an AMI Model B was loaned to Bert Parks, to appear on the tele show, "Stop the Music."

Joe Beck, of Tele-Quiz Corporation, was in town on biz last week. . . . Teddy (Champ) Seidel, who meets the trade at Mike Munves's (See NEW YORK on page 104)

Washington:

Roger Griffiths, at Pioneer Music Company, is keeping pretty busy. . . . Tele-Juice has the concession at the National Naval Medical Center in Bethesda for canned juices. Joe McDonald Enterprises, Inc., is handling the cigarette machines there.

Washington Music Guild (WVG) is now an honorary member of Trinidad Boys Club for 1949-'50. The framed certificate reads, "In recognition of benefits to the club." WVG recently donated \$100 plus a juke box with records to the organization.

Robert O. de la Viez, of Hirsh Coin Machine Company, is at the Bethesda Naval Hospital recuperating from a broken leg as a result of a motorcycle accident October 16 near Thomasville, Md. . . . Harold Klein, of Silent Sales, who is now working for Watling in Florida, recently lost his mother. . . . Evan Griffiths, of Pioneer Novelty Company, reports great success with the colored title strips for Hit Parade songs. The tags are sent from New York gratis to WVG members.

Near-by Mt. Ranier (Md.) installed 140 parking meters in the business (See WASHINGTON on page 104)

Detroit:

D & W Music, operated by J. E. Wells and E. Darling, has been sold to M. Sheldon Look, owner of the Sheldon Look Music Company, with offices at 17319 Ilene Avenue. Wells has been in poor health for some time, and has decided to retire from active operation. Look is a relative newcomer in the field, having started a music route a few months ago.

Edward A. Gorney, of the Mercury Athletic Scale Corporation, is appointing several new distributors to round out the company's sales representation. . . . Albert A. Weidman, of Weidman National Sales, has returned from a three-week business trip thru Wisconsin and Minnesota. . . . Al Curtis, head of the Curtis Coin Machine Company, is resting at home following his recent hospitalization. He is not allowed to have visitors, except his family, according to his partner, Charles Friedenberg.

Mr. and Mrs. Joe Frederick, arcade operators, returned Friday from a 10-week tour thru Arkansas and (See DETROIT on page 101)

Chicago:

Tho the one-ball replay Champion continues to set the pace in the Bally Manufacturing plant, Jack Nelson, general sales manager, points out that there are five other amusement games in production. These include Champion's automatic running mate, Kentucky; Spot Bell and Clover Bell, designed for console fans; Hot Rods, the new five-ball, and Shuffle-Bowler, which Bally distributors say has made a lot of new operator friends for the firm. Nelson says that with this set-up, the firm has one or more entries in every part of the coin-operated amusement field.

Howie Freer, Empire Coin, says there has been an upward surge in the game export field in the past week. Meanwhile, his boss, Gil Kitt, is telling all visiting ops to take along a Shuffle Alley so they will have some extra receipts to take care of Christmas needs. . . . John Conroe, Keeney exec, is all smiles over the reception of the firm's Band Leader game.

Over at Amusement Sales the only problem seems to be getting the novelty game, California Shufflepins, shipped as fast as the inquiries roll in. One was shipped via air freight to Idaho for an operator's showing. Harry Brown is so busy with the new game that completion of his new quarters is temporarily sidetracked. He says that he can always keep busy as long as he has a desk and a few phones at his disposal.

An operation that looks with favor on airport operation is Bernard Kiley and John Fielding's Airport Vending Service, offering hot coffee and cookies. Firm, which is about a year old, is "hot" on hot java vending, with both partners reporting steady expansion. . . . H. F. Burt, president of Silver King Corporation, tells of bettered business as orders for firm's target type venders and straight ball gum units mount. The Aurora plant and foundry are perking up with greater activity as a result.

R. H. Grismer, sales co-ordinator at Johnson Fare Box Company, says the firm's new coin changer is now off the production line and, represented by a number of pilot test units, is being put thru the paces in the field. . . . H. M. Schaefer, president of Victor Vending Corporation, and R. W. Norling, sales manager, agree that everything doesn't bloom in the (See CHICAGO on page 100)

Hartford, Conn.:

Agreement on a new contract covering 60 employees at Cott Beverage Corporation, New Haven, Conn., soft drink bottlers, has been reached between management and representatives of Local 37, Brewery and Soft Drink Workers' Union, CIO. The employees, including drivers and production workers, failed to secure the wage increase sought by the union, but they received concessions in the way of sickness and accident benefits and life insurance. According to John Cott, company treasurer, the average hourly rate of \$1.25 is the highest paid in the industry in Connecticut. The new contract will run for two years but provides for reopening after one year to review the wage question alone.

Albert Latauska, Hartford branch manager for Capitol Records Distributing Corporation, received word that Dick Link, formerly Eastern promotional man for Capitol Records, has been doing publicity work for Sammy Kaye, the orchestra leader. . . . Police officials at Manchester, Conn., report that installation of parking meters in that city has resulted in a substantial decrease in parking violations.

Calendar for Coinmen

November 13-14—North Dakota Music Operators' Association, 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 22.—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

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 and Beaches (NAPPB), annual trade show and outdoor convention, Hotel Sherman, Chicago.

November 29—Western Vending Machine Operators' Association (WVMOA), Monthly meeting, Los Angeles.

December 1—Washington Music Guild Inc. (WVG), monthly meeting, Washington.

December 5—Amusement Machine Operators of Greater Baltimore (AMOGB), regular monthly meeting, 2441 North Charles Street, Baltimore.

December 8—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

December 8—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

(Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

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Reconditioned, Ready for Location

Bowling Champ	\$99.50
1-2-3	99.50
Blue Skies	99.50
Barnacle Bill	89.50
Buccaneer	89.50
Contact	69.50
Stardust	69.50
Summertime	69.50
Screwball	69.50
Merry Widow	69.50
Paradise	69.50
Hit Parade	69.50
Puddin' Head	69.50
All Baba	49.50
Tennessee	39.50
Rendezvous	39.50
Wisconsin	39.50
Mardi Gras	39.50
Virginia	39.50
Major League	39.50
Monterrey	39.50
Trinidad	39.50
Singapore	29.50
Bronco w/Hippers	19.50

Arcade Equipment

Bing-a-Roll	\$139.50
Advance Roll	49.50
Goatee	49.50
United Shuffle Skill	WRITE
United Shuffle Alley	WRITE
Williams All Star	129.50

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Phone: West 3-3224

COINMEN YOU KNOW

Chicago:

(Continued from page 99)
spring. Business pick-ups during the past month or so confirm their belief that sales can blossom in the fall as well. And they point to recent up-trends in the sales department on the new Double-Unit Topper, the original Topper and also the Hot-Pop popcorn, shoestring potato unit.

Bert Mills, heading the Bert Mills Corporation, tells of the availability of newly enriched cream concentrate which permits 225 servings instead of the former 150 from a single pound. First offered to Mills' java ops last week, it serves to equalize the upward revision of coffee prices, Bert points out. . . . More good business news comes from Atlas Music Company. Firm's Harold Schwartz and Nate Feinstein join in laudatory comments on the music boys' reception of the 100-tune Select-o-Matic. Seeburg's 50-platter machine is in steady demand, and the various service schools held around the country by Seeburg technicians have proven a real op aid. Nate and At-

las' Joe Kline were present at the recent Seeburg school held in Decatur, Ill.

Terry Terhune, General Vending Machine Corporation, is set to unveil a radically new multiple-flavor bottle drink vender. Up to 23 flavors may be vended thru the new unit, to be pegged at \$335.

Lou Casola, Casola Coin, Rockford, Ill.; Harry Jacobs Jr. and Sr., United Distributing, Milwaukee; Lou Wolcher, Advance Automatic, San Francisco; Norwood Veatch, Central Distributing, St. Louis, and Herman Paster, Mayflower Distributing, St. Paul, were among the callers at United Manufacturing last week. Billy DeSelm says that Paster, who had a series of physical mishaps this year, is now as good as new.

Over at Bell-o-Matic, Vince and Grant Shay and Bill Nixon among other staffers are enthused over the number of inquiries on the 21 Bell and the Duplex console. Grant claims that not since the days of the old War Eagle has the field been so worked up over a new bell. . . . Groetchen officials claim Bombshell is opening up a lot of new territories. The all mechanical billiard table occupies 23 by 48 inches of location space and offers five cue balls for a nickel. A rack automatically places balls in conventional billiard triangle.

Roy Bazelon, Monarch Coin, says first orders on Five Jacks, penny counter game, are starting to arrive altho distributor samples left the plant only a few days ago. The game is being manufactured and distributed in conjunction with Auto Bell Novelty Company, headed by Carl Hubbard, and features five winning traps. Five Jacks is compact unit which measures 16 by 10 by 15 inches and is 100 per cent mechanical. Bazelon says that the fact that it can handle up to three coins simultaneously will prove a play stimulator.

World Wide Distributors reported a booming week of activity, with many of their customer-friends stopping in for a "hello" and an order placement. Al Stern says this is but one token of the trend in business these days. Al had planned to leave town but due to the press of activity has postponed his trip for the future. Pat, World Wide's switchboard operator, is all smiles now that her husband is back from a hospital session. Firm's Bernie Auerbach is walking on clouds since he moved into his new home last month and bought a new car.

Bally visitors last week included Herman Paster, Mayflower Distributing, St. Paul, and Al Bergman, Alfred Sales, Buffalo. Herb Jones reports Shuffle-Bowler and the five-ball game Hot-Rods are now being delivered in quantity. . . . The Gottlieb's are enthused over field tests of their new game, Basketball. . . . Leo Weinberger, Southern Automatic, Louisville, was among the callers at Chicago Coin Tuesday (8) to discuss new products with Ed Levin. Sam Lewis states that the showing Sunday (6) at United Distributors, Wichita, Kan., was a success. More than 100 coinmen and guests dropped in to learn the high points of Chicago Coin's Bowling Alley game.

Jennings officials report their new bell, soon to be placed in production, is getting good tests reports. In addition to bowing several new bell ideas, the game features an award set-up that not only produces an unusual number of major awards but combines this set-up with a high percentage of small awards as well.

Jack Nelson Jr., Logan Distributing general manager, claims his Big Jax game is now being shipped in quantity. Firm is handling the penny game on a national basis. . . . Silver Bullets, Exhibit Supply's twin gun game, is coming off the line in increasing numbers each week, Charlie Pieri, sales manager, reports.

Bradley Associates are starting a major push on coin-operated radio, Morrie Nozette, firm official, revealed last week. The coin radio field has been very active in recent weeks, Nozette said, and the firm is offering some specials on Tradio, Coradio, Lavoie and RCA models. Nozette also revealed that the firm's solid oak table, which has a mahogany finish, has also been selling fast. The table is offered to ops for \$5.50, and is so designed that it can be used in the best locations.

Vendall Service Corporation is going full steam ahead on its program of adding cup beverage venders to its candy, gum operation. Major domo A. Garrick Alex says that with a good dependable cup machine the candy operator can pretty well balance his summer and winter business. He cautions that placement of drink units should be reserved for top type industrial installations, tho, or the balancing idea won't work out so well. . . . Roy McGinnis, J. H. Keeney & Company president, and John Conroe, vice-president, join in relaying word of stimulated cigarette vender activity. Firm has added distributors in several areas and is continuing its expanded coverage program.

J. F. Frantz Manufacturing Company is being eyed for possible purchase by a couple of leading Chicago coin machine manufacturers. Boss John Frantz says it all depends. . . . W. G. Parrish, Inc., which turns out penny bulk units, is said to be assembling about 1,500 venders per week. Machine is a multiple column unit, with individual columns contained under one common cover.

Ralph Mills, chairman of the board at Mills Industries; President Vince Shay, of Bell-o-Matic, and Oscar Schultz, Automatic Coin Machine & Supply Company, left November 11 for their annual quail hunting weekend in Missouri. Visitors from the Far West last week included Mr. and Mrs. Joe Hart, Northwest Sales, Seattle, and A. F. McFee, Wallace, Idaho. Roy Gaard is back from a duck and pheasant hunting trip in South Dakota.

Exhibit Supply is going all out in its preparations for the forthcoming NAAPPB trade show at the Hotel Sherman. Frank Mencuri, Arcade division manager, points out that the groundwork for this show has been laid out over a period of several months. He explained Exhibit has kept a record of repeated requests for new arcade pieces and decided to produce seven which received the greatest number of requests. The new numbers will be arcade pieces which the trade believes will be top producers on location. . . . Charlie Pieri, sales manager for Exhibit, says that Silver Bullets, is proving a worthy successor to the Dale automatic shooting gallery which gave the business a shot in the arm earlier this year.



It's 1-2-3 for YOUR SECURITY

1. When you order dependable Herculocks* for your coin machines your name goes on file at our office.
2. Your key code number is registered along with your name, is kept for your own use.
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America's Finest Reconditioned Games

All-Baba	\$ 85.00	Humpty Dumpty	\$ 55.00	Ramona	\$ 99.50
Alice in Wonderland	95.00	Lady Robin Hood	65.00	Rocket	39.50
Aquacade	129.50	Majors ('49)	129.50	Saratoga	99.50
Ballerina	49.50	Major League		Screw Ball	79.50
Barnacle Bill	89.50	Baseball	49.50	Serenade	110.00
Big Top	99.50	Manhattan	39.50	Show Boat	119.50
Bowling Champ	139.50	Mardi Gras	69.50	Singapore	49.50
Buccaneer	99.50	Maryland	149.50	Speedway	79.50
Caribbean	49.50	Merry Widow	89.50	Spinball	59.50
Carousel	39.50	Monterrey	59.50	Star Dust	79.50
Contact	69.50	Morocco	59.50	Super Hockey	129.50
Dallas	139.50	Paradise	89.50	Temptation	89.50
Floating Power	99.50	Phoenix	99.50	Trade Winds	59.50
Hi Ride	49.50	Puddinhead	89.50	Tucson	129.50
		Rainbow	89.50	Yanks	49.50

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WE NEED ROOM OUT THEY GO

Bally Champions Write
Bally Jockey Special \$120.00 Each

CONSOLES

Bally De Lux Draw Bells \$175.00 Each
Bally Reserve Bell 275.00 Each

United's Shuffle Alley - all the thrills of bowling - order at once for immediate delivery. It is terrific.

FRANK SWARTZ SALES CO.

515-A Fourth Ave., S., Nashville 10, Tenn.
Phone: 4-8571

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 37)

Someday
 B. Chester Ork (Octave Jump) 20th Century TC 29-99
 Sophisticated Lady
 G. Shearing (Bop's Your) Savoy 718
 Sorry
 M. Whiting (The Sun) Cap 57-7760
 Sugar Blues
 R. Ford (Ain'tcha Comin') Crystallite CR 612
 Ten Pretty Flowers
 M. McGuire-Harmony Rangers (Mule Train) Rich-R-Tone 456
 The Blossoms on the Bough
 F. Martin Ork (Timbales) V(78)20-3590; (45) 47-3089
 The Blossoms on the Bough
 M. Torme (Don't Do) Cap 57-775
 The Game of Broken Hearts
 D. Day (I'll Never) Col 38637
 The Game of Broken Hearts
 P. Page (Dear Hearts) Mer 5336
 The Game of Broken Hearts
 Three Suns-R. Allen-E. Britt (Beyond The) V(78)20-3599; (45)47-3105
 The Good Time Polka
 G. Olsen Ork (Dreamer's Holiday) Varsity 226
 The Old Master Painter
 S. Lanson (Did You) London 555
 The Sun Is Always Shining
 M. Whiting (Sorry) Cap 57-776
 They Say
 T. Beneke Ork (I'm The) V 20-3593
 There's a Broken Heart for Every Light on Broadway
 L. Prima Ork (I Can't) Varsity 195
 There's No Tomorrow
 A. Dale (I Can) Harmony 1078
 There's No Tomorrow
 H. Winterhalter (When the) Col 38636
 These Are Things I Want To Share With You
 The Syncopators (Mule Train) National 9093
 Timbales
 F. Martin Ork (The Blossoms) V(78)20-3590; (45)47-3089
 Tit for Tat
 J. Whittle's Ork (Sittin') Smart DD 1002
 Toot, Toot, Tootsie (Good-Bye)
 M. Blanc (I've Got) Cap 57-780

Under a Symphony of Stars
 R. Coleman (You Remind) Castle 1281
 Up in Heaven
 L. Duchow (Oh, Clara) V(78)25-3148; (45)51 0037
 'Way Back Home
 T. Brewer-B. Wayne (Copper Canyon) London 862
 When the Wind Was Green
 H. Winterhalter Ork (There's No) Col 38636
 Whispering Hope
 T. Clayton Ork (I Never) Varsity 215
 Wild Honey
 M. Gordon Trio (You're Too) Rondo 204
 White Christmas
 C. Spivak Ork (Yesterday's Gardenias) Harmony 1082
 Who Knows, Who Cares?
 B. Morris-J. Buskin Trio (Bedelia) American 5001
 Whoopee Ti-Ti-Yo
 N. Eddy (Mule Train) Col 38645
 Who's Foolin' Who?
 K. Starr (All of) Crystallite CR 618
 Words of Love
 D. Pablo's Ork (Mercury Waltz) Rondo 176
 Workin' My Way
 B. Zerke (Body and) Crystallite CR 615
 Yes, We Have No Bananas
 L. Prima (Charley, My) Mer 5338
 Yesterdays
 O. Mason (I Got) Rondo 201
 Yesterday's Gardenias
 C. Spivak Ork (White Christmas) Harmony 1082
 You Don't Love Me
 F. Gross Ork (Love for) Savoy 720
 You Remind Me of Someone
 R. Coleman (Under a) Castle 1281
 You Say You Care
 S. Vaughan (I Cried) Col 38630
 You Took Too Much for Granted
 O. Osborne Quintette (You Want) Mutual 3
 You Want the World With a Fence Around It
 O. Osborne Quintette (You Took) Mutual 3
 You're All I Want for Christmas
 H. Winterhalter Ork (Blue Christmas) Col 38635
 You're Too Dangerous, Cherie
 M. Gordon Trio (Wild Honey) Rondo 204

RELIGIOUS

All That I Have Is in Jesus
 L. Phillips (Heaven Is) MGM 10568
 Babylon's Fallen
 The Trumpeters (I'm So) Score 5011
 Don't Wonder 'Bout Him
 Five Gospel Stirrers (Sleep On) Gotham 621
 Father Prepare Me
 Beatrice & Volo (I Hear) Commodore 7558
 God Is Real
 Stars of Harmony (Saints Go) Religious Tone 700
 Handel: The Messiah Album—Handel Oratorio Society of Augustana College (1-10'')
 Biletone (33)T
 He Satisfies
 M. Davis Gospel Singers (I'm Going) Atlantic 890
 Heaven Is Mine
 R. Kelsey (All That) MGM 10568
 I Can See Everybody's Mother But Mine
 C. Brothers (Plenty of) Arco 1208
 I Got To Run to the City Four Square
 F. Evans Trio (Sew Righteous) V(78)22-0052; (45)50-0036
 I Hear the Angels
 Beatrice & Volo (Father Prepare) Commodore 7558
 I Thank You, Lord
 E. Washington (The Lord) Arco 1211
 I'm So Glad Trouble Don't Last Always
 The Trumpeters (Babylon's Fallen) Score 5011
 I'm Going To Wait on the Lord
 M. Davis Gospel Singers (He Satisfies) Atlantic 890
 I'm Satisfied
 Rev. B. C. Campbell (Sweepin' Thru) Apollo 215
 In Bethlehem
 Beatrice & Volo (Mary, Mother) Commodore 7557
 Mary, Mother of Jesus
 Beatrice & Volo (In Bethlehem) Commodore 7557
 Motherless Children
 Heavenly Gospel Singers (They Put) Arco 1212
 My Life Is in His Hands
 Soul Stirrers (Silent Night) Aladdin 2028
 My Record Will Be There
 E. B. Washington (The Lord) Arco 1210
 No Not a One
 Swan's Silverstone Singers (Use Me) King 4320
 Plenty of Room in the Kingdom
 C. Brothers (I Can) Arco 1208
 Prayer Changes Things
 Sister Ernestine Washington (We Will) Arco 1207
 Religion Is a Fortune
 Golden Gate Quartet (Satisfied) Mer 8155
 Saints Go Marching In
 Stars of Harmony (God Is) Religious Tone 700
 Satisfied
 Golden Gate Quartet (Religion Is) Mer 8155
 Sew Righteous Seed
 F. Evans Trio (I Got) V(78)22-0052; (45)50-0036
 Shady Green Pastures
 Silver Echo Quartet (Them Bones) Arco 1201
 Silent Night
 Soul Stirrers (My Life) Aladdin 2028
 Sleep On, Darling Mother
 Five Gospel Stirrers (Don't Wonder) Gotham 621

Sweepin' Thru the Gate
 Rev. B. C. Campbell (I'm Satisfied) Apollo 215
 The Lord Is My Shepherd
 E. B. Washington (My Record) Arco 1210
 The Lord Will Make a Way
 E. Washington (I Thank) Arco 1211
 Them Bones Shall Rise Again
 Silver Echo Quartet (Shady Green) Arco 1201
 They Put John on the Island
 Heavenly Gospel Singers (Motherless Children) Arco 1212
 Use Me, Lord
 Swan's Silverstone Singers (No Not) King 4320
 We Will Walk Through the Valley
 Sister Ernestine Washington (Prayer Changes) Arco 1207

CHILDREN

Chummy, Your Record Playmate Album—P. Donald (2-10'')
 Col MJV158

INTERNATIONAL

A Heart for Rent
 G. Dagenais (Starlight Waltz) Crystal 231
 Arkansas Waltz
 J. Sisk-The Whippersnappers (Red Barn) Crystal 251
 Barnswallow Polka
 E. Skeets (Meadowlark Waltz) Mer 2087
 Concert Hall Polka
 T. Tylicki Ork (Jas and) Poloron 101
 Daj Buzi
 T. Tylicki Ork (Dziadunio Polka) Poloron 100
 Doughnut Polka
 F. Wojnariowski Ork (Pig Tail Polka) Dana 2057
 Dziadunio Polka
 T. Tylicki Ork (Daj Buzi) Poloron 100
 Eskimo Kiss Polka
 G. Wisniewski Harmony Bells Ork (Ole' Schnickelfritz) Dana 2058
 Four Hands Polka
 T. Tylicki (Rachunek Kochanca) Poloron 104
 Jas and Kaz and Stas
 T. Tylicki Ork (Concert Hall) Poloron 101
 Meadowlark Waltz
 E. Skeets (Barnswallow Polka) Mer 2087
 Na Sianie Polka
 T. Tylicki (Wypij Polka) Poloron 105
 Ole' Schnickelfritz
 G. Wisniewski Harmony Bells Ork (Eskimo Kiss) Dana 2058
 Pigtail Polka
 F. Wojnariowski Ork (Doughnut Polka) Dana 2058
 Rachunek Kochanca
 T. Tylicki (Four Hands) Poloron 104
 Red Barn Polka
 J. Sisk-The Whippersnappers (Arkansas Waltz) Crystal 251
 Starlight Waltz
 G. Dagenais (A Heart) Crystal 231
 Wypij Polka
 T. Tylicki Ork (Na Sianie) Poloron 105

COINMEN YOU KNOW

Detroit:

(Continued from page 99)

other Southwestern territory. . . . Earl M. Smith and August J. Antilla are establishing the Highland Park Launderette on Victor Avenue in Highland Park. . . . Howard C. Commodore, head of the Michigan Popcorn Company, is making plans for a trip to Europe in about two months.

Cigarette firms represented at the recent vender service clinic held at the Fort Wayne Hotel by J. H. Keeney & Company, included Jacobson Automatic Service, Vendo Cigarette Service, Pitsos Vending Company, Great Lakes Vending Company, National Cigarette Service, J. Paris & Sons, Siegrist Vending Company, Superior Service; Shutte Vending of Royal Oak, and Coley Cigarette Service of Flint.

Clinic was conducted by Keeney's factory engineer, Paul Husted, and D. A. Wallach, direct factory representative for Michigan and Indiana.

Ben Newmark, Miller-Newmark Distributors, reports excellent reception of the AMI phonographs among Michigan operators. . . . James De-Monaco, of Belle Isle Amusement Center, who is now sole owner of the Arcade, which he formerly operated in partnership with Henry C. Lemke, is making plans to expand his operation of amusement machines and may open another arcade next year.

Mrs. Edna Sager, wife of Bill Sager, service manager at the Miller-Newmark office, enjoys the free plays the visitors get on the pin tables beside her desk. . . . Hazel Reichlin reports plenty of activity in the game field up-State.

BEAUTIFUL! DEPENDABLE!

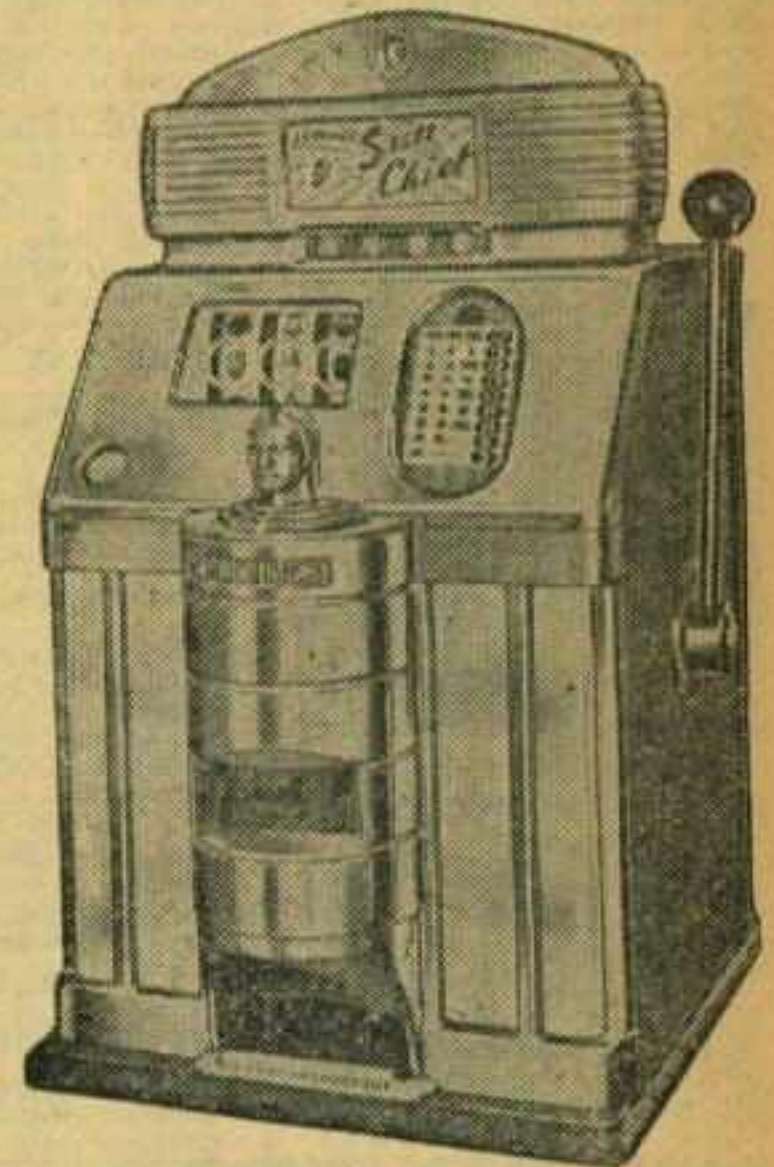
JENNINGS' SUPER DELUXE

SUN CHIEFS

- ★ EYE-CATCHING ONYX LIGHT-UP FRONT!
- ★ JENNINGS' FAMOUS PRECISION-BUILT ONE-PIECE "CHIEF" MECHANISM!
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HOW WOULD YOU LIKE TO BECOME A DEALER IN JENNINGS' PRODUCTS IN YOUR LOCALITY?

We have some open territory for new dealers in certain states. If you use and service mechanically operated coin machines, here's an opportunity to expand your earnings. Write us for complete details!

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<p>NEW GAMES GOTTLIEB Basketball CHICAGO COIN Tahiti GENCO Rip Snorter</p>	<p>3 TELEQUIZ 1948 Models Each \$265.00</p>	<p>UNITED SHUFFLE ALLEY Operates with 10¢ Chute. Immediate Delivery—Write.</p>
<p>GENCO GLIDER Uses 1 puck only. 15 shots for 5¢. Legal everywhere! Write for Price.</p>	<p>CHICAGO COIN BOWLING ALLEY Plays 1 or 2 coins. 10¢ Coin Chute. 2 players' scores total separately. WRITE</p>	<p>BALLY BOWLER 9 Ft. Alloy. Side door mechanism. Strikes, Spares, Railroads, etc. Automatic scoring unit. 10¢ Coin Chute. Immediate Delivery.</p>
<p>EXHIBIT SILVER BULLET 2-Gun Pistol Shooting Gallery. Write for Price.</p>	<p>20 CHICAGO COIN ROLL DOWNS \$45.00 EACH</p>	<p>EXH. DALE GUNS Cabinet refinished, mechanically reconditioned. \$120.00</p>

3 STAR SERIES, Late Models, Excellent Condition. WRITE
 5 WILLIAMS ALL STARS, Thoroughly Reconditioned. \$115.00 Ea.

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World Wide News
Issue 1 November 19, 1949
HOT TIPS! GREATER VALUES

PISTOL PACKER SHOTS 30 IN NIGHT CLUB!

COMPETITIVE GAME READY FOR BOWLERS

For the first time there is now offered a shuffle-type bowling game which permits genuine competition just like in real bowling. In Chicago Coin's BOWLING ALLEY 2 people can take their turns frame by frame instead of waiting until the opponent has completely finished a game. BOWLING ALLEY can be converted to 5 or 10¢ coin chutes with each player inserting his own coin. This sensational improvement will increase playing appeal tremendously and operators already are clamoring for this game.

SHUFFLE TYPE GAMES IN GREAT DEMAND

Records break while profits soar with all types of shuffle games. The following are the top hits of World Wide's Shuffle Parade:
Bally SHUFFLE BOWLER
United SHUFFLE ALLEY
Genco GLIDER

BARGAIN OF THE WEEK!

A limited quantity of Genco's THREE FEATHERS 5 ball game is offered at only \$135 each. Absolutely Brand New, in original cartons.

CLASSIFIED ADS

Specials of the Day!
ADVANCE ROLL \$ 50
TOTAL ROLL 25
TELEQUIZ, 1948 275
9" SHUFFLEBOARD 50
Chicago Coin Rebound SHUFFLEBOARD 75

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WORLD WIDE

EVEN THE LADIES NOW PLAY FOOTBALL

No longer is the red-blooded sport of football restricted to husky young men. Reports show that ladies and men, young and old, are all playing Williams great new version of football, called QUARTERBACK. Here is all the action of a Rose Bowl Game! The player controls the action at all times, placing himself in the backfield for running, passing, kicking plays. A 3-dimensional "Ball Carrier" is advanced across the gridiron with forward passes, end runs, field goals and touchdowns. QUARTERBACK has 5-10-25¢ coin chutes and also 6 plays for a quarter feature. World Wide is now delivering QUARTERBACK in N. Illinois and N.W. Indiana.

CONSOLES CARRY FULL GUARANTEE!

Visitors to World Wide's shop this week expressed their amazement at the thorough reconditioning of their consoles.

Reconditioned

DeLuxe Draw Bell.....\$215
Regular Draw Bell..... 165
Twin Bonus Super Bell. 340
Single Bonus Super Bell 215
Super Bell, 5¢ 75
Jennings Challenger, 5¢ & 25¢ 215

New

Keeney TWIN BONUS
Bally SPOT BELL
Bally CLOVER BELL
NEW GAMES
All current five ball releases are now being delivered... including:
Keeney BAND LEADER
Genco RIP SNORTER
Chicago Coin TAHITI

TERMS:

1/2 down, balance sight draft

WORLD WIDE

SHOOTING SPREADS OVER ENTIRE CITY

Wild with excitement, and aiming a shiny new silver pistol, Joe Publik was identified as the man who last night challenged everyone in the place at Lo Cation to a pistol duel. He was using one of the twin guns on Exhibit's new SILVER BULLETS (see their ad on another page). Everyone admitted they had a riotous time taking turns at the second pistol, 8 targets, and trying to shoot faster and straighter than Joe. The only casualty of the evening was Joe's pocketbook as he kept feeding the device nickels all night. The SILVER BULLETS was identified as purchased from World Wide Distributors, who now have them in stock for immediate delivery.

TWO MORE GAMES GOING GREAT GUNS!

Informed circles predict that coin machine operators who recognize bargains will jump at the opportunity to buy Exhibit DALE GUNS, with the famous World Wide reconditioning and refinishing, at a new low price of only \$120.00! The Dale Guns from World Wide are refinished so expertly they can hardly be told from new. It is reported that World Wide's limited stock of Chicago Coin's PISTOLS will go fast at the give-away price of \$150.00. Operators are advised to order at once.

FORECAST

Clear skies with World Wide Reconditioned equipment.

WORLD WIDE

Record Reviews

(Continued from page 94)



ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	RETAILER
		DISK JOCKEY
		OVER-ALL

POPULAR
DICK ROBERTSON ORK
Vocalion 55041
The Night Before Christmas 64--64--60--68
Robertson reverts here to a formula that used to sell a heap of Decca records for him; a simple, straightforward vocal backed by an uninhibited Dixie jazz group. Song's a light listenable pop.

That's All I Want for Christmas 66--66--62--70
Same treatment sets off a Christmas kidtune to advantage.

MILT HERTH TRIO (The Song Spinners)
Coral 60118
Down Where the Wurzburger Flows 63--60--60--70
Herth and vocal group deliver a thumping waltz rendition of the old beer-drinking fave. Should get tavern interest.

Loch Lomond 53--50--50--60
Typical Herth organ-piano-drums styling of the Scotch type standard.

MEL BLANC
Capitol 57-780
Toot, Toot, Tootsie (Good-Bye) 87--90--85--85
This is an intensely funny disking. Blanc caricatures Tolson, assumes his Woody Woodpecker voice and generally raises havoc with the revived oldie. May be a bit too hip to be a smash disking.

I've Got a Lovely Bunch of Coconuts 79--80--78--80
Blanc turns on a cockney dialect to deliver a reasonably good coverage of the moving novelty for Capitol.

GORDON MacRAE
Capitol 57-777
Mule Train 80--80--80--80
MacRae's version of the sensational hit ditty is wholesome and captures some of the excitement of the Laine recording.

Dear Hearts and Gentle People 84--85--83--83
MacRae does some of his most intimate and appealing singing on this most attractive rhythm ballad.

CHILDREN
Humpty Dumpty and Pop Goes the Weasel 80--NS--80--NS
Spirited group vocals, and attractive disk, with cut-outs should account for a lively sale.

Billy Boy 78--NS--78--NS
Likewise.

Small Fry SF 6 (7")
Twinkle, Twinkle Little Star 78--NS--78--NS
Clear group rendition with full ork. Sounds fine.

Brahms' Lullaby 70--NS--70--NS
Harmonicas back group to lesser effect.

Small Fry SF 8 (7")
She'll Be Comin' Round the Mountain 73--NS--73--NS
Cute cut-outs can chase self around spindle while lively-sounding disk plays.

Old McDonald Had a Farm 79--NS--79--NS
Clear colorful little disk.

UNCLE STU (Stuart Wayne)
Mayfair K-123
Squirt, the Little Fire Engine 80--80--80--NS
The fire-engine theme is virtually sure-fire kid disk material and this is a fanciful little tale to boot. Wayne narrates in suspense-building style but the more spectacular fire features, like sirens and bells, are played down. Cover is fairly attractive.

DONALD DAME
MGM s-6 (10")
Singing Games 83--83--83--NS
Includes "Looby-Loo," "The Mulberry Bush," "Did You Ever See a Lassie?" Envelope cover is very attractive and notes give game instructions. Tenor Dame sings warmly and the words are very clear. Should be a big standard seller for the label.

Small Fry SF 2 (7")
Do You Know These Sounds? 82--NS--82--NS
Fire engine, merry-go-round, plane and train sound effects are introduced via riddle-rhythms. Tiny tot presentation has new gimmick of cut-out strips to be placed on phono spindle. Plane flies around as table revolves, etc. Blue plastic disks and individual label pics are attractive. Item should be strong at 25 cents.

Small Fry SF 1 (7")
John Brown, Muffin Man, Georgie Porgie 66--NS--66--NS
Group rendition of nursery songs, and linking continuity are sub-par, and side is short, tho cute cut-outs should boost sale.

Small Fry SF 3 (7")
Three Blind Mice; Hickory, Dickory, Dock 73--NS--73--NS
Stronger performance here.

Small Fry SF 4
We Want To Be Happy 67--NS--67--NS
Label set-up makes this a birthday greeting card. Nothing special, but cut-outs help and the disk is attractive.

Small Fry SF 4
Happy Birthday 80--80--80--NS
Similar label, and a pleasant little rendition of the standard.

Small Fry SF 4
Farmer in the Dell 80--NS--80--NS
Good group rendition of the game song. Pretty blue disk, and cut-out figures that dance as table revolves, should attract enough 25-cent pieces.

Small Fry SF 4
Looby Loo 74--NS--74--NS
Another game song, with a nice bounce, is done with less clarity.

THE BEAVERS
Coral 65018
RHYTHM & BLUES
If You See Tears in My Eyes 67--67--65--70
New group spots a poor man's Billy Kenny-type lead voice on a gushy sort of ballad.

I Gotta Do It 81--82--80--80
An appealing rhythm blues is executed nicely by the group. A big beat lends added flavor to the waxing.

BUDDY HAWKINS--THE SONGMASTERS
Commodore 7958
Please Tell Me Now 85--85--85--85
Hawkins sounds like quite a "find" for the B&R market. He does a sensual, stylized job on an appealing ballad.

How'd You Like to Have a Sweetheart? 71--72--70--71
Rather attractive ditty is out-and-out pop in flavor. Entirely pleasant disking.

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Keeney Super Bonus, 5/25 350.00	Gold Cup Victory Special
Evans Bangtail, F.S. 265.00	Jockey Special
Bally Spot Bell Write	
Bally Delux Drawbell 225.00	
Mills 3 Bells 220.00	
BELLS	WE HAVE A QUANTITY OF WOOD AND STEEL ROLL DOWN GAMES... MAKE OFFER
Jennings Silver Chief, 10¢ \$ 74.50	
Jennings Silver Chief, 5¢ 69.50	
Golden Falls, 2/5, 5¢ 114.50	
Golden Falls, 2/5, 25¢ 119.50	
Black Cherry, 5-10-25¢ 105.00	
Blue Front, 5¢ 65.00	
Brown Front, 10¢ 75.00	
\$1 Monte Carlo, \$1000 J.P. Write	
Black Gold, 5¢ 114.50	
Paco, 25¢ 60.00	
Columbia, 5¢ 64.50	
Glitter Gold, 5¢ 69.50	
Glitter Gold, 25¢ 74.50	
Jewel Bells, 5-10-25¢ 135.00	
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Record Reviews

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST	TUNES	COMMENT	
RHYTHM & BLUES			
WILD BILL MOORE Sensation 17	Football Boogie Take of a jam session blues, with suspiciously loud crowd noises. Playing is okay, but the cheers and applause are disturbing.		53--56--53--50
	Blue Journey Moore blows a Coleman Hawkins on "I Surrender Dear." Not especially moving, nor very commercial.		54--57--54--51
TODD RHODES Sensation 20	Moonlight Blues A winning "Huckleback" type riff, a powerful preaching bary, a blue piano obbligato, and a fine unison sound tab this one for across-the-board action.		85--85--84--86
	Midnight Session Light, jivey riffer, with bop-flavored solos.		72--74--72--70
JOHN LEE HOOKER Sensation 21	Burnin' Hell A sure-shot for the southern trade. Hooker's primitive chanting and percussive guitar, and a harmonica on echo in back add to an impressive, authentic blues sermon.		83--83--82--84
	Miss Sadie Mae A slow, quiet, effective undersung torch blues in the cotton-belt tradition.		76--76--74--78
ANDY TIBBS Aristocrat 1107	How Long Tibbs sings the pretty, standard blues in able fashion. An accompanying trio offers sympathetic backing.		71--70--70--73
	I Know Strictly second rate is the Tibbs job on this familiar ballad. He leaves hardly a note unheated.		53--50--50--60
TODD RHODES Sensation 16	Teardrops, Parts I & II Two sided job, but the relation of one to the other save for the title is mystifying. On one side is a slow instrumental deal which spotlights Rhodes' alto doing an Ellington-ish mood ballad. On the other is a shuffle blues medium jumper spotting a rock-ribbed baritone saxist and some attractive figures.		76--78--73--78
	It's the second side which should have the ingredients for the B&R play.		83--83--82--80
SAVANNAH CHURCHILL Arco 1202	I'll Never Be Free Thrush's first for the new label could be a winner. She pipes a soft, silky torchier with male group chording in back, and fine instrumental support by the Red Norvo quintet.		83--83--83--83
	Get Yourself Another Guy Routine pop job lacks oomph of flip.		65--65--65--65
BILL LA MOTTA Arco 1209	Give Her the Number One Warbler gets off an effective calypso on an engaging piece of material.		75--75--74--76
	I Wanna Settle Down Band joins chanter on refrain in a stimulating calypso performance.		75--75--74--76
THE SYNCOPATORS National 9093	These Are Things I Want to Share With You Conventional male quartet with the usual tenor lead runs down an okay ballad in listenable fashion.		62--62--60--64
	Mule Train Group does the flash epic in lively style, but without originality. Will hardly complete with the major versions.		50--50--50--50
THE BLENDERS National 9092	I Can Dream, Can't I? Attempt to get a blues and rhythm version of the click pop revival misses fire here in a stodgy, unfeeling male group rendition.		49--50--49--48
	Come Back Baby Blues Shuffle rhythm blues in a Ravens format, including a bass lead. Nothing like the class of the Ravens is manifested.		54--54--52--56
IVORY JOE HUNTER 4 Star 1376	Please Come Back Home Baby Ivory Joe warbles a blues of his own cleffing in his warm, smooth manner. Small combo backs smartly.		74--74--73--75
	7th Street Boogie Fly, up-tempo boogie romper, with effective Hunter chanting and instrumental solos.		74--74--73--75
CECIL GANT TRIO 4 Star 1377	Long Distance Gant gets off a fine one here, as he chants an easy rock blues with intimacy and feeling, helping himself to some effective blues piano along the way.		84--84--84--84
	Vibology A jumping vibes solo on "Flying Home," with piano and bass making the rhythm.		68--68--68--68
COUNTRY & WESTERN			
MILTON ESTES Coral 64023	Seems Like Yesterday Respectable rendition of some routine country material. Trilling guitar helps some.		69--70--68--68
	The Waltz I Waltzed With You Dancey, romantic waltz is warbled warmly and easily by Estes.		73--75--73--72
BLAINE SMITH Dome 1014	Big Blue Eyes Fine, well-recorded rendition of a pleasant popcorn ditty.		80--80--80--80
	They're Digging My Grave Blues-style country tune doesn't attain the impact inherent in its title.		69--68--68--70
JACK DAY Vocalion 55061	This Cold War With You Clever ballad is sung with warmth and charm by Day.		60--63--56--60
	I'll Never Slip Around Again Adequate coverage for the low-price label of the "Slipping Around" sequel. Day does the clever song quite capably.		68--69--67--67
GENE AUTRY Columbia 20638	The Cowboy's Trademarks An honest, old-fashioned cowboy ballad in waltz time gets heartfelt, sympathetic warbling from the horse-opera idol.		73--73--72--74
	Riders in the Sky Autry's version follows the others—the choir, the echo, the steady guitar beat. Extremely late, but it may sell to his fan coterie.		64--64--68--66

(Continued on page 104)

AUTOMATIC COIN America's Bell Machine Center

We Are EXCLUSIVE AUTHORIZED DISTRIBUTORS for Mills Bell Products
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Ea.	119.50
Mills 5c, 10c or 25c 1947 Golden Falls, H.L. Ea.	119.50
Mills 5c, 10c or 25c 1948 Jewel Bell. Ea.	150.00
Mills 5c, 10c or 25c 1948 Melon Bells. Ea.	150.00
Mills 5c, 10c or 25c 1948 Black Gold, H.H. Ea.	150.00
Mills 50c 1948 Club Royale	250.00
Jennings 5c Standard Chief	110.00
Jennings 5c Tic-Tac-Toe	129.50
Jennings 5c or 10c Chief Console, prewar.	
Ea.	59.50
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Pace 5c or 10c, 1947 Chrome. Ea.	99.50

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COINMEN YOU KNOW

New York:

(Continued from page 99)
new location on 10th Avenue, is doing biz with ops despite the handicap of hammering and dust clouds. The store is undergoing major remodeling. . . . Lou Rosenberg, of Arrow Amusement, is adding new shuffle-type units to his game route.

Anthony Caruso, active head of C-Eight Laboratories, now that his father, Mario, is in Italy, was in town last week for a confab with Lew Jaffa, Eastern Electric veepee. They discussed sales plans for 1950. It was agreed that no changes would be made in the console cigarette vender that can't easily be incorporated in earlier models. This has been company policy since the formation of C-Eight.

Sam Sacks, head of U-Need-A Shine Company and Acme Sales, had the only booth at the Hotel Show last week at which shoe-shiners were shown. Particular interest was given his snow remover by hoteliers. They seemed to like the idea of a device to remove snow and slush from patrons' overshoes before tracking up hotel carpets.

Julius Berens, who handles publicity for E. L. Jacobs, bottle vender manufacturer, is representing a new vending company here. The firm, Food Engineering, has developed a bulk milk vender. . . . George Harrison, whose coffee concentrate is used by many coffee ops in this area, will unveil a new preparation at the National Automatic Merchandising Association confab.

Russell Clifford, formerly asso-

Washington:

(Continued from page 99)
section during mid-October. The coin boxes operate from 8 a.m. to 6 p.m. daily except Sundays. On Varnun Street, however, they are effective from 8 a.m. to 9 p.m. The city council has imposed a \$1 fine for each violation.

Even the army's playing pin balls—the "Service Stripe" of Walter Reed General Hospital recently published a story about "Archie the Aggressor," who is "the pinball wrestler." Archie, it seems, has "a great propensity for beating pinball machines." Throngs of servicemen watch Archie's efforts at the local Castle Inn. Archie, incidentally, attributes his success to experience.

Eddie Gallaher was guest columnist in WMG's News Letter of November 1. The WTOP disk jockey pointed out that, during the past year, he picked 48 hits out of 52 platters he had chosed as "Record of the Week." His most recent selections were Dinah Shore's "Dear Hearts and Gentle People," "Mule Train" by Frankie Laine, and Bing Crosby's "Way Back Home."

ciated with a stamp machine manufacturer here, has formed his own firm, the Stamp Machine Vending Company, in the Bronx. He will soon market a new two-column stamp vender. . . . Herb Klein, International Mutoscope sales manager, plans to be in Chicago to attend the Park Show later this month. Muto's Twin-Bowl will be featured at the company's booth.

Record Reviews

(Continued from page 103)

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST	TUNES	COMMENT	
COUNTRY & WESTERN			
TEX FLETCHER Vocalion 55063	Why Don't You Haul Off and Love Me? Fletcher cut a fair enough reading of a current country favorite for the cheap-priced line.		66--67--65--67
	Mind Your Own Business Fletcher does another country hit in most acceptable fashion.		64--64--64--65
CURLY CRIBBS Vocalion 55064	There'll Be No Teardrops Tonight Cribbs does a neat turn with a country rhythm piece.		58--58--56--60
	Before You Call Cribbs hands this good Fred Rose ballad a most tasteful singing job.		71--72--70--72
JEAN DAVIDSON Crystal 213	Fort Worth Boogie Western jazz treatment of a blues boogie. Good for the Southwest market.		67--66--67--68
	Down Hearted Me Chirp pipes a strong-voiced medium-tempo blues for the country trade.		60--60--60--60
CLYDE MOODY King 822	You'll Never Know What I've Been Through Moody does one of his best singing jobs on this tear-jerking ballad. Tasty orking behind the singer.		76--78--75--75
	Cherokee Waltz Not much substance in this waltz dinking save for the beat.		60--60--60--60
EDDY ARNOLD Victor (45) 48-0127	C-H-R-I-S-T-M-A-S The kingpin folk warbler does a mighty job with an impressive, semi-religious hunk of Christmas material.		86--87--87--85
	Will Santy Come to Shanty Town? Eddy reverts to the strictly secular with a sure-appeal ditty about Christmas for a poor little boy.		84--84--84--84
BILL BOYD & HIS COWBOY RAMBLERS Victor (45) 48-0129	Jingle Bells Cheery, unpretentious Western vocal and ork rendition of the holiday fave, with effective bell, banjo and steel guitar work.		72--72--71--73
	Up on the House Top St. Nick's arrival is the theme of this happy ditty. Bright, warm rendition aimed at the tots.		73--73--75--71
OLE RASMUSSEN & HIS NEBRASKA CORNHUSKERS Crystal 223	Chill in My Heart Country group plows thru a routine tearjerker.		52--52--50--54
	Flying Home The boys shuck a few on the Goodman-Hampton swing riffer. May get some jock play for laughs.		57--65--55--50
BRAD KING & HIS DUDE RANCH GANG Crystal 225	Tag Along Amateurish singing stops ballad cold.		30--30--30--30
	You Ain't Got My Number Anymore Warbling is passable here, with lively string orking sparking behind on a Western jazz ditty.		51--50--50--54
TEXAS TOP HANDS Everstate C-102	Today, Tonight, Tomorrow Rough-and-ready Western treatment of one of those old-fashioned ditties that gets 'em all harmonizing after the eighth beer.		65--64--60--70
	Little Band of Gold Tune doesn't impress.		43--43--41--45
BILL LISTER-DEL DUNBAR Everstate C-118	Why Don't You Haul Off and Love Me? "Brother" harmony and twanging guitars make an okay rendition of the country click, but not strong enough to compete with established versions.		60--60--58--62
	I'm Gonna Shoo the Blues Away (Del Dunbar-The Texas Tophands) Range razzamatizzer with rhythm vocal and corn instrumental solos. Nothing special.		49--49--46--52
FLOYD TILLMAN Decca 46182	It's Been a Long, Long Time Decca dusted this one off in hopes of cashing in on Tillman's new fame. Unfortunately, this rhythm ballad, a Tillman original, is nothing to write home about.		63--63--61--65
	Don't Be Blue Another Tillman original, this one a jazzy up-tempo rhythm bit, gets a Western get-off, with heavy emphasis on the instrumental.		61--61--59--63
DAVE LANDERS MGM 10561	It Meant So Little To You Slow ballad job lags.		56--56--54--58
	Too Good To Be True Much like flip material-wise and in treatment—not strong.		56--56--54--58
HANK WILLIAMS MGM 10560	My Bucket's Got a Hole in It Williams does a robust job with a fine old Clarence Williams stomp that bids to make a splash in the country market.		85--85--84--86
	I'm So Lonesome I Could Cry The high-riding warbler sells a nostalgic ballad of his own cleffing with compelling fervor and sincerity.		83--83--82--84
DOC PEPPERS Crystal 249	Without Your Wedding Ring Song, about a gal who slips around, has quality, but vocal treatment is weak and spiritless.		52--52--49--55
	Wine, Women and Pink Elephants Lively recitation-in-rhythm on a clever bit of material in the best down-home idiom.		71--74--67--69
BECKY BARFIELD Crystal 212	Mama and Daddy Thrush gets plenty of heartbreak into this weeper about the child of divorced parents.		68--68--68--68
	Chime Bells Gal is cute as a button in a tricky virtuoso yodeling job of the Elton Britt piece.		75--77--75--73
THE TEXAS TOP-HANDS Everstate C-101	Bandera Waltz Attractive waltz gets an unpolished but authentic cowboy vocal and orking.		62--62--60--64
	That's the Only Way Spirit makes up for uneven warbling and playing on this cactus moralizer.		56--56--54--60
CLIFF WARREN (Tony Romanos & The Branders) Everstate C-103	Yodelin' Freight Catchy, up-tempo yodel ditty is projected with momentum.		65--65--63--67
	Swing To My Yodel Tuna, really a weak pop, doesn't ring true under the Western treatment.		36--37--36--35

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Record Reviews

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST
TUNES
LABEL AND NO.
COMMENT

INTERNATIONAL

- THE JOLLY POLKATS** Capitol 57-90051
The Jolly Polkat Polka 79--79--78--79
Instrumental in the popular Slovenian-American style, with accordion, organ, etc. A fine, snappy dance side.
There is a Tavern in the Town 78--80--77--78
Oldie gets Slovenian polka treatment, with excellent results. Gang vocal in English.
- CASADEI ORK** Victor 25-7120 (Italian)
Settembre (Waltz) 61--60--60--62
Old-fashioned Italian waltz gets old-fashioned orking and appeal will be limited to old-fashioned folks.
Radiofortuna (Polca) 63--64--62--64
Orking includes fiddles, sax-clarinet and guitar. It's an old-style novelty with an okay polka beat.
- LESLIE CHABAY** Victor 25-4116 (German)
Grun Ist Die Heide (Green Is the Meadow) 83--85--83--80
The lyric tenor from the Met-Opera has one here whose appeal should go far beyond German nabs. Beautiful mezzo-voce passages.
Rosemarie 83--85--83--80
This man's voice is a thing of rare beauty. Selection is a pleasant light standard.
- JOE BIVIANO** Victor 25-8036 (Norwegian)
Vintergae Kken Vals 70--72--70--68
Accordions, clarinet, mandolin and rhythm perform a melodious Scandinavian waltz in danceable, listenable manner. Good dinner music.
Septembervals 71--73--71--70
Gellin Og Borgstrom
This waltz was cut in Europe. Tempo and beat are more brisk than flip, and melody has a strong continental flavor. Also dinner-dance music.

HOT JAZZ

- BUDDY DE FRANCO SEXTET** Capitol 57-747
Extrovert 65--70--65--60
DeFranco's brilliant modern clarinet style is spotted on this fly bop-flavored instrumental opus.
When We're Alone 77--80--75--75
Neat group effort in the George Shearing spirit doing a great oldie known to some as "Penthouse Serenade."
- DIZZY GILLESPIE ORK** MGM 10556
Emanon 65--75--65--55
A Gillespie masterpiece is reissued from the original Musicraft master.
Things To Come 65--75--65--55
Another of the highpoints in the bopper's discography is this flashy, breakneck instrumental which spots Milt Jackson's vibes in addition to Diz's horn.
- CHUBBY JACKSON ORK** Columbia 38623
Tiny's Blues 65--75--65--56
Chubby's pre-square dance period band was a hard-hitting crew in ensemble and weak on the solos as this side will bear out.
All Wrong 41--42--42--40
Paula Castle is an acceptable vocalist in the handling of one of Chubby's own songs, a ballad which neither stirs nor offends. Orking is weak.
- COLEMAN HAWKINS ORK** Mercury 8909
The Big Head 78--80--76--78
Especially intriguing riff and some polite honking by the Hawk make this a qualified entry for the rhythm market as well as a hot jazz item which the tenor bugs will devour.
Platinum Love 71--76--71--67
Hawk and tramist Bennie Green blow some potent jazz on an original by the tenorist.
- FLIP PHILLIPS ORK** Mercury 8908
This Can't Be Love 76--77--75--75
Flip blows up a storm on his tenor jazz-wise until the latter portions of the side when he moves into familiar role of honker—in which he excels and pulls the coin.
Cookie 76--80--77--70
Flip and tramist Bennie Green both blow wonderful solos on this medium time bopper. Flip lays down one of his very finest waxed solos.
- THE BUD POWELL TRIO** Blue Note 1566
You Go To My Head 68--75--70--60
Powell plays some extremely facile bop improvisations on the standard.
Ornithology 68--75--70--60
Familiar piece built from the chords of "How High the Moon" serve as the basis of more superb Powell 88-ing.
- THE TADD DAMERON SEXTET** Blue Note 1564
Symphonette 62--65--65--56
Swinging bopper spots tenorist Wardell Gray, another unbilled tenor and an unbilled and talented trumpeter who sounds like Fats Navarro.
I Mean You 59--60--62--55
Thelonius Monk Quartet
Unusual bop exercise is executed with some facility and some sloppiness by a group which highlights vibist Milt Jackson and pianist Monk.
- ERROL GARNER TRIO** 3 Deuces 505
What Is This Thing Called Love? 79--81--79--77
Garner's simple, melodic styling is shown to decided advantage on this well-recorded cookie of a tried-and-true oldie.
Through a Long and Sleepless Night 74--75--73--73
Garner takes on the current flick tune in deliberate fashion and turns in another of his tasty sides.
- AL HAIG SEXTET** H1 1
Pinch Bottle 69--75--70--61
Clean and neat bopper out of the Tristano school which spots pretty Stan Getz tenor, Haig piano and Kai Winding tram.
Earless Engineering 69--75--70--61
Another fine bop performance composed of the same sterling contributors. Label is a new one being put out by Harry Lim, well-noted jazz recording expert.

(Continued on page 106)

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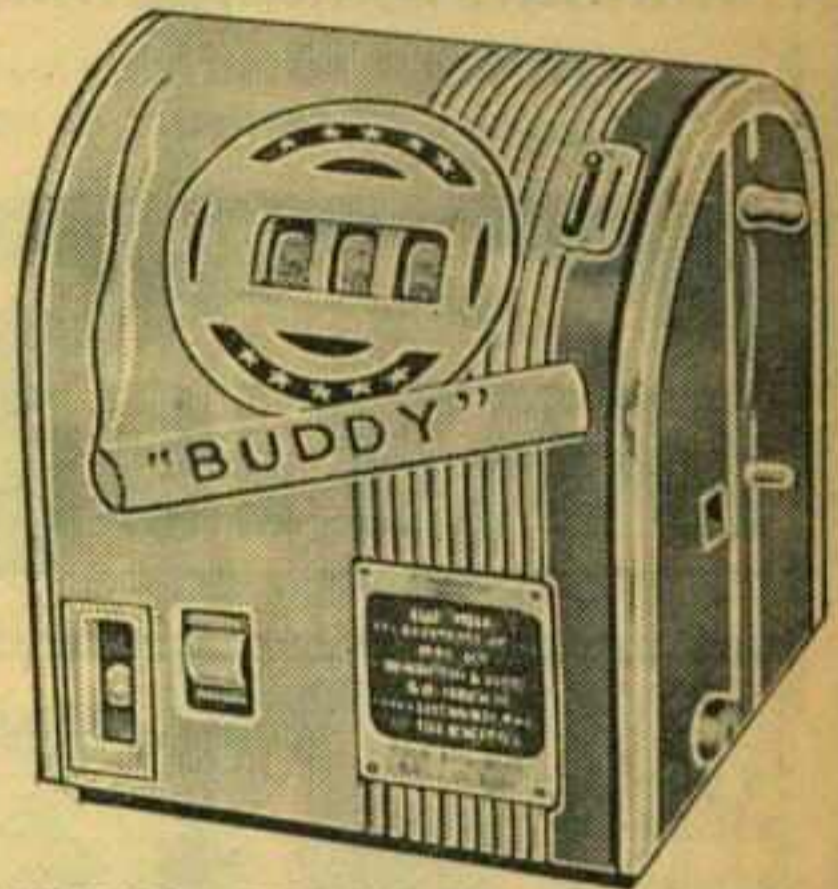
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Record Reviews

(Continued from page 105)

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST	TUNES	COMMENT	
LABEL AND NO.			
HOT JAZZ			
ERROL GARNER TRIO 3 Deuces 506	Again	Garner creates a beautiful mood in his 88-ing of the recent smash hit song.	75--75--75--75
	Goodbye	Even more handsome is the Garner conception of the very beautiful Gordon Jenkins song.	77--80--77--75
ERROL GARNER Apollo 797	Lover Man	Jazzier than his current output, Garner, tho hampered somewhat by fuzzy Parisian recording, turns out a pretty thing of the jazz ballad.	75--80--75--70
	What Is This Thing Called Love?	Muddy recording on this imported master somewhat dulls an excellent Garner reading of the standard, different from his more recent Three Deuces label rendition.	70--70--70--70
TYREE GLENN ALL STARS Abbey 5001	Sultry Serenade	Group of Ellington sidemen makes an efficient but unexciting jazz riff side, with a typical Ellington voicing.	55--60--54--50
	Dusty Serenade	Boppish slower riff featuring Glenn's vibes is yawful.	45--50--45--40
BILLIE HOLIDAY Harmony 1075	It's a Sin To Tell a Lie	A previously unissued side with the Teddy Wilson ork, circa 1942. Clear and forthright Billie; more for collectors than the public.	65--65--70--60
	Wherever You Are	Another side from the same era, probably from the same date.	65--65--70--60
AL HAIG QUINTET Seco 10-005	Skull Buster	Small group bops an "original" in the cool manner, with Getz tenor and Haig 88 highlighted.	53--58--53--48
	Ante-Room	More gentle bop, and another "original"—originally titled "Rose Room."	53--58--53--48
AL HAIG QUINTET Seco 10-006	Pennies From Heaven	Stan Getz does a mellow, easy tenor solo on the good oldie. Relaxed bop here.	58-62--58--54
	Poop Deck	More ear-pleasing Getz, with a dash of the attractive Haig piano.	56--60--56--52
AL HAIG SEXTET HL 2	Short P, Not LP	Pleasant bop opus in the Ventura vein which vocal-horn blend intro and finish sandwiching Stan Getz's tenor, Kai Winding's tram and Haig's piano.	68--70--68--66
	Be Still TV	Sounds like a Ventura-styled take-off on "You Call It Madness" spotting the same vocal-horn deal and the same fine soloists.	70--72--70--68
ERROLL GARNER Apollo 789	Erroll Garner in Paris	Fine jazz original by Garner is tackled in his distinctive style. Another worthwhile piano solo to his credit.	71--73--73--68
	These Foolish Things Remind Me of You	Muddled recording and extremely musical albeit not terribly commercial Garner push this side into the collector's groove.	65--66--64--64
CLASSICAL			
RICHARD TUCKER Col (33)3-359	O Sole Mio	Both songs on this platter are Italian folk songs currently getting heavy pop play. This one is "There's No Tomorrow," and the Mel tenor's rendition of the original is a great experience in this LP 7" disk.	81--82--80--NS
	Mattinata	This one's "Your Breaking My Heart," and Tucker's interpretation is a stirring, ringing bit of tenoring.	82--83--82--NS
VIENNA PHILHARMONIC ORK-HERBERT VON KARAJAN, COND. Col (33)3-288	Mozart: Masonic Funeral Music in C Minor (I & II)	One of the great master's little-known works, this has remained so because it wasn't intended for recognition outside the Masonic Order, of which he was a devoted member. The music is profound, pensive and has much of the religious quality of the great "Requiem." An especially worthwhile piece, beautifully played and recorded.	81--82--80--NS
SACRED			
WILMA LEE-STONEY COOPER Columbia 20631	What's the Matter With This World?	Thrush and trio deliver a mournful sermon on the condition of universal morals. Good Sunday-night-in-the-parlor fare.	68--66--70--NS
	Thirty Pieces of Silver	Miss Lee solos this song of Christ's betrayal. Touching and effective.	72--70--74--NS
THE ST. PAUL BAPTIST CHURCH CHOIR OF LOS ANGELES Capitol 57-70049	Search Me, Lord	Magnificent spirit and rhythm of spiritual and gospel music has rarely been performed and captured so successfully on wax. A wonderful record.	83--84--83--82
	Don't Wonder About Him	Fine lead voice and a big swinging choir drums up lots of inspired excitement with a rocking spiritual.	81--84--80--80
SALLIE MARTIN Capitol 57-70048	The Little Wooden Church on the Hill	Solo voice and rhythm orpel beat but not much else that is spirited	67--68--67--66
	Jesus Is the Only One	Not much fire in this solo voiced spiritual effort.	66--65--66--NS
THE ROBERTA MARTIN SINGERS OF CHICAGO Apollo 214	Only a Look	Best folk sings strongly with much feeling and beat and voice as she handles most of the side solo. First-rate chorus fills out the fine dishing.	81--83--80--NS
	He Knows How Much You Can Bear	Excellent recording shows Roberta Martin to be one of the finest spiritual voices around. She leads her singers in an inspired dishing.	81--83--80--NS

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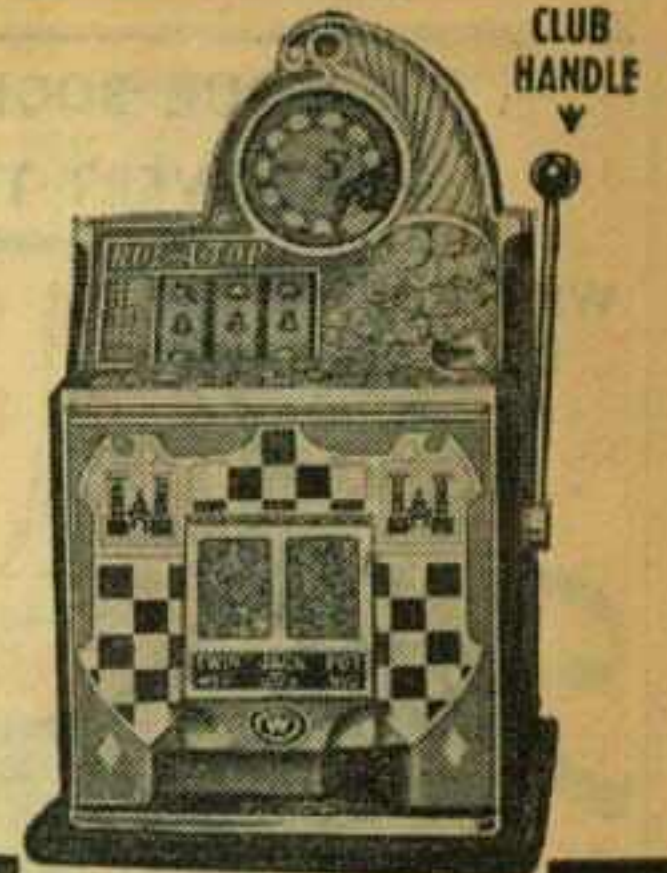
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Record Reviews

ARTIST	TUNES	RATINGS
LABEL AND NO.	COMMENT	OVER-ALL DISK JOCKEY RETAILER OPERATOR
SACRED		
SELAH JUBILEE SINGERS Gotham G-620	I Cried Holy The Selah group knows its way with a spiritual and shows it on this side.	75--75--75--NS
	Good Evening, How Do You Do The veteran religious group adds another fine waxing to a long list of predecessors.	75--75--75--NS
ELDER BECK & HIS RELIGION IN RHYTHM Gotham G-622	Lord, I've Tried Beck gets a sort of intimacy in his solo spiritual with rhythm support filling out the effort.	76--76--75--77
	You Better Watch Your Close Friends Beck goes with rhythm on an uninspired sort of religious opus.	67--67--67--66
ROYAL HARMONY SINGERS Apex AP-1119	Lord, Am I Born To Die? An unusual spiritual dishing spots a first-grade quartet performing an evocative piece of material.	80--82--80--78
	Mercy, Lord More ordinary is this second side both in performance and material.	65--65--65--NS
SAMUEL PATTERSON Apollo 216	This World Is Not My Home Nothing particularly stirring about this spiritual nor its delivery.	64--64--64--64
	Where the Sun Will Never Go Down Same comment.	60--60--60--NS
JAMES AND MARTHA CARSON Capitol 57-40237	Looking for a City Male-fem duet, backed by a gospel group and guitar, whip up evangelical excitement on a rousing camp-meeting shout hymn.	78--76--80--NS
	Jesus Spoke to Me More of the same effective mixture—a country folks gospel performance with effects borrowed from colored spiritual singing.	78--76--80--NS
SPIRITUAL		
MADAME EVA REYNOLDS-SISTER ROSA MAE LANE Abbey 7002	No One Can Love Me Like Him Effective spiritual chanting, begun solo by thrush and joined for a last chorus of harmony by her partner. Builds climactically.	68--66--70--NS
	I'm Proud To Be in the Service of the Lord Madame Reynolds does this one alone in her big, ringing, low-pitched voice. Piano, organ, guitar make a big beat.	68--66--70--NS
FAMOUS WARD SINGERS Savoy 4013	My Jesus Is All and All Fem gospel group gets a sanctified effect with a rhythm spiritual.	70--68--72--NS
	Jesus Is So Real to Me Group's staccato, impassioned phrasing is impressive on this spiritual.	70--68--72--NS
CLARA WARD Savoy 4012	Just Over the Hill Here's a standout: thrush opens with a slow, reverent, echoing vocal, ends doubling the tempo in a sock rideout. Organ and piano in back.	76--74--78--NS
	He Knows How Much We Can Bear Plenty of anguish and woe in a fine slow spiritual job, with organ and piano.	74--72--76--NS
THE KEYS OF HEAVEN Loop 806	God Looked Down From Heaven Mixed group does an okay spiritual with good beat.	58--56--60--NS
	Where We Shall Meet As above.	58--56--60--NS
RELIGIOUS		
THE CORINTHIAN SINGERS DC 8057	There'll Be a Great Day Expert spiritual singing group raises a big beat and creates the proper feeling for some spirited material.	75--76--75--74
	Farther Along Good performance of some lackluster spiritual material.	65--65--65--NS
THE SINGING CRUSADERS MGM 10540	I Know It Was the Blood Good group does a feelingful job with a beatful spiritual.	69--70--68--NS
	Motherless Children Big beat, superb feeling and excellent group team for an expert spiritual waxing.	79--80--78--78
ISABEL POWELL-WYNN TALBOT CHOIR Salvation DV-106	I Want Jesus To Walk With Me Off-the-beaten track spiritual-gospel dishing has a Hebraic quality and good singing by Miss Powell.	71--73--69--NS
	Done Found My Lost Sheep Another off-the-beaten track spiritual effort builds nicely. A provocative etching which is well done.	73--75--70--NS
THE CHUCK WAGON GANG Columbia 20630	When the Saints Go Marching In The old spiritual march which has served many a New Orleans jazz tootler turns up in an effective sacred etching for country trade.	75--76--74--74
	Shall We Gather at the River? The fine sacred singing group has one of its best recordings in this plaintive religious material.	75--76--75--74



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(Continued from page 99)

and tackle his case against the Teamsters' Union December 5. . . . Charles Hartman, Bakersfield coin operator, was in town last week.

Ramon Perez has just returned from south of the border with some masters of Mexican tunes which will be pressed by Modern Records. . . . Ruth Wallace is going to put out her sequel to the "Dinghy Song" on her own label. It'll be called the "Admiral's Daughter." Meanwhile she's turning 'em away at the Zephyr Room. . . . Larry Jackson was all set to cop first prize with his springer spaniel at the dog show but lost out at the last minute when the pup momentarily forgot what he had been taught. . . . Bill Molezzo was in from Porterville last week.

Jack Ryan, of Sicking Distributors, has six antique Seeburg coin-operated pianos which have been entirely rebuilt and are being peddled as collector's items. Incidentally, Ryan claims to have the largest collection of this type music machine in the West. Jack Simon, head of Sicking here, and the missus are vacationing in Murrieta, Hot Spring. . . . E. E. Peterson was up from San Diego to check conditions on Pico Street. . . . Another recent visitor was Edwin Gaffko, Rialto operator.

Ed Wilkes, of the Paul A. Laymon Company, is showing the new Bally Shuffle Bowler which he says is proving to be a hot item. Another Bally game, Hot-Rods, is due in shortly. . . . Clyde Denlinger, of Balboa and environs, visited coin machine row last week. . . . Ditto for Red Smith, who operates in nearby Gardena. . . . Jack Mallett, of the Mission Novelty Company, Claremont, was seen making the rounds recently.

Dan Lufkin, sales manager for U. S. Woodcraft of Redondo Beach, manufacturers of Shuflepins, has bowed out and is vacationing until a new deal he's working on begins to jell. . . . S. L. Griffin, Pomona coinman, was renewing acquaintances on Pico Street. . . . H. C. Gilmore, of San Bernardino, also visited his old friends.

William R. Happel Jr., of Badger Sales, headed for Las Vegas last week to huddle with operators pertaining to the new Keeney console game due out soon. . . . E. T. Simonsen, of the San Joaquin Music Company, Bakersfield, was in town. . . . Another visitor was Allen Anderson, who hails from Shafter.

Louis Leonard, well-known showman, and father of Jack Leonard, of the Badger Sales vending department, trained in last week for a visit. It marks the first time father and son have seen each other in three years. Business-wise Leonard says the new Northwestern vender is catching on. He has two deals pending that will result in the sale of over 1,000 machines.

Phil Robinson, of Chicago Coin, just returned from Las Vegas where he did some business for his firm. The boys on Pico Street say the "sponsors" he's been bringing along for lunch haven't been working out so well. . . . S. W. Ketchersid was in from San Bernardino to look over some new equipment. . . . Another recent visitor was A. G. Peek, Alhambra coinman.

Stewart Metz, of S. & A. Novelty Company, San Bernardino, is back from his Eastern vacation. . . . Another vacationing coinman is Jack Johnson, of Modern Amusement, Long Beach. . . . Lloyd Barrett was in from Pomona.

Twin Cities:

(Continued from page 99)

dena, Minn., operator, was called to the Twin Cities Tuesday (1) by the death of his brother. After the funeral he took the occasion to see several distributors.

Ed and Mildred Berkemeier, of Litchfield, Minn., both on the sick list earlier in the year, are back on the job, even tho they had given thought to disposing of their route because of their illnesses. Also well on the road to recovery is Mrs. Berkemeier's father, William Shaw, who lives with them. . . . Exhibit's Silver Bullet, new pistol game, is getting top attention from operators, Dave Ziskin reports. . . . At Hy-G Music Company, Gottlieb's new King Arthur five-ball and Universal's Photo Finish one-ball are getting operator attention, according to Hy Greenstein.

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KOFFEE KING

NEW FUTURAMIC
HOT COFFEE VENDOR

Average Price On Used Game Soars to \$148

20 Nations on List

(Continued from page 83)

\$21,933 for 48 music boxes and 36 vending units. Third on the export list were Japanese coinmen who bought 43 machines with an aggregate value of \$14,117. Continuing their concentration on new games, Japanese operators spent \$5,367 for 15 new machines, \$5,128 for dispensers and \$3,622 for jukes.

Six other nations purchased venders in August in addition to Venezuela, Cuba and Japan. They were Mexico, the largest purchaser of automatic merchandisers, Philippine Republic, the countries which make up the Netherlands, Newfoundland, Canada and Hong Kong.

Altho, European coin shipments continue small dollar-wise, export minded coinmen point out that in August three continental nations were on the list, the first time this has happened in any postwar year. The trio were Switzerland, Belgium and Germany. Swiss operators bought one new music box and 25 used games, while Belgian music men accounted for three jukes and a German operator purchased one new music machine.

Since most of the music sales were earmarked for used jukes and vender shipments stressed the smaller less expensive models, average prices in these two departments declined. Music boxes brought an average price of \$237 for each of 368 sold in the export market. A Swiss operator paid the top dollar price in August, \$718, while Venezuela coinmen spent an average of \$118 for 219 refurbished jukes. The unit price for merchandisers varied from the \$772 for the new drink units bought by Venezuelans to the \$61 per machine spent by Mexican vending interests for 107 dispensers or several classifications. Game prices, however, continued to improve and increased \$15 per unit over July sales to \$148.

August totals brought the first eight months dollar figures to \$1,200,372. A breakdown showed that \$752,591 was aimed at the music market, venders brought in \$252,020 and games sales accounted for the remaining \$195,761. Last year at the end of August a dollar total of \$1,497,356 had been reached. While several favorable conditions prevailing could bring the complete figures for 1949 near the \$2,000,000 mark there is only a remote chance of sur-

South American Export Scene Varies; Brazil Picture Is Bright

(Continued from page 83)

over \$90,000,000 at present. Coin machines fall among the import items "discouraged" by Colombia at present by a host of priority regulations. Continued high income from coffee in the next few months may result in a relaxation of import curbs, Commerce said.

Peru Status Quo

There appears little chance that Peru will revise its import controls within the next year. Food, medicine, farm tools and industrial machinery are about the only U. S. goods that Peruvians are permitted to buy. Peru's foreign exchange consists largely of devalued pounds sterling, and her dollar supply is reserved solely for essential imports from the United States.

Coin machines are not banned to Uruguayan buyers, but the government there has worked out an exchange gimmick to restrict such purchases. On necessary items, the exchange rate is fixed at 1.9 pesos to the U. S. dollar. For nonessential commodities the rate is 2.45 pesos to the dollar. This means that the Uruguayan importer who wants a coin machine must pay about 50 per cent more than for an identically priced essential commodity. Commerce sees little hope for a change in the next year.

The exchange situation in Argentina is extremely tight, and the immediate outlook for any type of U. S. exports to that country "is very unfavorable," Commerce stated. Following the general devaluation in late September, Argentina suspended all imports for a two-week period and then set up a new import list. The list for which the Argentine Central Bank will issue exchange permits does not include coin machines. Without an exchange permit no Argentine importer can purchase any commodity, so the absence from the import list of any item amounts to a ban on imports of such an item.

The Bolivian situation is tied in closely with the outlook for tin, which supplies the nation with its foreign exchange. World tin prices are on the downgrade at present, and Bolivia's foreign balance is shrink-

ing. Most types of merchandise, including coin machines, can be imported into Bolivia, but the Uruguay gimmick is also used by the Bolivian government. Nonessential items may be paid for only with exchange obtained at the free market rate, which is now running about double the official rate.

The outlook in Chile is also poor. The Chilean budget was doing nicely until this past May when the price of copper, the nation's chief export, broke. This resulted in import restrictions which rule out all machines except venders and these are limited by the usual exchange gimmick.

Effect of the general European devaluation has not yet been sufficient to make possible an analysis of the Latin-American market yet, Commerce said. The effect, however, is more likely to be unfavorable than favorable to U. S. goods, the department predicted.

The inconvertibility of various currencies is having a decidedly unfavorable effect on U. S. sales in the Latin-American market, Commerce stated. In prewar years it was usually possible for a Latin-American country to convert pounds earned in the European market to dollars to be spent on U. S. goods. This is much more difficult to accomplish today because of the almost universal shortage of dollars. Credit built up in pounds must now generally be spent for goods which can be bought with pounds.

The long-term effect of presently hampered trade with Latin America is worrying the Commerce Department more than the immediate effect. Experts fear countries south of the border will build up the habit of trading with Europe in preference to doing business with this country once the South Americans recover from their exchange shortages.

Nut Crop Estimates

WASHINGTON, Nov. 12. — The Agriculture Department has predicted that the 1950 production of almonds, walnuts and filberts "probably will be somewhat smaller than the record 1949 crop." Prices may be no higher than in 1949, however, and may even be lower, Agriculture said. A price decline seems certain, especially if there should be relatively large imports of lower priced nuts.

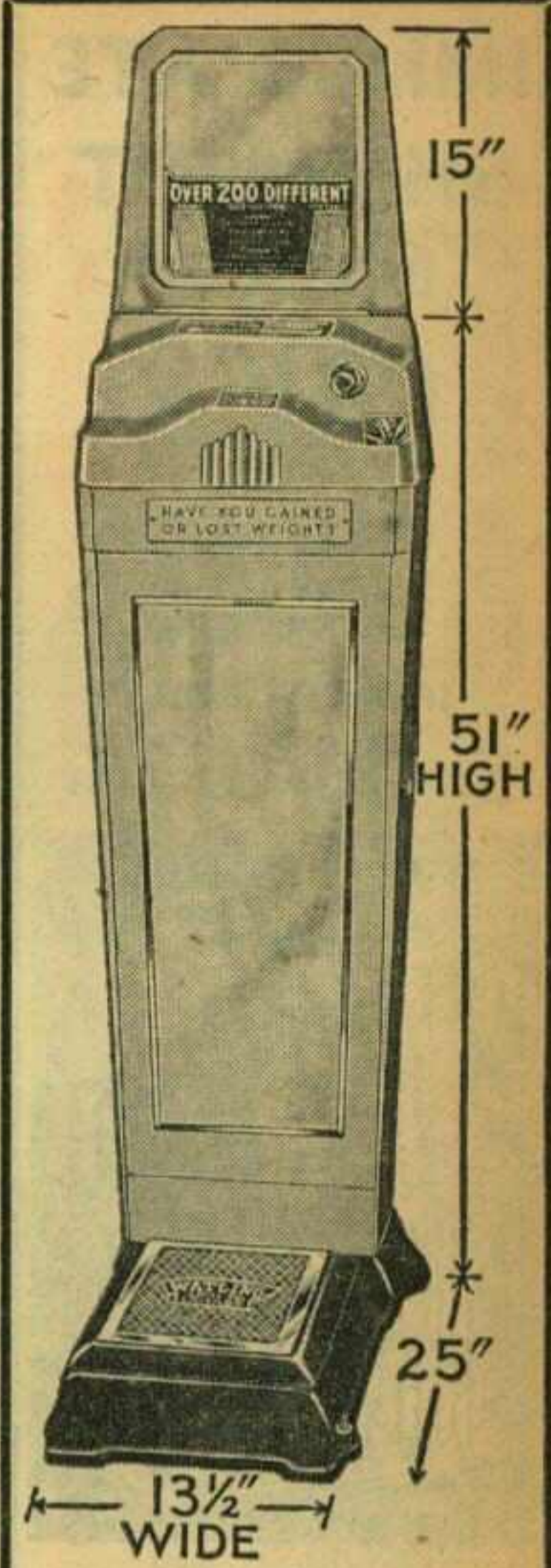
The 1949 crop of tree nuts is estimated tentatively at a record 260,000 tons, slightly larger than the previous record in 1948.

passing the 1948 total of \$2,309,581 at this time. However, even the figures for the first eight months of 1949 are well above the highest dollar totals recorded in the postwar years and indicated that this plus market and convenient outlet for older equipment will continue to grow and prosper.

Coin Machine Exports

August, 1949

Country	Total		Phonographs		Av. Price	Venders		Av. Price	Amusement Games		Av. Price
	No.	Value	No.	Value		No.	Value		No.	Value	
Venezuela	228	\$28,503	219	\$25,923	\$118	2	\$1,545	\$772	7	\$1,035	\$147
Cuba	84	21,933	48	18,525	386	36	3,408	94	—	—	—
Japan	43	14,117	7	3,622	517	21	5,128	244	15	5,367	357
Philippine Rep.	29	8,351	8	3,080	385	10	4,071	407	11	1,200	109
Mexico	112	7,029	—	—	—	107	6,479	61	5	550	110
Honduras	17	5,950	17	5,950	350	—	—	—	—	—	—
Panama	14	5,929	11	5,310	483	—	—	—	3	619	206
Dominican Rep.	11	5,585	11	5,585	507	—	—	—	—	—	—
N. Antilles	13	5,120	5	3,026	605	4	1,011	277	4	1,083	271
Salvador	10	4,835	10	4,835	483	—	—	—	—	—	—
Guatemala	11	4,034	11	4,034	367	—	—	—	—	—	—
Newfoundland	8	3,017	4	1,633	408	4	1,384	346	—	—	—
Canada	5	2,768	2	1,084	542	3	1,684	561	—	—	—
Hong Kong	15	2,220	—	—	—	2	735	368	13	1,485	114
Switzerland	26	1,708	1	718	718	—	—	—	25	990	36
Canal Zone	5	1,412	—	—	—	—	—	—	5	1,412	282
Belgium	3	1,010	3	1,010	336	—	—	—	—	—	—
Germany	1	790	1	790	790	—	—	—	—	—	—
Nicaragua	2	700	2	700	350	—	—	—	—	—	—
New Zealand	1	605	1	605	605	—	—	—	—	—	—
Other Countries	31	2,695	7	900	128	11	505	46	13	1,290	99
TOTALS	669	\$128,311	368	\$87,330	\$237	200	\$25,950	\$129	101	\$15,131	\$148



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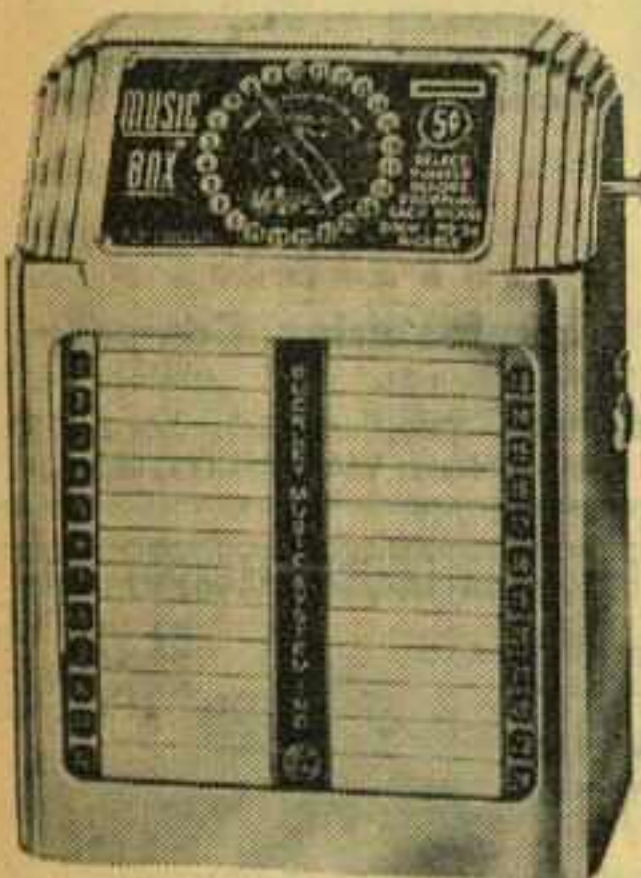
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2 Falcon Shoe Shiners	175.00
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'47 Mills 3-Bells	250.00
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6 Monroe-Mattlick 25 National 5¢ 9 Col. Candy Vendors	95.00

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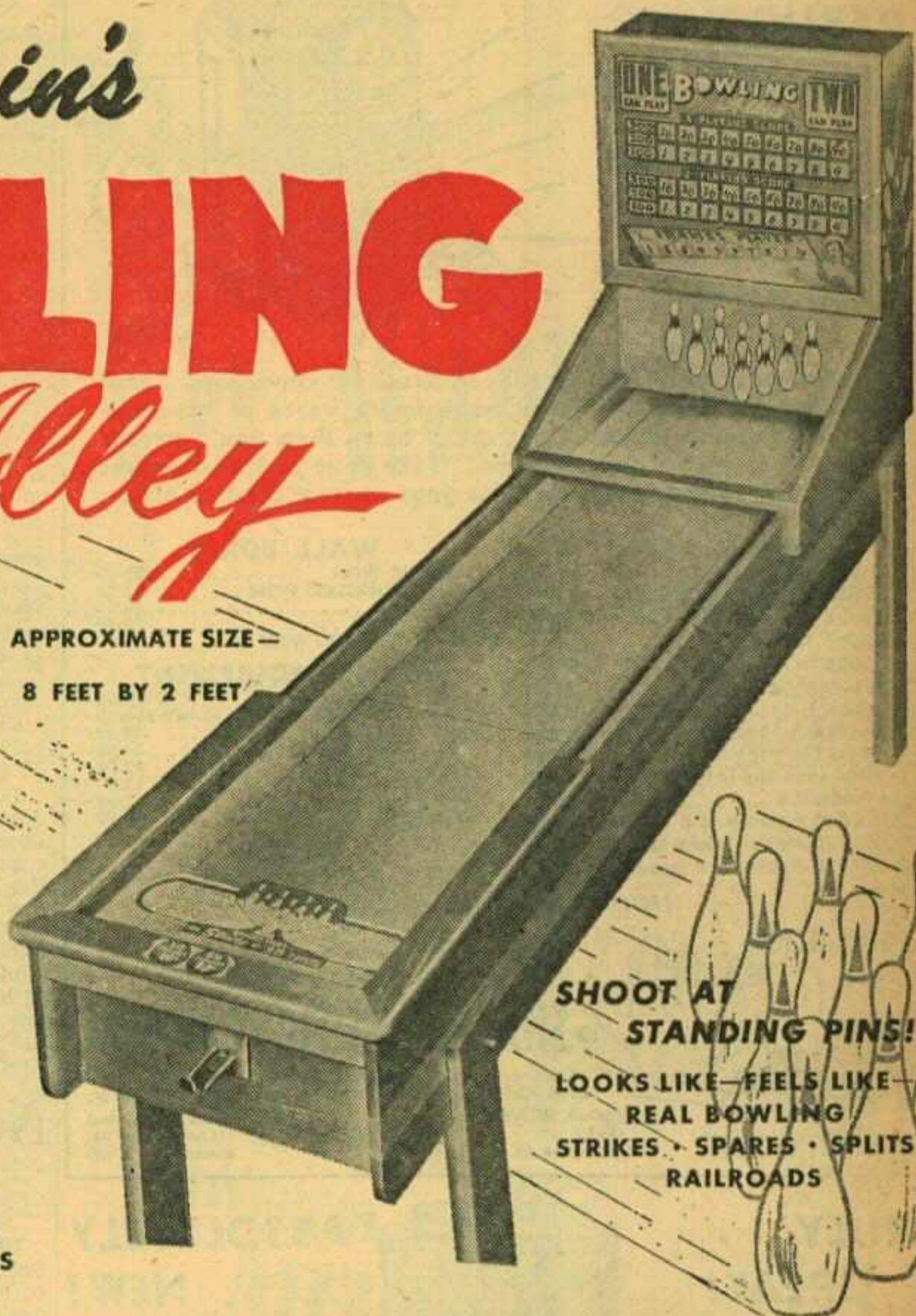
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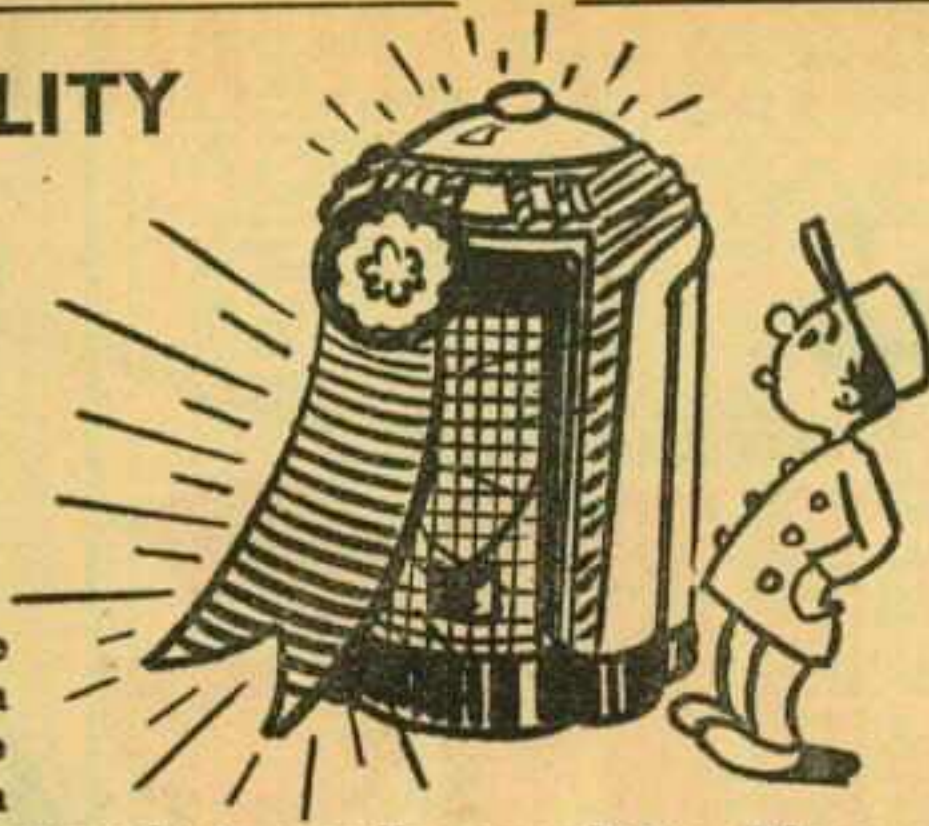


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1619 W. Washington St. 2129 Main St. (Location to be announced later)

Begin Quantity Output on New Gottlieb Game

CHICAGO, Nov. 12. — Following extensive field tests, the five-ball game Basketball was placed in quantity production this week, Alvin Gottlieb, director of advertising for the D. Gottlieb Company, announced.

Setting all the action of a regular basketball game to five-ball play, the new Gottlieb product combines the field goal and foul shot scoring of the sport and high score, thus giving patrons numerous chances to win replays. Players making hits on the game 1-10 non-rotating sequence get 10,000 points on each hit. After this series has been completely contacted it rests and each succeeding hit on the same bumpers jumps to 30,000 points. After the same sequence rests a second time, two special kickout pockets and one roll-over switch give free plays when energized. High score runs to 5,000,000 points.

On the game's other scoring set-up, players hitting the field goal scoring basket area register two points as in regulation basketball and also garner a single point for each foul shot. This part of the scoreboard registers up to 39 points.

One of the new principles introduced on Basketball is a volley bumper. This is two v-shaped stretch rubber bumpers placed together with the top one inverted. Balls guided in the volley bumper rack up many extra points on the main scoreboard. Other highpoints on the game include an animated scoreboard and a fifth ball, equalizer which gives players with comparatively low scores at the end of the fourth ball extra chances to win on the last ball.

Twin-Bowl Set For Debut at NAAPPB Show

NEW YORK, Nov. 12.—The competitive-play bowling game, Twin-Bowl, has been placed in production by the International Mutoscope Corporation, Bill Rabkin, president, announced this week. The game, an improved model of the unit shown almost a year ago at the Coin Machine Institute convention, will be introduced to the trade at the Park show, to be held in Chicago, November 27-30.

Two players can compete on Twin-Bowl at the same time. Using wooden balls, each bowls five frames. Scoring is the same as in standard bowling, with players rolling two balls per frame and extra balls for strikes and spares. The balls are delivered automatically to each player, one at a time, thru separate alleys. High scores are won by dropping balls in skill pockets at the rear of the game. The score of each player is registered individually.

Major changes to the game, from the unit shown earlier, include repositioning of the scoreboard and alteration of over-all dimensions. The scoreboard is now above and to the rear of the playing field. Twin-Bowl is 11 feet 8 inches long, 28 inches wide.

\$\$ SAVE \$\$ with COVEN

ALL EQUIPMENT IN A-1 SHAPE THE FINEST AVAILABLE

CITATIONS	\$299.00
GOLD CUPS, F.P. & P.O.	149.00
GOLD CUPS, REG.	129.00
JOCKEY SPECIAL	99.00
DELUXE DRAW BELLS	199.50
EVANS BANGTAILS, J.P., Late '46	175.00
EVANS BANGTAILS, J.P., Very Clean	49.50
EXHIBIT DALE GUN (Like New)	99.50
CHICAGO COIN REBOUND	69.50
WURLITZER 1015 (Like New)	299.50
WURLITZER 780E	99.50

CLOVER BELL, 5 & 25c...WRITE
SPOT BELL, 5c...WRITE
SHUFFLE ALLEY...WRITE

FIVE BALLS

Trinidad	\$49.50	Gold Ball	\$10.00
Wisconsin	49.50	Cinderella	49.50
Mardi Gras	49.50	Mystery	10.00
Monterrey	49.50	Havana	10.00
Trade Winds	49.50	Kilroy	10.00
Spin Ball	39.50	Midget Racer	10.00
Shanghai	39.50	Mexico	10.00
Ballerina	59.50	Carousel	10.00
Speedway	59.50	Banjo	49.50
MILLS CHROME FRONT (Like New), 5¢-10¢-25¢-50¢	\$49.50		

Coven Distributing Co.
3181 ELSTON AVE. CHICAGO, ILL.
Ind. 3-2210

New Service By Schneller

PHILADELPHIA, Nov. 12.—Nate Schneller, Inc., novelty-game conversion house, introduced a new service this week as it placed on the market a conversion kit designed for operator use. The kit, first of a series, will convert the game Trade Winds to Mandalay. Included in the kit are a multi-colored back glass, bumper caps and several score cards.

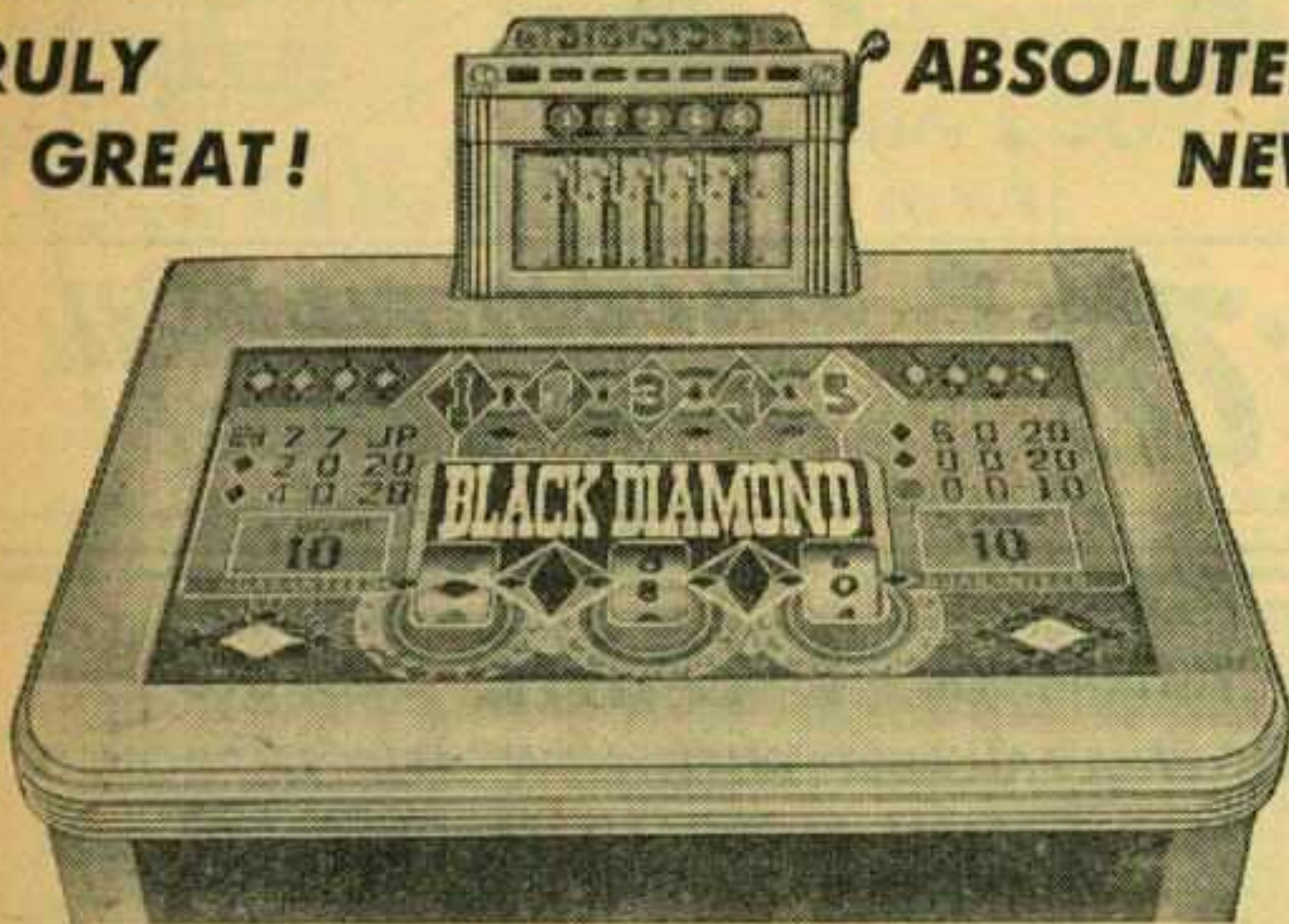
Schneller has confined its activities until now to the complete refinishing and conversion of games in its plant here. The kits will meet the needs of operators desiring to modernize games for marginal-income stops, for which the cost of complete refinishing is deemed unwarranted, according to firm officials.

French Vend Exec Here on Biz Tour

NEW YORK, Nov. 12.—Paul Du Chayla, a director of one of the largest vending operations in Europe, arrived here last week to make a two-month study of American merchandising equipment and operation practices. Connected with the Society of Automatic Machines in Paris, Chayla plans to visit equipment manufacturers here and in Chicago. Effort will be made to get French import permits for U. S. venders suitable for use in his country, he said.

Chayla's company operates all venders in the Paris subway system. He will spend part of his time here comparing this operation with the methods used in maintaining the many machines in the city subways. He remarked that 20 per cent of gross income is paid as commission to the agency managing the Paris subway. Chayla's company also supplies machines and merchandise for use in French railway stations. But these machines are serviced by station caretakers, he said.

TRULY GREAT! ABSOLUTELY NEW!



SENSATIONALLY DIFFERENT!

EVANS' BLACK DIAMOND

OUTPLAYS ORDINARY REEL CONSOLES 2 TO 1!

Here Are the Outstanding Features that Are Setting Amazing New Records for Appeal and Earnings! FASCINATING, NEW EYE-CATCHING SYMBOL, entirely different from conventional fruit symbol • HIGH AWARDS ON SINGLE COIN PLAYED, FROM 10 FOR 1 to 20 FOR 1 • GUARANTEED JACKPOT ON SINGLE COIN PLAY, \$10 ON 5c PLAY! Jackpot payable in Tokens • NO EXTRA COIN BUILD-UP required to win High Award and Guaranteed Jackpot • 5-COIN HEAD—5 INDIVIDUAL PAYOUT CUPS • AVAILABLE IN STRAIGHT 5c PLAY—STRAIGHT 25c PLAY—COMBINATION 3/5c AND 2/25c PLAY • Special Club Payouts Available.

Beautiful cabinet in American Black Walnut and Golden Maple, custom designed and made by Evans.

GET EVANS BLACK DIAMOND ON YOUR REEL MACHINE LOCATIONS NOW for the ABSOLUTE TOP IN PROFITABLE ACTION!

Other Evans Consoles: Winter Book, Casino Bells, Bang Tails, Galloping Dominoes.

DELIVERY NOW!

SEE EVANS' CONSTELLATION AD ON PAGE 95

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ATTENTION—FOR SALE

A complete 1947-'48 unit "Pantages Maestro," wired music set-up, including record racks, spare amplifier and location mirrors. Original cost over \$10,000. Any reasonable cash offer considered.

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117 E. BROADWAY TUCSON, ARIZ.

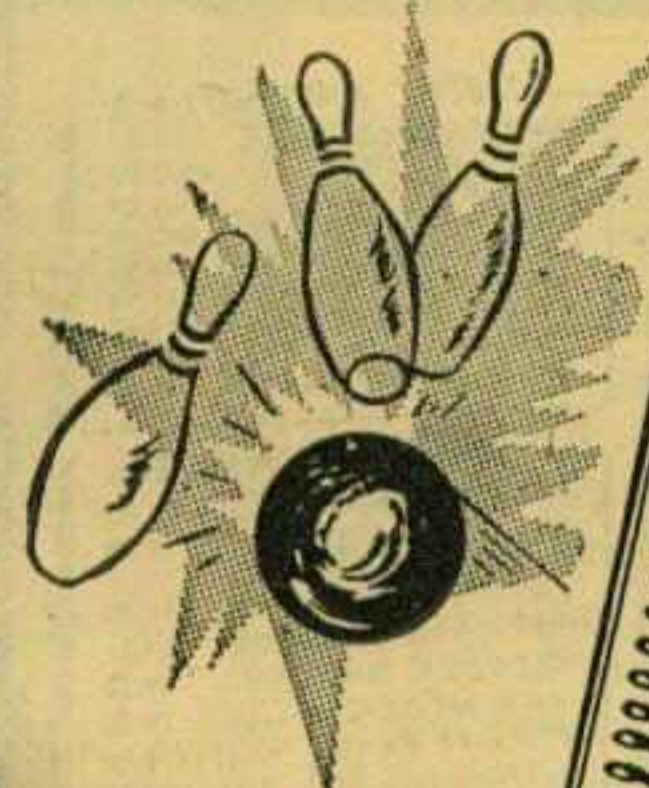
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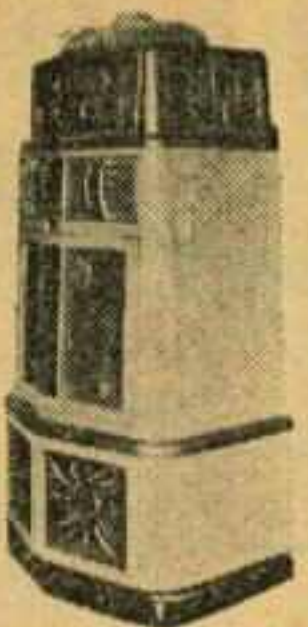
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Skill Size—9 1/2 Ft. Long, 2 Ft. Wide

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\$89.50

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2 NICKELS and ONE NICKEL PLAY

BUILT to serve the most realistic indoor target practice shooting ever offered to make a daily habit with location crowds all year round for **BIG EARNINGS**. YOU SHOOT with a realistic 45-COLT AUTOMATIC PISTOL with the sensation of the RECOIL and GUN KICK with each shot.

EIGHT TARGETS to AIM AT.
MOONSHINE JUGS and MOONSHINERS

TWO GUNS TO SHOOT—where the quickest draw to shoot fastest—aim the straightest is the WINNER...TWO LIGHT UP SCORE BOARDS register the HITS of each player. A LONE PLAYER can also enjoy target practice shooting. You are chasing 4 scooting moonshiners IN and OUT of their HIDE-OUTS at an apparent distance of 50 feet away from you. All this takes place in a colorful typical native backwoods scene.



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New Mills and Jennings Slots and Consoles	
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VICTOR'S NEW DOUBLE TOPPER

Two machines on one base. New LARGE capacity plastic globe holds 250 MORE balls of gum.

Sample unit (2 machs.) \$22.50



SPECIAL OFFER #1

One case of two double unit Toppers with plastic globes plus 25 lbs. 210 Leaf Rain Blo gum, 35 lbs. Boston Baked Beans and 1000 hi-grade silver and copper plated mixed charms.

All for \$65.00

When above merchandise is sold the gross receipts will be \$73.00.

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Each	\$1.25
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Includes Copper Auto-graphed Footballs (No Plasters), Really Hi Grade.	

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TRIPLE CROSS BARS, Each	2.00
PARTS FOR ALL VICTOR MACHINES, MODEL "V," UNIVERSAL AND TOPPER	
25% DEPOSIT, BALANCE C. O. D. ON ALL ORDERS	

VICTOR TOPPERS

\$10.75 each
Four to case

\$10.00 each
100 lots

With plastic globe 50¢ extra each machine ord-red.



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4 Toppers plus 25 lbs. 210 Leaf Rain Blo gum and 1000 hi-grade silver and copper mixed charms all for

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CHICAGO 47, ILLINOIS



NEW! Keeney's BAND LEADER

A RIOT OF 5-BALL ACTION!

You can't afford to pass up this new winner

SKILL FLIPPER ACTION

See KEENEY'S BAND LEADER

PLAY IT! CASH IN ON THIS FASCINATING 5-BALL NOVELTY GAME WITHOUT DELAY

- 5 KICKOUT HOLES: 4 at top good for 10,000 each; one at center of field good for 50,000.
- 4 ACTION BUMPER count 10,000 each until lit, then good for 100,000 each.
- ONE FREE GAME BUMPER when lit good for one free game when hit.
- 2 FLIPPERS. 6 ROLL-OVER SWITCHES: 5 good for 10,000 each when lit, one good for 50,000 when lit.
- TOP SCORE: 9,400,000. It's Fast! Tremendous Appeal!

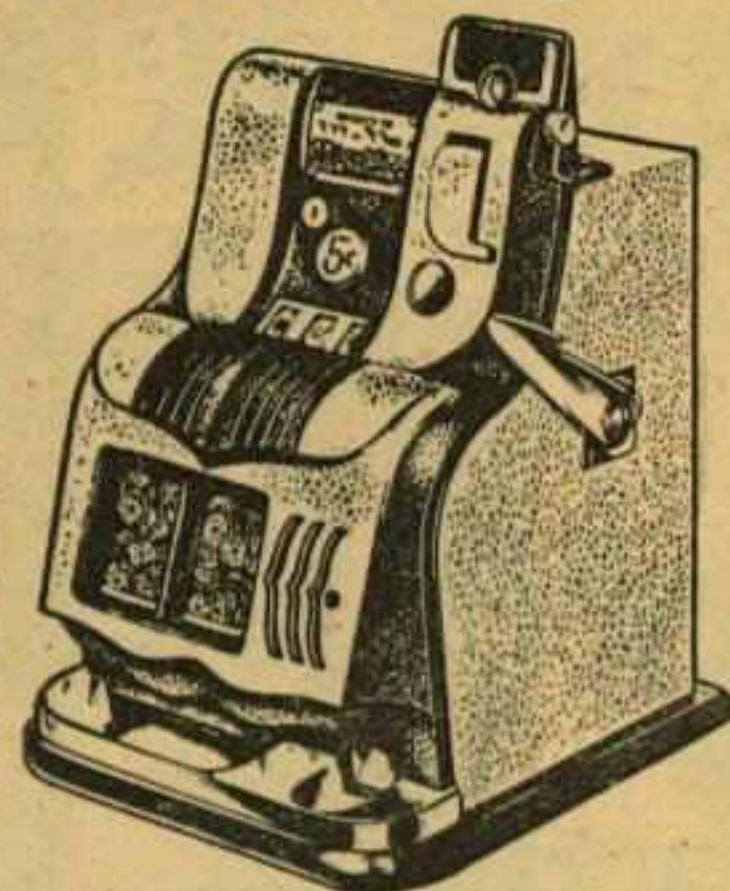
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MILLS' NEW 1949 BELLS



MILLS' NEW VEST POCKET BELL
Operates on 3-5 Mystery Payout System, 5¢ Play \$65.00
WRITE FOR QUANTITY PRICES.



MILLS' NEW QT
A "Pony-Size" Bell. Weighs only 25 lbs. 5¢ Play, \$115.00; 25¢ Play, \$137.50.

"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL
5¢-10¢-25¢-50¢ PLAY. WRITE FOR PRICES.

GUARANTEED RECONDITIONED MACHINES

5-BALL FREE PLAY GAMES

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Ranger (Flipper) ..	27.50	Singapore	27.50
Superliner	17.50	Havana	27.50
Lucky Star (Flipper) ..	27.50	Tropicana	27.50
Defense	17.50	Bonanza	27.50
Brazil	17.50	Rio (Flipper)	32.50
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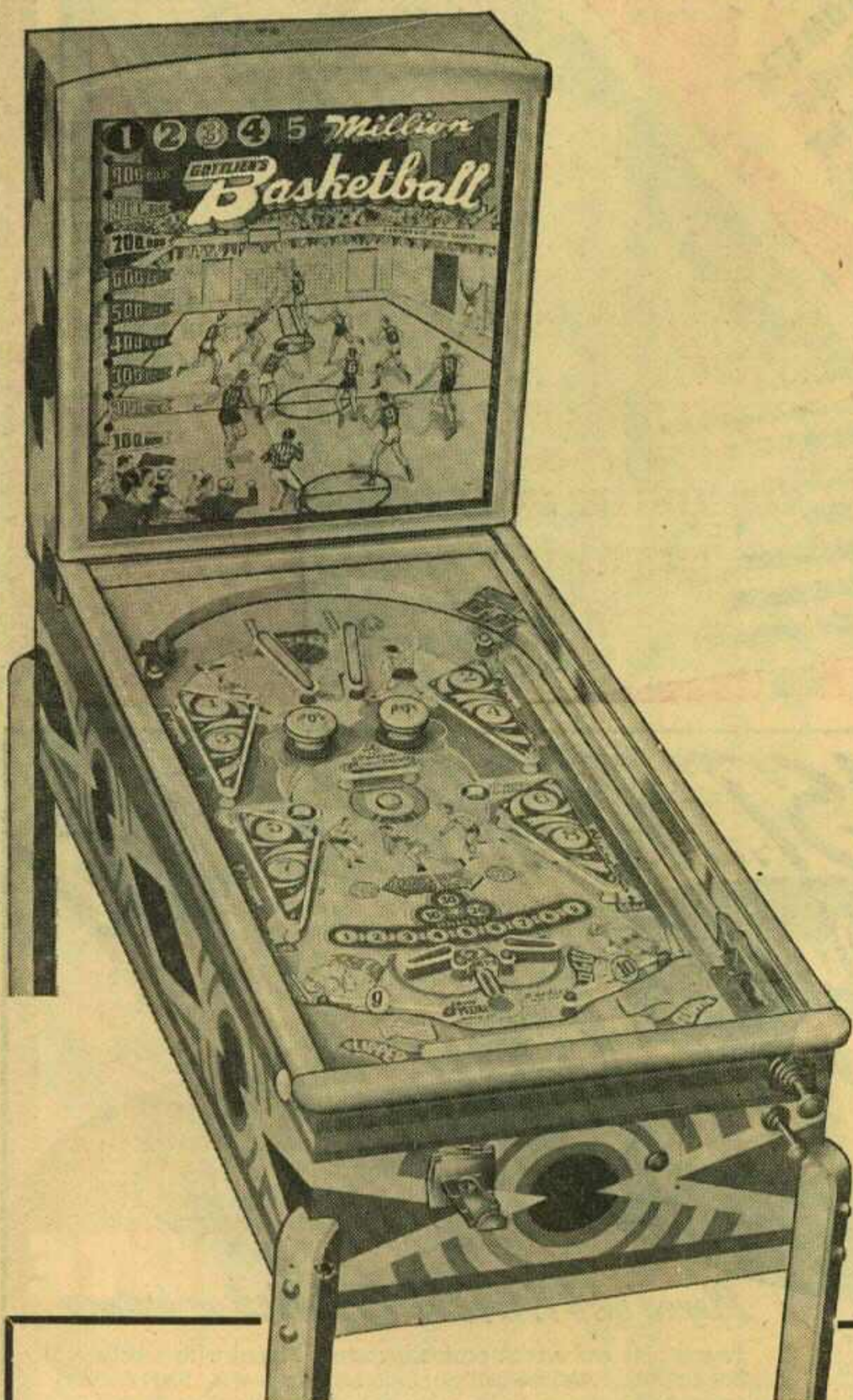
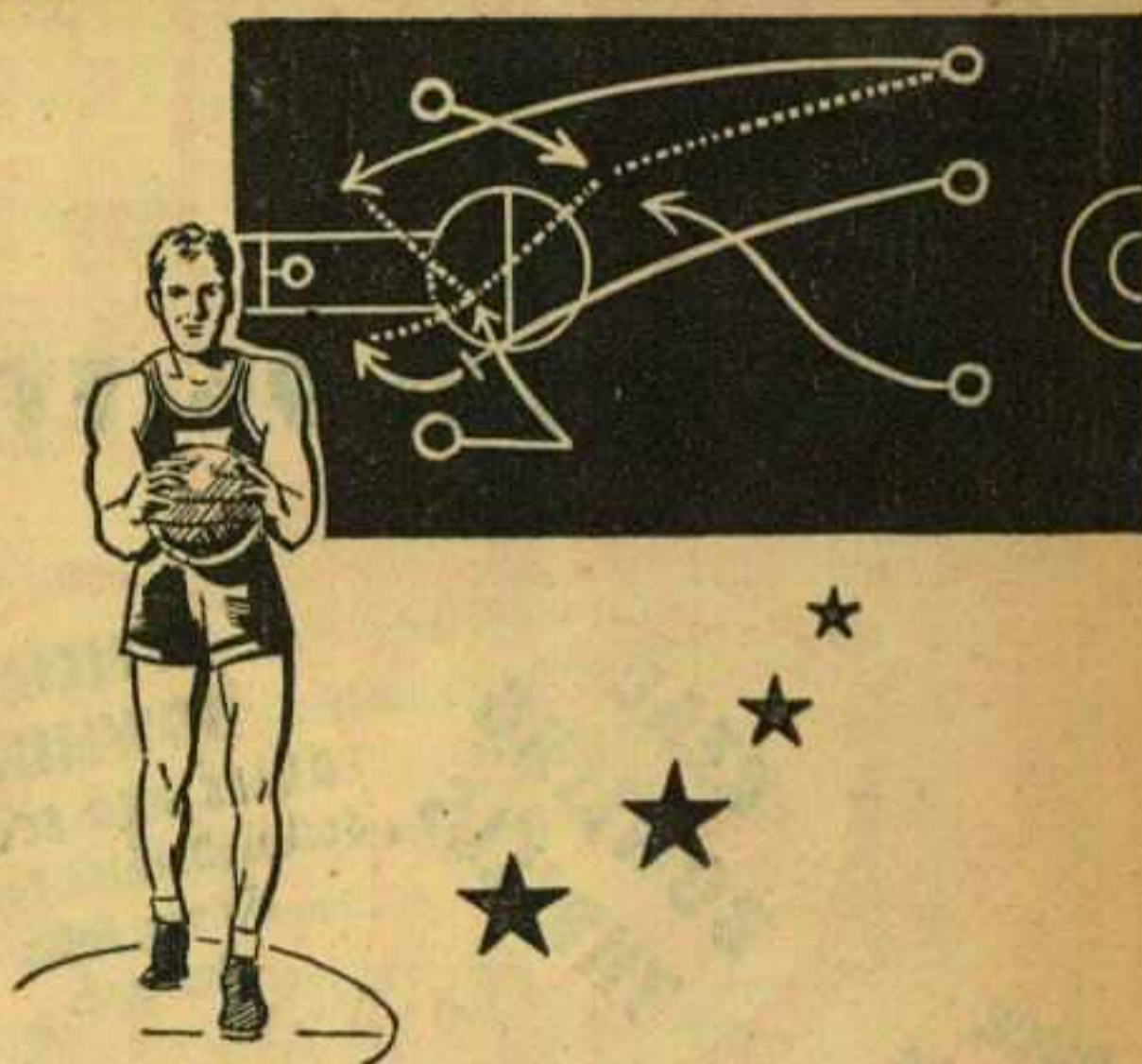
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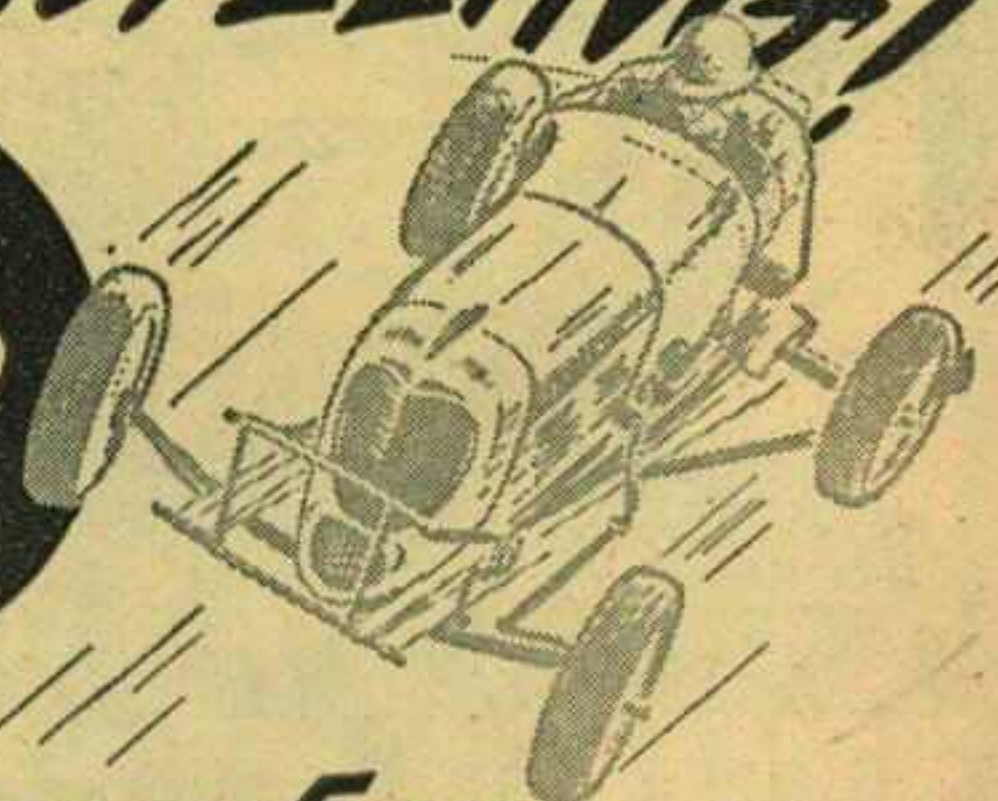
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