

CHRISTMAS SPECIAL featuring the CAVALGADE OF FAIRS

NOVEMBER 27, 1948

25 CENTS

The Billboard



Jumping the Christmas gun, Bob Smith, disguised as Kris Kringle, leads the moppet audience at WNBT's "Howdy Doody" kiddie-video show thru a chorus of "Jingle Bells" at a pre-Yule party. "Howdy" (produced by Roger Muir; directed by Bob Rippen, with a tech directional assist from Herno Ripp, and written by Edward Kean) rates right up with TV's top tot programs. Doing a Helen Morgan on Smith's piano is puppeteer Rhoda Mann, who pulls Howdy's strings. Dishing out the presents is Bob Keeshan, the show's Clarabell, the Clown.

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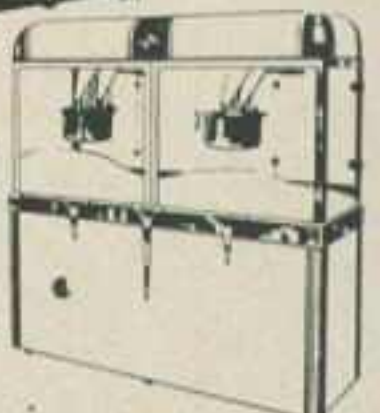
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THE TWIN FOR LARGE LOCATIONS

THE STADIUM MODEL

NEW! IDEAL FOR
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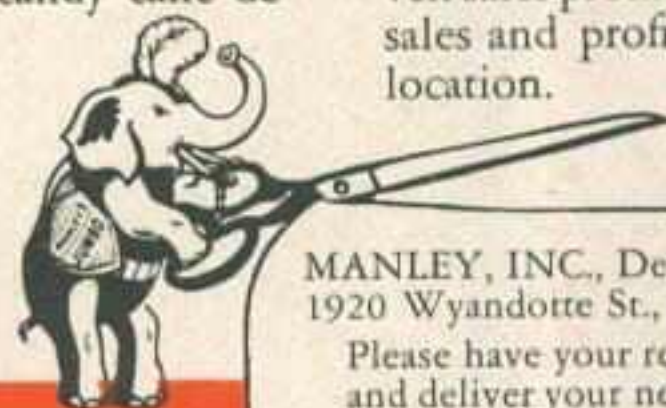
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NAB PITCHES FOR NEW ERA

BMI To Woo Tunesmiths With Moola

Would Halt Trek to ASCAP

NEW YORK, Nov. 20.—Broadcast Music, Inc. (BMI), is working out a plan of performance payments for its songwriters. The licensing organization is long known to have been aware that one of its most serious problems has been the graduation of its writers into the American Society of Composers, Authors and Publishers (ASCAP) as soon as they've won their professional badges in the BMI training school. The proposed plan would induce writers to stay with the firm, so that a solid corps of tunesmiths would be built. Thinking behind the move is that BMI figures to play an increasingly important role in radio and television, and the org's future effectiveness as an insurance policy for the webs against ASCAP depends largely on the quality and quantity of music it can produce. News of the new project follows last week's revelation that ASCAP is currently giving its writer classification system a new look (*The Billboard*, November 20).

Altho still a long way from home, the BMI plan's essential ingredients (See *BMI To Woo* on page 19)

AM-TV To Do Inauguration, Biggest Job Since Election

WASHINGTON, Nov. 20.—Radio and TV stations and webs are taking preliminary steps to cover the biggest special events story in Washington since the election—the mammoth celebration planned for the inauguration of President Truman the week of January 16.

Chief coverage point under present plans will be the plaza of the Capitol

"Hit Parade" Adds 3 Tunes; Now 10

NEW YORK, Nov. 20.—A switch in format of the *Hit Parade*, effective starting tonight over the National Broadcasting Company (NBC), has met with favorable reaction among publishers. The latter will now be able to work for three additional plugs on the show; in other words, more pubs are likely to get a break. The new format calls for airing of 10 top tunes, instead of seven. In addition, it will have one "all time" great tune instead of the three Lucky Strike extras, and Frank Sinatra will sing five tunes instead of four.

Starting December 4, Eileen Wilson will replace Beryl Davis as the girl vocalist.

where Truman is slated to take his second oath of office. Vice-President-Elect Alben Barkley will be sworn in prior to the presidential ceremonies within the Senate chamber.

The second top spot as far as radio (See *AM-TV To Do* on page 6)

Biow Massing All for FDR's E.T. Speeches

NEW YORK, Nov. 20.—Milton Biow, head of the advertising agency bearing his name, has undertaken the organization of a complete collection of transcribed radio speeches made by the late President Roosevelt. Upon completion, the library will be given to the Library of Congress by the Roosevelt Memorial Foundation, for which Biow is tackling the job.

Biow's first step has been to write stations thruout the country, ascertaining what speeches they have recorded. Over 100 replies have been made, it is understood. The speeches will be redubbed for the collection, which is to be available to schools, colleges and civic organizations.

AM, TV & FM To Be Geared To Fast Pace

Catching Up With Electronics

WASHINGTON, Nov. 20.—In the most vigorous self-reappraisal in its history, the National Association of Broadcasters (NAB) is taking immediate steps to find out how to gear itself to the swift pace of electronics progress and how to enhance public prestige and economic success of all segments of the broadcast industry—AM, TV, FM and facsimile. The move, launched by NAB's board of directors at its meeting here this week, is fated to overshadow developments at the board's next meeting in New Orleans in February and at the NAB's annual convention in Chicago in April.

Under authority granted by the NAB board this week, Prexy Justin Miller is preparing to name a special five-man committee empowered to study ways and means for reorganizing the NAB along functional lines so as to embrace television and all other (See *NAB GEARS* on page 8)

TV Nets Clash On Cable; AT&T May Fix Hours

NEW YORK, Nov. 20.—A complete deadlock concerning network cooperation in sharing the Midwest television cable, to be opened January 12 and connecting New York with Chicago and other Midwestern video stations, has paralyzed planning for expansion in television program networking. As a result, the American Telephone & Telegraph Company (AT&T), which participated with the video webs in a two-day meeting here on cable allocations this week, will decide on which networks will get what hours.

The principal stalemate involves the National Broadcasting Company (NBC) and the American Broadcasting Company (ABC). NBC has al- (See *Webs Cable Deadlock*, page 13)

Europe Checks Flow of Music Fees to U. S.

NEW YORK, Nov. 20.—Western European governments, disturbed by the mounting coin being garnered by American tunes in their countries, are seeking to check the outward flow of dollars by requesting reciprocal plugging of their native copyrights by American pubbers. It was reported here this week by Saul Bourne. The Bourne Music head, former Irving Berlin partner, has just returned from a two-and-one-half-month busi- (See *Bourne Finds* on page 24)

Can Gimmick Save Niteries?

Le Directoire Tries Using 8 Cheap Acts

Stem Fights Costly Turns

NEW YORK, Nov. 20.—At least one top nitery will start a new policy, and others are fishing for gimmicks, to overcome the huge expenses involved in running a cafe today.

Le Directoire is currently working on an eight-act policy, using flash, novelty, comics and singers, no one of which will cost over \$200. The idea is to turn the room into one in which something's going on all the time. With the show, club will continue dancing.

The Embassy is working on a similar gimmick. It will call for a trio to play for various small acts, thus eliminating one band. The money saved would be used to buy small acts. The band would play only for dancing. The trio would play for the show.

The current search for ideas highlights the condition in which most of the cafes now find themselves. With the exception of a bare hand-

Hey, Pop!

NEW YORK, Nov. 20.—Alan Smith, son of *The Billboard's* night club-vaude editor, Bill Smith, recently joined the staff of WRWS, Plattsburg, N. Y., and this week was made head of the station's script department. Young Smith is a student at Champlain College and WRWS is known as the campus station.

The kid had a tough time spelling this out to his old man who, of course, never went to school. Old man Smith is now trying to find out whether the kid gets paid. A touch is a touch.—*Shoeless Jerry Franken.*

ful, practically every cafe in the country is now operating at a loss. Cafe ops attribute their inability to make a buck to the high cost of buying attractions, assuming they're available.

Joe Jacobson, Chez Paree op, said that even the so-called attractions don't make money for him any longer. He attributes this to the fact that every time he plays a name act he has to pay more money, and there isn't that much more money being taken in.

Jacobson's lament is echoed by other ops. They cite chapter and (See *Le Directoire Shows* on page 46)

AGVA-Petrillo Peace Efforts Are Fruitless

AFM Head Rebuffs Irving

CHICAGO, Nov. 20.—Efforts on the part of Jack Irving, Midwest regional chief of the American Guild of Variety Artists (AGVA) and Gus Van, AGVA prexy, to mediate the present tangle between AGVA and the American Federation of Musicians (AFM) drew a blank this week. Irving said he had spoken to Petrillo Monday (15) by phone in Cincinnati but the AFM prexy turned down any bid to meet with him or other AGVA reps. Irving followed up the phone turn-down with a wired message, seeking to conciliate with Petrillo, but had not received any answer as of Friday night (19).

Irving said that, contrary to rumors, Vincent Lee was still on the AGVA payroll as the union's rep in the Kansas City area. Lee has been the center of an AGVA-AFM hassle since AGVA national instructions were issued ruling that all AGVA members working in his jurisdiction (See *AGVA, FM* on page 46)

News-Slant Probe for Richards

FCC Hearing On 3 Stations In Early 1949

KMPC Charges Involved

WASHINGTON, Nov. 20.—Commissioner Edward M. Webster, of the Federal Communications Commission (FCC), indicated this week that he will open fact-finding hearings some time after January 1 into complaints filed with the FCC against G. A. Richards, present chairman of the board of KMPC in Los Angeles, WGAR in Cleveland and WJR in Detroit. Richards has been accused by some of his former employees of ordering slanting of news at KMPC. Webster said he would hold hearings "to gather facts in the case" in the cities in which the Richards stations are situated—Los Angeles, Cleveland and Detroit.

The FCC emphasized, meanwhile, that the announced proceedings at which Webster will preside are not hearings for revocation of license but merely "just another step" in the preliminary process of gathering evidence to determine whether or not such proceedings should be held. The charges against Richards were made originally last March by former KMPC news director, Clete Roberts, and George Lewin, former newsroom manager of the station. Formal complaints were later filed by the Hollywood Radio News Club and the American Jewish Congress. The FCC's law department last April announced it had begun an investigation in answer to the complaints.

According to Commissioner Webster, there is little chance that he would be able to sandwich in any hearings on the Richards matter before the turn of the year. FCC-ers are describing the current proceedings as "rare" inasmuch as an FCC commissioner, rather than a hearing examiner, has been selected to preside at the hearings in gathering fur-

Hooper Doopers

NEW YORK, Nov. 20.—Top-rated shows in the November 15 ratings are as follows:

1. Walter Winchell 27.0
 2. Radio Theater 25.0
 3. Fibber McGee & Molly 22.3
 4. Jack Benny 21.9
 5. Bob Hope 20.0
 6. Arthur Godfrey's Talent Scouts 18.5
 7. My Friend Irma 17.1
 8. Phil Harris-Alice Faye 16.6
 9. Duffy's Tavern 16.6
 10. Mr. District Attorney .. 16.4
 11. Stop the Music 15.9
 12. People Are Funny 15.7
 13. Crime Photographer ... 15.4
 14. Mr. Keen 15.2
 15. Horace Heidt 14.9
 15. Big Town 14.9
- Both Fred Allen and Edgar Bergen, who topped *Stop the Music* in the previous report, are out of the leading 15. They rated respectively 14.8 and 14.2, against *Music's* combo rating of 15.9.

ther evidence in the case. Ordinarily, hearing examiners are chosen.

Furthermore, under usual procedure, the law department's investigations are deemed adequate to preclude the need for additional evidence-gathering proceedings which do not contemplate a specific recommendation for or against further action. FCC legalists explained that Webster is not required to hand up any recommendations upon completion of his hearings into the Richards case. He merely is assigned to submit "an additional record" on the case to the rest of the commission, which will then decide whether to stage hearings on the question of license revocation. Webster, it was explained, was selected for the assignment because of his "neutrality."

In the inquiry, as announced by FCC, Webster is to question the two newsmen who made the allegations leading to the present situation, as well as any other persons who want to testify. To be taken into consideration in the fact-finding hearings is the present status of stations as a corporate body and the present status of Richards in connection with the stations. Richards, who, with his wife and child, still holds a majority of shares in the stations, gave way as president in mid-May (*The Billboard*, May 22) to Frank Mullen, former executive vice-president of the National Broadcasting Company (NBC).

Legalists point out that whether or

Coral Inks Modern As Latest Distrib For Coast District

HOLLYWOOD, Nov. 20.—Coral Records this week set Modern Record Distributors to handle Southern California sales to round out its Coast sales org with the exception of Salt Lake City and Phoenix, Ariz. Modern, owned by Jules Bihari, who also distributes his own Modern and Colonial labels as well as other indie products, will cover metro areas to the Mexican border.

Other Coral distributors lined up by Decca's Coast exec, Joe Perry, include Kemper & Barrett, San Francisco, and Associated Record Distributors with outlets in Portland, Ore., and Seattle.

Decca Proxy Jack Kapp is expected to name new Coral personnel in several weeks upon his return east from his present Coast trek. He indicated that the new plattery will operate independently of Decca's organization, save for possible duplication of artists and rep functions.

Kardale for Barbara Belle

NEW YORK, Nov. 20.—Chick Kardale, Chicago music man, this week became Midwestern director for Barbara Belle. Miss Belle's interests include the Louis Prima Enterprises, Enterprise and Renault pubberies, chirp Fran Warren and the Gene Williams ork. Kardale until several months ago had been long associated with Burke-Van Heusen.

not Richards had ordered that radio newscasts be slanted according to his own views, the question would become academic if he should happen to announce his complete severance from the stations, including the giving up of the shares owned by him and his family.

Chief points of inquiry to be followed at the hearings, according to the FCC announcement, are whether Richards at any time while an officer and principal stockholder issued instructions to station employees (1) to give biased or one-sided presentation of the news, (2) to broadcast false news, (3) to broadcast editorials of daily papers as news items without proper identification, (4) to discriminate in favor of the interests of any political party or candidates, or (5) to discriminate in any manner in the programming of the three stations in favor of the "private, political, social and economic views and interests of G. A. Richards."

Ice Follies of 1949

(Opened Tuesday, November 16)
MADISON SQUARE GARDEN
Ice revue. Directed by Frances Claudel, Mary Jane Lewis and Stanley D. Kahn. Properties and scenery by Tommy Lawless. Costumes by Helen Rose. Business manager, W. H. Hadlich. Company manager, Ray Heira. Stage manager, B. J. Lundblad. Original lyrics and music by Larry Morey. Musical director, Walter Rudolph. Presented by Eddie and Roy Shipstad and Oscar Johnson.

CAST: ICE FOLLIES GIRLS—Billie Baker, Phyllis Baker, Barbara Bassine, Lois Burke, Charlotte Cameron, Jane Carruthers, Ginger Clayton, Lois Cooper, Pullyanna Crawford, Marie Crummins, Joan Dembeck, Gloria Doggett, Betty Lou Edwards, Mildred Erbel, Gloria Fecht, Hazel Franklin, Shirley Halsted, Rita Hauble, Marlon Hinshaw, Patricia Hoyt, Donna Johnson, Isabel Jones, Eleanor Keimel, Stephanie Kirby, Vivienne LaFayette, Phyllis Legg, Gloria Little, Maureen Moran, Virginia Morrison, Narena Norris, Dorothy O'Brien, Donna Osterberg, Gretchen Piden, Darlene Peterson, Katherine Peterson, Cynthia Peitinger, Montel Phips, Audrey Planty, Ricky Pollin, Joyce Radde, Mary Reif, Betty Jane Ricker, Mae Ross, Patty Ruby, Norma Lee Sahlin, Shirley Savana, Betty Schalow, JoAnne Scotvold, Joyce Scotvold, Isabel Smith, Gerri Straub, Harriet Sutton, Marilyn Ruth Take, Naomi Thompson, Grace Trefler, Sybil Ann Volk, Mary Walters.

ICE FOLLIES BOYS—John Burke, William Cameron, Charles Davidson, Francis E. Dungan, Wayne Earley, Olav Eriksen, Werner Groebli, Lester Hamilton, Hugh Hendrickson, Harris Legg, Paul LeDuc, Yvon LeDuc, Hans Mauch, John Mulvey, Richard Norris, Herbert Panting, Richard Rasmussen, Carlos Romero, Walter Sahlin, Ray Schramm, Roy Schramm, Patrick Shanahan, Charles Skillings, Phillip Skillings, William Stone, Norman Tetrault.

The 13th Oscar Johnson, Eddie and Roy Shipstad blade extravaganza, current at Madison Square Garden thru Sunday (23), follows the pattern which the maestros of ice frolics set themselves last year. So *Ice Follies of 1949* arrives glitteringly streamlined—sans vaude acts—and with more or less simple but effective props to back up the production numbers.

A reporter of ice shows gets to a point where he doesn't believe that there can possibly be anything new left to do on skates; from virtuoso soloing, thru specialties to ensemble sequences, it's all been done and done—and done again. However, the Johnson-Shipstad combo continues to (*See ICE FOLLIES OF 1949, page 51*)

Jericho New Pubbers

NEW YORK, Nov. 20.—Songwriters Erv Drake and Jimmy Shirl have set up their own publishing house, Jericho Music. The firm is affiliated with the American Society of Composers, Authors and Publishers, and the first tune in the catalog is *Thank You*, with a Johnny Eager waxing on Metrotone out this week.

The Billboard

The World's Foremost Amusement Weekly

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The Billboard also publishes Turnover and Vend

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NUMBER ONE

ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits
BUTTONS AND BOWS
- No. 1 Sheet Music Seller
BUTTONS AND BOWS
- No. 1 Most Played on Disk Jockey Shows
BUTTONS AND BOWS, Dinah Shore, Columbia 38284
- No. 1 Disk via Dealer Sales
BUTTONS AND BOWS, Dinah Shore, Columbia 38284
- No. 1 Disk in the Nation's Juke Boxes
BUTTONS AND BOWS, Dinah Shore, Columbia 38284
- No. 1 Most Played Juke Box Folk Record
JUST A LITTLE LOVIN', Eddy Arnold, the Tennessee Plowboy, and His Guitar, Victor 20-3013
- No. 1 Best Selling Retail Folk Record
ONE HAS MY NAME, Jimmy Wakely, Capitol 15162
- No. 1 Most Played Juke Box Race Record
IT'S TOO SOON TO KNOW, The Orioles, Natural 5000
- No. 1 Best Selling Retail Race Record
CORN BREAD, Hal Singer Sextette, Savoy 871
- No. 1 Sheet Music Seller in England
SO TIRED

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 26 to 41 in Music Section.



CBS-PHIL LORD OFFICE BID

Frost Warning On KFI Chills "Supper Club"

HOLLYWOOD, Nov. 20.—Chesterfield's *Supper Club* was canceled over KFI, local National Broadcasting Company (NBC) affiliate, effective Monday (22), following station's refusal to shift its nightly frost warning broadcasts out of Chesterfield's current 9 p.m. PDST slot. Bankroller insisted that KFI discontinue practice of cutting into the first several minutes of Chesterfield's airer to carry weather data, and canceled only after combined negotiations of NBC and KFI failed to settle the matter.

KFI's stand was based on the importance of nightly frost warnings to the \$800,000,000 California agricultural industry, contending that surveys have shown the 9 p.m. slot to be the best airing time (8 PST) for the long established public service feature. Station offered to record *Supper Club* for later airing with no charge to sponsor, while continuing to carry show in present slot as well. Bankroller nixed the offer, contending that with revised gimmicks now used on *Club* loss of opening minutes would kill show's value entirely.

KFI will continue frost airings as usual and peddle the remaining portion of the 15-minute seg to local bankrollers. Chesterfield, meanwhile, was searching for a new local outlet to take the airer. It was believed a deal would be made either with a rival net, or possibly a local indie.

Barry Gets ABC Post on Coast; Wilson to N. Y.

HOLLYWOOD, Nov. 20.—Charles (Bud) Barry will arrive here next week to take over as American Broadcasting Company's (ABC) veepee in charge of Western operations, the post from which Don Searle resigned. Barry's slot as ABC's veepee in charge of national programming will be taken by J. Donald Wilson, the net's Coast program head the past three years. Wilson will move to New York after January 1. He will be named a veepee and is expected to inherit Barry's duties as the web's video program chief.

Searle revealed his bow-out upon returning from a three-week huddle in New York with ABC brass. Searle, who is independently wealthy (Searle Petroleum Company; Station KMMJ, Grand Island, Neb.), said he resigned to devote more time to expanding his biz interests. He told *The Billboard* he is negotiating for purchase of AM stations in the Northwest, but refused to name them. Some sources stated Searle's resignation came after New York brass refused to permit his buying of outlets affiliated with other webs.

With Barry's first love tele and programming, his move here is expected to strengthen ABC's video activity and increase the Coast's part in web program development. This is underlined by Wilson's move to New York, since the latter's time on the Coast has given him thoro insight into Hollywood's program potential.

The Jack Benny Story

NEW YORK, Nov. 20.—As of 7:30 o'clock last night (Friday), the Columbia Broadcasting System (CBS) had not signed Jack Benny. Nor were any developments expected over the week-end. This from Frank Stanton, CBS president.

Stanton's denial spiked a report persistent late in the week that the Benny deal was set, carrying with it to Columbia Phil Harris-Alice Faye (Hexall), Edgar Bergen (Coca-Cola) and other top programs from the National Broadcasting Company (NBC). NBC appears resigned to one development. That is that if Benny goes, so may Fred Allen and others. Mentioned among the latter are Bob Hope and Red Skelton.

American Tobacco top execs met virtually all day Friday, presumably discussing the advisability of shifting the Benny show from NBC to CBS. Reports that Vincent Riddio, the LSMFT president, was seeking a "guaranteed" rating from CBS, comparable to that achieved by Benny during his NBC career, were also denied by Stanton. The story was that Riddio wanted a reduction in the package price if the rating deteriorated.

Reports that Benny was also being paid off in part by CBS stock were denied.

NBC, MCA and Taxes

The reason for the collapse of negotiations between Benny and NBC, for purchase by the latter of Benny's Amusement Enterprises, Inc. (AEI), also became known this week. Benny is being agented in this capital gains deal by Music Corporation of America (MCA) which, it is said, wanted NBC to hold off for three months before reporting the deal, in order to protect other pending deals. NBC would not go along with this. The network had agreed to pay \$2,000,000 for AEI, plus AEI's own estimate of its assets. Latter figure was \$315,000. The CBS offer is considerably below the NBC figure. Reports that CBS, if the deal is settled, will indemnify Benny against any tax rap are also denied.

Meanwhile no situation in the history of radio has produced so much speculation as the Benny et al. CBS-vs.-NBC situation.

Where will it stop? was one question. Will it go into the station field as well, with CBS attempting to raid NBC's top affiliates? was another. How will NBC counter with its Sunday night schedule?

But in many quarters of the industry the CBS maneuvering caused many misgivings. Here's how one of the most prominent network figures (obviously associated with neither NBC nor Columbia) looked at it:

"Invitation to Congress"

"Between buying audiences and now buying talent, the radio industry is entering an unhealthy phase. I think it's going to hurt broadcasting and perhaps all big business. It seems to be unsound to skyrocket the prices of talent—in the face of complaints for many years, both from networks and advertisers, that talent costs have been too high much too long.

"This whole sort of operations seems to me to be an invitation to Congress to come investigate radio. Some years ago the networks were ordered to divest themselves of their artists' bureaus. They were told they could not be both the buyer and seller of talent. How do these capital gains deals stand up in that light? And how about the tax situation? Tax laws are not written to be evaded. The U. S. will never approve such transactions in advance. This, it seems to me, means the risks entailed are far too great for the benefits which might accrue."

With CBS having spent the last three years in a concentrated package building drive, with the network now dickering for some of radio's top names, and with its other moves to acquire proven program properties—such as its deal to buy out Phil Lord—the philosophy behind the pattern appears to be taking shape. It is linked with AM in the immediate future; TV in the not so distant future. The theory, as espoused by informed radio execs is this: CBS is banking on the fact that in video facilities are virtually equal for all stations. Tele won't repeat the radio story, with high-watters having the edge. That means that the program will be the pay-off—and CBS is building with that in mind.

Swezey Quits As Mutual VP

NEW YORK, Nov. 20.—The long-rumored resignation of Robert D. Swezey as vice-president and general manager of the Mutual Broadcasting System (MBS) was confirmed yesterday (19) when the board of directors accepted his resignation. He leaves the network as of December 1.

Edgar Kobak, the network's president, stated after the board meeting that Swezey's position as general manager would not be filled, but that he was still in the market for a new vice-president to assume responsibility for sales and programs. Previously Linus Travers, Yankee Network veepee, had been set to join Mutual, a move which had the approval both of Kobak and Swezey. Developments thereafter, however, led Swezey to the conclusion that this might mean a diminution of his authority. Altho it is understood that Prexy Kobak gave him complete assent. (See *Swezey Quits* on page 18)

Station Break

NEW YORK, Nov. 20.—Latest gag going around is that if the Columbia Broadcasting System (CBS) succeeds in snaring the Jack Benny, Phil Harris and Edgar Bergen shows away from the National Broadcasting Company (NBC), its network cue will be handled by announcers this way:

"This is CBS, the National Broadcasting Company."

"What's My Name?" To Serve Serval

NEW YORK, Nov. 20.—*What's My Name?*, one of the most durable quiz shows around, picked up another sponsor this week. The bankroller is Serval refrigerators, with no network set yet. Name was recently dropped by General Electric (GE).

Batten, Barton, Durstine & Osborn is the agency both for GE and Serval.

Web Offers To Purchase 4 Programs

Latest in Capital Gains Moves

NEW YORK, Nov. 20.—Latest negotiations to break out on the capital gains front this week concerned a bid by Columbia Broadcasting System (CBS) to buy out the Phillips Lord office, involving four programs: *Mr. District Attorney*, *Gangbusters*, *Counterspy* and *We, the People*. The bargaining has proceeded from a CBS offer to a Lord counter-demand, with a cessation of firing over the week-end.

CBS is said to have offered Lord the equivalent of five times the profit of the four shows over a lengthy period. Lord, however, is reported to have demanded a long-term royalty deal by which he would realize a set sum per program every week. This CBS has refused, on the ground that it would run perilously close to a seven-figure sum annually. The negotiations, while stalemated, are said to be conducted in an atmosphere of confidence and cordiality, with a successful outcome likely.

The deal is highly unusual, not only because of the number of shows involved, but also because of the association of three of those shows with other networks. Only *We, the People* is a CBS show. *Mr. District Attorney* is on National Broadcasting Company (NBC), while *Counterspy* and *Gangbusters* both are on American Broadcasting Company (ABC).

Novel Ownership Set-Up

Another facet of the negotiations concerned the ultimate fate of these shows. It is understood that CBS has acceded to a request by Lord that shows on the other webs may remain where they are, at least for the time being. If this occurs, it would leave CBS owning packages being aired over the facilities of two other networks.

Mr. D. A. has been sponsored for 10 years by Bristol-Myers on NBC and is involved in a peculiar ownership arrangement. Actually, Lord owns only the title, for which he collects around \$350 weekly as royalty. The package is owned by Ed Byron, who also is its producer. Lord has a similar royalty deal on *We, the People*, but in this case also, altho he started the show, he no longer has any participation in its production, now handled by Young & Rubicam. *Counterspy* has just been dropped by the Schutter Candy division of Universal Match Company, effective (See *CBS-Lord Bid* on page 18)

'Mayor' Will Replace Heatter on Mutual

NEW YORK, Nov. 20.—Gabriel Heatter's *Behind the Front Page* on the Mutual Broadcasting System was dropped this week in favor of *Mayor of the Town*, with Lionel Barrymore, by the Mutual Benefit, Health and Accident Association of Omaha. Mayor won the replacement spot over such other contenders as *Date With Judy*, *Scattergood Baines* and *Can You Top This?* Heatter winds up with the end of the year on the 7:30 Sunday slot, *Mayor* starting January 2 or 9.

Ruthrauff & Ryan's Chicago office handled the deal.

Top Program Winners

NEW YORK, Nov. 20.—The list below shows the top winning stations in *The Billboard's* First Local Program Competition, based on the number of awards won by the various competitors. Points were awarded on a basis of 20 for first place winners; 15 for second place; 10 for third and 5 for honorable mentions.

WOR, New York; WKY, Oklahoma City, and KECK, a youngster in Odessa, Tex., top the 50,000, 5—20,000 and 250 to 1000 watt categories respectively, with 60, 60 and 50 points to their credit. Other toppers include WJTN, Jamestown, N. Y.; WINX, Washington; WNEW and WOV, New York; WNJR, Newark; WTMJ, Milwaukee; WNBC, New York; WSM, Nashville; WMAQ, Chicago, and WHAM, Rochester, N. Y.

Rank	Points	Station	Program	Wattage
50,000 Watts				
1	60	WOR, New York	"Name Your Poison" (Hon. Mention—Public Service); "Contemporary Music" (1st Place—Music: Classical and Semi-Classical); "News on the Human Side" (2d Place—News); "Robert S. Allen" (2d Place—Comment); "The Five Mysteries" (Hon. Mention—Quiz)	50,000
2	55	WNBC, New York	"Housing—1947" (1st Place—Public Service); "The Kuhns" (2d Place—Women); "The Story Teller" (Hon. Mention—Children); "Hi! Jinx" (2d Place—Miscellaneous)	50,000
3	55	WSM, Nashville	"Freedom Train" (3d Place—Public Service); "Wormwood Forest" (2d Place—Children); "Friday Night Show" (2d Place—Variety); "Noontime Neighbors" (2d Place—Farm)	50,000
4	50	WMAQ, Chicago	"Art Van Damme Quintette" and "Manor House Party" (3d Place—Music: Popular); "Reporter at Large" (1st Place—News); "Town and Farm" (1st Place—Farm)	50,000
5	40	WHAM, Rochester, N. Y.	"Editors Four" (1st Place—Comment); "WHAM House-Party" (1st Place—Variety)	50,000
6	30	KSL, Salt Lake City	"Margaret Masters' Kitchen" (3d Place—Women); "Youth and a Western Star" (1st Place—Drama)	50,000
7	25	WBEM, Chicago	"Report Uncensored" (1st Place—Public Service); "Edward Holles" (Hon. Mention—Comment)	50,000
8	25	WCCO, Minneapolis	"Neither Free Nor Equal" (3d Place—Public Service); "Let's Listen to the Classics" (2d Place—Music: Classical and Semi-Classical)	50,000
9	20	WJR, Detroit	"Scoop Ryan, Cub Reporter" (Hon. Mention—Children); "Make Way for Youth" (2d Place—Music: Popular)	50,000
10	20	WLW, Cincinnati	"Days of the Giants" (3d Place—Children); "Farm Front" (2d Place—Farm)	50,000
11	20	WRVA, Richmond, Va.	"Old Dominion Barn Dance" (2d Place—Music: Folk and Western); "Quiz of Two Cities" (Hon. Mention—Quiz)	50,000
12	10	WINS, New York	"One-Tenth of a Nation" (Hon. Mention—Public Service); "Three Corner Club" (Hon. Mention—Women)	50,000
5,000 to 20,000 Watts				
1	60	WKY, Oklahoma City	"The Editors Speak" (2d Place—Public Service); "Quizdown" (Hon. Mention—Quiz); "Anthony Avenue" (1st Place—Variety); "This Way Out" (1st Place—Drama)	5,000-20,000
2	40	WNEW, New York	"Little Songs About Big Subjects" (1st Place—Public Service); "Canada Lee Show" (2d Place—Music: Disk Jockey); "Play It Straight" (Hon. Mention—Drama)	5,000-20,000
3	40	WNJR, Newark, N. J.	"William G. Hetherington, Size-Up of the News" (2d Place—News); "The New Jersey High School Show" (2d Place—Children); "North Jersey Radio Repertory Theater" (3d Place—Drama)	5,000-20,000
4	40	WOV, New York	"The American Family" (3d Place—Public Service); "Lisa Sergio" (2d Place—Comment); "The Mountain" (2d Place—Drama)	5,000-20,000
5	40	WTMJ, Milwaukee	"Encore Echoes" (1st Place—Music: Classical and Semi-Classical); "This Is America" (1st Place—Music: Folk and Western)	5,000-20,000
6	30	WOWO, Fort Wayne, Ind.	"A Child Stands Accused" (Hon. Mention—Public Service); "Music for Marmaduke" (Hon. Mention—Children); "Abn Andrews" (1st Place—Sports)	5,000-20,000
7	25	WLAM, Lewiston, Me.	"Malne Town News" (1st Place—News); "Sports Newsreel" (Hon. Mention—Sports)	5,000-20,000
8	25	WOW, Omaha	"The Saturday Scrapbook" (2d Place—Women); "Farm Service Reporter" (3d Place—Farm)	5,000-20,000
9	25	WQXR, New York	"WQXR String Quartette" (2d Place—Music: Classical and Semi-Classical); "Much Ado About Music" (3d Place—Quiz)	5,000-20,000
10	25	WSAI, Cincinnati	"Joseph Garretson and the News" (3d Place—News); "Studio A Coffee Club" (2d Place—Variety)	5,000-20,000
11	20	KUOM, Minneapolis	"University Reports to the People" (Special Award—Public Service); "Minneapolis Symphony Orchestra Rehearsal" (Hon. Mention—Music: Classical and Semi-Classical); "Tomorrow Is Yours" (Hon. Mention—Children); "Folklore Makes History" (Hon. Mention—Drama)	5,000-20,000
12	20	CFRN, Edmonton, Alta.	"In the Woman's World" (3d Place—Women); "Midday Merry-Go-Round" (3d Place—Variety)	5,000-20,000
13	15	WMCA, New York	"A Home To Live In" (3d Place—Public Service); "Quizdown" (Hon. Mention—Quiz)	5,000-20,000
14	10	KOMO, Seattle	"Youth Views the News" (Hon. Mention—Public Service); "Tone Portraits" (Hon. Mention—Music: Classical and Semi-Classical)	5,000-20,000
250 to 1,000 Watts				
1	50	KECK, Odessa, Tex.	"Byron Townsend's Sports Pictorial" (3d Place—Sports); "West Texas on Parade" (1st Place—News); "Cecil Brower's Western Band" (1st Place—Music: Folk and Western)	250-1,000
2	45	WJTN, Jamestown, N. Y.	"Jamestown's Passing Parade" (2d Place—News); "Art Metal Scholarship Award Program" (2d Place—Quiz); "Speaking Sports" (Hon. Mention—Sports); "G. L. F. Trading Post" (2d Place—Farm)	250-1,000
3	40	WINX, Washington	"Is Congress Doing the Job?" (1st Place—Public Service); "Exodus" (1st Place—Drama)	250-1,000
4	30	WSAM, Saginaw, Mich.	"Grandpappy and His Grammyphone" (2d Place—Music: Disk Jockey); "The Tenth Councilman" (2d Place—News)	250-1,000
5	30	WTHI, Terre Haute, Ind.	"Don Sherwood News Review" (Hon. Mention—News); "Good News" (Hon. Mention—Women); "Country School" (3d Place—Variety); "Along the Rural Route" (3d Place—Farm)	250-1,000
6	30	CKEY, Toronto	"How To Be a Statistic, Too" (3d Place—Public Service); "Hayloft Ho-Down" (3d Place—Music: Folk and Western); "CKEY Drama Workshop" (3d Place—Drama)	250-1,000
7	25	WMBM, Miami Beach, Fla.	"Harmony Four" (3d Place—Music: Church, Devotional and Spiritual); "Radio Neighbor" (2d Place—Women)	250-1,000
8	25	KLAC, Los Angeles	"I Witness Death" (Hon. Mention—Public Service); "570 Club" (1st Place—Music: Disk Jockey)	250-1,000
9	25	KTUC, Tucson, Ariz.	"A Child Is Lost" (Hon. Mention—Public Service); "Life Looks Back" (1st Place—Miscellaneous)	250-1,000
10	20	WABY, Albany, N. Y.	"Wildlife Quiz" (Hon. Mention—Quiz); "Backyard Follies" (2d Place—Children)	250-1,000
11	20	WILK, Wilkes-Barre, Pa.	"Chuck Whittier's Sports" (2d Place—Sports); "Betty Blair's Notebook" (Hon. Mention—Women)	250-1,000
12	15	WLOW, Albany, N. Y.	"Top Covers the News" (Hon. Mention—News); "Canine Comments" (3d Place—Miscellaneous)	250-1,000



KLZ Newscaster CARL AKERS

Writing and airing KLZ news broadcasts is the forte of Carl Akers—a popular newcomer to KLZ's widely recognized news department.
KLZ, DENVER

Hartford Pushes Jewish Shows

HARTFORD, Conn., Nov. 20.—Jewish shows, for years a program topic never stressed too strongly in broadcasting here, are being pushed heavily in this territory.

Latest broadcaster to announce inauguration of a Jewish air show is WCCC, local 500-watt independent station. The station last Sunday (14) started a new half-hour series, entitled *Hartford Jewish News*, Sundays from 10 to 10:30 a.m. Staff announcer Ed Weston handles the emceeing, with tentative plans including a tie-up with local Jewish social groups.

A sponsor—local supermarket—has already been signed for the series, which will run indefinitely.

AM-TV To Do Inauguration, Biggest Job Since Election

(Continued from page 3)
and TV is concerned will be the reviewing stands in front of the White House, where the inaugural parade will wind up. Stations and webs also are planning to spot mobile units along the parade route from the Capitol to the White House.

Film Colony To Entertain
Top radio personalities are expected to join the film colony which will entertain at a concert of the National Symphony Orchestra slated for inaugural eve, January 19, at Constitution Hall. Entertainers already lined up are limited strictly to those who supported the Democrats during the campaign. So far enlisted are Melvyn Douglas, Humphrey Bogart, Lauren Bacall, Ronald Reagan, George Jessel and Gregory Peck.

Under the direction of Inauguration Committee Chairman Melvin D. Hildreth, the celebration is shaping up as the largest in the history of the nation's capital. Hildreth is working on the civil service commission and the District of Columbia government to proclaim a four-day holiday for workers. Store employees are expected to be let out at least for the parade.

Bradley Grand Marshal
Set to lead the five-hour parade as grand marshal is Gen. Omar Bradley, army chief of staff. Making good TV fare along with the usual units of the armed forces will be elaborate floats of fraternal and civic organizations, as well as official delegations from each of the 48 States. Approximately 50 bands will give radio announcers a respite from a description of the parade's progress. The num-

WCPO To Air Reds' Games for 3 Years

CINCINNATI, Nov. 20.—Home and road games of the Cincinnati Reds will be broadcast via AM and FM for the next three years exclusively by Station WCPO, *Cincinnati Post* outlet, it was announced Monday (15) by M. C. Watters, station manager, following signing of a contract by the sponsoring Burger Brewing Company.

Waite Hoyt, former New York Yankee pitcher, who has been announcing the games, continues in that capacity, thus quashing a rumor that he would go with an Eastern broadcaster.

Games are to be aired on a 17-station net originating here. At the same time, Warren Giles, club president, stated that no decision has been reached as to whether 1949 games will be televised. A decision will be announced following December baseball meetings, he said.

UAW's WDET-FM Limits Time Sale

DETROIT, Nov. 20.—Commercial operation of the first United Auto Workers (UAW) radio station, WDET-FM, will be aimed at selling just enough time to pay expenses, with a maximum of 50 per cent sold time, Ben Hoberman, station manager, said this week. The station goes on the air officially January 1. The union also has pending an application for a 5,000-watt AM station.

Programming content will lean heavily to the side of music, Hoberman said, and he asserted that the station was not planned as a propaganda medium for the union. In the event of a controversial issue, such as a strike involving the union itself, the employer group as well as the union would be invited to present its case on the air, he said.

ber likely to be heard most frequently by the radio audience on inauguration day is the semi-official Truman tune, *Missouri Waltz*.

In charge of department store exhibits for the celebration is Ben Strouse, manager of local indie WWDC. Carter Barron, local head of Loew's Theaters, is in charge of special events.

Salute

NEW YORK, Nov. 20.—Top radio brass will be on hand at Louis Sherry's Tuesday for a party being tossed for Phillips Carlin, program veepee of the Mutual Broadcasting System (MBS). The occasion will be Carlin's 25th anniversary in radio. He started with WFAF. Ed Kobak, MBS president, is hosting the affair. Other guests will include the presidents of the other three networks; Justin Miller, president of the National Association of Broadcasters (NAB); Wayne Coy, chairman of the Federal Communications Commission (FCC); Ted Streibert, of WOR; John R. Royal, of the National Broadcasting Company (NBC); Norman Brokenshire, Sigmund Spaeth, Dan Tut-hill, Ted Husing, Paul White-man and Milton Cross. Sam Ross, for years with NBC but now in the investment business, who hired Carlin originally, is also to attend.

Program Competition Winners

PUBLIC SERVICE

50,000 Watts

FIRST PLACE, WBBM, CHICAGO, FOR "REPORT UNCENSORED"
 FIRST PLACE, WCAU, PHILADELPHIA, FOR "CAREER FORUM," CAVALCADE OF AMERICAN POLITICS" AND "FREEDOM TRAIN"
 FIRST PLACE, WCBS, NEW YORK, FOR "CBS VIEWS THE PRESS"
 SECOND PLACE, WBZ, BOSTON, FOR "IT'S TOUGH TO BE YOUNG"
 SECOND PLACE, WTOP, WASHINGTON, FOR "THE UNDISCOVERED"
 THIRD PLACE, WCCO, MINNEAPOLIS, FOR "NEITHER FREE NOR EQUAL"
 THIRD PLACE, WSM, NASHVILLE, FOR "FREEDOM TRAIN"

5,000 to 20,000 Watts

FIRST PLACE, WNEW, NEW YORK, FOR "LITTLE SONGS ABOUT BIG SUBJECTS" AND OTHER PUBLIC SERVICE PROGRAMS
 SECOND PLACE, WKY, OKLAHOMA CITY, FOR "THE EDITORS SPEAK" AND "CREED, COLOR AND CO-OPERATION"
 THIRD PLACE, KOIN, PORTLAND, ORE., FOR "HELL OR HIGH WATER"
 THIRD PLACE, WMCA, NEW YORK, FOR "A HOME TO LIVE IN"
 THIRD PLACE, WWJ, DETROIT, FOR "TO YOUR INDUSTRIAL HEALTH" AND "MEET YOUR CONGRESS"
 SPECIAL AWARD (NON-COMMERCIAL STATION), KUOM, MINNEAPOLIS, FOR "UNIVERSITY REPORTS TO THE PEOPLE"

250 to 1,000 Watts

FIRST PLACE, WINX, WASHINGTON, FOR "IS CONGRESS DOING THE JOB?"
 SECOND PLACE, KWVL, WATERLOO, IA., FOR "SCHOOL OF THE AIR"
 THIRD PLACE, WBNS, COLUMBUS, O., FOR "JOHN DOE JR."
 THIRD PLACE, CKEY, TORONTO, FOR "HOW TO BE A STATISTIC, TOO!" AND "FOCUS ON '48"

MUSIC PROGRAMS

50,000 Watts

CLASSICAL AND SEMI-CLASSICAL
 FIRST PLACE, WOR, NEW YORK, FOR "CONTEMPORARY MUSIC"
 SECOND PLACE, WCCO, MINNEAPOLIS, FOR "LET'S LISTEN TO THE CLASSICS"
 THIRD PLACE, WENR, CHICAGO, FOR "HOUSE THAT MUSIC BUILT"

Popular

FIRST PLACE, WHN, NEW YORK, FOR "A MOOD IN MUSIC"
 SECOND PLACE, WJR, DETROIT, FOR "MAKE WAY FOR YOUTH"
 THIRD PLACE, WMAQ, CHICAGO, FOR "ART VAN DAMME QUINTETTE"

Folk and Western

FIRST PLACE, WBT, CHARLOTTE, N. C., FOR "ARTHUR SMITH AND HIS CRACKERJACKS," "ARTHUR SMITH QUARTET" AND "FUN BY THE FIRE-SIDE"

5,000 to 20,000 Watts

Classical and Semi-Classical
 FIRST PLACE, WTMJ, MILWAUKEE, FOR "ENCORE ECHOES"
 SECOND PLACE, WQXR, NEW YORK, FOR "WQXR STRING QUARTETTE"
 THIRD PLACE, CFRB, TORONTO, FOR "WISHART CAMPBELL PRESENTS"

Disk Jockey

FIRST PLACE, WING, DAYTON, O., FOR "YOUR LONESOME GAL"
 SECOND PLACE, WNEW, NEW YORK, FOR "CANADA LEE SHOW"

Folk and Western

FIRST PLACE, WTMJ, MILWAUKEE, FOR "THIS IS AMERICA"

The list on this page shows all winners in the various program and station power categories in The Billboard's Annual Program Competition, concluded last week. It is the first time all winners have been listed at one time, the winning programs having been announced over a six-month period.

Just for the record, the 1949 competition is being planned so that winners will be announced simultaneously. The dead line for entries in the '49 competition will be in February, 1949. Winners will be announced some months later. Stations interested in next year's program contest are invited to direct their inquiries to The Billboard's New York office. Full details will be announced in January. A total of 890 individual programs was received this year, and with all the headaches involved in reviewing each of these shows we still want to top the figure next year.

SECOND PLACE, KEX, PORTLAND, ORE., FOR "THE NORTHWEST-ERNERS"

250 to 1,000 Watts

Classical and Semi-Classical
 FIRST PLACE, KSD, ST. LOUIS, FOR "ECHOES OF MUNICIPAL OPERA"
 SECOND PLACE, KXOL, FORT WORTH, FOR "PIANORAMA"
 SPECIAL AWARD (NON-COMMERCIAL STATION), WNYC, NEW YORK, FOR "MUSIC FOR THE CONNOISSEUR"

Disk Jockey

FIRST PLACE, KLAC, LOS ANGELES, FOR "570 CLUB"
 SECOND PLACE, WSAM, SAGINAW, MICH., FOR "GRANDPAPPY AND HIS GRAMMYPHONE"

Folk and Western

FIRST PLACE, KECK, ODESSA, TEX., FOR "CECIL BROWER'S WESTERN BAND"
 SECOND PLACE, KPQ, WENATCHEE, WASH., FOR "WESTERN MELODIES"
 THIRD PLACE, CKEY, TORONTO, FOR "HAYLOFT HO-DOWN"

Church, Devotional and Spiritual

FIRST PLACE, WTCN, MINNEAPOLIS, FOR "CHURCH MUSIC APPRECIATION HOUR"
 SECOND PLACE, WGKV, CHARLESTON, W. VA., FOR "EXCELLA JUBILEE SINGERS"
 THIRD PLACE, WMBM, MIAMI BEACH, FLA., FOR "HARMONY FOUR"

NEWS

50,000 Watts

FIRST PLACE, WMAQ, CHICAGO, FOR "REPORTER AT LARGE"
 SECOND PLACE, WOR, NEW YORK, FOR "NEWS ON THE HUMAN SIDE"

5,000 to 20,000 Watts

FIRST PLACE, WLAM, LEWISTON, ME., FOR "MAINE TOWN NEWS"
 SECOND PLACE, WNJR, NEWARK, N. J., FOR "WILLIAM G. HETHERINGTON, SIZE-UP OF THE NEWS"
 THIRD PLACE, WRBL, COLUMBUS, GA., FOR "NEWS AND VIEWS"
 THIRD PLACE, WSAI, CINCINNATI, FOR "JOSEPH GARRETSON AND THE NEWS"

250 to 1,000 Watts

FIRST PLACE, KECK, ODESSA, TEX., FOR "WEST TEXAS ON PARADE"
 SECOND PLACE, WSAM-WSAL, SAGINAW, MICH., FOR "THE TENTH COUNCILMAN"
 THIRD PLACE, WJTN, JAMESTOWN, N.Y., FOR "JAMESTOWN'S PASSING PARADE"

COMMENTARY

50,000 Watts

FIRST PLACE, WHAM, ROCHESTER, N. Y., FOR "EDITORS FOUR"
 SECOND PLACE, WOR, NEW YORK, FOR "ROBERT S. ALLEN"

5,000 to 20,000 Watts

FIRST PLACE, KXOX, ST. LOUIS, FOR "INSIDE THE HEADLINES"
 SECOND PLACE, WOY, NEW YORK, FOR "LISA SERGIO"

250 to 1,000 Watts

FIRST PLACE, NO AWARD
 SECOND PLACE, NO AWARD
 THIRD PLACE, WKNA, CHARLESTON, W. VA., FOR "DATELINE, WEST VIRGINIA"

WOMEN'S SHOWS

50,000 Watts

FIRST PLACE, KFI, LOS ANGELES, FOR "YOUR SATURDAY CHEF"
 SECOND PLACE, WNBC, NEW YORK, FOR "THE KUHN'S"
 THIRD PLACE, KSL, SALT LAKE CITY, FOR "MARGARET MASTERS' KITCHEN"

5,000 to 20,000 Watts

FIRST PLACE, WDRC, HARTFORD, CONN., FOR "SHOPPING BY RADIO"
 SECOND PLACE, WOW, OMAHA, FOR "THE SATURDAY SCRAPBOOK"
 THIRD PLACE, CFRN, EDMONTON, ALTA., FOR "IN THE WOMAN'S WORLD"

250 to 1,000 Watts

FIRST PLACE, KGGF, COFFEYVILLE, KAN., FOR "FROM A WOMAN'S ANGLE"
 SECOND PLACE, WMBM, MIAMI BEACH, FLA., FOR "RADIO NEIGHBOR"
 THIRD PLACE, WLBC, MUNCIE, IND., FOR "WOMAN OF THE WEEK"

QUIZ PROGRAMS

50,000 Watts

No Prize Awards

5,000 to 20,000 Watts

FIRST PLACE, WPEN, PHILADELPHIA, FOR "INTERNATIONAL QUIZ"
 SECOND PLACE, WONS, HARTFORD, CONN., FOR "QUIZ IN REVERSE"
 THIRD PLACE, WQXR, NEW YORK, FOR "MUCH ADO ABOUT MUSIC"

250 to 1,000 Watts

FIRST PLACE, WRNY, ROCHESTER, N. Y., FOR "SOUNDS EASY"
 SECOND PLACE, WJTN, JAMESTOWN, N. Y., FOR "ART METAL SCHOLARSHIP AWARD PROGRAM"
 THIRD PLACE, WLIZ, BRIDGEPORT, CONN., FOR "LUCKY LADY"

CHILDREN'S PROGRAMS

50,000 Watts

FIRST PLACE, KSTP, MINNEAPOLIS, FOR "LOLLIPOP PLAYHOUSE"
 SECOND PLACE, WSM, NASHVILLE, FOR "WORMWOOD FOREST"
 THIRD PLACE, WLW, CINCINNATI, FOR "DAYS OF THE GIANTS"

5,000 to 20,000 Watts

FIRST PLACE, WTAR, NORFOLK, FOR "MAGIC IN MUSICLAND"

SECOND PLACE, WNJR, NEWARK, N. J., FOR "THE NEW JERSEY HIGH SCHOOL SHOW"

THIRD PLACE, KGER, LONG BEACH, CALIF., FOR "HAIL THE CHAMP"

250 to 1,000 Watts

FIRST PLACE, WEXT, MILWAUKEE, FOR "PLAYTIME FOR CHILDREN"
 SECOND PLACE, WABY, ALBANY, FOR "BACKYARD FOLLIES"
 THIRD PLACE, WFDF, FLINT, MICH., FOR "ADVENTURES OF THE EASTER BUNNY"

COMEDY PROGRAMS

No Awards

SPORTS PROGRAMS

50,000 Watts

No Awards

5,000 to 20,000 Watts

FIRST PLACE, WOWO, FORT WAYNE, IND., FOR "ABE ANDREWS"
 SECOND PLACE, WTAC, WORCESTER, MASS., FOR "SPORTS NEWS AND VIEWS"
 THIRD PLACE, KCMO, KANSAS CITY, MO., FOR "KCMO REEL AND GUN CLUB"

250 to 1,000 Watts

FIRST PLACE, WCOM, PARKERSBURG, W. VA., FOR "FOOTBALL FLASHBACKS"
 SECOND PLACE, WILK, WILKES-BARRE, PA., FOR "CHUCK WHITTIER'S SPORTS"
 THIRD PLACE, KECK, ODESSA, TEX., FOR "BYRON TOWNSEND'S SPORTS PICTORIAL"

VARIETY PROGRAMS

50,000 Watts

FIRST PLACE, WHAM, ROCHESTER, N. Y., FOR "WHAM HOUSEPARTY"
 SECOND PLACE, WSM, NASHVILLE, FOR "FRIDAY NIGHT SHOW"
 THIRD PLACE, KTRH, HOUSTON, FOR "TEXAS ALL-STAR JAMBOREE"

5,000 to 20,000 Watts

FIRST PLACE, WKY, OKLAHOMA CITY, FOR "ANTHONY AVENUE"
 SECOND PLACE, WSAI, CINCINNATI, FOR "STUDIO A COFFEE CLUB"
 THIRD PLACE, CFRN, EDMONTON, ALTA., FOR "MIDDAY MERRY-GO-ROUND"

250 to 1,000 Watts

FIRST PLACE, KXLW, CLAYTON, MO., FOR "AMERICAN JEWISH HOUR"
 SECOND PLACE, WEOA, EVANSVILLE, IND., FOR "BREAKFAST WITH STERLING"
 THIRD PLACE, WTHI, TERRE HAUTE, IND., FOR "COUNTRY SCHOOL"

DRAMATIC PROGRAMS

50,000 Watts

FIRST PLACE, KSL, SALT LAKE CITY, FOR "YOUTH AND A WESTERN STAR"
 SECOND PLACE, WJJD, CHICAGO, FOR "HERE COMES TOMORROW"
 THIRD PLACE, KNX, HOLLYWOOD, FOR "ROMANCE OF THE RANCHOS"

5,000 to 20,000 Watts

FIRST PLACE, WKY, OKLAHOMA CITY, FOR "THIS WAY OUT"
 SECOND PLACE, WOY, NEW YORK, FOR "THE MOUNTAIN"
 THIRD PLACE, WNJR, NEWARK, N. J., FOR "NORTH JERSEY RADIO REPERTORY THEATRE"
 (See Program Competition, page 18)

NAB GEARS FOR WIDER SCOPE

Broadcasters Move To Meet Progress Pace

Reorganization Planned

(Continued from page 3)

phases of broadcasting and for streamlining the NAB machinery to gear it for faster and more widely representative action in meeting the mounting problems of the broadcast industry.

Miller is preparing to go outside the membership of NAB to obtain counselors for the new reorganization committee which is expected to hand up its first recommendations to the NAB board next February. Certain to be among those recommendations will be a plan either incorporating or rejecting the final terms of negotiations which are already being discussed between NAB and Television Broadcasters' Association (TBA) for a possible merger of the two organizations. It was disclosed here that NAB has formally submitted a preliminary plan to TBA for such a coalition.

Needled into action by demands from all sections of the NAB (*The Billboard*, November 20), the NAB board has given the new five-man committee sweeping research and study powers. The committee was given a \$5,000 budget. The study is considered urgent to modernize the NAB's machinery and thereby improve the association's ability to help the broadcast industry meet the multiplying economic problems resulting from increased rivalry for advertising revenues.

Hand in hand with this is the acknowledged necessity by NAB to enhance public acceptance of broadcasting by obtaining voluntary compliance with a set of standards and practices generally aimed at improving program quality (see separate story).

Even before the new reorganization committee stages its first meeting, it

Bing Turns Down Ford's Yule Offer

NEW YORK, Nov. 20.—Ford Theater's efforts to sign Bing Crosby for an AM airing on the Columbia Broadcasting System (CBS) Christmas Eve show have been nixed by The Groaner. Plan called for Bing to appear in *Holiday Inn*, but the crooner preferred to spend his holiday in seclusion on his ranch.

Kenyon & Eckhardt, the agency involved, is trying to get Crosby for another show later in the season.

Jingles To Repeat

NEW YORK, Nov. 20.—WNEW's *Little Songs on Big Subjects*, the prize-winning jingles on democracy penned by Hy Zaret and Lou Singer, will again be substituted for regular plugs on Thanksgiving Day by three New York retail firms, all heavy radio clients, Barney's, National Shoes, and Canadian Furs, via Emil Mogul. The jingles have been cited by several organizations, including the New York radio critics and the National Conference of Christians and Jews.

Sun. Night Line-Up Shows Comedy to Drama Switch

NEW YORK, Nov. 20.—While the talent grab battle between the Columbia Broadcasting System (CBS) and the National Broadcasting Company (NBC) for comedy shows holds the spotlight, the over-all Sunday night situation reflects a switch from comedy to dramatic shows. No less than 14 radio and six tele dramas share Sunday evening time. The line-up includes seven big-name offerings and five full-hour stanzas.

Dramatic airers run a continuous string from 5 p.m., until 11 p.m., Sunday nights, starting with *Quiet, Please* on American Broadcasting Company or *The Shadow* on Mutual Broadcasting System. Included in

is already contemplated that NAB will establish a television department on a level with other top-drawer departments in the association. The fact that NAB's board lost no time in adopting this viewpoint so close on the heels of a recommendation by the program executive committee for TV recognition in NAB (*The Billboard*, November 20) is taken to mean that the board already is seeking to reform itself and reduce some of the criticism leveled against it for procrastination and sometimes "autocratic" methods.

Meanwhile the board has decided to give recognition to FM broadcasters in NAB by delegating Arthur C. Stringer, now head of the FM and special services department, exclusively to FM matters for an interim period. Stringer has been combining other activities with FM matters.

Another indication of self-reform as observed by some NAB'ers was the NAB board's speed this week in accepting a number of recommendations made by non-network affiliate members of NAB. Among these was approval of a scheduling of an "independents' day" at NAB conventions. The NAB's indies committee, now officially called the Unaffiliates Committee and headed by Ted Cott, of WNEW, New York, had asked for this arrangement at the convention in order to give the indies equal treatment with network affiliate members who have a day of their own for conferences.

At the next conclave, April 7-13, the indies will convene April 10. The first three days, it was agreed, will be devoted to engineering conferences. The present board will meet April 9, and the new board will meet the 13th. April 11 and 12 will be devoted to management conferences. Also on request of the Unaffiliates Committee, the board approved a plan to appoint unaffiliated stations chairmen in the 17 association districts thruout the nation.

Recommending a \$769,000 budget for NAB, the board has decided to by-pass for the present a number of major management recommendations for expanding NAB functions to help members meet economic problems. The NAB management had asked the board to authorize expansion of research activities in employer-employee relations and broadcast advertising. Final action on such problems as this will await the recommendations of the streamline committee.

Improvement of Broadcast Measurement Bureau's (BMB) role, however, is anticipated as the result of NAB board's vote this week urging upon the board of BMB "steps to bring about closer control and management of BMB in its affairs, to the end that subscribers to the service will be better served."

the Sabbath fare are the *Family Hour of Stars*, *The Greatest Story Ever Told*, *Theater Guild* and *Electric Theater*. In the crime and melodrama department are such offerings as *Nick Carter*, *Sherlock Holmes* and *Adventures of Sam Spade*. Other stanzas include *Philip Marlowe*, *Our Miss Brooks*, *Cabin B-13* and *David Harding*, *Counterspy*. In addition, there are the NBC situation-comedy airers that might on occasion qualify in the light-drama class, the husband-wife shows featuring Phil Harris and Alice Faye and Ozzie and Harriet.

In tele there are *Hollywood Screen Test*, *Actors' Studio* and the *Philco Television Playhouse* as regular features, soon to be joined by the *Theater Guild* show to be sponsored by General Foods. In addition, the *Ford Theater* and *Studio One* provide, on alternate weeks, another solid hour of dramatic shows on CBS-TV.

Old Gold Preps Daytimer; Eyes AM-Tele Dupe

NEW YORK, Nov. 20.—Looking toward the time when nighttime video will supersede radio listening, the P. Lorillard Tobacco Company (Old Gold) Monday (22) will cut an audition platter for a new daytime radio series which will be produced so that it can be adapted into a simultaneous AM-TV show as soon as conditions warrant. The ciggie firm is said to be taking a long view of broadcasting, feeling that AM's strength in the future will be the afternoon hours, and it is proceeding to bulwark itself in anticipation of that time.

The new show, a quarter-hour across-the-board stanza, will feature Bert Parks as emcee-comic, with Kay Armen and the Buddy Weed Trio. The show will tee off first, when the format is stabilized, on WJZ only, where it will undergo a series of rigorous tests, with the video possibilities always in mind. Shortly afterward, it will go network on the American Broadcasting Company (ABC). No time has been set.

Parks currently is associated with Old Gold via his emcee stint on ABC's *Stop the Music*, of which the tobacco company bankrolls 15 minutes. Old Gold also had indicated its high esteem of video by sponsoring the full hour *Original Amateur Hour* on DuMont video as well as on ABC's AM facilities.

Colgate Scanning New Radio, TV Segs

NEW YORK, Nov. 20.—Colgate this week was reported looking over a number of tele and radio shows, the latter supposedly as a possible replacement for *Blondie* or *Our Miss Brooks*. A new comedy package featuring George O'Hanlon, currently a sustainer on Mutual Broadcasting System, is one of the shows being considered.

O'Hanlon was submitted to Colgate both as an AM and TV property. He starred in a number of Hollywood shorts. Other video shows being considered by Colgate are *Phil Spitalny* and *Hollywood Screen Test*.

Fate of Code At Stake in Referendum

Board's Right Questioned

WASHINGTON, Nov. 20.—The fate of the National Association of Broadcasters' (NAB) new standards and practices code is seen indirectly at stake in a referendum to be undertaken by NAB soon among NAB members on the question of whether the NAB board of directors has the right to promulgate the code. The referendum is to be staged as the result of a petition given to the NAB board this week by Edward F. Breen, KVFD, Fort Dodge, Ia., to amend the NAB by-laws so as to strip the board of the power already voted to it to promulgate the code. Altho NAB bigwigs are confident that the code will stay on the books, the Breen-inspired referendum will have the result of placing the code issue once again before the membership.

Breen is a director-at-large on the board. His petition for the referendum on the proposed amendment to the by-laws was signed by 295 NAB members, meeting the requirement for the signatures of a minimum of 5 per cent of the membership. Breen attempted to introduce his petition at the NAB convention last May, but was ruled out on a parliamentary technicality.

Code's Legality Involved

Despite the outlook taken by high-ranking NAB'ers that the code will stay on the books, the Breen maneuver is recognized as carrying complications which could raise the question of the code's legality if the Breen amendment is supported by a majority of members. Because of confusion likely to attend the referendum, the board voted unanimously to authorize creation of a committee which will draft a statement explaining the purpose of the proposed by-law. The statement will accompany the Breen amendment, and the referendum probably will follow the board's February meeting. NAB Prexy Justin Miller has announced that Breen will be a member of that committee.

While the board was not surprised by Breen's introduction of the petition, the issue raised prolonged and eloquent discussion at the meeting. Miller has long taken the position that the surest way to get codal compliance is to have industry-wide voluntary support and that any code lacking such support was worthless. It is believed that Miller considers that the upcoming referendum will prove eventually to provide an expression for new industry-wide support of the standards and practices.

Special Code Committee

Meanwhile, a slow and cautious approach toward inviting industry-wide compliance with the code is being planned by a special code committee which NAB's board of directors authorized this week. In authorizing this committee, the board deferred a decision on such resolutions as the one submitted to the board calling for adoption of a rule requiring that adherence to the code be included in all contracts between stations and advertisers.

The latter rule would have required that the American Association of Advertising Agencies (4 A's) and (See FATE OF CODE on page 18)

Where else in America?



Not the north — not the south! Not the busy industrial east nor the farm-rich middle west can really mirror our land in all its varied

aspects. But there is one area, embracing parts of all these places, which does. It's WLW-Land—a true cross section of the country.

Where else in America could you hope to find so perfect a proving ground for new products and new ideas?

In WLW's Merchandise-Able Area are 330 counties comprising parts of seven states. Nearly 14 million people live here. Some are wealthy, some are poor. Some live in great cities, some in tiny villages. Some work in factories, some own farms. When you know how these people will react to your product, your package, your selling appeal — you'll have a good idea how consumers everywhere will respond.

And you CAN know through WLW, for this great radio station covers the area as a network covers the nation. It dominates most cities but not every city. It reaches most farms but not every farm. You'll face this same condition else-

where throughout the country, no matter what medium or combination of media you choose. But by using WLW first, you can learn the answers in advance.

WLW is particularly well equipped to help you get the answers. Besides one of the nation's largest and most loyal listening audiences, WLW offers facilities not equalled by any other station. It can help you study the market—get distribution—win dealer cooperation. It can help you learn what consumers really think about your product — your price — your package. With manpower to do the job, and a "know-how" peculiar to its territory, The Nation's Station stands ready to serve you in the proving ground for America!



THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation

NBC Symphony Orchestra

Reviewed Saturday (November 13), 6:30-7:30 p.m. Style—Classical. Sponsored by Radio Corporation of America (RCA), thru J. Walter Thompson, via NBC television network, New York. Radio producer, Don Gillis; television producer, Hal Keith; musical assistant to television producer, Margaret Snider; technical director, Heino Ripp; cameramen, Dorm Albert, William De Lannoy, Jerry Cudlipp; announcer, Ben Grauer. Music, Arturo Toscanini (conductor), the NBC Symphony Orchestra, 17-voice chorus; soloists, Mischa Mischakoff (violinist), Frank Miller (cellist), Arturo Balsom and Joseph Kahn (pianists).

The first telecast of the season of Arturo Toscanini and the NBC Symphony was a memorable event. It was television at its best and music at its best, a most uncommon marriage. Since others, more competent and qualified, have reviewed the musical aspects of the concert, this is concerned only with its video treatment.

There can be no doubt but that television adds enormously to the enjoyment and understanding of the classics, especially when it has Toscanini's electric podium personality. Since he is one of a kind, it remains to be seen as to whether other symphonic presentations will be as compelling as was this presentation.

Sock Camera Work

The camera work, from the very opening until the close, was sock and, with sterling assistance from Margaret Snider, centered on the soloist or section in action. This serves as a marked improvement over concert hall attendance, from the aspect of achieving an unusual intimacy with the music and its producers. More than that, tho, the camera work was both pictorial and imaginative, notably its framing of soloists and Toscanini, either alone or together. One particularly impressive shot in the Brahms double concerto showed both soloists and the maestro's hands conducting. At other times the use of a barely perceptible double image, showing Toscanini outlined against the full orchestra, was singularly effective.

All concerned can take a bow on this one. *Jerry Franken.*

Elder Michaux and Choir

Reviewed Sunday (November 14), 6-6:30 p.m. Style—Revival meeting. Sustaining via DuMont television network, Washington. Director, Gordon Williamson. Cast: Elder Michaux (pastor of the Church of God, Washington) and The-Happy-Am-I-Choir (40 voices).

Back in the early days of radio the broadcasts by Elder Solomon Lightfoot Michaux and his congregation, aired from Washington, drew a king-sized listening audience. The Elder's revival meetings had a spirit and verve no similar program—and they have been exceedingly infrequent—presented. Now the Elder has his chorus and hell five on video, in a program which has virtually none of the appeal its radio predecessor enjoyed.

Apparently Michaux is now working without an audience, at least on the video presentation. This eliminates half the element which gave the radio show its spark—the shouted reactions of his followers. All one hears now is an occasional murmur of approval from one of the choristers who stand behind the preacher, dressed in gowns and motorboard hats. Stripped of its fervor in this wise, the show has no zing.

The Elder's techniques, however, remain unchanged. His sermons still have their whoop-it-up air, but by talking directly into the camera, even when indulging in acrobatics, the entire result achieves no more than a sham make-believe air. There is, furthermore, no visual aid—the camera has little to choose from, since only Michaux and the chorus are



Designates Radio Review

Radio and Television Program Reviews



Designates Television Review

This Is Your Life

Reviewed November 16
PHILIP MORRIS & CO., LTD., INC.
 Patrick Gorman, Adv. Mgr.
 Thru the Biow Co., Inc.
 Charles Tyler, Acct. Exec.
 Via NBC

Tuesdays, 8-8:30 p.m.

Producer, Al Paschell; director, Axel Gruenberg; NBC director, Harlan Dunning; writers, Ralph Edwards and Axel Gruenberg; music, Alexander Lazlo; announcer, John Holbroke; emcee, Ralph Edwards; guest, Jonah Hatfield, of Bell, Calif.

CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS

ABC: Sustaining	None
CBS: "Mystery Theater"	13.2
MBS: Sustaining	None

Listening to the new Philip Morris show, *This Is Your Life*, is an actually embarrassing experience. One is permitted to listen to a recounting of intimate and personal events in the lives of a different person each week. But these are not interesting people in the sense of being important people. On the contrary they are what emcee Ralph Edwards calls "the little people," whose names otherwise never would be heard by the listener. Each week one of these little people is brought up to a microphone and unexpectedly confronted with his past; Edwards brings forth long-lost friends, relatives, acquaintances and other folk who have shaped or touched the key character's life at some time. In time-machine fashion the program starts at the present and works as far backward as possible.

In the case of the show caught, the second of the series, the spotlight was on one venerable Jonah Hatfield, whose life dated back to the opening of the Cherokee Strip. Ancient codgers who shot pool with Hatfield a half century ago were brought forth, as a rabbit is produced from a hat, with poor Hatfield stunned to the point of a shocked silence. Despite the cheery greetings from all the guests, the guest of honor seemed completely flabbergasted and far from at ease.

All this no doubt was conceived as being eminently heart-warming. From a novel point of view it certainly is something different in radio entertainment. From a commercial aspect it may not make the grade. The listener may sit thru these family reunions once or twice, but like all family reunions, basically it is of interest only to those who belong. The listener begins to feel like an intruder.

The element of surprise, which so staggered Hatfield and probably will continue to work on a few succeeding guests who haven't yet caught the show, ultimately will be dissipated when the word gets around. Then the guests of honor may be expected to sweat out the preliminaries and wait for the business—the doling out of gifts at the show's wind-up. Hatfield got himself, for his appearance, a new car, a movie projector and screen, and film shots of his boyhood haunts and pals. This was handed him as his "Philip Morris future." Other plugs were woven in thruout the opus, with the regular pitches stressing the ciggie firm's usual claim of less irritation.

Radio needs new and novel program ideas. This one may prove too new and novel. *Sam Chase.*

shown, and they certainly do not offer enough material for a half-hour program. *Jerry Franken.*

Electric Theater

Reviewed November 14
ELECTRIC LIGHT & POWER COMPANIES
 Thru N. W. Ayer & Sons, Inc.
 Thomas F. Collison, Acct. Exec.
 Via CBS

Sundays, 9-9:30 p.m.

Producer, Joseph Stauffer; director, Lester O'Keefe; announcer, Joe Ripley. Drama, "Victoria Regina"; author, Laurence Housman; radio adaptation, Robert Cenedella. Music, arranger-conductor, Vladimir Selinsky. Cast: Helen Hayes (Queen Victoria), Tonio Selwart (Albert, the Prince Consort), Phil Clarke, William Podmore, Gladys Thornton, Louis Hector, Stephan Schnabel, Anthony Kemble Cooper and Richard Newton.

CURRENT HOOPERATING OF THE PROGRAM (Started October 3)

Average Hooperating of shows of this type (Plays)	8.3
Current Hooperating of program preceding (Sustaining)	None
Current Hooperating of program following ("Our Miss Brooks")	5.0

CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS

ABC: Walter Winchell	23.1
CBS: Louella Parsons	11.5
MBS: Sustaining	None
NBC: "Manhattan Merry-Go-Round"	9.4

Helen Hayes has assumed the stellar berth in Electric Theater and the first program offered every indication of introducing a notable series. Miss Hayes's artistry, with an equally superb supporting job by Tonio Selwart as Albert, gave dimension, color and warmth to Bob Cenedella's adaptation of *Victoria Regina*, by Laurence Housman. The play, of course, is Miss Hayes's trade-mark, and its presentation, oddly enough, coincided with the birth of the new heir to the British throne.

Victoria is admirably suited to radio presentation since it presented the human side of the reign in a series of effective vignettes. The episodes used on the broadcasts were her selection of Albert as a husband; the incident in which Albert asserts himself, as a husband not relegated to stogedom, and the emptiness of the Queen's life without her Consort. The shadings of the lead performances, coupled with excellent production (Joe Stauffer), direction (Lester O'Keefe) and music (Vladimir Selinsky) added up to rare quality radio.

Commercial pitch, in the long established tenor of this co-operative sponsor, stressed the cheap cost of electric service as maintained by the "business-operated tax-paying" utilities. *Jerry Franken.*

The American Way

Reviewed November 17
CHRYSLER AND PLYMOUTH DEALERS OF NEW YORK
 Thru McCann-Erickson, Inc.
 Kay Callahan, Acct. Exec.
 Via WJZ

Monday-Wednesday-Friday, 6:55-7 p.m.
 Producer-director, Fran Harris; narrator, Harry Wismer; commercial writer, Harold Steck; announcers, Kelvin Keech and Stewart Metz.

A five-minute spot across the board, sponsored by the Chrysler-Plymouth dealers of the New York area, features sportscaster Harry Wismer on Mondays, Wednesdays and Fridays in a quickie titled *The American Way*. Behind this imposing title is a different yarn, each program concerning one of the men "who makes this country great." Wismer,

Ladies' Day

Reviewed Friday (November 12) 1:30-2 p.m. Style—Audience participation. Sustaining via CBS television network, New York. Director, Alexander Leitch Jr.; writer, Louis Hayward; emcee, Warren Hull. Cast: Andy Sanella instrumental group, Sunny Raye, Tom Mahoney. Guest of honor: Elizabeth White, New York Visiting Nurses' Association.

Daytime radio's usual shenanigans with hausfraus is getting a carbon copy treatment in video on CBS's *Ladies' Day*, new show airing Friday afternoons. The program is said to have been inspired in good part by the McCann-Erickson agency, which is said to be considering either bringing several clients into it on a participation basis or singling out a single bankroller for the show.

With Warren Hull as the hearty ringmaster, the program consists of music, stunts and good, grey women of the audience brought up before the cameras. Music is furnished by Andy Sanella's quintet and songstress Sunny Raye. Stunts were supplied by having three visiting hausfraus parade their home-made dresses around a la models, and having a guest from the New York visiting nurse service demonstrate on a doll how to change diapers while explaining a bit about her organization. One of the somewhat ancient dolls from the audience was dressed up in college attire, complete with coonskin coat, beanie hat and pennants, and egged on to lead the audience in an "allegeroo" cheer for the program, no doubt with the permission of City College, which reportedly owns the original rights on the yell.

Popular Corn

Payoff antics was a shaving race, reminiscent of the "shavathon" run by Eversharp on the Henry Morgan show. Here three guests whipped up a lather on the faces of Hull, Sanella and Tom Mamoney, Hull's elongated assistant, and followed thru with razors while Sanella clarineted and Mahoney mugged. This feature was funny, corn pone style. The show's opening, however, with the usual hackneyed business of having the audience shout hello, and shake hands with neighbors, also was straight from the corn field and unworthy of current presentation. The rest of the stuff was as humorous as such tomfoolery can be, and might prove satisfactory. Miss Raye showed a fine voice, altho choice of *Whiffenpoof Song* was not particularly a happy one for her type of delivery. She sounded as tho she could really sell a torchier-type ballad, however. *Sam Chase.*

staying in character, devoted the stanza caught to delivering a tale about Willie Heston, Michigan grid great at the turn of the century, and how he wound up at that school because of his friendship with Fielding Yost, then football coach for the Wolverines.

In the frenetic style which has become Wismer's trade-mark, he waxed hyperthyroid at a number of moments in the five-minute airer, almost as tho he were describing a series of touchdown plays. The wind-up moral which no doubt accounts for the show's title was that it is the American way which "inspires youth today and that makes the men who make America the greatest men on earth." It was a confusing climax which did not even register its point solidly. It might be better to keep the show a straight sports featurette, without sermonizing. It's doubtful whether a single convert to the "American way" can be made thru such a devious pitch. Material on the show was sufficient to justify its existence on its own. Plugs stuck with the friendship theme which dominated the program, tabbing the dealers as the listeners' friends. *Sam Chase.*

The American Forum of the Air

Reviewed November 9
UNIVERSAL CARLOADING & DISTRIBUTING CO., INC.
 Thru Raymond H. Spector Co., Inc.
 Morris Forgash, President
 Raymond Spector, Acct. Exec.
 Via MBS

Tuesdays, 10-10:30 p.m.
 Producer-director, Lawrence W. Dorn; founder-moderator, Theodore Granik; subject, "The Issues Before the 81st Congress"; debaters, Sen. Joseph C. O'Mahoney (D., Wyo.), Rep. Hugh D. Scott Jr. (R., Pa.) and chairman of the Republican National Committee.

Current Hooperating of the program (Started October 19)..... 2.1
 Average Hooperating for shows of this type (Miscellaneous)..... 4.1
 Current Hooperating of program preceding ("Johns-Manville News") (MTWTF).... 1.7
 Current Hooperating of program following (Sustaining)..... None

CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS

ABC: Sustaining..... None
 CBS: "Hit the Jackpot"..... 0.5
 NBC: Big Town..... 13.3

Ted Granik's Forum is back on Mutual, sponsored locally on WOR by the Universal Carloading & Distributing Company, with plugs pitched at freight forwarders and receivers of less-than-carload shipments. This stanza had two congressmen from opposing camps debating the question, "What do the election results really mean?" and opened the door for considerable partisan sniping on the part of Democratic Senator O'Mahoney and Republican Representative Scott.

The format is similar to past performances, but only two panel participants are featured instead of the former four. This is an improvement, makes for more orderly discussion and allows each to develop his arguments more fully. Following statements by each debater, Granik accepts questions from the audience, with both adversaries taking part in the ensuing discussions. The last four minutes are given to summaries by each panel member. This is a fast-moving, interesting discussion airtel.
Ira Hecht.

Carlton Fredericks

Reviewed November 11
THE BRASS RAIL RESTAURANT
 Via WMGM
 Mondays-Saturdays, 9-9:15 a.m.
 Director, Bob Estes; announcer, Dick De Freitas; scientific commentator, Carlton Fredericks.

Carlton Fredericks, a specialist in hormone-boosting diets, is running a breakfast-type show over WMGM from the Brass Rail Restaurant six mornings weekly. The show is populated by an audience which seems highly conscious of the effects upon the glands of various kinds of food. Fredericks skipped about from table to table asking questions of some of the visitors, who always came up with profound answers.

Out of it all one gathered that Mr. Fredericks has a very distinct philosophy about nutriment. Take yogurt, for example. After quite a description about how the stuff is made by curdling milk, skimming the top and putting the resultant pottage thru the figurative wringer, Fredericks pointed out its qualities as a "prime of life recipe," which engages in a virtual war to the death against the ravages of time, via its "anti-grey-hair bacteria."

"Eat, Grow Young"

Fredericks concentrated on this "eat and grow young" kick. He spoke of foods which have recolored the hair of old folks, while their skins unwrinkled and steps grew firmer. A true story, he said, was of an old slave and her mistress who both died at 114 after attributing their longevity to a lifetime of eating whole wheat and whole grain. He did not offer an opinion, however, on whether it was worth it all. Fredericks also

Auction Night

Reviewed Wednesday (10), 9-9:30 p.m. over WXYZ-TV. Style—Audience participation. Sponsor—General Electric Company. Director, Don Hallmann; program assistant, Rosalind Roulston. Stage manager, Ed Sanchez; announcers, Tom Diggles and Michael Masters. Writer, Jacqueline Peck. Cast—John Slagle and several assistants.

This month-old show has found its pace as an all-fun giveaway with plenty of visual interest. John Slagle, best known as a disk jockey, is auctioneer at the Downtown Theater, working with assistants, including two models, two majorettes, two spotters in the audience, and stagehands. The sponsor's appliances are auctioned off, typically for \$7.75 and a pair of shoes; Slagle buys in egg-beaters or any old junk from the house at the close to pay out all money taken in.

The objective of keeping crowd constantly entertained is achieved very adequately. Slagle's style dominates, as a heavy jowled old-style barker in sailor hat, jovial and persuasive. His voice drips with sincerity and he has just about perfect showman's sense of audience timing. It was a two-ring show, with one contestant working the half hour on the Sisyphean job of piling odd-sized boxes in a huge stack for a four-bit prize apiece. The camera caught one beautiful topple. Fast variety stuff was tossed in—six girls bobbing for hot dogs strung on a rope, auditioning of auctioneers and a balloon-busting contest.

Camera Work

Slagle works apparently unconscious of video, even when he mentions seeing the show on the screen, playing to the live house throat. The camera work on travels and panning was excellent and neatly timed, but there were disturbingly frequent scenes which were held too long, especially, the perhaps inescapably, on close-ups of the sponsor's appliances. One camera—three were used—on a balcony position resulted in badly foreshortened figures on stage, while many of the remote scenes were wasted on the small receiver screen after their job of setting perspective was accomplished. More of the excellent close-up work would help.

About two minutes of commercial were used with a dialog bit between a salesman and a feminine customer standing beside a GE television set, wheeled downstage. The presentation of strong arguments for video ownership was good if high pressured—"rush down tomorrow morning"—but verbal delivery was distinctly stilted. Between signs, appliances, live mentions, before and after identifications and this scene, the sponsor got his money's worth, but the show was entertainingly enough package to stand this overloading.

Also tossed in for good measure was a GE radio—a telephone giveaway to the home video listener who guessed what it was.

Haviland F. Reves.

took a sharp swing at sugar and its by-products, making a funny by saying that the country is so choked with the stuff that kids today don't graduate from school, they granulate. He gives you honey as the substitute.

All of this was rendered by Fredericks in a bone-dry monotone, with little change of pace in his delivery. His jokes, of which the sugar story is a prime example, run all thru the program and are not recommended as an aid to the digestion of the dishes Fredericks recommends. However, he seems to have a loyal and large following, and judging by their voices, many were nonagenarians or better, so who can criticize? A scattering of announcements for participating sponsors, mainly in the food line, constituted the commercial pattern.
Sam Chase.

Uncle Mistletoe

Reviewed Wednesday (17), 7:45 to 8 p.m.. Sponsored by the Marshall Field department stores on WENR-TV, Chicago. A Kling Studios production; Joe Callan, producer in charge. Agency, Foote, Cone & Belding. Director, Greg Garrison; writer, Ray Chan; artists, Sam Singer and Bill Newton. Talent: Jennifer Holt as Aunt Judy, Skeets Minton as puppeteer, Johnny Coons as voice of various characters.

Because of its excellence of storytelling, its dignity in handling commercials and its easy-going tempo in relating situations pointing up juvenile morals, this newest video kid show here should be appealing to the moppet set and possibly to some adults. Show is built around

Uncle Mistletoe, a puppet character fashioned after an identifying doll the store chain has used in its advertising and promotion campaigns. With Aunt Judy playing a straight role, Uncle Mistletoe proceeds to tell stories involving some of his friends. Story on show reviewed was a quaint bit about how a jack-in-the-box found a house with the assistance of a turtle, a snail and Mistletoe.

Visual aids for stories comprise a series of drawings, depicting scenes Mistletoe and Judy are discussing. Unique method of having sketched characters pop into pictures is accomplished by superimposing cellophane sheets on which drawings are made. Sam Singer, principal artist on the show and the originator of the Walt Disney character, Dopey, does a top job with this technique. Later, after slow and sure process of study and experiment, it is planned to use film animations and other gimmicks which will give the program more polish and showmanship.

Altho it is spending about \$1,200 a week for the package (aired Monday, Tuesday, Wednesday and Friday), (See UNCLE MISTLETOE, page 18)

Today's Sports

Reviewed November 17
 Participating Sponsorship
 (Buddy Lee Clothes, Swanky Cigarettes, Camel Cigarettes)
 Via WMGM
 Mondays-Sundays, 7-7:30 p.m.

Producer-director, Elith Landis; moderator, Marty Glickman. Guests: Leonard Lewyn (New York Mirror), Dick Young (New York Daily News), Bruce Jacobs (Sports Life Magazine), Louis Effrat (New York Times). Question: "Should college football players be paid?"

In place of its summertime show, Today's Baseball, WMGM is substituting a daily half hour airtel titled Today's Sports. Each night finds the station doing something a bit different in the way of a show, running from quiz shows, re-creations of sports events, fight discussions, football palaver and results, to a round-table of sports authorities. Show caught featured the last-named, with four representatives of the fourth estate engaging in badinage about whether college football players should be openly subsidized.

This topic has been chewed over thousands of times since the great autumnal madness started nearly a century ago. It is doubtful whether any additional light or new arguments came of the chatter from Dick Young, of The News; Len Lewyn, of The Mirror; Lou Effrat, of The Times; Bruce Jacobs, of Sports Life, or WMGM moderator, Marty Glickman. However, the entity did add up to a pleasant half hour of good-natured banter with a heavy sprinkling of wit and sarcasm directed by the participants at each other.

Weakest portion of the program was that in which members of the studio audience were supposed to pitch questions at the experts. Either the studio folk were terribly inar- (See TODAY'S SPORTS on page 18)



from music and movies....
 to pucks and pigskins

There's never a dull moment for WWJ-TV's Detroit audience. Symphony and popular music, children's and women's programs, full length movies, Red Wing hockey games, University of Michigan football games, wrestling

matches, prize fights, special news events... through WWJ-TV's own facilities, through the NBC Midwest Television Network, and soon through the NBC National. Every day is a busy day for WWJ-TV's staff, and an enjoyable one for Detroiters who are keeping television manufacturers hopping to catch up with the demand.

WWJ-TV, first television station in Michigan, is an ESTABLISHED advertising medium producing gratifying results for its many advertisers in a market that is currently one of the High-Spot cities of the nation... with a backlog of orders for new cars that foretells a prosperous future, as well. IT'S WORTH LOOKING INTO!

FIRST IN MICHIGAN... Owned and Operated by THE DETROIT NEWS
 National Representatives THE GEORGE P. HOLLINGBERRY COMPANY

WWJ-TV
 NBC Television Network

ASSOCIATE AM-FM STATION WWJ

FM PAYDIRT: GROCERY CHAINS

Experiments Working O.K. In Des Moines

Markets Buy Day Hours

DES MOINES, Nov. 20.—How to make an FM radio station pay for itself can be told by KSO at Des Moines, which recently leased its facilities to a grocery store chain.

Cy Newman, director of radio for the Meneough, Martin & Seymour, Inc., advertising agency of Des Moines, is the brains in the set-up, having formed the Super Market Advertising Company which leased KSO-FM, sells spot announcements to national advertisers and feeds the program to 21 Thrift Way super markets in Central Iowa and, in addition, to 12,000 homes having FM receivers.

After two months' operation, Newman reports that the company has lined up 11 national advertisers and is close to breaking even. Newman expects to have advertisers on by December 1 to be in the black. According to Newman, the deal has proved a success to the advertisers, with an increase of 38 per cent noted in the advertised products sold in the stores during the two-month period.

The Super Market Advertising Company takes over the FM station from 9 a.m. to 6 from Monday thru Thursday, 9 to 5 on Friday and from 9 to 7 on Saturday, with the station returning to sustaining during the rest of the hours.

The program consists of three minutes of music, 15 seconds of silence, 25 seconds for announcement and another 20 seconds of silence. Announcements are transcribed and simple and stay away from singing commercials, etc. The advertisements are quick-to-the-point type, such as "don't be caught short, better take some bread home." Price quoting is optional with the advertisers. Music is strictly soft and sweet; loud brass and jive are strictly out.

The commercials are sold at a rate of 378 per week for \$35.25. This figures out at 9 cents per plug per store, or an average of 10 people for a penny.

At present 21 Thrift Way stores are equipped with receivers and amplifiers to bring the program to the customers. These stores are in Des Moines, West Des Moines, Boone,

3 Minutes of "Cheep! Cheep!" Means Station Break in Italy

ROME, Nov. 20.—When a radio chirps in Italy, it doesn't mean static or heterodyne interference. It means that the station is on the air and is vamping till ready with its next program. The dead time is filled with a bird chirp, tweet, tweet. It is highly symbolical of the disorganized manner in which Italian radio (RAI) operates. Now, however, attempts are being made to revamp the structure, patterning it after U. S. radio. That dead air with its accompanying chirping, incidentally, isn't a matter of a few seconds. It runs as long as three minutes, and how are your eardrums, signor?

In 1945 broadcasting was handled entirely by local stations; later two central webs, the Red with headquarters in Rome, and the Blue, in Turin, were set up in competition with each other. For financial and cultural reasons, the nets were subsequently brought under one central control, providing a nationwide hook-up under government control.

Political discussion on the airwaves does not exist. Programs are planned so that stations never overlap each other on types of shows, the RAI object being to present programs of a national character to the whole country on the web and local appeal shows thru local station outlets.

Popular taste takes second place in

Newton, Winterset, Perry, Grinnell, Marshalltown, Oskaloosa and Ottumwa. Newman figures he has a circulation of 236,250 plus the 12,000 FM home receivers.

Newman claims the Thrift Way grocers are highly enthused over the results and credits the new medium as the first big change in grocery selling since the super-markets hit. One of the drawbacks of the super-markets was the disappearance of the clerks who were direct sellers to the customers. The radio program now provides that touch with the customers while they are in the store.

The results show a 60 per cent increase in bread sales alone during the first two-month period, while a coffee brand which previously sold only 1-to-3 against nationally advertised brands is now abreast with them.

Newman says that within another year he will install similar set-ups in some other areas and feels confident of obtaining the FM station facilities to handle it.

the RAI programing, with a heavy proportion of operatic and symphonic music, altho pop shows featuring jazz and soap opera-ish drama find their way into the sked. But the RAI strives at a higher standard of educational programing than American webs and attempts to combine as happily as possible the commercial with the educational.

Faults of the RAI include crudeness of advertising methods and the aforementioned poor timing of shows. Only a very small percentage of shows are bankrolled, and the permissible practice of brokerage and resale of time results in an unbroken string of plugs compressed in a brief time seg.

As for measuring the success of programs, there's a lush field here for Messrs. Neilsen and Hooper, for at present there is no way of checking listener response or audience size. Chances are that the bird, with so many spots on the air, would have the top rating.

100 Bids Frozen Pending FCC Word On Skywave Signals

WASHINGTON, Nov. 20.—More than 100 applications for new stations and changes in facilities of existing stations are being held by the Federal Communications Commission (FCC) in a "frozen" file pending the Commission's long-deferred decision on whether there is such a thing as daytime skywave transmission of signals. These bids, which have been frozen since May, 1947, are in addition to nearly 400 others which have been pigeonholed as the consequence of other freezes. The other freezes affect 91 bids for AM station changes tied up in the clear-channel docket (*The Billboard*, October 23) and 308 bids for television stations, tied up since September 29 by the TV freeze (*The Billboard*, October 9).

The commission's impasse on the skywave transmission issue is considered a thorny one by FCC insiders. Present engineering standards of the commission do not admit the existence of skywave transmission during the day, altho many high-powered stations have long contended that the placing of new stations on their channels without regard to the skywave problem raises the possibility of objectionable interference.

Prior to the winning of a court case by WCKY, Cincinnati, in March, 1947, the commission had taken the position that stations could not be protected from signals whose existence at all is in doubt. Acting on that policy, FCC issued a construction permit to an outlet for operation on the WCKY frequency. Raising the skywave question, the Cincinnati station was successful in obtaining a stay order against the permit from the U. S. Court of Appeals for the District of Columbia.

Following the court ruling, FCC decided the skywave controversy could stand an airing and froze all bids complicated by possible skywave effects, pending an investigation.

Hearing pros and cons on the existence of the interference factor for some six months, FCC finally closed the docket. No hint on the date of FCC's ruling on the matter has been given since.

Wolens Heading WBKB Sales as 3 Staffers Exit

CHICAGO, Nov. 20.—Fluctuation of key personnel continues at WBKB, local video station which has been in the throes of reorganization since resignation of Bill Endy as manager a few months ago. This week saw the resignation of three key persons and the appointment of a new sales manager and head of programs and production.

On the resignation slate were Beulah Zachary, Don Meier and James Lahey. Miss Zachary, former executive producer, who had been with the station four years, joined the J. Walter Thompson agency here as producer of the Kukla, Fran and Ollie show which will be aired on the NBC Midwest video net after November 29 (6 to 6:30 p.m., CST, Monday thru Friday) and on the East-Midwest NBC web starting January 12. Don Meier resigned as sales manager after bringing the station to about a 75 per cent commercial basis. Meier has not yet announced his new affiliation. Mel Wolens, salesman for WBKB, replaces Meier. Lahey, former assistant chief engineer for WBKB, joined Television Associates, the firm now headed by Eddy.

Wolens is in the process of reorganizing the sales department and has hired two new salesmen, Jack Flatley, formerly with the W. Biggle Levin organization here, and Jim Brown, formerly with WBBM.

To head production and programing at WBKB, E. J. Graff, formerly with CBS television and the Donahue & Coe Agency, has been brought in from New York.

New Zenith TV Sets Make Bow Next Wk.

CHICAGO, Nov. 20.—First public offering of Zenith Radio Corporation's tele sets will take place next Monday (29) in various markets thruout the country, with the new sets reflecting the firm's long advocacy of ultra-high-frequencies (U-H-F) for video and its Phonevision system of transmitting movies or other shows to viewers at so much per show. Each set will be adaptable for present band, high band or a combo of both, and each will have a plug-in connection for Phonevision.

Zenith claims that "in any community where Phonevision systems become available, a serviceman can attach the adapter unit." Altho Zenith execs would make no comment, it is believed that the company is now having confabs with flicker producers interested in telecasting via Phonevision.

The sets, ranging in price from \$389.95 to \$1,150, excluding installation, feature a circular screen, unlike the usual rectangular screens now on the market. Diameters of the new Zenith tubes are 10, 12 and 16 inches.

Kaye May Revive "Serenade" on CBS

NEW YORK, Nov. 20.—Sammy Kaye and Columbia Broadcasting System (CBS) were huddling this week over a deal which would have the maestro reprise his old *Sunday Serenade* series.

CBS is understood to be pitching the show at Pepsi-Cola, thru the Biow Company.

Delivery Guaranteed

CIGARETTES

POPULAR BRANDS ONLY

1.49

PLUS 5c POSTAGE

MINIMUM ORDER 5 CARTONS

OTHER LOW PRICES OF PREMIUM BRANDS

<input type="checkbox"/> Viceroy\$1.85	<input type="checkbox"/> Sano (P. or T.) ...\$2.25	<input type="checkbox"/> Helmar (20's) ...\$2.08
<input type="checkbox"/> Virginia Rounds (P. or T.) ...\$1.85	<input type="checkbox"/> Murad\$2.94	<input type="checkbox"/> Fatima\$1.53
<input type="checkbox"/> Marlboro (P. or T.)\$1.85	<input type="checkbox"/> Malachino (20's) ...\$2.94	<input type="checkbox"/> Stratford\$1.22
<input type="checkbox"/> English Ovals\$2.38	<input type="checkbox"/> Marvels\$1.30	<input type="checkbox"/> Debs\$1.85
<input type="checkbox"/> Players\$1.98	<input type="checkbox"/> Mecca\$1.62	<input type="checkbox"/> (Rose Tip) Sheffield\$2.27
<input type="checkbox"/> Lord Salisbury\$2.10	<input type="checkbox"/> Wings\$1.30	<input type="checkbox"/> Five Star\$1.49
	<input type="checkbox"/> Parliament\$2.28	<input type="checkbox"/> Mogul\$2.88

Plus 5c postage per carton east of the Mississippi; 8c elsewhere.

ALLISON TOBACCO CO.

P. O. BOX 1006-B, WILMINGTON, DELAWARE

WEBS' CABLE DEADLOCK

McBride Show Being Dropped By NBC Dec. 14

NEW YORK, Nov. 20. — Because the Mary Margaret McBride video show lost nearly 90 per cent of the audience it inherited from the program directly preceding it, it will no longer be among those present on National Broadcasting Company (NBC) after December 14. Milton Berle's *Texaco Star Theater*, with ratings consistently over 80, has been followed by the McBride stanza at 9 p.m. Tuesdays, which has been able to rate only in the vicinity of an eight average. It was at the instigation of NBC that the agency, Newell-Emmett, has been preparing to replace the McBride opus.

Five participating sponsors have been taking part in the 50-minute McBride show, which costs about \$2,500 weekly; Squibb, International Silver, Sylvania Electric, Sherwin-Williams and Sunshine Biscuits, all Newell-Emmett accounts. The show has been seen on the seven eastern web stations and by kinescope over WWJ-TV, Detroit. No replacement has been selected as yet.

AGVA Preps Suits Vs. Video Outlets

HOLLYWOOD, Nov. 20.—Newly installed board of directors of the American Guild of Variety Artists (AGVA) this week gave a green light to local AGVA chieftain Florine Bale to proceed with suits against Hollywood tele outlets KTLA and KLAC-TV. Accordingly, AGVA's Coast lawyer, Sam Shayon, said he would draw up papers in the precedent-setting suit soon.

Beef involved the telecasting of two separate events in which AGVA members were featured and televised without authorization. AGVA demanded extra dough from the stations in the amount of double the scale for performers, but the stations refused.

In the suit AGVA will charge the broadcasters with invasion of privacy and unfair competition, demanding \$3,000 from each station. Miss Bale said the union's beef was not to ban tele performances of AGVA-ites but to prevent further telecasting of union members without okay.

Small Potato Chips

CHICAGO, Nov. 20.—Indication of why some television programs are not top standard—because sponsors refuse to put out even a small amount of money to get results—was concretely shown in a local situation this week.

For the Wednesday night program of *Daffy Derby*, a new WBKB show sponsored by Jay's Potato Chips, agency had a chance to get screen star Peter Lorre for a guest appearance. Altho Lorre was willing to work for nothing, union rules called for the minimum AGVA commercial video rate—\$50 per program.

The sponsor turned down the possibility. Fifty dollars was too much to spend, even for a star of Lorre's caliber.

Editorial

Don't Make Video Suffer

The deadlock between the National Broadcasting Company (NBC) and the American Broadcasting Company (ABC) on the allotment of time on the new Midwestern television link is a grave and unfortunate situation for television. It can, unless resolved, emerge as a distinct handicap to television's progress in those cities west of Philadelphia and about to be tied in to the Eastern network, come January 12 next. Involved, essentially, are ABC's demands for evening time for which NBC has applied and which, if granted to ABC, would prevent NBC from further networking of some of its top commercial shows, including *Philco*, *Texaco* and *Camel Newsreel*.

As a result of the stalemate, the American Telephone & Telegraph (AT&T) will decide on the hours to be allotted each network. This is obviously a ridiculous situation. AT&T has neither knowledge of nor concern with any aspects of showmanship. It can make its decision, it would appear, only on the basis of slide rules and mathematical formulas.

Serious Situation

The opening of the cable connecting the Eastern and Midwestern video networks is a television milestone. It means, essentially, that the Midwestern stations will be able to get two things they sorely need—programs and revenue. NBC already has commitments from a majority of its TV sponsors to go full network if possible. To a considerable measure, ABC's stance will stop this, unless the AT&T formula manages to give NBC the time it needs.

An important item to remember in the situation is that cable allocations are revised every three months. No arrangement made now would be permanent. ABC apparently fears that once NBC gets the time, it will be difficult to dislodge those sponsors and their programs. But the three-month revision certainly gives ABC the protection it needs, should it sell against NBC in the intervening period.

Long-Term Issue

Whether they like it or not, telecasters are going to have to live together a long time—until the end of 1950, when more cable facilities will ease the bottleneck now existing. But if the situation runs into a blind alley now, what's in store a year hence, when the industry will have grown so much more?

Meanwhile, why should an opportunity to give stations income and viewers good programing and the entire video field a golden chance for exploitation be stymied? One way to end the dilemma is to give the time to the programs with proven audiences—the top rating programs. If the public has shown they want these shows in the East, it's a safe bet they'll want them in the West. One thing is certain: Such a procedure would make showmanship and programing the pay-off. It would give viewers what they want—thus meeting the licensees' obligation. And it would take the situation out of petty politicking, where ABC has brought it.

Toni Options Spot on CBS

NEW YORK, Nov. 20.—The Toni Home Permanent Wave Division of Gillette this week took an option with Columbia Broadcasting System for a 15-minute period across-the-board. Exact time has not been divulged, however. Toni's decision to move immediately into video followed a series of conferences last week between the division's officers and J. P. Spang Jr., president of Gillette. Don Nathanson, Toni's radio and tele chief, then made a quick trip to New York, where he looked over facilities of all four webs. Toni is expected to begin programing very shortly, probably on an Eastern web basis only until the Midwestern link is opened January 12.

No program was set when Nathanson left yesterday (19) to return to Chicago. However, Roger Pryor, tele director of Foote, Cone & Belding (FC&B) Agency, is pitching shows at him. Nathanson also huddled with Bill Cullen, who emcees several Toni radio shows, and Charlie Irving, who directs Toni's *Nora Drake* soap opera, on program ideas. It is probable that the show will be an audience participation airer, inasmuch as use of that format in radio skyrocketed the firm into a big business.

"Face Music" Cast Facing the Ax

NEW YORK, Nov. 20.—Members of the cast of *Face the Music* yesterday (19) got two-week notices from the Columbia Broadcasting System (CBS). The show, which airs at 7:45 p.m. Fridays, has been a sustainer for about six months, and has been unable to snare a sponsor. Last broadcast will be December 3.

Johnny Desmond, star of the program, holds a five-year CBS contract. Sandra Deel is the fem singer on the show.

Up to AT&T To Fix Hours For East-West

NBC and ABC Can't Agree

(Continued from page 3)

ready obtained commitments from virtually all of its top advertisers to use the full Midwestern facilities as soon as they become available. However, ABC insisted thruout the meeting that it have certain key hours, including 8:30 Tuesday, 9:30 Sunday and 7:45 p.m. across the board. This would make it impossible for NBC to telecast three of its top shows, *Texaco Star Theater* (Tuesday), *Philco Theater* (Sunday) and *Camel Newsreel* (daily).

NBC's Position

NBC's position is that since its programs are commercials, and mean immediate revenue for the stations, its program should be aired. All TV cable allocations are made on a quarterly basis and are revised every three months. ABC stance is that it needs these hours to build its own programs. The ABC shows aired at the times involved are either sustainers or co-operatively sponsored. In the case of the latter, such as *Town Meeting* (Tuesdays), the stations would be required to sell local accounts if the program were to be fed. Otherwise, they would not represent any income.

From reports, neither DuMont nor the Columbia Broadcasting System (CBS) offered any objection to NBC's pitch, since neither network has too much business and both will be able to get along with other available time. DuMont, it was said, volunteered to give up one night's use of the cable, if by so doing it would mean good shows could be aired and thus bolster video set circulation.

AT&T Angle Worries

Some network spokesmen were deeply concerned over the fact that AT&T will be deciding which network gets what. AT&T, it was pointed out, probably will use a purely mathematical formula, rather than considering the aspects of showmanship and production involved. This may mean that some of the more popular programs will not get Western airings, and receivers sales may miss out on a needed shot in the arm.

Among the NBC sponsors now using the Eastern network and ready to use the Midwestern link, if it is available, are Kraft Foods, American Tobacco, Gillette Razors, Oldsmobile, Cluett Peabody, Bates Fabrics, Gen- (See *Webs' Cable* on page 18)

FAMOUS FOR OVER 75 YEARS

STEIN'S THEATRICAL-TELEVISION
MOVIE *Make-up*

AT LEADING DRUG STORES AND DEALERS EVERYWHERE

Three-quarters of a century of know-how in the exclusive manufacture of fine make-up for the profession has made STEIN'S preferred by more theatrical, movie—and now television people everywhere.

FREE STEIN'S new up-to-the-minute illustrated booklet that tells at a glance exactly what make-up to use at all times and for all parts. Includes special valuable hints on the new television make-up, fashion shows, photography, etc. Write for your copy today!

STEIN'S Professional MAKE-UP

430 BROOME STREET, NEW YORK 13, N. Y.

Viewers' Pet Night: Wednesday

Pulse Survey In N. Y. Shows Sunday Lags

Saturday in Last Place

NEW YORK, Nov. 20.—Altho Sunday night has long been regarded as the top listening night in radio, and television sponsors have been scrambling to get prime periods on Sundays, the average New York viewer during the past two months has preferred to use his video set on weekday nights. This is the conclusion to be drawn from a study of New York City average evening

Average Evening TV Sets in Use

Day	6 P.M. to 11 P.M.							
	Two-Month Average		High		Low			
	Sept.	Oct.	Sept.	Oct.	Sept.	Oct.	Sept.	Oct.
Wednesday	47.4	47.0	47.3	76.5	64.1	12.0	4.0	4.0
Friday	46.0	44.7	47.2	63.4	68.1	16.0	18.7	18.7
Thursday	43.9	40.4	47.3	64.0	63.3	10.7	22.7	22.7
Tuesday	42.0	37.3	46.6	66.7	73.4	2.7	18.7	18.7
Monday	41.8	40.3	43.2	62.0	71.3	5.0	4.0	4.0
Sunday	33.3	22.8	43.8	70.1	70.0	16.6	6.7	6.7
Saturday	31.7	30.4	32.9	43.3	56.0	6.0	7.3	7.3

Ratings based on the ratings made by The Pulse, for New York City.

sets-in-use figures prepared for the months of September and October last week by The Pulse, Inc. The figures are shown on this page and were prepared for The Billboard as a feature of its TV Evaluator.

Sunday viewing, which was last in preference in September, jumped to fifth last month when the Philco Television Playhouse joined Ed Sullivan's *Toast of the Town* as a top name feature. Best showing has been made by Wednesday nights, which led in both months, largely on the strength of the Kraft Television Theater, boxing and wrestling. Poorest night last month was Saturday.

Despite the strong schedule on Tuesday, with Milton Berle's *Texaco Show, We the People*, and boxing available, that night ranked only fourth in the two-month averages. Friday night, with no big name features except the Madison Square Garden boxing bouts, nevertheless ran second on the two-month basis.

Significant note was the fact that, without exception, every night in the week showed increased sets-in-use in October over the preceding month. Highest individual average was Wednesday night in October, with 76.5, while the lowest was Tuesday in October with a 2.7 figure.

'Family' Pic to TV For Polio Pitch and Audition Vehicle

HOLLYWOOD, Nov. 20.—Carleton Morse, producer-writer, of radio's *One Man's Family*, will make a 15-minute tele version of the air show for the National Foundation for Infantile Paralysis. Film is to be distributed gratis to all video stations for use in the forthcoming drive for funds.

Pic will be similar in format to the radio series, and will include the original cast of 18 thespians. Morse will use the completed pic for audition purposes in developing a commercial video version of *Family*.

Morse said he will establish a complete video production unit to operate independently of National Broadcasting Company (NBC), which owns radio rights to *Family*. Sample episode of *The Cat*, mystery series, has already been completed. Others in the works include a children's show and a dramatic presentation, both to be produced live and kinescoped for syndication.

TV Affiliation and Rates

NEW YORK, Nov. 20.—The list below shows TV stations on the air, those due on reasonably soon, their rates and network affiliations. For stations due on the air later this year or in '49, the rate is believed to be the charges to be made when the station will begin operation. In the case of those stations not yet on the air, the affiliation listed is that of their AM adjuncts.



Station and Affiliation	Start Operation	Approximately Inter-connected with New York	1 Hour	30 Min.	15 Min.	10 Min.	5 Min.
WNBT, New York NBC	Current	Current	\$1,000	\$600	\$400	\$350.00	\$250.00
WCBS-TV, New York CBS	Current	Current	1,000	600	400	335.00	285.00
WAAB, New York DuMont	Current	Current	1,000	600	400	350.00	250.00
WOR-TV, New York MBS	6-49						
WJZ-TV, New York ABC	Current	Current	1,000	600	400	333.00	266.66
WFIL-TV, Philadelphia ABC, DuMont	Current	Current	400	240	160	133.33	106.67
WPTZ, Philadelphia NBC	Current	Current	400	240	160	140.00	140.00
WCAU-TV, Philadelphia CBS	Current	Current	300	180	120	100.00	80.00
WAAM, Baltimore ABC, DuMont	11-48		200	150	100	83.33	66.67
WBAL-TV, Baltimore NBC	Current	Current	250	150	100	87.50	62.50
WMAR-TV, Baltimore CBS	Current	Current	250	150	100	85.00	50.00
WMAL-TV, Washington ABC	Current	Current	200	120	120	100.00	80.00
WNBW, Washington NBC	Current	Current	200	150	100	87.50	62.50
WTTG, Washington DuMont	Current	Current	200	150	120	100.00	60.00
WOC, Washington MBS, CBS	1-49						
WNAC-TV, Boston ABC, CBS, DuMont, MBS	Current	Current	200	150	120	100.00	80.00
WBZ-TV, Boston NBC	Current	Current	200	120	80	70.00	50.00
WEWS, Cleveland ABC, CBS, DuMont	Current		200	180	120	100.00	80.00
WNBK, Cleveland NBC	Current	1-1-49	250	150	100	87.50	62.50
WTCN-TV, St. Paul ABC	1-49		100	120	80	66.67	53.33
KSTP-TV, St. Paul NBC	Current		200	120	80	70.00	50.00
WDSU-TV, New Orleans ABC	1-49		200	120	80	66.67	53.33
WRIT, New Orleans NBC	5-49		200	120	80	70.00	50.00
WNBQ, Chicago NBC	Current	1-1-49	300	300	200	175.00	125.00
WENR-TV, Chicago ABC	Current		400	360	240	200.00	160.00
WGN-TV, Chicago DuMont, MBS			150	90	60	50.00	37.50
WXYZ-TV, Detroit ABC	Current		250	210	140	116.67	93.33
WWJ-TV, Detroit NBC	Current	1-1-49	250	150	100	87.50	62.50
WJBK-TV, Detroit CBS			350	210	140	105.00	70.00
KECA-TV, Los Angeles ABC	1-49		300	300	200	166.67	133.33

KNBH, Los Angeles NBC	1-49		300	300	200	175.00	125.00
KTTV, Los Angeles CBS	1-49						
KTSL, Los Angeles DuMont, MBS			200	180	120	90.00	75.00
KGO-TV, San Francisco ABC	Current		300	210	140	116.67	93.33
KRON-TV, San Francisco NBC	4-49		300	180	120	105.00	75.00
WSB-TV, Atlanta NBC, ABC	Current		200	120	80	70.00	50.00
WAGA-TV, Atlanta CBS	11-48						
WRGB, Schenectady, N. Y. NBC, CBS	Current	Current	200	120	80	70.00	50.00
WTVR, Richmond, Va. NBC	Current	Current	100	60	40	35.00	25.00
WBEN-TV, Buffalo NBC, ABC	Current	1-1-49	200	150	100	87.50	62.50
KSD-TV, St. Louis NBC, CBS	Current	1-1-49	200	150	100	87.50	62.50
WTMJ-TV, Milwaukee NBC, ABC, CBS	Current	1-1-49	200	150	100	87.50	62.50
WSPD-TV, Toledo NBC, ABC, CBS	Current	1-1-49	150	90	60	52.50	37.50
WLW-TV, Cincinnati NBC, MBS	Current		200	120	80	70.00	50.00
KDYL-TV, Salt Lake City NBC	Current		100	60	40	35.00	25.00
WRAP-TV, Fort Worth NBC, ABC	Current		100	80	60	52.50	37.50
WJAR-TV, Providence NBC	1-1-49	4-1-49	200	120	80	70.00	50.00
WAVE-TV, Louisville NBC, ABC	11-48		200	120	80	70.00	50.00
KOB-TV, Albuquerque, N. M. NBC	11-48		80	48	32	28.00	20.00
WMCT, Memphis NBC	1-49		150	90	60	52.50	37.50
KRSC-TV, Seattle NBC, CBS	1-49		200	120	80	70.00	50.00
WBRC-TV, Birmingham NBC	3-49		200	120	80	70.00	50.00
WDEL-TV, Wilmington, Del. NBC	4-49	6-49	160	60	40	35.00	25.00
WLW-D, Dayton, O. NBC	4-49		200	120	80	70.00	50.00
WLW-C, Columbus, O. NBC	4-49		150	90	60	52.50	37.50
WJAC-TV, Johnstown, Pa. NBC	4-49		100	60	40	35.00	25.00
WGAL-TV, Lancaster, Pa. NBC	6-49		100	60	40	35.00	25.00
WDAP-TV, Kansas City, Mo. NBC	8-49		200	120	80	70.00	50.00
WOW-TV, Omaha NBC	6-49		150	90	60	52.50	37.50
WHTM, Rochester, N. Y. NBC	7-49		200	90	60	52.50	37.50
WKY-TV, Oklahoma City NBC	7-49		160	60	40	35.00	25.00
WOC-TV, Davenport, Ia. NBC	8-49		100	60	40	35.00	25.00
WOAI-TV, San Antonio NBC	10-49		150	90	60	52.50	37.50
WSYR-TV, Syracuse NBC	10-49		150	90	60	52.50	37.50
WTAR-TV, Norfolk NBC	10-49		150	90	60	52.50	37.50
WJAX-TV, Jacksonville, Fla. NBC	1-50		100	60	40	35.00	25.00
KFMB-TV, San Diego, Calif. ABC	1-49		200	120	80	66.67	53.33
WSEE, Tampa-St. Petersburg, Fla. ABC	6-49		150	90	60	50.00	40.00
KLEE-TV, Houston CBS	12-48						
WNHC-TV, New Haven, Conn. CBS, DuMont			200	150	100	75.00	50.00
WDTV, Pittsburgh DuMont	12-48						

TV DESPERATE FOR SCRIPTS

FCC in Move To Abolish 10 Major City Channels; Opens Door to Commercial U-H-F

Pitt Would Lose Two, Others One Apiece

WASHINGTON, Nov. 20.—In what is apparently a feeler move toward reducing the number of channels in the present very-high-frequency (V-H-F) range in preparation for opening the ultra-high-frequency (U-H-F) band for commercial TV and an early lifting of the TV freeze, the engineering department of the Federal Communications Commission (FCC) this week issued a tropospheric interference report suggesting the abolition of 10 major city TV channels. While none of these channels in the affected cities is now in use, all are sought in applications now frozen by the FCC's order.

A move toward shifting FM channels around was also initiated by the department. At the same time FCC announced a further TV engineering conference to be held November 30 and December 1 and 2. Both U-H-F and V-H-F are expected to be discussed.

Coy Gives Hint

Bolstering the belief that a move is under way to whittle some V-H-F TV frequencies in preparation for eventual dual operation of high and low band video were remarks by Chairman Wayne Coy in Chicago this week. Coy had already assured the TV industry that no existing stations would be deleted regardless of what happened in video engineering. Considered significant in the latest FCC engineering department suggestions is the fact that no channels with operating stations are touched and only five construction permits would require a channel shift. In Chicago this week Coy repeated his belief that a thousand TV stations would be on the air in a few years.

The unexpected suggestion of whacking off channels in Pittsburgh, Hartford, Boston, Detroit, Atlantic City, Cincinnati, Dayton, Akron and Philadelphia was unobtrusively made by FCC engineers in a pamphlet thickly stuffed with maps and charts. Hardest hit would be Pittsburgh, with a loss of two channels. The others would lose one each.

If the engineering report is adopted by the commission the following changes in construction permits would have to be made: WDEL-TV, Wilmington, from channel 7 to 12; WKZO-TV, Kalamazoo, from channel 3 to 10; WJAR-TV, Detroit, from channel 11 to 10; WJAC-TV, Johnstown, Pa., from channel 13 to 6; WGAL-TV, Lancaster, Pa., from channel 4 to 8.

Suggested FM shifts are more in-

definite, with FCC engineers merely remarking that to protect against tropospheric interference within certain contours "much greater separation between stations" is necessary. Literal adoption by the FCC of this suggestion would require either numerous channel shifts or lessened power for present or prospective FM outlets.

Scripters Near Agency Accord

NEW YORK, Nov. 20.—Substantial progress was made during meetings this week between the Radio Writers' Guild (RWG) and the advertising agencies negotiating a pact to cover free-lance scripters. An "area of agreement" was reached on the question of rights, and discussion will proceed on the next two main problems—script minimums and the length of the pact.

Neither side is willing to talk about what has been settled on rights, since it is subject to revision until the agreement is signed.

Next meeting is November 30.

Chas. Rynd Resigns ABC V-P, Secy. Posts

NEW YORK, Nov. 20.—Charles Rynd this week resigned as vice-president and assistant secretary of the American Broadcasting Company (ABC) to assume the post of president and general manager of Audio & Video Products Corporation, in which he is majority stockholder. The firm handles, among other technical equipment, the Ampex Magnetic Tape Recorder, which is used to transcribe the Bing Crosby show and others.

Rynd specialized in the use of tape for shows and for repeat broadcasts while at NBC, setting up the web's clock-time operations and the daylight broadcast schedules, which later were adopted by the other networks.

TV Medium Used To Sell Packager's New Video Shows

NEW YORK, Nov. 20.—Television is being used as a medium to sell a video show by M. J. Productions, a packaging and marketing advisory firm. The outfit this week signed Imogene Coca, nitery comedienne, to head the cast of *Buzzy Wuzzy*, comedy show, on WPIX starting Wednesday (24), with the packager picking up the tab. The firm is putting out for both time and talent as an improvement over simple sponsor auditions, relying upon the telecasts to sell the show to a regular bankroller. The package outfit's head is Martin Jones, former radio and tele director of the Buchanan agency.

The same technique has been used recently on radio, with Walt Schwimmer putting out for time and talent on WOR for his Deems Taylor classical disk jockey show.

5-Hr. Sunday Pkg. Sold by WASH-FM

WASHINGTON, Nov. 20.—A cooperative time sale involving five hours on Sunday afternoon was made this week by WASH-FM, indie FM station here, to Sun Radio Company and Capehart, set manufacturer. The deal calls for a full grand opera to be presented starting at 2 p.m. each Sunday, with other classical music following. First show will be November 28.

Deal calls for Sun, a local retailer, and Capehart, manufacturer, to split the costs. Deal was set thru the Lewis Edwin Ryan Agency, of Washington.

Leonard Pilots WLWC

CINCINNATI, Nov. 20.—James Leonard Tuesday (16) resigned as program director at WSAI here to become general manager of the Crosley Broadcasting Corporation's television station WLWC, currently under construction in Columbus, O. Leonard assumes his new post after December 1. The Columbus station is scheduled to begin operations February 1. Robert Sampson, WSAI's general manager, said that E. K. Bauer, station's assistant general manager, will assume Leonard's duties. Leonard has been active in local radio since 1936 when he joined the staff of WLW, while Bauer has a background of 23 years in radio here.

Vaude Acts Being Culled For Material

NBC Gets Old One-Acter

NEW YORK, Nov. 20.—The scarcity of suitable dramatic vehicles from Broadway and the shortage of competent scripters capable of turning out original plays is forcing television producers into new and somewhat desperate moves to secure adequate fare for dramatic shows. Latest move was made last week by Owen Davis Jr., of the National Broadcasting Company (NBC) video department, who obtained rights on an ancient one-acter, *The Flattering Word*, which was a vaude stand-by for many years about three decades ago, having been played in every Keith house in the country. It was written by George Kelly, who made a career of writing brief playlets for vaude before he penned *Craig's Wife* and *The Torchbearers*, and will be used on the *Chevrolet Playhouse* next Monday (22) on NBC.

The fact is that script department executives of the webs and agencies are poring over yellowing pages of dramatic stanzas of all sorts, including vaude spots. These vaude playlets are expected to offer a comparatively lucrative trove of material for dramatic tele shows using material of one-act play length. For many years vaudeville was the major outlet for good one-acters, but in the past 20 years writing in this form has been angled almost exclusively for the school and church fields, with little material suitable for video adaptation. Of the earlier one-acters it is feared that most of the vaude stuff would be considered dated today.

Searching for Scripts

The severe need of culling every source for material has been underlined by other recent moves by Chevrolet, which recently began a contest in collaboration with NBC for scripts to use on the show. NBC also has tied in with *Liberty* magazine in a deal thru which the web will gain rights to all stories published in the monthly. Chevrolet even has considered using mere excerpts of good scenes from various plays as a substitute for utilizing entire shows, which either are too long or for which royalties are too expensive.

On the latter point it is known that rates for televising Broadway shows, of whatever vintage, have gone skyward in recent weeks. With Philco now paying up to \$1,500 for rights, holders of such rights are holding out for similar fees from other shows or waiting for the tap from Philco. *Kraft Theater*, which once paid only about \$200 for rights some six to (See *TV Desperate* on page 18)

SHORT SCANNINGS

ABE BURROWS returned to the Coast after the October 21 Admiral tele show, *Welcome Aboard*, on NBC. . . Arthur V. Jones, film writer, in New York in connection with Music Corporation of America's (MCA) peddling of his new tele show, *Marriage Clinic*, an audience participation stanza. Jones recently completed a series of documentaries on the film industry. . . Ed Lieberthal, former production assistant and staff writer with Phil Lord, has joined Video Associates, Inc.

KSTP-TV, St. Paul, has inked Motorola to bankroll home basketball games of the Minneapolis Lakers. . . Harry Rosenman has been appointed purchasing manager of the United States Television Manufacturing Corporation. . . WJBK-TV, Detroit, is telecasting a complete boxing card every Tuesday night on a sustaining basis from Arena Stadium.

PHIL SILVERS begins a weekly tele show on the NBC East Coast web November 24 under Cluett, Peabody sponsorship. . . WHEN, first tele outlet in Syracuse, received its transmitter last week from the General Electric Company. Equipment was built by Syracuse residents, employees at the firm's electric plant there. . . WATV, Newark, N. J., is expecting a redesigned tele antenna this week from RCA's Camden plant.

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TV Will Oust, Not Supplement Radio, Shouse Advises NEA

CHICAGO, Nov. 22. — Television will, in all likelihood, completely supplant rather than supplement radio broadcasting, except for widely scattered and remote rural areas containing small towns, in the opinion of James D. Shouse, president and board chairman of the Crosley Broadcasting Corporation (WLW), as given here in an address yesterday (Sunday) to the National Editorial Association (NEA).

At the same time, Shouse called for a "fresh evaluation of the balance between proper control and the maintenance of proper freedom" in the next year or two, by which "all safeguards that have been set up to protect radio broadcasting from abuse, equally on the part of the licensee and on the part of government" will come under close scrutiny. He added that additional precautions might be necessary because of the tremendous impact of video, and the problems created thereby.

In predicting that video would utilize considerable audio broadcasting as well as material for eye appeal, Shouse said the likely result would be "severe economic dislocation" for radio broadcasting "that may cause it to deteriorate in quality of service at the very time when only improvement of service could save it." He added that the crisis could come quickly, since it doesn't take long for an ascending curve to meet a descending curve on charts.

Shouse said that video's impact on the distribution of goods and services "may well revolutionize our entire distribution system," and said it might even turn out to be the savior of the capitalist system of economy by ameliorating the stresses and

strains which, in the past, had caused maladjustments in our economy. As for tele's growth, he quoted Max Balcum, of Sylvania Tube Company, president of Radio Manufacturers Association (RMA), as saying there would be an output of 2,000,000 receivers costing \$900,000,000 next year, compared with 800,000 in 1948, and that even these would far from meet the demand.

Television, said Shouse, is not a new way of doing something which has been done before, and he warned against being "lulled into a false sense of security" about its effect. While radio did not put newspapers or motion picture companies out of business, he said, "after the automobile had been here 20 years, there were very few livery stables. He said that television was finding its biggest market in average income homes, with poorer homes second and wealthiest homes lagging, indicating receivers were being bought not merely for novelty, but for value per dollar.

Shouse's speech to the NEA two years ago warned against FM investments and created considerable furor. However, most NEA members seemed agreed that his remarks were borne out, adding interest to his thoughts on video.

500G NBC Coast TV Studio Near Debut

HOLLYWOOD, Nov. 20. — Construction work on projected half-million-dollar Hollywood tele studios will be completed this month by National Broadcasting Company (NBC), preparatory to a late January debut for its local video outlet, KNBH. Station will begin regular test pattern airings November 24 and is slated to go into a five-day weekly programing sked when airborne.

Studio layout, converted from web's present Hollywood radio headquarters, will include complete film unit, kinescope recording set-up, and large studio to be used exclusively for video. Additional production facilities will be housed in an adjoining building.

Personnel roster of top production execs was rounded out this week, headed by Hal Bock as director of Western tele operations. Robert V. Brown will be program director, with Edward Sobol as executive producer. Business manager is William Boone, and Howard E. Johnson is assigned to handle production facilities. Albert Cole, John Caunt,

Talk of the Trade

JERRY MAULSBY, assistant to Davidson Taylor, Columbia Broadcasting System (CBS) public affairs veepee, is recuperating at French Hospital following an emergency appendectomy Thursday night (18). . . . Michael Newell, Valerie White, Frank Allenby and other members of the cast of *The Winslow Boy* are bemoaning the fact they are skedded to return to England following Broadway and Theater Guild road tour, climaxed by radio version of the show Sunday (21). Seems they like it here. One member of the cast put on 20 pounds during her stay.

Jan Miller, of the National Broadcasting Company (NBC) press department, is on a practical joke spree, catching unwary cohorts with exploding gum and cigarettes. . . . Tod Malone is starting a Christmas tree caravan for underprivileged children with the co-operation of the National Retail Dry Goods Association and the Salvation Army. Malone will kick off the campaign December 2 on his 11 a.m. American Broadcasting Company (ABC) show.

MARGARET ETTINGER has been named by the McCann-Erickson Agency to handle publicity for a new comedy-mystery radio show, *Little Herman*, slated to preem over the ABC network Saturday, January 1, from 9-9:30 p.m., under sponsorship of Chesebrough Manufacturing Company. . . . Tom McFadden, manager of WNBC and WNBT, was elected veepee of the New York State Associated Press Broadcasters Association at its organization meeting in Albany. Gunnar Wiig, of WHEC, Rochester, was elected prexy, and Morris Paxton, AP bureau chief in Albany, secretary.

Pat Weaver, Young & Rubicam veepee, has accepted chairmanship of the radio television committee of the American Heart Association 1949 national campaign. . . . Dan Peters, of WBMS, Boston, and Hal Kosut, of WLOR, Torrington, Conn., have joined the staff of WHLI and WHLI-FM, Hempstead, L. I.

JAMES WILLINGHAM has been appointed public relations manager of *WIRE*, NBC outlet in Indianapolis. . . . Jack MacDonald this week resigned as baseball announcer at Seals Stadium, San Francisco, and is considering several offers, among them the job recently vacated by Fred Haney, announcer for Hollywood games. Haney has been named manager of the Hollywood ball club. Don Klein, sportscaster at KPOA, Honolulu, will fill the MacDonald vacancy when games resume next season.

Parker Fennelly, the Titus Moody of Fred Allen's show, is doing a Paramount short, *My Silent Love*, with Jane Pickens. . . . Tony Williams, of Kansas City, Mo., who during the war handled all special events for the Blue Danube web in Europe, has been named sports editor for KCMO in his hometown.

KATHLEEN LARDIE, manager of WDTR, Detroit, sailed this week for the UNESCO confab at Beirut, Lebanon, where she will serve as an educational delegate. . . . Red Barber, CBS director of sports, has been selected as broadcaster for the 1948 Crippled Children's Clinic benefit football game to be played between Birmingham high schools Thanksgiving Day. The broadcast will be over the Alabama Statewide network.

Flicker "Preview" Screened by WABD

NEW YORK, Nov. 20. — One of the first instances in which portions of an unreleased Hollywood feature film were shown on video occurred this week at WABD, with the station planning to seek like deals on a regular basis in the future. The film shown was *Angel on the Amazon*, forthcoming Republic picture, which was aired on Wendy Barrie's *Inside Photoplay* program. The deal with Republic was set thru *Photoplay* magazine, which now is dickering with other studios for similar deals.

Vera Ralston, who starred in the pic, also appeared on the program and discussed incidents which occurred during the making of the film.

HOCKEY GAMES ON WPIX

NEW YORK, Nov. 20. — The Sunday afternoon hockey games of the New York Rovers amateur team at Madison Square Garden were sold this week by WPIX to Sunset Appliance and Television stores. Contract takes effect December 5 and runs thru the end of the season, March 20. Business was sold direct.

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Strike Against WJZ-TV Weighed by Directors' Guild

NEW YORK, Nov. 20. — Strike action against WJZ-TV in the immediate future is being considered over the week-end by the Radio and Television Directors' Guild (RTDG). Negotiations between the union and the American Broadcasting Company concerning a pact for directors, associate directors and floor managers have been deadlocked for several weeks. The last straw was a hearing at the State Mediation Board Wednesday (17) before Mediator Mabel Leslie, with nothing accomplished, according to the union.

ABC restated its original position at the hearing which was that the union get itself certified by the National Labor Relations Board (NLRB) before it would start dickering. The web considers directors supervisory personnel and not subject to union

jurisdiction under the Taft-Hartley Law. Word also has been received at the union that ABC also has told directors on the Coast that it would not allow union representation for meggers there.

Over-All Contract Sought

RTDG's reply to the web's attitude is that it is "determined to get a contract in all categories." With that in mind, it is making final preparations for action and already has appointed a picket committee, a welfare committee and a housing committee, and chosen a strike headquarters.

Meanwhile RTDG meets with the advertising agencies Wednesday (24) to get their reply to the union's demand for a pact covering free-lance directors.

DuMont Dividends On Com., Preferred

NEW YORK, Nov. 20. — The board of directors of Allen B. DuMont Laboratories yesterday declared a dividend on both common and preferred stock of the corporation. Holders of record as of December 21 of Class A and Class B common stock will receive a dividend of 25 cents per share, payable December 22.

Holders of the 5 per cent cumulative convertible preferred stock of record December 15 will receive the regular quarterly dividend of 25 cents per share January 1, 1949.

and Carroll O'Meara were named TV producers. Engineering will be supervised by Robert W. Clark.

Stripped, Almost

DETROIT, Nov. 20. — The occupational hazards of an audience participation show on television were demonstrated dramatically for John Slagle, emcee for WXYZ-TV's *Auction Night*, when he invited a half dozen gals on stage and gave them a chance to demonstrate their prowess at auctioneering. The girls started to denude Slagle, one raffling off his hat, another his tie, despite his violent protests. Slagle had to insist on stopping the girls' passion for auctioneering and stepped back into the role himself to save the remainder of his costume—and the station's license.

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Pauley-FCC Scrap Into New Round

WASHINGTON, Nov. 20.—Scrap between oilman Ed Pauley and Federal Communications Commission (FCC) over the latter's okay on AM-TV package sales is going into another round with the commission way ahead on points. Pauley, who wants to stop the Dorothy Thackrey-Warner Bros. deal for KLAC and KLAC-TV, Los Angeles, and KYA, Palo Alto, so he can bid for the TV outlet, petitioned FCC this week for oral argument on the commission's ruling that package deals are all right under FCC procedure.

Petition was based on the theory that permitting package sales goes against the principle of the communications act in that the practice limits competition. "The sale of several stations at once," asserted Pauley's Southern California Television Company, "limits the field of possible purchasers."

In denying Pauley's earlier petition for a breakdown of the \$1,045,000 tab for the three outlets FCC ruled that procedure required separation of a package deal only when "broadcasting and non-broadcasting properties are co-mingled."

Fire Sets Back WKY's Opening

OKLAHOMA CITY, Nov. 20.—Tele Station WKY, the National Broadcasting Company (NBC) outlet here, suffered a severe setback in its plans to open next spring when fire this week swept thru its studios in the Municipal Auditorium, damaging over \$100,000 worth of new video equipment and causing another \$25,000 damages to the studios.

Station Manager P. A. (Buddy) Sugg, doing his best to be cheerful, said that the Radio Corporation of America (RCA) has promised to fly an inspector to the scene as soon as possible. "They have promised," he added, "to give us a high priority on replacement of equipment, and it may be we will be able to get all replacements with a minimum of delay."

The fire, brought under control in 20 minutes, was believed caused by either a short circuit or a careless workman's cigarette. The blaze also forced the Oklahoma Symphony conductor, Victor Alessandro, to find a new hall for his skedded Friday night (19) Little Symphony concert. Alessandro added another change, re-vamping his program to include the *Fire Dance* number.

WNBT ADDS 2 SHOWS

NEW YORK, Nov. 20.—WNBT, local tele outlet of the National Broadcasting Company (NBC), has set two shows to partially fill the 6-7:30 p.m. local programming gap. Sunday, 6-7 p.m., a series of *Hopalong Cassidy* cowboy flickers will be telecast, and on weekdays a half-hour musical show featuring Adele Girard, singer-harpist, and Johnny Andrews, piano-playing chirper, has been skedded.

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Billboard TV Evaluator

TV Evaluator Program Changes

This feature of the TV evaluator is designed for a threefold purpose: To report new TV business; to report new and renewing TV advertisers and to list new and departing programs, both commercial and sustaining. Compilations of all data included will be published periodically.

Week Ending November 13

NEW COMMERCIAL PROGRAMS

Sponsor Agency Starting Date Product	Program Description Talent	Station, City Facility Time
Stewart & Benson Gaskill-Oertel; 11-10 Leather Goods	Spot Announcements Three Days, for Store Opening	WBEN-TV, Buffalo Studio
George F. Stein Brewery H. J. Well; 11-10 Beer	Buffalo Bills vs. Brooklyn Dodgers Football	WBEN-TV, Buffalo Film, 30 Minutes
George F. Stein Brewery H. J. Well; 11-13 Beer	Stein's Sports Program Bowling Demonstration	WBEN-TV, Buffalo Studio, 15 Minutes
Martine Radio Service Bowman & Block; 11-11	Telenews	WBEN-TV, Buffalo Film, 10 Minutes
Schoenling Brewing Co. Ritt's; 11-11 Beer	Swanes River Boys and Bob Shrove	WLW-TV, Cincinnati Studio, 15 Minutes
Television Guide Magazine; 11-11	Spot Announcement	WPIX, New York Slides, 1 Minute
Blue Suds Co. Clements; 11-11 Soap Products	Personality of the Week Interview, Carmen Woolsey	WFIL-TV, Philadelphia Studio, 5 Minutes
Curtis Publishing Co. BBD&O; 11-7 Ladies' Home Journal	Spot Announcements	WFIL-TV, Philadelphia Film, 1 Minute
Vicks Chemical Vicks Products; 11-10	"Picture This," With Wendy Barrie and Guest Cartoonist	WTVR, Richmond, Va. NBC Network, 15 Minutes
Vicks Chemical Vicks Products; 11-10	"Picture This," With Wendy Barrie and Guest Cartoonist	WRGB, Schenectady NBC Network, 15 Minutes
Tri-State Distributors Admiral TV Receivers; 11-7	Spot Announcements	WRGB, Schenectady Slides, 20 Seconds
Curtis Publishing Co. BBD&O Ladies' Home Journal	Spot Announcements	KTLA, Los Angeles
Lewis Hart Auctioneers; 11-9	Auction Tonight Dir.: Phillip Booth	KTLA, Los Angeles Remote, 30 Minutes
Nash Dealers of Southern California Barton-Stebbins New Cars	Spot Announcements	KTLA, Los Angeles Studio, 5 Minutes
Alpert Yardstick Stores Hunter Notions	Shopping at Home (Participating Sponsors) Dir.: Richard DeMille	KTLA, Los Angeles Studio, 15 Minutes
Million Dept. Store Hunters; 11-7	Shopping at Home	KTLA, Los Angeles Studio, 15 Minutes

NEW SUSTAINING PROGRAMS

Program Description Starting Date Asking Price	Station Facility Package Owner
Linn Sheldon 11-11	WEWS, Cleveland
"Cleveland's People" Features Different Nationally Group Each Week	WEWS, Cleveland Studio
"Shuttarbug" Photo Instructions; 11-11	WTVR, Richmond, Va. Studio
What Do You Know? Quiz; 11-11	KTLA, Los Angeles Studio, 30 Minutes
Amateur Boxing 11-8	KTLA, Los Angeles Remote, About 2 Hours

DEPARTING COMMERCIAL PROGRAMS

Sponsor Agency Product	Program Description Facility	Station City
K. W. Edwards & Son	"Sports Roundup" (Nov. 6 and 7 only)	WBEN-TV, Buffalo
Geo. F. Stein Brewery H. J. Well, Inc.	"Canadaigua-Kegler" (1 Time Only)	WBEN-TV, Buffalo
Admiral Radio	North Dame vs. Northwestern Football (1 Time Only)	WBEN-TV, Buffalo
Times, Inc. Magazine	Election Returns	WRGB, Schenectady, N. Y.
RCA-Victor Corp.	NBC Symphony (1 Time Only)	WRGB, Schenectady, N. Y.

DEPARTING SUSTAINING PROGRAMS

Program Description Package Owner Asking Price	Station Facility	Disposition of Time
"Who's Who" (1 Time Only)	WBEN-TV, Buffalo	Film Short
U. S. Marine Corps 173d Anniversary (1 Time Only)	WBEN-TV, Buffalo	Film
"Spectrolux Demonstration" (1 Time Only)	WBEN-TV, Buffalo	Film
Interview of FCC Chairman, Wayne Coy (1 Time Only)	WBEN-TV, Buffalo	Film
Scout Chief's Farewell (1 Time Only)	WBEN-TV, Buffalo	Film
Battling Quartettes	WLW-TV, Cincinnati	Film
Quizing the News	WFIL-TV, Philadelphia ABC Network	Child's World
Critic at Large	WFIL-TV, Philadelphia ABC Network	Jerry Bergen

Big Talent Line-Up For Midwest Loop Thursday, 5 to 7

CHICAGO, Nov. 20.—Midwest TV audiences will get one of the most elaborate program layouts ever next week when RCA Victor sponsors a two-hour Thanksgiving night (5 to 7 p.m.) aircer featuring top name talent. The show will originate from the Masonic Temple in Cleveland and will be carried on seven stations of the Midwest National Broadcasting Company (NBC) web.

Talent skedded to work includes Robert Merrill, the Wesson Brothers, Eve Young, Eddy Arnold, Keen Sisters, Bill Johnson, Jane Pickens and the Deep River Boys. Kukla and Ollie, top-ranking Midwest puppet show which RCA will regularly sponsor on a half-hour across-the-board show via the NBC Midwest net, will also be a feature of the Thanksgiving Day aircer. The dramatic half hour will be Jimmy Dunn, doing the one-actor *No Shoes*, which he did on *Chevrolet Playhouse* on the Eastern web last week. A Toscanini film will also be shown.

Hooper Pocketpiece To Rate Tele Shows

NEW YORK, Nov. 20.—Regular ratings on television programs will be incorporated in C. E. Hooper's *Pocketpiece*, the program rater reported this week. Hooper's *Pocketpiece* is published twice a month, but video reports will be included only in the end-of-the-month issue. Starting date is uncertain.

Hooper's TV data will show the share of audience being grabbed away from AM by video and estimated TV homes compared to A. C. Nielsen's forthcoming video ratings, to start next May.

"TV Shopper" Pulls in Dough

NEW YORK, Nov. 20.—In less than three weeks on the air, *Your Television Shopper*, the Kathi Norris daytime show on DuMont, has made an unusual success. Miss Norris figured before the series started November 1, as part of DuMont's daytime schedule, that all she'd have to do would be to present her shopping tips to viewers and let it go at that. Instead, she has become a clearinghouse for viewers wanting to buy the items; has had to add two girls to her operation—a total of four, including herself, and this week had to open a bank account for the money being mailed in to her.

So far, some 400 orders, all with cash, have been mailed in to the show. Some items run as high as \$37.50, the price of a cosmetic gadget Miss Norris featured. The most surprising item she "sold" was a mop, priced at \$6.95, with 70 orders for that alone. Other items for which viewers sent in money included fishing tackle, even tho the show is aimed at hausfraus.

Now Miss Norris is ducking dime items.

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News Directors Elect Michelson; Back NAB Code

ST. LOUIS, Nov. 20.—Third annual convention of the National Association of Radio News Directors (NARND) held here last week elected Sig Michelson, WCCO, Minneapolis, president; adopted resolutions supporting the National Association of Broadcasters (NAB) code and urged radio newsmen to interpret United Nations objectives.

Other new NARND officers include Jack Shelley, of WHO, Des Moines, first vice-president; Ben Chatfield, WMAZ, Macon, Ga., second v.-p.; David Kessler, WHAM, Rochester, N. Y., treasurer, and Soren Munkhof, of WOW, Omaha, secretary.

Four new directors elected were Sid Pletzsch, WFAA, Dallas; Bruce Barrington, KXOK, St. Louis; Jim Birman, WMT, Cedar Rapids, and J. Edgar Kirk, WPTF, Raleigh, N. C.

One session during the convention found Frank McCall and Wells Church, news directors of the National Broadcasting Company (NBC) and the Columbia Broadcasting System (CBS) respectively, barraged with protests citing the failure of some web announcers to rewrite wire copy for newscasts. McCall explained that "99 per cent of our news is rewritten, tho I'll admit it may sound a good deal like the press association reports." Replying to a question from Jack Shelly, WHO, Des Moines, McCall and Shelly admitted the webs plan to record and delay all programs during daylight-saving time (DST) next summer despite the fact they had found it led to "messy newscasting."

TODAY'S SPORTS

(Continued from page 11)

ticulate or they were snubbed by the newsmen, but they hardly got a chance to break into the charmed circle. This feature should be stressed more, or dropped. Glickman, who came in for considerable ribbing about his own college grid activities at Syracuse, was competent as any moderator could be with a gang of newspapermen in front of an open microphone. Sam Chase.

FATE OF CODE

(Continued from page 8)

Association of National Advertisers (ANA) be urged to co-operate in this aim and that this provision be added to the standard contract already approved by the board. It was decided that the new special code committee, which President Miller will name, will weigh this question but that final deliberation on it will be made by the board.

WEB'S CABLE

(Continued from page 13)

eral Foods, Admiral Radio, Firestone Tires, Swift and Bigelow-Sanford. The General Foods show involved is its new *Theater Guild* series.

In addition to the four networks, WPIX, *New York Daily News* station, attended the meeting. WPIX plans to network programs with WGN-TV, *The Chicago Tribune* outlet.

Program Competition Winners

(Continued from page 7)

DRAMATIC PROGRAMS

250 to 1,000 Watts

FIRST PLACE, WINX, WASHINGTON, FOR "EXODUS"
SECOND PLACE, WTMA, CHARLESTON, S. C., FOR "DOCK STREET RADIO THEATRE"
THIRD PLACE, CKEY, TORONTO, FOR "CKEY DRAMA WORKSHOP"

FARM PROGRAMS

50,000 Watts

FIRST PLACE, WMAQ, CHICAGO, FOR "TOWN AND FARM"
SECOND PLACE, WSM, NASHVILLE, FOR "NOONTIME NEIGHBORS"
THIRD PLACE, WLW, CINCINNATI, FOR "FARM FRONT"

5,000 to 20,000 Watts

FIRST PLACE, WKNE, KEENE, N. H., FOR "DOWN ON THE FARM"
SECOND PLACE, KHQ, SPOKANE, WASH., FOR "SATURDAY FARM REPORT"
THIRD PLACE, WOW, OMAHA, FOR "FARM SERVICE REPORTER"

250 to 1,000 Watts

FIRST PLACE, WSCR, SCRANTON, PA., FOR "THE FARMER'S BULLETIN BOARD"
SECOND PLACE, WJTN, JAMESTOWN, N. Y., FOR "G-L-F FARM FRONT AND TRADING POST"
THIRD PLACE, WTHI, TERRE HAUTE, IND., FOR "ALONG THE RURAL ROUTE"

4-Web New Year Salute to France

NEW YORK, Nov. 20.—The four major webs are joining forces to produce an hour-long New Year's Eve salute to France, with Charles Boyer the likely choice to emcee the star-studded show, which will be short-waved for rebroadcast thru Radio Diffusion Francais.

UNCLE MISTLETOE

(Continued from page 11)

Field and its agency, Foote, Cone & Belding, are not trying to get back their investment quickly thru high-pressure salesmanship. Only commercials are slides giving the department store chain name and the world-wide known clock on its principal Loop store, plus a few vocal references to Field during the storytelling.

This show should gain much good will for Field from parents as well as children. Parents will be pleased by relaxing, unemotional over-all tone of the presentation and the simple but important morals pointed up in stories told—a far cry from some of the blood and thunder radio programs which receive parental criticism. Cy Wagner.

MISCELLANEOUS PROGRAMS

50,000 Watts

FIRST PLACE, WGAR, CLEVELAND, O., FOR "AUDITION AMBITION"
SECOND PLACE, WNBC, NEW YORK CITY, FOR "HII JINX"

5,000 to 20,000 Watts

FIRST PLACE, KLZ, DENVER, COLO., FOR "THE SCIENCE REPORTER"
SECOND PLACE, KXXX, COLBY, KAN., FOR "THE GOOD SPORT SHOW"

250 to 1,000 Watts

FIRST PLACE, KTUC, TUCSON, ARIZ., FOR "LIFE LOOKS BACK"
SECOND PLACE, WBTA, BATAVIA, N. Y., FOR "JUST FOR TODAY"
THIRD PLACE, WROW, ALBANY, N. Y., FOR "CANINE COMMENTS"

Farm Show Problems Up for NARFD Probe

CHICAGO, Nov. 20.—Major problems affecting the future of radio farm programming are expected to be discussed at the fifth annual meeting of the National Association of Radio Farm Directors (NARFD) at the Stevens Hotel here November 27-28. Two-day meeting will include election of officers of the association, reports from listeners and advertisers concerning rural programming and a highlight speech by Justin Miller, president of the National Association of Broadcasters, at the annual banquet Sunday (28). Miller's speech will be entitled *Radio Farm Broadcasting—a Profession*.

With only one-third of all radio farm programs sold, and with NARFD members interested in selling more, another meeting Saturday (27), on evaluation of farm markets and programs by reps of leading advertisers and agencies, is expected to bring out indications of the future of rural programming. Third session Saturday will concern itself with listeners' attitudes toward rural programming. This session will be addressed by leaders of rural organizations. A report on NARFD members' plans for television programming is also expected to be of great interest.

NARFD now has about 140 members, all active rural programmers, representing about the same number of stations. Org has grown about 15 per cent in the past year.

About 100 members of NARFD, spearheaded by Chuck Worcester, WMT, Cedar Rapids, Ia., president, are expected to attend the meeting.

TV DESPERATE

(Continued from page 15)

eight months ago, now must shell out about \$500 per script for its show and as a result frequently is using hitherto unproduced material.

Davis said most radio writers have eschewed turning out material for video for two reasons. One is the difference in fees, altho Davis said the situation has "grown considerably more interesting" in the past year. The other is what Davis terms an unwarranted fear of video's technical problems. His cry is that a good radio writer could turn out a satisfactory tele script which the video producers and directors could easily turn into a visually acceptable program.

"Dr. I. Q. Jr." Coming Back

NEW YORK, Nov. 20.—Mars candy will return *Dr. I. Q. Jr.* to the National Broadcasting Company (NBC) beginning January 9. The show went off last summer. It will occupy the 5:30 p.m. slot Saturdays. The deal will move Morrell's *Lassie* show to the 5:15 p.m. period.

Office Workers Win CBS Pay Increase

NEW YORK, Nov. 20.—A contract renewal running for one year from December 1 was signed this week between the Columbia Broadcasting System (CBS) and the Radio Guild, an affiliate of the United Office and Professional Workers of America (UOPWA) representing 650 white collar and professional employees. It granted an average \$4 across-the-board weekly pay increase. Raises ran \$3 to \$6.50 per week, according to classification, making the average white-collarite's salary at CBS about \$57 weekly.

Other improvements were automatic overtime pay on the sixth and seventh working days of the week, increases in minimum hiring rates up to \$5, improved promotion apparatus, and "equalization fund" for use in stabilizing salary inequities and a "defined status" for temporary employees. Minimum starting rates for messengers and pages were pegged at close to \$31 weekly. The new agreement replaces the first CBS-Guild contract signed in 1946, which achieved during its life 40 per cent in over-all increases, with one out of three persons covered getting at least one promotion.

CBS-LORD BID

(Continued from page 5)

December 5. However, ABC is in the midst of negotiations with a prospective sponsor for the show, and is said to have demanded assurances from Lord, because of the CBS negotiations, that it would keep the show if the new sponsor signs. These assurances they were supposed to have obtained. ABC is offering the show both as a 15-minute daytime across the board and as a three-a-week nighttime half hour. The third of the other web shows, *Gangbusters*, is aired by Procter & Gamble over some ABC stations and is sold co-op on others. The web is said to be pitching this show at General Foods at present.

One aspect of the entire capital gains set-up, underlined particularly by this deal, is how the monopoly rulings of the Federal Communications Commission (FCC) of several years ago affect the situation. Those rulings forbade a network from also participating in the talent booking business. Some industry sources have been wondering whether a deal such as the CBS-Lord pact might not mean that CBS, by having its talent on other webs, would be considered as booking the talent.

A few months ago CBS bought the package activities of Fletcher Wiley's *Housewives' Protective League*.

SWEZEY QUILTS

(Continued from page 5)

insurance this was not so, their opinions could not be reconciled.

Swezey, highly regarded thruout the industry, joined Mutual in 1944, coming from the then Blue Network, now the American Broadcasting Company. He was the Blue's counsel and secretary.

No Santa at ABC

NEW YORK, Nov. 20.—There won't be any Santa Claus this year as far as employees of American Broadcasting Company (ABC) are concerned. The word got out this week that ABC is giving no holiday bonus this yuletide. Not only that, but Prexy Mark Woods has decided not even to toss his annual Christmas party, which last year set the Plaza rocking. Rumor has it that a spring dance will be held as a substitute.

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BMI To Woo Writers With \$\$

Coast Pluggers Upset Precedent Via Higgins Feed

HOLLYWOOD, Nov. 20.—It's not often that song pluggers see eye to eye, and even rarer when the boys band together in an unselfish gesture. Hence, contact men were pleased with themselves this week following a testimonial shindig which the boys tossed for Joe Higgins, Columbia Records exec who relinquishes his Coast a. and r. job to Ben Selvin December 1.

Over 50 pluggers dug into their own pockets to bankroll the Higgins dinner at Sherry's here, topping it off with much sentimental talk and a handsome gift. That the gesture was sincere was repeatedly pointed out during the evening by the fact that Higgins was the outgoing exec, not the new Columbia Coast chief.

Not to be outdone by Coasters, New York pluggers are reportedly readying as bash of their own for Higgins when he takes over as assistant to Manie Sacks December 6.

BMU May Ease Ban on Waxing By U. S. Artists

LONDON, Nov. 20.—The British Musicians' Union (BMU) ban on American artists recording in England is likely to be dropped, or eased, very shortly. Hardie Ratcliffe, BMU general secretary, has indicated the ban would be dropped as soon as the American Federation of Musicians (AFM) reaches a definite settlement with the American recording companies. Should this settlement be delayed, however, it is believed in some English circles that the BMU ban may be lifted anyway. Ratcliffe refused to confirm the latter possibility, but indicated that some restrictions, if not the entire ban, might be lifted in the event the AFM-record settlement is delayed.

The BMU ban on American artists, in effect since August, has caused much discussion over the loss of dollars to this country. The BMU, however, has stood firm and has fought threats to take the matter to the government.

Blue Platform Of 802 Lists Year's Gains

NEW YORK, Nov. 20.—The Blue Ticket, incumbent administration party of Local 802, American Federation of Musicians (AFM), this week announced its platform, an 11-point program. The opposition Unity-coalition group had made its platform public two weeks ago (*The Billboard*, November 13).

The Blue group pledges the following program if re-elected:

Establishment of uniform interstate unemployment coverage for members, combating efforts of employers to impose employer responsibility on musicians, extension of minimum number of employees on jobs, cleaning up of abuses by caterers, wage increases, obtaining of sponsors for concerts and dances, establishment of a welfare fund, increase in vacation time, continuing private musical instruction for vet members, job pro-

Spivak Asks WM Release; Brown To P.M. Claude

NEW YORK, Nov. 20.—Orkster Charlie Spivak this week asked to be released from his management pact with the William Morris Agency (WM). Nat Lefkowitz, top WM exec, in admitting that Spivak has made such a request, pointed out that the agency has not yet acted on the matter.

It also was learned this week that WM one-nighter booker, Phil Brown, will leave the agency to go into his own personal management biz, with orkster Claude Thornhill becoming his first client. Brown will stay with the agency until he can be replaced, a not too simple proposition in the face of a tight market in the one-night booker field.

These facts and a lot of fancy led to considerable trade speculation that WM was preparing to dispose of its band department, either as a unit or in small parcels. Both Lefkowitz and band department topper, Cress Courtney, deny flatly that WM is considering such a move at the moment or in the immediate future.

Tunesmith Gilbert Becomes a Warbler

NEW YORK, Nov. 20.—Tunesmith Ray Gilbert, whose *Zip-a-Dee-Do-Dah* won Academy Award honors, is turning vocalist, with a Columbia Records contract in the making. Gilbert's projected warbling career began when he cut some test waxings of his own tunes.

His managers, Goldfarb, Mirenburg & Vallon, saw voice potential in the tests, and are selling him as a singer, with the Columbia contract on the verge of completion.

Heat Is on for T-H Repeal As Disk Peace Verdict Pends

WASHINGTON, Nov. 20.—As the Justice Department continues to sit on the proposed contract to end the disking ban, greater weight is being given in industry and labor circles to agitation for outright repeal of the Taft-Hartley Act. Complete repeal of the act would wipe out the controversial welfare funds provision and end the interest in getting government clearance of the contract if the document is not signed by the record manufacturers and the American Federation of Musicians (AFM) by the time Congress acts.

However, despite fast-mounting pressure by organized labor for outright repeal of the T-H Act by March 1, there is no certainty yet that President Truman can muster enough support for the repeal in Congress and also there is no certainty that the welfare funds would not be transferred to a substitute labor relations act.

Word from the Justice Department this week was that no decision

had yet been made by Solicitor General Perlman on whether the Justice Department will render an advisory opinion on the legality of the projected contract between the AFM and record manufacturers to end James C. Petrillo's disk-making ban.

As already foretold, considerable time would be expected to elapse even if the solicitor general agreed to issue an opinion on whether or not the contract conforms to the T-H Act. If the Justice Department gets itself involved in a prolonged study of the contract and if that study overlaps into congressional debate on the whole issue of the welfare funds provision of the T-H Act, the contract might well become a politically dynamite laden issue. Should the welfare clause be knocked out in Congress, the contract still in the hands of the Justice Department would not need government clearance, since any type of union fund would again be legal. Nevertheless, there still would be some necessity for a contract setting up a welfare funds impounding plan either similar to the "institute" proposal in the current projected contract or akin to the old Petrillo method. Consequently, whatever action is taken eventually by Congress, the need for negotiations between the AFM and the record manufacturers will not be eliminated if they have not already been disposed of.

Discovery's LP's

HOLLYWOOD, Nov. 20.—Discovery Records, recently formed Hollywood indie plattery, announced it will join ranks of diskeries to enter the long-playing (LP) record sweepstakes with a platter to be called the "multi-groove, longer playing" record. Firm toppers Albert Marx and Dick Bock are currently experimenting with first LP pressings to be manufactured locally by Coast Records. Plattery will confine first pressings on a series of Phil Moore masters recently acquired.

Firm this week sold foreign rights to Moore's platters to Mills Music topper Irving Mills for distribution in Europe under the Royal label.

Shaw Trumps Hudkins' Ace

NEW YORK, Nov. 20.—Efforts by Dave (Ace) Hudkins to cash in on the Artie Shaw name in connection with his own Bob Keene-fronted band (*The Billboard*, November 20), appear to have been permanently squelched this week-end as the result of a phone call to Hudkins in California by Shaw's attorney, Andrew Weinberger.

According to Weinberger, Hudkins agreed to confirm by letter his capitulation to Shaw's demand that he refrain from further use of his name in any connection with the Keene group, and to ship Shaw's library to the clarinetist immediately.

Hudkins, who last week claimed ownership of the Shaw arrangements, now admits that he has no claim to either the Shaw name or property.

Aim To Hold Talent, Stop ASCAP Trek

Performance Payoff Is Crucial

(Continued from page 3)
have been decided: A system of regular performance payments to the writers, the money probably to come from the parent organization rather than from the affiliate pubber members.

Fee Pay Off

With the exception of a tiny handful, BMI pubbers have ignored the performance payment department where their writers are concerned. BMI's own pubbery and E. B. Marks are two that are known to pay off on a basis reported to be 3 cents per network station and 2 cents per local performance. This would be in line with the pubber take of 6 cents and 4 cents, with half going to the writers. The Peer holdings are also understood to pay their writers, but are said to deduct a 20 per cent commission as the collecting agency. But most of the other firms just don't pay. Most pubber-writer contracts do not stipulate performance arrangements. (In the case of ASCAP pubbers and writers, none is needed, of course.) Some optimistic BMI writers have called for the insertion of special clauses calling for performance payments in their standard SPA or unstandard contracts.

If the half-to-the-writer-half-to-the-pubber concept were followed literally, some BMI publishers would be turning over healthy bites indeed. A typical case might be that of a member who gets a yearly "guarantee against performances" of, say, \$70,000. The idea of giving his writers half of that bundle doesn't tempt him at all. One such publisher pointed out that lots of red ink has to be compensated for out of that money to make up for the costs of working on dud tunes.

Stop That Hegira

This, added to the inducement of an ASCAP rating and the attendant regular checks, has lured virtually every successful BMI writer over to the opposition. Now BMI intends to remedy the situation with a method of payment. It is doubtful whether the plan can measure up to ASCAP's in size of writer revenue, because BMI's income is virtually fixed for 10 years, with most of its stations signed on a blanket basis. The scope of the plan must, therefore, fall within the limits of available money. The possibility that BMI may raise some of the needed cash by cutting the yearly pubber guarantees is extremely remote. What probably will happen, it is believed, is that more and more marginal pubbers will be dropped from the roll and put on the per-plug basis or dispensed with altogether. This type of entrenchment has been going on at BMI for some time now, and indications are that it will accelerate.

Meanwhile, BMI has been making a concentrated drive in Canada, acquiring new publishers and writers. A lawyer and a representative to handle the firm's longhair catalog have been put on, and a BMI writers' society has been established, with members receiving advance moneys on joining. A serious effort will be made to exploit promising Canadian tune material here.

A-After the Ban Is O-O-Over

Resumption Of Waxing To Bring Changes

Greater Selectivity, for One

NEW YORK, Nov. 20.—A number of changes are expected in the wax industry when recording is resumed. Considered as chief among these are greater selectivity in choice of material, a big increase in the amount of recording which will be done on the Coast, and thirdly, a shaking down and stabilizing of the indie recording field.

With respect to greater selectivity, the prime reason for this expected development is the fact that the agreement between the record companies and the American Federation of Musicians (AFM) will be of five years' duration. As one exec pointed out, this means that disk manufacturers will be under no pressure to create a backlog. Once this necessity for "filling the icebox" is obviated, "then we will look at tunes thru bifocals instead of rose-colored glasses," he said. Heretofore the record industry has operated under one and two-year pacts, but now the heat is expected to be off.

Will Corn Stay?

Just how soon this exercise of greater selectivity will be apparent is a moot point. Some music men, for instance, consider the current popularity of corn and novelty as an ingrained public taste. Others, however, regard it as a taste which arose out of necessity—that is, small indie operators, with small financial resources, took to corn and novelty inasmuch as recording such material did not require large combinations or name vocalists. The question now is whether the public will easily be won back to the quality tune and name artist.

Increase in the total amount of cutting on the Coast is another expected development. It's known, for instance, that film companies have already sent out feelers to disk manufacturers and would be very amenable to leasing facilities. One reason for this is the reduction in the amount of film production. It's also reasoned that radio and television are two more potent reasons for increased Coast recording. In the matter of radio production the Coast in the past couple of years preempted the No. 1 position, with New York falling to second place. Now in addition to radio, the Coast is expanding television-wise, and both factors are expected to have an effect on holding talent there. Chicago figures as a very poor third when recording gets under way, most of the cutting being limited to attractions that hit Chicago to play at the Palmer House, Chicago Theater and other locations.

Indies Due To Fold

What happens to the indies when full-scale recording gets under way is another interesting point. The AFM states that when it stopped granting licenses at the inception of the ban there were more than 700 disk companies on the files. Some of these diskeries, by virtue of having cut a number of outstanding hits, are expected to prove stable enough to stay in business. On the other hand, a flock of indies are expected to fold once the majors really get in the groove.

Meanwhile as word is momentarily expected from Washington regarding the legality of the AFM disk con-

Hot Tip!

NEW YORK, Nov. 20.—Here's the odds a high recording company exec is quoting on the Petrillo-wax settlement: Five to one that recording will get under way by December 1; three to one by December 15, and even money by January 1.

P. S.: The guy whose quoting these figures had a few bucks down on Truman.

Ben Ray Sues Over Rights to "Elev. Boogie"

HOLLYWOOD, Nov. 20. — Benny Ray last week took legal steps against Advance Music (Warner Bros.' music pub subsid), St. Louis Music Corporation and Exclusive Records to determine his rights to *Elevator Boogie*. Thru Attorney Melvin E. Fink, Ray filed a declaratory relief action, asking that the court name him as sole owner of rights to the tune and that the court assess what damages are owed him. The pact with Advance came in 1944 after Ray succeeded in getting Lucky Millinder interested in *Elevator*, Millinder having brought the tune to the attention of Advance. After one year elapsed, during which time Advance allegedly failed to act on the song, Ray notified the pubbery he would utilize the one-year clause and consider rights to tune terminated unless the firm took advantage of the regular 30-day grace period. According to Fink, Advance ignored this notice.

Immediately prior to the dinking ban, Ray had Mabel Scott record *Elevator* for Exclusive. Last April, a contract was signed with St. Louis Music Corporation. Now that the tune is riding the best-seller ladder, Advance notified Ray that Millinder never authorized Ray's breakaway from the Warner Bros.' music subsid. Ray is, therefore, seeking to establish his rights to the song.

He is suing St. Louis Music for collecting mechanical rights from Exclusive, claiming the latter diskery recorded the tune prior to his affiliation with the pubbery. Exclusive is being sued, the court being asked to order the diskery to pay mechanical fees only to Ray.

Fink said he would inform RCA Victor that it is infringing the copyright by denying Ray label credit on the Bill Johnson waxing of the ditty. According to Fink, Victor credits Johnson as composer. Additionally, said Fink, Ray is not receiving royalties from Victor.

MPPA Re-Elects Directors

NEW YORK, Nov. 20.—At the annual meeting of the Music Publishers' Protective Association Tuesday (16), the following directors were re-elected: Louis Bernstein, Jack Bregman, Sol Bourne, Max Dreyfus, Abe Olman, Jack Mills, Lester Santly, Johnny O'Connor and Buddy Morris. At the next meeting of the board, the date of which has not yet been set, officers will be elected.

tract, a great grab for studio space is expected on the part of the indies. The majors meanwhile expect to be stymied for a brief time—even after the ban is lifted—because arrangers have not been allowed to make arrangements for records during the ban. It will take a few weeks to get the scores in order.

Music Fees for Canadian Exhibs Tentatively Set

MONTREAL, Nov. 20.—A committee of Canadian motion picture exhibitor reps has reached tentative agreement with the Composers, Authors & Publishers Association of Canada, Ltd. (CAPAC), on royalty rates for the three years starting next January 1. Committee represents seven exhib groups as well as Odeon (J. Arthur Rank) Theaters of Canada and Famous Players Canadian Corporation (a Paramount affiliate).

The proposed rates must be submitted to the Federal Copyright Appeal Board for approval after they are passed by CAPAC.

Here are the new rates: 499 seats and under, 10 cents; 500 to 799 seats, 12 cents; 800 to 1,599 seats, 15 cents; 1,600 seats and over, 20 cents.

Houses open three days a week or less to pay half the above rates. Minimum fee is \$10.

For drive-in theaters, the arrangement calls for three times the maximum number of cars which may be accommodated at one time.

Present scale is: 1,600 seats or over, 15 cents; 801 to 1,599 seats, 12 cents; 800 seats and under operating three days weekly, 5 cents; minimum fee, \$10.

It is understood that new talks will be held in 1951 at which arrangements will be made to set the rates for a longer period than the present three years.

Job Surety for Culture Co-Ops

NEW YORK, Nov. 20.—President Dick McCann and exec board member Bob Sterne, of Local 802, American Federation of Musicians (AFM), this week submitted to State Assemblyman Ernest Curto a bill that would make musicians engaged in non-profit cultural work eligible for unemployment insurance benefits in New York State. McCann, Sterne and Charles Buffalino, of Buffalo, had been named a committee to draw up such a bill at the annual conference of New York State AFM locals in Syracuse last month. Assemblyman Curto will introduce the bill at the next session of the Legislature.

Sidemen with outfits like the New York Philharmonic and the Metropolitan Opera are currently ineligible for unemployment insurance. It is possible under the existing law for AFM locals to include unemployment insurance provisions in contracts with employers. This was attempted in the recent negotiations with the Metropolitan Opera, but did not succeed.

ASCAP Case Headed For Supreme Court

NEW YORK, Nov. 20.—The American Society of Composers, Authors and Publishers (ASCAP) this week filed notice of an appeal from Judge Vincent L. Leibell's decision in the anti-trust suit brought against it by the Independent Theater Owners of America (ITOA). The appeal was fully expected, as indicated in last week's issue of *The Billboard*.

The case comes up in the U. S. Circuit Court of Appeals November 29 and from there is expected to go to the U. S. Supreme Court. The latter move is indicated no matter which way the Appellate Court decides.

NBOA, Parkmen Eye Committee To Probe Music

CHICAGO, Nov. 20.—A central music committee, made up of reps of all facets of industry which make heavy use of music, as suggested during the recent convention of the National Ballroom Operators' Association (NBOA) by Freddy Williamson, chief of Associated Booking Corporation's headquarters here (*The Billboard*, October 2), may start to take shape here November 29. According to word received here Friday (19) from execs of NBOA, that group will bring its board of directors in November 29 to ponder joint music problems with reps of the National Association of Amusement Parks, Pools and Beaches (NAAPPB). Original invitation to participate in the outdoor convention came during the NBOA convention when NAAPPB secretary, Paul Huedepohl, pointed out the similar problems which confront parkmen, who own terperies, and the NBOA. Approximately 100 park owners operate ballrooms, while NBOA now numbers approximately 125 ballroom owners thruout the country within its membership. NBOA and NAAPPB brass will undoubtedly jointly discuss the impending campaign on the part of the Treasury Department to reclassify ballrooms under the 20 per cent cabaret tax (*The Billboard*, November 20), and the methods of Broadcast Music, Inc., and American Society of Composers, Authors and Publishers of setting license fees for ballroom music performance rights.

NBOA's board of directors will gather at another meeting to discuss the impending membership drive, which will encompass the entire country now that the Midwestern Ballroom Operators' Association has changed its tag to that of a national org.

It is also expected that NBOA brass, including the org's legal counsel, Tom Roberts, will participate in several open forums planned by NAAPPB to discuss the music situation.

Fran Langford Sues Mercury for \$5,100

CHICAGO, Nov. 20. — Pic star Frances Langford filed suit in Federal Court here Thursday (18) against Mercury Records for \$5,100, which she claims is due her under a contract signed June 29, 1946. Her complaint alleges that she was to receive royalties of 5 per cent of the retail price of her platters with a guaranteed minimum of \$7,500 yearly. The pact was originally skedded to last a year, but it is claimed to have been amended in 1947 to extend an additional six months.

Mercury could not be reached for comment.

Weiss and Benjamin Leave Santly-Joy

NEW YORK, Nov. 20.—Tunesmiths George Weiss and Bennie Benjamin (*Oh! What It Seemed To Be, Rumors Are Flying*, etc.), for two and one-half years associated with the Santly-Joy pubbery via a writers' contract, this week negotiated an amicable parting of the ways with the firm. Their pact, which was for five years, was dissolved when the pubbery agreed that other commitments would prevent full exploitation concentration in accordance with the nature of the cleffers' paper.

It is believed that the writers are negotiating to sign a writers' deal with Tommy Valando's recently hatched Laurel Music.

Far Away Places

by JOAN WHITNEY and ALEX KRAMER

Moderately Slow

Far A-way Pla-ces With strange sound-in' names
 Far a-way o-ver the sea — Those Far A-way Pla-ces With the strange sound-in' names Are
 call-in', call-in' me — Go-in' to Chi-na or may-be Si-an
 I wan-na see for my-self — Those Far Away Pla-ces I've been read-in' a-bout In a
 book that I took from a shelf — I start get-tin' rest-less When-e-ver I hear The
 whis-tle of a train — I pray for the day I can get un-der-way And
 look for those can-ties in Spain — They call me a dream-er Well may-be I am But I
 know that I'm burn-in' to see — Those Far Away Pla-ces With the strange sound-in' names
 call-in', call-in' me

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 AFTER YOU'VE GONE (A-1918) 24006
 AIN'T MISBEHAVIN' (A-1929) 24051
 AIN'T WE GOT FUN (A-1921) 24018
 ALABAMA BOUND (A-1925) 24033
 ALEXANDER'S RAGTIME BAND (A-1938) 24084
 ALICE BLUE GOWN (A-1919) 24013
 ALL ALONE (A-1924) 24028
 ALL MY LIFE (A-1936) 24078
 ALL OF ME (A-1931) 24057
 ALL OVER NOTHING AT ALL (A-1922) 24021
 ALL THE THINGS YOU ARE (A-1940) 24095
 ALONE TOGETHER (A-1932) 24061
 ALWAYS (A-1925) 24034
 ALWAYS IN MY HEART (A-1942) 24310
 AMAPOLA (Pretty Little Poppy) (A-1924) 24031
 AMAPOLA (Pretty Little Poppy) (A-1941) 24098
 AM I BLUE (A-1929) 24057
 AMONG MY SOUVENIRS (A-1927) 24043
 AND THE ANGELS SING (A-1939) 24089
 ANGELA MIA (A-1928) 24044
 ANNIE DOESN'T LIVE HERE ANYMORE (A-1933) 24064
 APRIL IN PARIS (A-1932) 24062
 APRIL SHOWERS (A-1921) 24019
 AREN'T WE ALL AS TIME GOES BY (A-1929) 24048
 A-TISKET A-TASKET (A-1938) 24086
 AT SUNDOWN (A-1927) 24042
 AVALON (A-1920) 24012

BABY FACE (A-1926) 24036
 BACK IN YOUR OWN BACK YARD (A-1928) 24047
 BAMBALINA (A-1923) 24025
 BANDANNA DAYS (A-1921) 24017
 BAND PLAYED ON, THE BARNEY GOOGLE (A-1941) 24097
 BEALE STREET BLUES (A-1923) 24024
 BEAT ME DADDY, EIGHT TO THE BAR (A-1941) 24099
 BEAT O' MY HEART (A-1934) 24069
 BEAUTIFUL LADY IN BLUE, A BEAUTIFUL OHIO (A-1935) 24073
 BEER BARREL POLKA (A-1918) 24007
 BEGIN THE BEGUINE (A-1939) 24088
 BEI MIR BIST DU SCHÖN (A-1935) 24074
 BELLS OF ST. MARY'S, THE (A-1938) 24086
 BESIDE A BABBLING BROOK (A-1917) 24002
 BESIDE AN OPEN FIREPLACE (A-1923) 24026
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 BRAZIL (A-1943) 24314
 BREEZE AND I, THE BRIGHT EYES (A-1940) 24093
 BROADWAY ROSE (A-1920) 24012
 BROTHER CAN YOU SPARE A DIME? (A-1932) 24063
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 BUTTON UP YOUR OVERCOAT (A-1928) 24045
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 CAROLINA MOON (A-1928) 24044
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 CHAMPAGNE WALTZ (A-1934) 24070
 CHANT OF THE JUNGLE (A-1929) 24050
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 CHARLEY, MY BOY (A-1924) 24028
 CHARMMAINE (A-1926) 24039
 CHATTANOOGA CHOO CHOO (A-1941) 24099
 CHEEK TO CHEEK (A-1935) 24075
 CHICAGO (A-1922) 24023
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 CHINA BOY (A-1922) 24023
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 CHLOE (A-1927) 24040
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 DON'T GET AROUND MUCH ANYMORE (A-1943) 24315
 DON'T SIT UNDER THE APPLE TREE (A-1942) 24312
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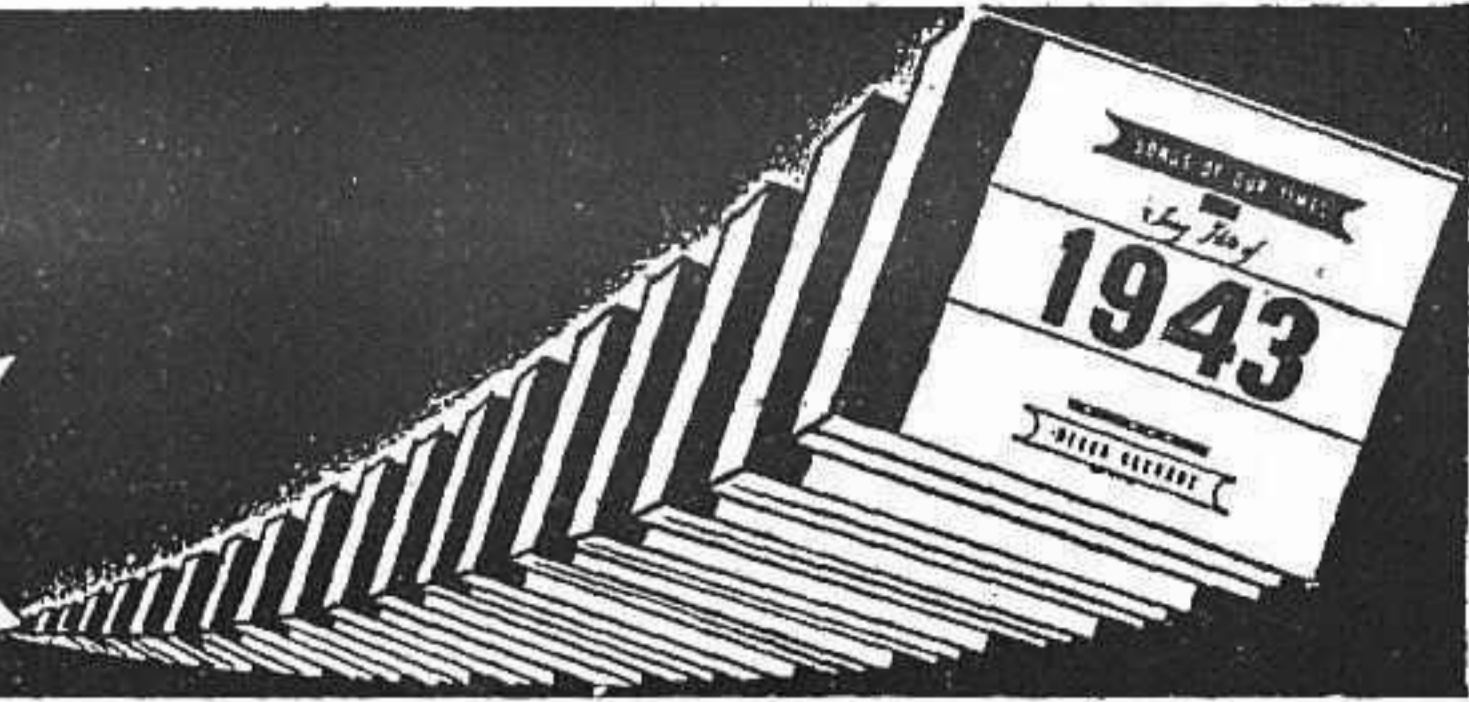
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 MISTER GALLAGHER AND MISTER SHEAN (A-1922) 24023
 MOANIN' LOW (A-1929) 24049
 MOONLIGHT AND ROSES (A-1925) 24033

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- MOONLIGHT COCKTAIL (A-1942) 24311
- MOONLIGHT ON THE COLORADO (A-1930) 24052
- MOON LOVE (A-1939) 24089
- MOON OF MANAKOORA, THE (A-1938) 24084
- MOON OVER MIAMI (A-1936) 24077
- MOON WAS YELLOW, THE (A-1934) 24069
- MORE THAN YOU KNOW (A-1929) 24049
- MUDDY WATER (A-1926) 24038
- MUSIC GOES 'ROUND AND AROUND, THE (A-1935) 24072
- MUSIC, MAESTRO, PLEASE (A-1938) 24085
- MY BELGIAN ROSE (A-1918) 24006
- MY BLUE HEAVEN (A-1927) 24042
- MY BUDDY (A-1922) 24022
- MY DEVOTION (A-1942) 24311
- MY HEART STOOD STILL (A-1927) 24041
- MY ISLE OF GOLDEN DREAMS (A-1919) 24009
- MY KINDA LOVE (A-1929) 24049
- MY MAMMY (A-1921) 24016
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- MY PRAYER (A-1939) 24088
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- MY SILENT LOVE (A-1931) 24058
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- NEAPOLITAN NIGHTS (A-1925) 24035
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- NOBODY KNOWS NO, NO, NORA (A-1919) 24010
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- OHI FRENCH (A-1918) 24004
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- OH JOHNNY, OH JOHNNY, OH! (A-1917) 24003
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- OH, WHAT A PAL WAS MARY O, KATHERINA (A-1919) 24008
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- OL' MAN RIVER (A-1933) 24064
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- ONE DOZEN ROSES (A-1926) 24039
- ONE DOZEN ROSES (A-1942) 24310
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- ONLY A ROSE (A-1925) 24032
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- ON THE SUNNY SIDE OF THE STREET (A-1933) 24054
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- ORCHIDS IN THE MOONLIGHT (A-1933) 24065
- ORGAN GRINDER'S SWING (A-1937) 24080
- OUI OUI MARIE (A-1918) 24004
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- OVER THE RAINBOW (A-1939) 24088
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- PAGAN LOVE SONG (A-1929) 24050
- PALE MOON (A-1920) 24014
- PALESTEENA (A-1920) 24012
- PAPER DOLL (A-1943) 24315
- PARADISE (A-1932) 24060
- PEANUT VENDOR, THE (A-1931) 24056
- PEGGY O'NEIL (A-1921) 24019
- PENNIES FROM HEAVEN (A-1936) 24076
- PENNSYLVANIA POLKA (A-1943) 24314

- PENNY SERENADE (A-1939) 24088
- PEOPLE WILL SAY WE'RE IN LOVE (A-1943) 25315
- PERFIDIA (A-1940) 24093
- PISTOL PACKIN' MAMA (A-1943) 24314
- PLAY FIDDLE PLAY (A-1932) 24060
- PLEASE THINK OF ME (A-1943) 24314
- PRAISE THE LORD AND PASS THE AMMUNITION (A-1942) 24312
- PRETTY GIRL IS LIKE A MELODY (A-1922) 24020
- PRISONER'S SONG, THE (A-1924) 24031
- RAMONA (A-1927) 24042
- RED SAILS IN THE SUNSET (A-1935) 24073
- REMEMBER (A-1925) 24034
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- RIVER, STAY 'WAY FROM MY DOOR (A-1931) 24056
- ROCKABYE YOUR BABY WITH A DIXIE MELODY (A-1918) 24003
- ROMANCE (A-1929) 24051
- ROSALIE (A-1937) 24083
- ROSE MARIE (A-1924) 24030
- ROSE O'DAY (A-1941) 24097
- ROSE OF NO MAN'S LAND, THE (A-1918) 24005
- ROSE OF THE RIO GRANDE (A-1922) 24023
- ROSE OF WASHINGTON SQUARE (A-1920) 24015
- ROSITA, LA (A-1923) 24025
- RUSSIAN LULLABY (A-1927) 24040
- SAILBOAT IN THE MOONLIGHT (A-1937) 24083
- SAN (A-1920) 24012
- SAVE YOUR SORROW FOR TOMORROW (A-1925) 24033
- SAY IT WITH MUSIC (A-1921) 24016
- SAY SI SI (Para Vago Ma Vey) (A-1940) 24093
- SAYS MY HEART (A-1938) 24085
- SCATTER-BRAIN (A-1939) 24091
- SEPTEMBER IN THE RAIN (A-1937) 24081
- SERENADE IN THE NIGHT (A-1937) 24082
- SHADOW WALTZ (A-1933) 24065
- SHE DIDN'T SAY YES (A-1931) 24059
- SHEIK OF ARABY, THE (A-1921) 24017
- S-H-I-N-E (A-1924) 24028
- SHOULD I (A-1929) 24051
- SHUFFLE ALONG (A-1921) 24017
- SHUFFLE OFF TO BUFFALO (A-1932) 24061
- SIBONEY (A-1929) 24050
- SIERRA SUE (A-1940) 24094
- SINGIN' IN THE RAIN (A-1929) 24048
- SING SOMETHING SIMPLE (A-1930) 24055
- SIREN'S SONG, THE (A-1917) 24003
- SITTIN' IN A CORNER (A-1923) 24026
- SIX LESSONS FROM MADAME LA ZONGA (A-1940) 24093
- SLEEPY LAGOON (A-1942) 24310
- SMILES (A-1917) 24000
- SMILE WILL GO A LONG LONG WAY, A (A-1923) 24024
- SMILIN' THROUGH (A-1919) 24009
- SMOKE GETS IN YOUR EYES (A-1933) 24066
- SOFT LIGHTS AND SWEET MUSIC (A-1932) 24062
- SO HELP ME (A-1938) 24085
- SOLITUDE (A-1934) 24071
- SOMEBODY ELSE IS TAKING MY PLACE (A-1942) 24312
- SOMEBODY STOLE MY GAL (A-1922) 24021
- SOMEDAY I'LL FIND YOU (A-1931) 24057
- SOMEONE TO WATCH OVER ME (A-1926) 24039
- SOME SUNNY DAY (A-1922) 24021
- SOMETHING TO REMEMBER YOU BY (A-1930) 24053
- SOMETIMES I'M HAPPY (A-1927) 24043
- SONG IS YOU, THE (A-1932) 24062
- SONG OF LOVE (A-1921) 24019
- SONNY BOY (A-1928) 24044
- SOUTH OF THE BORDER (A-1939) 24090
- SOUTH SEA ISLAND MAGIC (A-1936) 24078
- SPEAK TO ME OF LOVE (A-1932) 24060
- STAR DUST (A-1932) 24060
- STAY AS SWEET AS YOU ARE (A-1934) 24068
- STEIN SONG (A-1930) 24055
- STOMPIN' AT THE SAVOY (A-1936) 24079
- STORMY WEATHER (A-1933) 24067
- STRING OF PEARLS, A (A-1942) 24312
- STRIP POLKA (A-1942) 24313
- STUMBLING (A-1922) 24022
- SUMMER TIME (A-1935) 24075
- SUNDAY MONDAY OR ALWAYS (A-1943) 24316
- SUNNY SIDE UP (A-1929) 24048
- SUNRISE AND YOU, THE (A-1918) 24005
- SUNRISE SERENADE (A-1939) 24091
- SWANEE (A-1919) 24010
- SWEET AND LOVELY (A-1931) 24059
- SWEET EMALINA, MY GAL (A-1917) 24002
- SWEETHEARTS ON PARADE (A-1928) 24045
- SWEET LADY (A-1921) 24019
- SWEET LILIANI (A-1937) 24082
- SWEET SUE—JUST YOU (A-1928) 24067
- SWINGIN' DOWN THE LANE 'S WONDERFUL (A-1923) 24061

- TAKE ME BACK TO MY BOOTS AND SADDLE (A-1935) 24072
- TAMIAMI TRAIL (A-1926) 24038
- TEA FOR TWO (A-1924) 24029
- TELL ME (A-1919) 24010
- TELL ME LITTLE GYPSY (A-1920) 24015
- TELL ME THAT YOU LOVE ME TONIGHT (A-1935) 24073
- TEMPTATION (A-1933) 24063
- TEN LITTLE FINGERS AND TEN LITTLE TOES (A-1921) 24018
- TEN PRETTY GIRLS (A-1938) 24088
- THANKS A MILLION (A-1935) 24072
- THANKS FOR THE MEMORY (A-1938) 24087
- THAT NAUGHTY WALTZ (A-1920) 24013
- THAT OLD BLACK MAGIC (A-1943) 24316
- THAT OLD FEELING (A-1937) 24080
- THAT OLD GANG OF MINE (A-1923) 24026
- THAT OLD IRISH MOTHER OF MINE (A-1920) 24014
- THAT'S MY WEAKNESS NOW (A-1928) 24047
- THAT'S WHY DARKIES WERE BORN (A-1931) 24059
- THAT WONDERFUL MOTHER OF MINE (A-1918) 24007
- THERE ARE SUCH THINGS THERE I GO (A-1943) 24317
- THERE I GO (A-1941) 24096
- THERE'S A GOLD MINE IN THE SKY (A-1938) 24084
- THERE'S A SMALL HOTEL (A-1936) 24079
- THERE'S A STAR SPANGLED BANNER WAVING SOMEWHERE (A-1943) 24314
- THERE'S EGYPT IN YOUR DREAMY EYES (A-1917) 24001
- THESE FOOLISH THINGS (A-1935) 24074
- THEY GO WILD SIMPLY WILD OVER ME (A-1917) 24001
- THEY WERE ALL OUT OF STEP BUT JIM (A-1918) 24005
- THIS IS WORTH FIGHTING FOR (A-1942) 24311
- THIS LOVE OF MINE (A-1941) 24098
- THOU SWELL (A-1927) 24041
- THREE LITTLE FISHIES (A-1939) 24090
- THREE LITTLE WORDS (A-1930) 24054
- THREE O'CLOCK IN THE MORNING (A-1922) 24020
- TIGER RAG (A-1917) 24000
- TILL WE MEET AGAIN (A-1918) 24007
- TIME ON MY HANDS (A-1930) 24059
- TI-PI-TIN (A-1938) 24084
- TIP TOE THRU THE TULIPS (A-1929) 24048
- TONIGHT WE LOVE (A-1941) 24098
- TOO MARVELOUS FOR WORDS (A-1937) 24081
- TOOT, TOOT, TOOTSIE! (A-1922) 24023
- TRADE WINDS (A-1940) 24094
- TUCK ME TO SLEEP IN MY OLD 'LUCKY HOME (A-1921) 24016
- TULIP TIME (A-1919) 24011
- TUXEDO JUNCTION (A-1940) 24093
- TWO CIGARETTES IN THE DARK (A-1934) 24071
- TWO HEARTS IN THREE QUARTER TIME (A-1930) 24051
- UMBRELLA MAN, THE (A-1939) 24088
- UNDERNEATH THE HARLEM MOON (A-1932) 24062
- UNTIL THE REAL THING COMES ALONG (A-1936) 24079
- VAGABOND KING WALTZ, THE (A-1925) 24035
- VALENCIA (A-1926) 24037
- VARSITY DRAG (A-1927) 24043
- VEEDA, LA (A-1920) 24013
- VERY THOUGHT OF YOU, THE (A-1934) 24071
- VIENI, VIENI (A-1937) 24083
- VIOLETERA, LA (A-1923) 24025
- WABASH BLUES (A-1921) 24017
- WAGON WHEELS (A-1934) 24071
- WAIT TILL THE COWS COME HOME (A-1917) 24003
- WALTZ YOU SAVED FOR ME, THE (A-1930) 24052
- WANG WANG BLUES (A-1921) 24017
- 'WAY DOWN YONDER IN NEW ORLEANS (A-1922) 24021
- WAY YOU LOOK TONIGHT, THE (A-1936) 24076
- WEARY RIVER (A-1929) 24051
- WEDDING BELLS ARE BREAKING UP THAT OLD GANG OF MINE (A-1929) 24050
- WEDDING OF THE PAINTED DOLL, THE (A-1929) 24048
- WEST OF THE GREAT DIVIDE (A-1924) 24031
- WHAT IS THIS THING CALLED LOVE (A-1930) 24053
- WHAT'LL I DO (A-1924) 24028
- WHAT'S THE REASON (A-1935) 24072
- WHAT WILL I TELL MY HEART? (A-1937) 24082
- WHEN DAY IS DONE (A-1926) 24039
- WHEN DID YOU LEAVE HEAVEN (A-1936) 24077
- WHEN FRANCIS DANCES WITH ME (A-1921) 24019
- WHEN I GROW TOO OLD TO DREAM (A-1935) 24078

- WHEN IT'S SPRINGTIME IN THE ROCKIES (A-1929) 24050
- WHEN MY BABY SMILES AT ME (A-1920) 24015
- WHEN MY DREAM BOAT COMES HOME (A-1937) 24080
- WHEN THE LIGHTS GO ON AGAIN (A-1943) 24317
- WHEN THE MOON COMES OVER THE MOUNTAIN (A-1931) 24058
- WHEN THE ORGAN PLAYED AT TWILIGHT (A-1929) 24050
- WHEN THE RED ROBIN COMES BOB BOB BOBBIN' ALONG (A-1926) 24038
- WHEN THE SWALLOWS COME BACK TO CAPISTRANO (A-1940) 24092
- WHEN YOU AND I WERE SEVENTEEN (A-1924) 24030
- WHEN YOU WISH UPON A STAR (A-1940) 24094
- WHEN YUBA PLAYS THE RUMBA ON THE TUBA (A-1931) 24056
- WHERE DO WE GO FROM HERE (A-1918) 24004
- WHERE DO YOU WORK-A JOHN (A-1926) 24037
- WHERE'D YOU GET THOSE EYES (A-1926) 24037
- WHERE OR WHEN (A-1938) 24087
- WHERE THE BLACKKEYED SUSANS GROW (A-1917) 24002
- WHERE THE BLUE OF THE NIGHT MEETS THE GOLD OF THE DAY (A-1931) 24057
- WHERE THE SHY LITTLE VIOLETS GROW (A-1928) 24044
- WHISPERING (A-1920) 24012
- WHISPERS IN THE DARK (A-1937) 24081
- WHISTLE WHILE YOU WORK (A-1938) 24083
- WHITE CHRISTMAS (A-1942) 24313
- WHITE CLIFFS OF DOVER, THE (A-1942) 24310
- WHO? (A-1925) 24034
- WHO CARES? (A-1922) 24023
- WHO'S AFRAID OF THE BIG BAD WOLF? (A-1933) 24064
- WHO'S SORRY NOW (A-1923) 24024
- WHO WOULDN'T LOVE YOU (A-1942) 24310
- WHY DO I LOVE YOU (A-1927) 24041
- WHY DON'T YOU DO RIGHT (A-1943) 24315
- WHY DON'T YOU FALL IN LOVE WITH ME? (A-1943) 24316
- WHY WAS I BORN (A-1929) 24049
- WILD FLOWER (A-1923) 24025
- WILL YOU REMEMBER (A-1917) 24008
- WISHING (A-1939) 24090
- WITH A SONG IN MY HEART (A-1929) 24049
- WITH MY EYES WIDE OPEN I'M DREAMING (A-1934) 24068
- WITH PLENTY OF MONEY AND YOU (A-1936) 24076
- WITH THE WIND AND THE RAIN IN YOUR HAIR (A-1940) 24092
- WONDERFUL ONE (A-1922) 24020
- WOODPECKER SONG, THE (A-1940) 24092
- WOULD YOU (A-1936) 24077
- YANKEE ROSE (A-1926) 24037
- YEARNING (A-1925) 24035
- YES SIR, THAT'S MY BABY (A-1925) 24035
- YESTERDAYS (A-1933) 24066
- YES, WE HAVE NO BANANAS (A-1923) 24024
- YOU HOO (A-1921) 24018
- YOU AND I (A-1941) 24096
- YOU ARE FREE (A-1919) 24011
- YOU ARE MY LUCKY STAR (A-1935) 24074
- YOU ARE MY SUNSHINE (A-1941) 24099
- YOU BROUGHT A NEW KIND OF LOVE TO ME (A-1930) 24055
- YOU'D BE SO NICE TO COME HOME TO (A-1943) 24315
- YOU GO TO MY HEAD (A-1938) 24087
- YOU'LL NEVER KNOW (A-1943) 24317
- YOU MADE ME LOVE YOU (A-1942) 24311
- YOU MUST HAVE BEEN A BEAUTIFUL BABY (A-1939) 24091
- YOUNG MAN'S FANCY, A (A-1920) 24013
- YOU OUGHTA BE IN PICTURES (A-1934) 24068
- YOU'RE A MILLION MILES FROM NOWHERE (A-1919) 24009
- YOU'RE AN OLD SMOOTHIE (A-1932) 24063
- YOU'RE A SWEETHEART (A-1938) 24086
- YOU'RE DRIVING ME CRAZY! (A-1930) 24054
- YOU'RE GETTING TO BE A HABIT WITH ME (A-1932) 24061
- YOU'RE MY EVERYTHING (A-1931) 24058
- YOU'RE THE CREAM IN MY COFFEE (A-1928) 24043
- YOU'RE THE TOP (A-1934) 24070
- YOU'RE EYES HAVE TOLD ME SO (A-1919) 24009
- YOU TOOK ADVANTAGE OF ME (A-1928) 24045
- YOU'VE GOT TO SEE MAMA EVERY NIGHT (A-1923) 24027

OF THE GREATEST RECORDS!...



Local 802 Plan May Ease Traveling Orks' Tangles On Taxes and Insurance

NEW YORK, Nov. 20.—An easing of the snarl in which traveling orks found themselves following last year's Bartels vs. Birmingham Supreme Court decision may be in the making as the result of recent recommendations by Local 802, American Federation of Musicians (AFM), before the Internal Revenue Department and the Federal Interstate Unemployment Committee in Washington.

The Supreme Court finding, which said that traveling name band leaders are to be considered the employers of the musicians on the job, has set off a train of consequences bordering on disaster for the harried batoneers (*The Billboard*, November 13). They find themselves accountable for the complex bookkeeping and annoying financial responsibility of setting aside and keeping records of withholding taxes, Social Security deductions and unemployment insurance for the sidemen.

On top of this, the lack of uniformity among unemployment insurance regulations in various States has been adding to the at-liberty sideman's difficulties in collecting unemployment money, for which he may have paid in a couple of dozen States. The Federal Interstate Committee has been trying to achieve a standardization, but to date the situation is a woeful tangle.

Local 802 Formula

The 802 committee submitted the following formula toward which the government agencies concerned are said to be favorably disposed:

In the case of traveling bands on itinerary, and where the leader is adjudged to be the employer, the base of operations shall be the home local of the leader. The home local shall be the one which issued the traveling book to the leader. The Federation, which also was represented at these conferences, endorses the 802 plan, assuming, a spokesman said, "that other details can be worked out satisfactorily."

Under this plan, while the leader would still have the clerk-and-book-keeping headache, the men would

have a realistic opportunity to collect unemployment insurance, which would accrue in one place instead of being deposited piecemeal in the wake of the tour.

Club Dates

A second recommendation by 802 would attempt to relieve the Bartels onus in still another way. It is asked that in the case of casual single engagements within New York—the club work which is one of the most important facets of all 802 employment—that the caterer or private party who hires the ork be considered the true purchaser of the music, and therefore assume the position of employer. In effect, musicians argue, the leader on a club date is not the real boss at all. The man who buys the music is, and he should carry the fiscal and bookkeeping brunt, if any.

Should these recommendations carry, the plight of the one-nighter boys may be greatly relieved. The real amelioration will not be achieved, it is felt, until uniform unemployment insurance regulations apply thruout the country.

Short-Term Trial Pact Seen By ASCAP for Tele Field

NEW YORK, Nov. 20.—There's considerable belief among both telecasters and spokesmen of the American Society of Composers, Authors and Publishers (ASCAP) that the ASCAP-TV contract, when finally negotiated, will be of an experimental, tho commercial nature and cover a short term.

There's a sound precedent for this. The pact negotiated six months ago by the American Federation of Musicians (AFM), covering scales and conditions on TV, was set for just six months—the angle being that both AFM and telecasters would, during the period, get a true picture of just how musicians could and would be used on TV. AFM Prexy Petrillo extended this pact for another three months a few weeks ago.

A similar situation obtains with respect to use of music on TV. Both parties to the negotiations are not quite certain as how the music rights picture fits into TV operation. Telecasters are fearful that ASCAP's

Det. Ork Hall May Get Resort License

DETROIT, Nov. 20.—The Detroit Symphony Orchestra is likely to find its swank Music Hall classified along with summer resorts as the result of the decision of Owen J. Cleary, chairman of the Michigan Liquor Control Commission. He said that the spot is entitled to a resort license because it is a resort for music lovers in winter, just like up-State spots for others in the summer.

The proposal for the liquor license for the Music Hall was made by Henry J. Reichhold, president of the Symphony Society, following action of the State agriculture commission in opposing a beer—(as distinct from liquor) license for the symphony during the State fair. The latter considered it undignified, but Cleary indicated his commission would be willing to grant the temporary license again this year, allowing the symphony to play during the fair, while beer flowed and helped pay off part of the cost of the concerts.

2 RCA EXCLUSIVES

NEW YORK, Nov. 20.—RCA Victor this week signed Jim Hawthorne, Hollywood disk jockey-comic, and the Ike Carpenter band to exclusive recording pacts. Hawthorne is Spike Jones' warbler of *Serutan Yob*.

Chi AFM Boosts Rates at Class A, B Locations

CHICAGO, Nov. 20.—Local 10 of the American Federation of Musicians (AFM) here this week sent out notice of a hike in basic scales. Under the new scale, Class A terperies will pay \$14 per man per three-hour session, with the leader getting \$2 per man extra per session, with overtime at \$1.50 per half-hour or fraction thereof. Previously, Class A danceries forked over \$13 per man, plus \$1 a man extra per session, with overtime at \$1.50 per half-hour.

Class B ballrooms were hiked from \$11 per three-and-a-half hour session to \$13 for a three-hour session, with the leader's pay hiked from \$1 to \$2 extra per man per session. Overtime continues at \$1 a half-hour for Class B ballroom jobs.

Under the new set-up, the previous charge of \$1 for Saturday nights will be eliminated.

Hotel, theater-restaurant, nitery, tavern and lounge orksters got a pay boost, with the leader of an orchestra of five men or less, who previously got 50 cents per day per man extra, now getting 50 per cent additional of basic scale, while the frontier of a band of six men or over now gets double the scale, where previously he received \$3 per man per week.

Two Record Firms Dicker for Services Of Bailes Brothers

CHICAGO, Nov. 20.—The Bailes Brothers, gospel-singing hillbilly group on KWKH, Shreveport, La., are reported to be pawns in dickering between two wax companies. It was learned this week that Columbia, for whom the boys now record, has okayed the release of four sides on King Records. It was stated that Columbia was ready to release the Bailes Brothers from the Columbia stable "if King could do more for them."

In New York, however, a top Columbia official denied there was any intention of releasing the brothers. "We have just given them permission to make four sides for King," he said.

A King exec stated he had 26 sides cut by the Bailes Brothers. The projected pact between the Bailes boys and King is a three-year paper which would go into effect if and when Columbia okayed the release.

Decca, Muzak Mull Deal Transferring World Wired Music

NEW YORK, Nov. 20.—Muzak is negotiating with Decca Records for purchase of the wired music division of the World Broadcasting System. Some months back Decca sold the World Transcription Library to Ziv, but retained the wired music division. The latter includes some 45 franchises in key cities.

Should the deal go thru, it will place Muzak in a very strong position. Details, however, are understood to be rather tough to work out. It might be difficult, for instance, to integrate the World set-up into the Muzak org in cities where there are overlapping franchises.

PHILBIN A P.M. AGAIN

NEW YORK, Nov. 20.—Jack Philbin, formerly vice-president with General Amusement Corporation (GAC), re-entered the personal management field this week. Philbin is handling WMCA disk jockeys Bea Wain and Andre Baruch, duo which he plans to book in theaters as well as radio, and the De Castro Sisters, Pat Henning and Bob Houston.

Nat Moss Faces 30-Yr. Stretch

NEW YORK, Nov. 20.—Nat Moss, former president and secretary of the 400 Restaurant, Inc., which owned the now extinct 400 Club, name band location, this week was convicted by a New York Federal Court jury on a 10-count indictment accusing him, on five counts, of evading taxes totaling \$19,000 and, on the other five, of wilful failure to pay \$43,000 cabaret taxes from March to November, 1946. Trial was before Judge Samuel Kaufman. Edward Rigney, assistant U. S. attorney, prosecuted. Moss, now out on bail, will be sentenced December 3.

Moss faces a maximum prison term of 30 years. The corporation, 400 Restaurant, Inc., named in the indictment, was dismissed, for it went into bankruptcy last year owing the government \$136,000 in Social Security, cabaret and unemployment insurance taxes.

Moss, at the trial, claimed he had not wilfully failed to pay, but said that because of adverse business conditions he had used the money to defray losses.

Bourne Finds Europe Seeks To Check Flow of \$\$ to U. S.

(Continued from page 3)

ness trip to England and the Continent, resuming his series of annual foreign jaunts, suspended since 1939. In England, Spain, France, Belgium, Italy and Austria, Bourne found the same situation, with only the hits making any money, and most of these hits of American origin. Authorities in these countries have indicated that they probably would not add new monetary restrictions if American firms would plug their native stuff to build up credit for them in this country. While several tunes of continental origin (such as *You Can't Be True*, *Dear* and *Toohe Oohe Doolie*) have hit pay dirt here, many of them have been public domain melodies, with no profits accruing to the source nations, who now urge recognition of their copyrighted ma-

terial as well. Bourne himself, feels that their attitude is justified, and cemented a number of reciprocal deals for individual tunes in all countries covered.

Bourne had high praise for the government-owned British Broadcasting Corporation's (BBC) anti-payola restrictions, whereby pubbers, pluggers and artists are all responsible to BBC, which has power to ban any of these parties and their products from the air for a one-year period. "A song has to make it on its own merits," he said, "altho the personality of the contact man cannot be minimized."

The pubber has scheduled another European trip for next spring. He leaves in two weeks for the West Coast, where he expects to close several film deals negotiated by his representatives while he was abroad.

Minn. Indie Disk Retailers Form Co-Op Association

MINNEAPOLIS, Nov. 20.—The formation of Record Dealers, Inc., an association of a dozen Minneapolis and St. Paul indie disk retailers headed by Emmett McGowan, of McGowan's Music, Minneapolis, was accomplished here this week with the avowed purpose of promoting the wax industry for the independent dealers. The org, according to McGowan, was the culmination of efforts of several independent dealers who find themselves "not so much in competition with each other as with the hundreds of new outlets which have been opened in the Twin Cities." These, he explained, include "drugstores, chain stores, record counters and practically every appliance store."

McGowan asserted his belief that "most of these newer accounts will fold when the going gets tough, but in the meantime they're doing much damage to the larger independent dealers whose main source of income is records." The org members, he indicated, have no bone to pick with any of the top record company distributors or factory branches. There are dealer problems here too he said, but the best way to meet them is thru "co-operation, proper merchandising and impressive advertising."

Heavy Paper Ads

The association will start an extensive ad campaign to be run every Monday morning in *The Minneapolis Tribune* and *St. Paul Pioneer Press*. "We expect to use space eight inches by four columns each week, offering an album buy of the week at each store. Because of the co-operative efforts of members, he added, "we feel we are able to pick up top buys on the record market and offer them

Staff Records Gets Overhaul of Set-Up

DETROIT, Nov. 20.—The Staff Record Company, turning out a line of disks primarily in the Negro field, is being incorporated and refinanced, as part of an expansion program, according to Idessa Malone, independent distributor who has heretofore owned the label personally. Associated in the reorganization venture, in addition to Miss Malone, are Walter C. Willis, Walton A. Lewis and Paul Alexander, who will take over active operation.

The growth of business has made it necessary for Miss Malone to devote full time to her own record distributing business, and she will take a less active part in the operation of the staff line under the new set-up, altho retaining general supervision.

Jackie Smith Quits Mercury

CHICAGO, Nov. 20.—Jackie Smith, in charge of Mercury record disk jockey promotion for the past two years, this week resigned from that firm to head up her own television cosmetic firm. A high scorer in *The Billboard's* disk jockey supplement when flacks were rated by the tallow turners, she intends to turn out a full line of cosmetics under the trade name, Tele-Chromatic. The cosmetics are the product of research by Miss Smith and nationally known cosmeticians. In addition, she eventually wishes to set up a service for radio stations, whereby cosmeticians especially trained for video make-up jobs will be leased to stations on a yearly basis. National distribution for the video make-up line is currently being set up, with first products available shortly after December 1.

to our customers at considerably reduced prices."

The association, which is non-profit, has retained Charles Stevenson as executive secretary. Other officers are Hart Callender, of Hart's Music Store, St. Paul, treasurer, and Harvey Goldstein, of Century Record and Camera Store, Minneapolis, secretary. Don Leary, of Don Leary's, Inc., Minneapolis, is president of the board of directors, which includes John McGowan of McGowan's Radio Company, St. Paul; Bob Kenny, of the Highland Village Record Store, St. Paul, and other officers.

Barton Gets Coin To Keep Pubbery Going

NEW YORK, Nov. 20.—At an informal meeting yesterday (19), Ben Barton informed a creditors' committee that he had deposited a sum of money with the law firm of Wilzin & Halperin which would enable him to pay writer creditors 65 cents on the dollar and general creditors 20 cents on the dollar, with enough left over to enable him to operate.

He did not reveal the amount of the deposit, but asked that the creditors approve a two-week adjournment of the meeting skedded with Referee Peter B. Olney for Monday (22). Barton was to have submitted a payment plan at this meeting. The creditors assented to a postponement until December 6, at which time Barton will present the plan and make known the amount of money he is putting into the business.

The reason he cannot divulge the amount of his deposit now, Barton said, is that he is "straightening out some internal affairs." Barton later told *The Billboard* that he was offering stockholders an opportunity to buy additional stock in the pubbery. At the December 6 meeting, he said, in addition to submitting his plan, and revealing the amount of his cash deposit, he will ask for waivers from certain songwriter creditors who have offered to wait until other creditors are paid.

Capitol's Livingston Sets English Huddle

HOLLYWOOD, Nov. 20.—Alan Livingston, Capitol's a. and r. staffer in charge of albums, left Friday (19) for England to huddle with English Decca's Ted Lewis concerning overseas sale of Cap albums.

Problem arose when Cap discovered that some of its contracts with artists commit the diskery to release platters in album form only. Since the tight paper situation and marketing conditions in England does not permit album sales, Livingston will study the problem first hand to find a solution. He will be away three weeks.

Heidt Parade Set for D. C.

WASHINGTON, Nov. 20.—Uline Arena here takes a breather from hockey, basketball and midget auto races December 12 to provide a showcase for Horace Heidt's Parade of Stars, which is being sponsored by the local Junior Board of Commerce for the benefit of youth welfare activities.

Featured in the program will be young Dick Contino, accordion player, who won a national contest for a spot with Heidt's organization.

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- MAYBE YOU'LL BE THERE GORDON JENKINS
DARK EYES Decca 24403
- CUANTO LA GUSTA CARMEN MIRANDA and ANDREWS SISTERS
THE MATADOR Decca 24479
- SAY SOMETHING SWEET TO YOUR SWEETHEART INK SPOTS
YOU WERE ONLY FOOLING Decca 24507
- BUTTONS AND BOWS EVELYN KNIGHT
I KNOW WHERE I'M GOING Decca 24489
- SO TIRED RUSS MORGAN
I HEAR MUSIC Decca 24251
- UNDERNEATH THE ARCHES ANDREWS SISTERS
YOU CALL EVERYBODY DARLING . . . Decca 24490
- WHAT DID I DO? DICK HAYMES and ANDREWS SISTERS
I'D LOVE TO CALL YOU MY SWEETHEART Decca 24504
- MY HAPPINESS ELLA FITZGERALD
TEA LEAVES Decca 24446
- GLORIA MILLS BROTHERS
I WANT TO BE THE ONLY ONE Decca 24509
- BOUQUET OF ROSES DICK HAYMES
ANYTIME Decca 24506
- ON A SLOW BOAT TO CHINA LARRY CLINTON
THIS IS THE MOMENT Decca 24482
- BELLA BELLA MARIE ANDREWS SISTERS
THE MONEY SONG Decca 24499
- A BLUEBIRD SINGING IN MY HEART BING CROSBY
LILI MARLENE Decca 24508

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GUY LOMBARDO - ANDREWS SISTERS (Decca)

SAMMY KAYE (Victor)

ART KASSEL (Mercury)

JOHNNY LONG (Signature)

THE SQUADRONAIRES (London)

FROM
LOMBARDO

A Wonderful Sur-prize package!

THE CHOCOLATE CHOO-CHOO

Recorded by

VAUGHN MONROE (Victor) • GUY LOMBARDO (Decca)

FROM
TRIANGLE

Jack Owens

THE MISTLETOE SONG

Recorded by

JACK OWENS and EDDIE BALLANTINE (Tower)

JACK BREGMAN
ROCCO VOCCO
CHESTER CONN

The
Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

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.

Week Ending
November 19

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. BUTTONS AND BOWS** 1

By Livingston and Evans
Published by Famous (ASCAP)

Records available: Gene Autry, Columbia 20469; The Dinning Sisters, Capitol 15184; Betty Garret-H. Mooney Ork, MGM 10244; E. Knight, Decca 24489; Betty Rhodes, Victor 20-3078; Dinah Shore, Columbia 38284; B. Brown, Varsity 114; Jeff Clay, Dana 2023; B. Hope-Clark Sisters, Capitol 15292; Grace Fields, London 355; H. O'Connell, Coast 8032.

Electrical transcription libraries: Sterling Young Ork, MacGregor.
- 2. ON A SLOW BOAT TO CHINA** 2

By Frank Loesser
Published by E. H. Morris (ASCAP)

Records available: L. Chilton Ork, Decca 24482; B. Goodman Ork-A. Henrickson, Capitol 15208; Kay Kyser, Columbia 38301; S. Lanson, Mercury 5191; A. Lund, MGM 10269; F. Martin, Victor 20-3123; E. Howard Ork, Mercury 5219; J. Frank, Varsity 117.

(No information on electrical transcription libraries available as The Billboard goes to press.)
- 3. A TREE IN THE MEADOW** 3

By Bill Reid
Published by Shapiro-Bernstein (ASCAP)

Records available: S. Browne, London 123; P. Pennelly Ork, MGM 10211; J. Laurenz, Mercury 5148; Monica Lewis-Ames Brothers, Decca 24411; J. Loss Ork, Victor 20-2965; Margaret Whiting, Capitol 15122; B. Johnson, Columbia 38279; B. Lester, Rainbow 70015; Varsity 108; B. Brown-Varsity Ork, Varsity 108.

Electrical transcription libraries: Cyril Stapleton Ork, London; Monica Lewis-Ames Brothers, World.
- 4. TWELFTH STREET RAG** 4

By Al Bowman
Published by Shapiro-Bernstein (ASCAP)

Records available: M. Herth Trio, Decca 24450; Pee Wee Hunt Ork, Capitol 15106; N. Simons, Rego 1018; Jack Pina & Ork, MGM 10251; Eddie (Gin) Miller, Rainbow 70033; Sidney Bechet, Victor 20-3120; Varsity 106; F. (Schnickelfritz) Fisher, Regent 125; B. Bishop Ork, Bullet 1060; Liberace, Signature 15240; F. (Schnickelfritz) Fisher, FM 301; Varsity Ragtime Band, Varsity 106.

Electrical transcription libraries: Airiane Trio, Lang-Worth; Frankie Carle, Lang-Worth; the Four Polka Dots, Lang-Worth; Charles Magnante, Associated; Manhattan Nighthawks, NBC Thesaurus; Music Hall Varieties Ork, NBC Thesaurus; Pat Dodd-Cecil Norman, London; Jack Pina, Standard; Alvino Rey, Standard.
- 5. MY DARLING, MY DARLING** 7

By Frank Loesser
Published by E. H. Morris (ASCAP)

From the Broadway musical production "Where's Charley?"

Records available: E. Young & J. Lathrop, Victor 20-3187; Jo Stafford-Gordon MacRae, Capitol 15270; Doris Day-Buddy Clark, Columbia 38353; Peter Lind Hayes, Decca 24619.

(No information on electrical transcription libraries available as The Billboard goes to press.)
- 6. MAYBE YOU'LL BE THERE** 5

By Sammy Gallop and Rube Bloom
Published by Triangle (ASCAP)

Records available: J. Pina Ork, Mercury 5160; G. Jenkins Ork, Decca 24403; Varsity Ork-Frank and Chorus, Varsity 102; Jack Carroll-David Rhodes Ork, National 9033; Betty Rhodes, Victor 20-2189; Billy Butterfield, Capitol 397; Eddy Howard, Mercury 5214.

Electrical transcription libraries: Louise Carlyle, NBC Thesaurus; Mindy Carson-Hank D'Amico, Associated; Ziggy Elman, Lang-Worth; Eddy Howard, Mercury 5214.
- 7. MY HAPPINESS** 8

By Betty Peterson and Barney Bergentline
Published by Biaseco (ASCAP)

Records available: R. Deauville-Novelle Harmonica Trio, Bullet 1032; the Marlin Sisters, Columbia 38127; the Pied Pipers, Capitol 15094; P. Sheridan, Palda 1004V; J. & S. Steele, Damon D-1133; E. Fitzgerald, Decca 24446; A. Dale, Signature 15208; L. Laurenz, Mercury 5144; The McKay Trio, Continental C-1241; A. and J. Nelson, Bandwagon 504; Anne Vincent, Dana 20-17; Dorothy Morrow Ensemble, Victor 20-2965; Tyler Duo and Ork, Varsity 101; Bill Case with His Melody Boys, Royal-Tone 1001.

Electrical transcription libraries: The Serenaders, Standard.
- 8. YOU WERE ONLY FOOLIN'** 10

By Larry Fortine-Billy Faber-Fred Meadows
Published by Shapiro-Bernstein & Barron (ASCAP-BMI)

Records available: Blue Barron, MGM 10185; Ink Spots, Decca 24507; K. Starr, Capitol 15228; E. Whitley-Green Sisters, Columbia 38323.

(No information on electrical transcription libraries available as The Billboard goes to press.)
- 9. UNTIL** 6

By Jack Fulton, Bob Crosby and Hunter Kahler
Published by Dorsey Bros. (ASCAP)

Records available: T. Dorsey Ork, Victor 20-3061; The Charioteers, Columbia 38329.

(No information on electrical transcription libraries available as The Billboard goes to press.)
- 10. HAIR OF GOLD, EYES OF BLUE** 6

By Sunny Skylar
Published by Melin (BMI-ASCAP)

Records available: L. Carson, Bandwagon 516; J. Emerson, Metrotone 2018; Jack Lathrop, Victor 20-3109; John Laurenz, Mercury 5172; Art Lund-Crew Chiefs, MGM 10258; Gordon MacRae, Capitol 15178; Smokey Rogers-The McCal Twins, Capitol 15217; C. Shane, Columbia 38315; B. Tyler, Continental C-1244; B. Eberly-Sunshine Serenaders, Decca 24491; Larkin Sisters-The Swingers, Spiro B-3001; Harmonicats, Universal U-121; Red Gilliam & His Texas Pals, World 1802; Red Harper, Exclusive 59X; N. Minard, Apollo 1129.

Electrical transcription libraries: Monica Lewis, World.

USE THIS PAGE AS YOUR CHECK SHEET Here's a handy way to order and to re-order RCA Victor's top new hits!

RCA VICTOR STARS

On The
Billboard

"HONOR ROLL OF HITS"

- 1. **BUTTONS AND BOWS**
BETTY RHODES RCA Victor 20-3078
- 2. **ON A SLOW BOAT TO CHINA**
FREDDY MARTIN RCA Victor 20-3123
- 3. **A TREE IN THE MEADOW**
J. LOSS ORCHESTRA RCA Victor 20-2965
- 4. **TWELFTH STREET RAG**
SIDNEY BECHET AND HIS
NEW ORLEANS FEETWARMERS RCA Victor 20-3120
- 5. **MY DARLING, MY DARLING**
EVE YOUNG AND
JACK LATHROP RCA Victor 20-3187
- 6. **MAYBE YOU'LL BE THERE**
BETTY RHODES RCA Victor 20-2189
- 7. **MY HAPPINESS**
DOROTHY MORROW ENSEMBLE
RCA Victor 20-2965
- 9. **UNTIL**
TOMMY DORSEY RCA Victor 20-3061
- 10. **HAIR OF GOLD**
JACK LATHROP AND THE
DRUGSTORE COWBOYS RCA Victor 20-3109

This week's **RCA VICTOR** release!

✓ **POPULAR**

- Gee, But It's Good To Be I Want A Little Girl
PAGE CAVANAUGH TRIO RCA Victor 20-3016
- California Is Wonderful (If You're a Grapefruit) Mean To Me
LOUIS PRIMA RCA Victor 20-3229
- Singing The Blues (Till My Daddy Comes Home) Jazz Me Blues
BRAD GOWANS' NEW YORK NINE RCA Victor 20-3230
- I'm So Doggone Melancholy Needle Points
ERSKINE HAWKINS RCA Victor 20-3231

✓ **FOLK**

- Bull Fiddle Boogie Chattanooga Bess
PEE WEE KING RCA Victor 20-3232
- The Girl That Belongs To Somebody Else (Is The Girl That Belonged To Me) Every Doggone Time
ERNIE LEE RCA Victor 20-3233

✓ **RHYTHM & BLUES**

- Why Pretend Why Should I Care?
THE FOUR CLEFS RCA Victor 20-3234*
- Walking With The Blues Farewell, Little Girl
DR. CLAYTON'S BUDDY (Sunnyland Slim Orch.) RCA Victor 20-3235

✓ **ARTIE SHAW ALBUM**

- ARTIE SHAW AND HIS ORCHESTRA (Re-issued by Request) "Show Tunes" Album P-230
- The Donkey Serenade and My Heart Stood Still RCA Victor 20-3214
- Lover, Come Back To Me and Rosalie RCA Victor 20-3215
- The Man I Love and Vilia RCA Victor 20-3216
- Zigeuner and Carioca RCA Victor 20-3217

Riding High... Climbing Fast

- All I Want For Christmas (Is My Two Front Teeth) SPIKE JONES RCA Victor 20-3177
- Blue Christmas JESSE ROGERS RCA Victor 20-3243
- In My Dreams VAUGHN MONROE RCA Victor 20-3133
- Then I Turned and Walked Slowly Away EDDY ARNOLD RCA Victor 20-3174
- Blue Champagne TEX BENEKE RCA Victor 20-3131



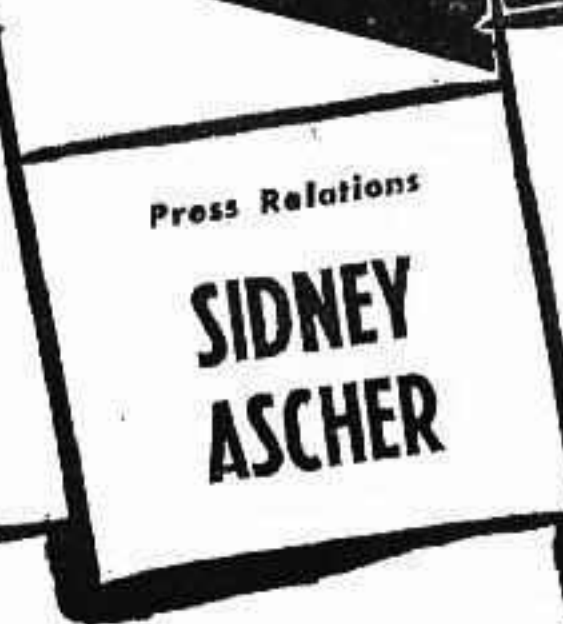
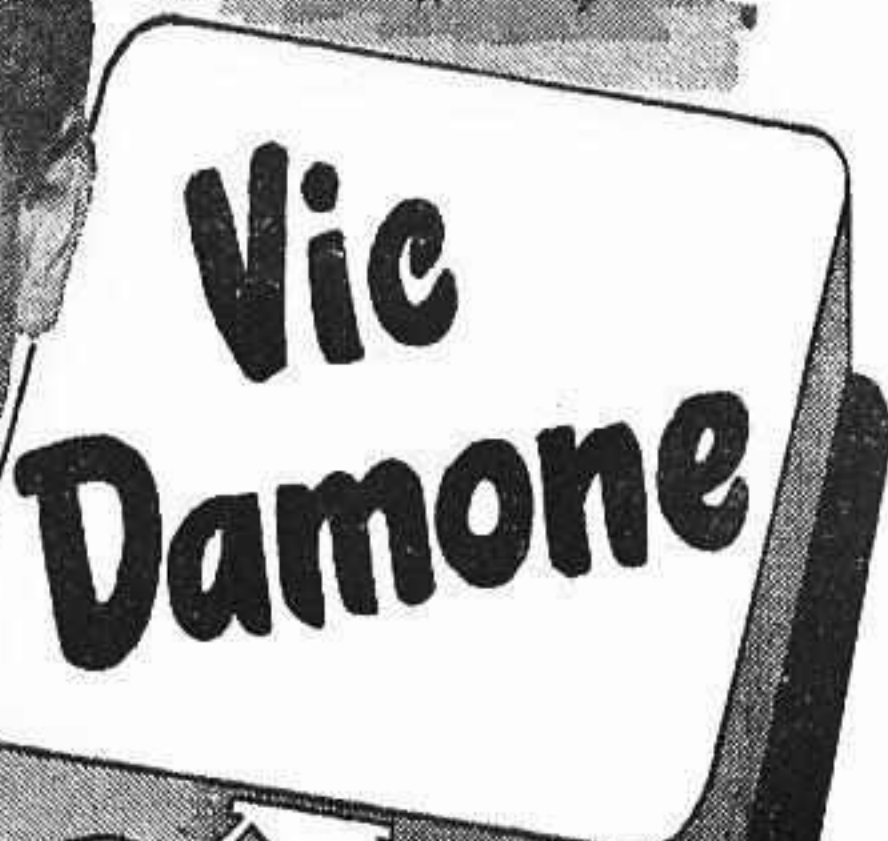
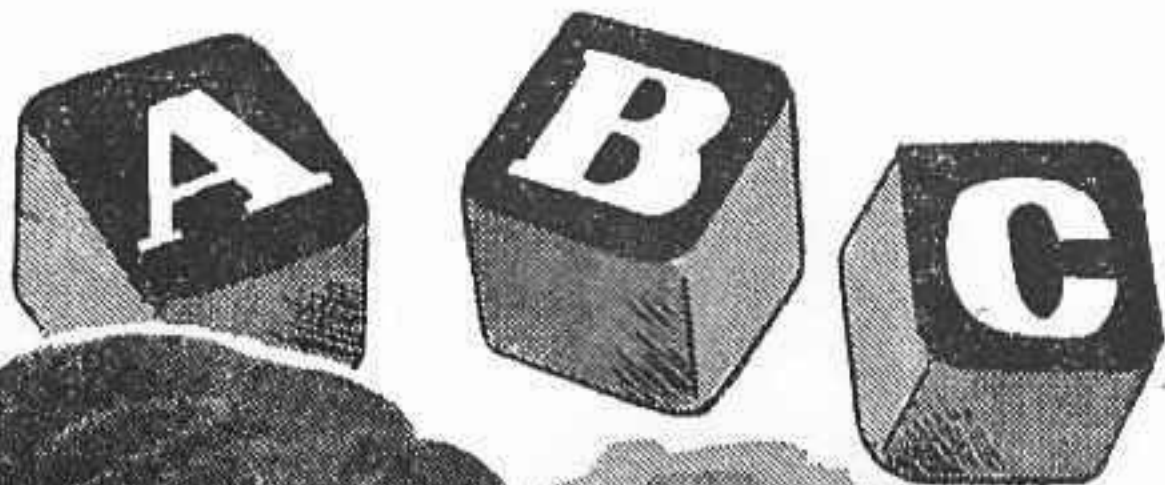
... Mail your order to your RCA Victor distributor!

Name _____
Street _____
City _____ State _____

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

*Re-Issued by Request!

PICKING A HIT is as simple as



The Billboard MUSIC POPULARITY CHARTS PART II Sheet Music

Week Ending
November 19



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 to date	Last Week	This Week	Song	Publisher
9	1	1	1	BUTTONS AND BOWS (R)	Famous
8	2	2	2	ON A SLOW BOAT TO CHINA (R)	Melrose
20	3	3	3	A TREE IN THE MEADOW (R)	Shapiro-Bernstein
30	5	4	4	MY HAPPINESS (R)	Blasco
2	6	5	5	MY DARLING, MY DARLING (M) (R)	E. H. Morris
13	4	6	6	HAIR OF GOLD, EYES OF BLUE (R)	Mellin
3	8	7	7	WHITE CHRISTMAS (R)	Berlin
7	7	8	8	YOU WERE ONLY FOOLIN' (R)	Shapiro-Bernstein-Barron
28	10	9	9	MAYBE YOU'LL BE THERE (R)	Triangle
21	11	10	10	YOU CALL EVERYBODY DARLIN' (R)	Mayfair
2	12	11	11	HERE COMES SANTA CLAUS (R)	Western
6	—	12	12	UNTIL (R)	Dorsey Bros.
14	9	13	13	UNDERNEATH THE ARCHES (R)	Robbins
2	17	14	14	THAT CERTAIN PARTY (R)	Bourne
3	16	15	15	SAY SOMETHING SWEET TO YOUR SWEETHEART (R)	Mills
11	15	16	16	EV'RY DAY I LOVE YOU (R)	Harms, Inc.
2	14	18	18	SANTA CLAUS IS COMIN' TO TOWN (R)	Feist
1	—	16	16	AH, BUT IT HAPPENS (R)	Bourne

Note: Due to the appearance on the Popularity Charts of Christmas standards, we are listing more than the usual 15 popular songs.

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week	Song	English	American
10	1	1	1	SO TIRED	Campbell-Connelly	Blenmore Music, Inc.
7	2	1	1	BUTTONS AND BOWS	Victoria	Famous
11	1	2	2	SO TIRED	Campbell-Connelly	Glenmore Music, Inc.
11	3	2	2	MY HAPPINESS	Chappell	Blasco
8	4	3	3	WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell
28	7	4	4	DREAM OF OLWEN	Lawrence Wright	Mills
30	6	5	5	GALWAY BAY	Box and Cox	Leeds
15	5	6	6	YOU CAN'T BE TRUE	Chappell	Biltmore Music
16	8	7	7	RAMBLING ROSE	Irwin Dash	Laurel Music
8	9	8	8	LA VIE EN ROSE	Noel Gay	Harms, Inc.
1	—	9	9	BALLING THE JACK	Francis Day	*
17	10	10	10	WOODY WOODPECKER	Leeds	Leeds
3	11	11	11	ANYTHING I DREAM IS POSSIBLE	Reid	Laurel Music
4	13	12	12	UNDERNEATH THE ARCHES	Campbell-Connelly	Robbins
9	12	13	13	ALL DRESSED UP WITH A BROKEN HEART	Cinephonic	E. B. Marks
3	16	14	14	YOU CALL EVERYBODY DARLIN'	E. H. Morris	Mayfair
1	—	15	15	SAY IT EVERY DAY	Merrin	*
13	14	16	16	OCTOBER TWILIGHT	Irwin Dash	Shapiro-Bernstein-Carl Fischer
1	—	17	17	IT ONLY HAPPENS WHEN I DANCE WITH YOU	Berlin	Berlin
4	18	18	18	WHEN THE ORGAN PLAYED AVE MARIA	Strauss Miller	*
1	—	19	19	I'D LOVE TO LIVE IN LOVELAND	Sun	Bregmann-Vocco-Conn

Note: Due to the appearance on the Popularity Charts of Christmas standards, we are listing more than the usual 15 popular songs.

*Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the seven largest retailers in the Dominion.

POSITION	Weeks to date	Last Week	This Week	Song
5	2	1	1	BUTTONS AND BOWS
19	1	2	2	A TREE IN THE MEADOW
3	3	3	3	ON A SLOW BOAT TO CHINA
24	2	4	4	MY HAPPINESS
13	4	5	5	UNDERNEATH THE ARCHES
17	6	6	6	YOU CALL EVERYBODY DARLIN'
10	8	7	7	HAIR OF GOLD, EYES OF BLUE
9	7	8	8	BLUEBIRD OF HAPPINESS
11	9	9	9	TWELFTH STREET RAG
2	12	10	10	UNTIL
1	—	11	11	YOU WERE ONLY FOOLIN'
12	11	11	11	RAMBLING ROSE
1	—	12	12	GALWAY BAY
12	10	14	14	MAYBE YOU'LL BE THERE
28	12	15	15	YOU CAN'T BE TRUE, DEAR

The Billboard
MUSIC POPULARITY CHARTS
PART III
Radio Popularity
 Week Ending November 19)

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of records. List is based on replies from weekly survey among 1,200 disk jockeys through the country. 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. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

Position	Weeks Last Week	This Week	Title	Artist	Label
11	1	1	BUTTONS AND BOWS	Dinah Shore	Columbia 38284-ASCAP
17	2	2	TWELFTH STREET RAG	Pee Wee Hunt	Capitol 15105-ASCAP
5	8	3	ON A SLOW BOAT TO CHINA	K. Kyser Ork-H. Babbitt-G. Woods	Columbia 38301-ASCAP
3	7	4	MY DARLING, MY DARLING	J. Stafford-G. MacRae and the Starlighters	Capitol 15270-ASCAP
18	3	5	A FREE IN THE MEADOW	Margaret Whiting	Capitol 15122-ASCAP
3	8	6	ON A SLOW BOAT TO CHINA	F. Martin Ork-G. Hughes	Victor 20-3123-ASCAP
17	4	7	MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca 24403-ASCAP
12	5	8	UNTIL	Tommy Dorsey Ork-H. Prime	Victor 20-3061-ASCAP
4	12	9	BUTTONS AND BOWS	B. Garrett-H. Mooney Ork	MGM 10244-ASCAP
3	11	10	BUTTONS AND BOWS	Betty Rhodes-H. Zimmerman Ork	Victor 20-3078-ASCAP
4	10	11	BUTTONS AND BOWS	The Dinning Sisters and Art Van Damme Quintet	Capitol 15184-ASCAP
3	15	12	ON A SLOW BOAT TO CHINA	Art Lund	MGM 10269-ASCAP
4	17	13	IT'S TOO SOON TO KNOW	The Orioles	Natural 5000-ASCAP
1	—	14	ON A SLOW BOAT TO CHINA	B. Goodman Ork-A. Hendrickson	Capitol 15208-ASCAP
11	20	15	CLAIR DE LUNE	Paul Weston	Capitol 15153
7	19	16	YOU WERE ONLY FOOLIN'	The Barron	MGM 10185-ASCAP

(Continued on page 176)

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

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system. Numerical point totals are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial instrumental; 4 points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 12 points, etc.

Song	Publisher	Week of November 12-18												
		Hear'd in N. Y.			Hear'd in Chi.			Hear'd in Calif.			Tot.			
SI	SV	CI	SI	SV	CI	SI	SV	CI	SV	CI	SV	CI	OV	Pts.
A Tree in the Meadow	Shapiro-Bernstein	0	4	1	6	2	4	4	6	0	2	1	7	116
Bella Bella Marie	Leeds	4	5	0	4	2	3	3	3	1	0	3	3	83
Bouquet of Roses	Hill & Range	2	7	1	5	0	0	1	5	3	2	1	5	92
Buttons and Bows	Famous	0	14	2	18	3	12	10	18	0	12	2	16	321

(Continued on page 176)

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

(Beginning Friday, November 5, 8 a.m., and ending Friday, November 12, 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. The index is projected upon radio logs made available to Peatman's ACD by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.
 The feature is copyrighted 1947 by the office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers, no other use is permitted, no radio broadcasts utilizing this information may be aired. Infringements will be prosecuted.

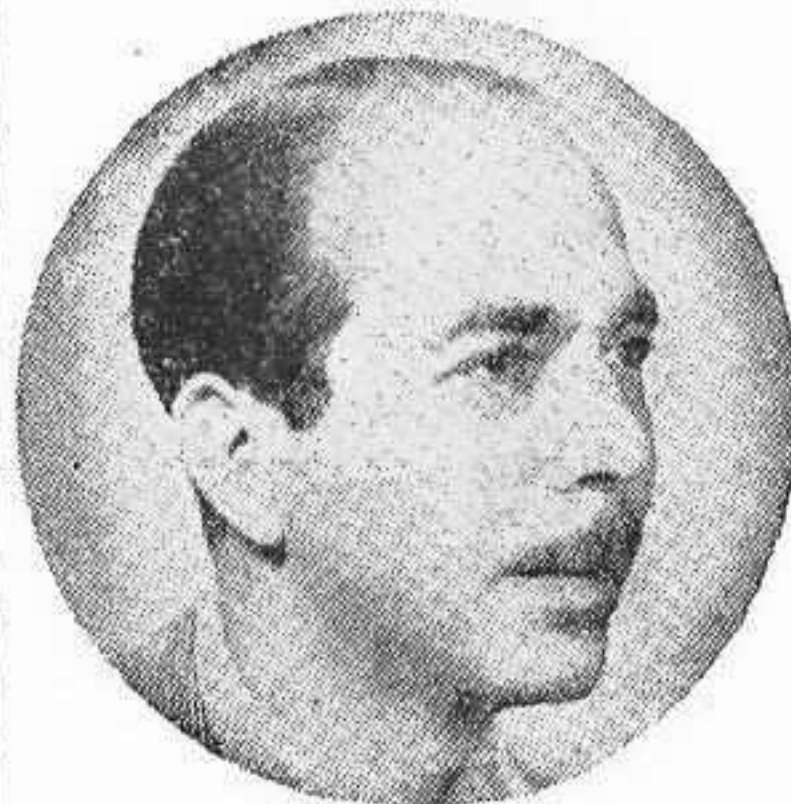
The Top 30 Tunes (plus ties)

A Tree in the Meadow (R)	Shapiro-Bernstein-ASCAP
Bella Bella Marie (F) (R)	Leeds-ASCAP
Beyond the Purple Hills (R)	Goldmine-ASCAP
Bouquet of Roses (R)	Hill and Range-BMI
Buttons and Bows (F) (R)	Famous-ASCAP
Cuanto Le Gusta (R)	Peer-BMI
Down Among the Sheltering Palms (R)	Miller-ASCAP
Ev'ry Day I Love You (R) (F)	Harms-ASCAP
Far Away Places (R)	Laurel-ASCAP
For You (R)	Witmark-ASCAP
Galway Bay (R)	Leeds-ASCAP
Hair of Gold, Eyes of Blue (R)	Millin-BMI-ASCAP
Here I'll Stay (M) (R)	Chappell-ASCAP
I Got Lucky in the Rain	Sam Fox-ASCAP
I Love You So Much It Hurts (R)	Melody Lane-BMI
If We Can't Be the Same Old Sweethearts (R)	Feist-ASCAP
Just for Now (R)	Advanced-ASCAP
Lavender Blue (R)	Santly-Joy-ASCAP
Maybe You'll Be There (R)	Triangle-ASCAP
My Darling, My Darling (M) (R)	E. H. Morris-ASCAP
On a Slow Boat to China (R)	Melrose-ASCAP
One Sunday Afternoon (F) (R)	Remick-ASCAP
Rambling Rose (R)	Laurel-ASCAP

(Continued on page 32)

PRIMO SCALA'S "Jingle Bells"

ANOTHER BIG HIT FROM LONDON RECORDS!



Martin Block Station WNEW

Just one playing of this disc on
MARTIN BLOCK'S "MAKE BELIEVE BALLROOM"
WNEW NEW YORK
JAMMED THE STATION'S SWITCHBOARDS!

Watch the reverse side, too...
"THE MISTLETOE KISS"
 NO. 302 75c plus tax



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

COLUMBIA SPOTLIGHTS



TONY PASTOR

HIS LATEST AND GREATEST RELEASE...

"IT'S LIKE TAKING CANDY FROM A BABY"
"THE CHOWDER SOCIAL"

COLUMBIA #38355

PLUS

COLUMBIA'S TUNE TIPSTER

BEST BETS

- TONY PASTOR "INDIAN LOVE CALL" "WINDSHIELD WIPER" Columbia 38233
- TONY PASTOR "YOU STARTED SOMETHING" featuring Rosemary Clooney "THE CLICK SONG" Columbia 38297
- TONY PASTOR "RAMBLING ROSE" "A BOY FROM TEXAS AND A GIRL FROM TENNESSEE" Columbia 38207
- TONY PASTOR "GONNA GET A GIRL" Tony Pastor with the Clooney Sisters "YOUR RED WAGON" Columbia 37973



HEAR THE GREAT ARTISTS AT THEIR BEST ON

COLUMBIA RECORDS

Trade-marks "Columbia" and Reg. U. S. Pat. Off. Marks Registered

The Billboard MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending November 19

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in italic.

POSITION	Weeks on date	Last Week	This Week	Record Title	Artist	Label
10	1	1.	1.	BUTTONS AND BOWS	Dinah Shore	Columbia 38284—ASCAP
6	2	2.	2.	ON A SLOW BOAT TO CHINA	Kay Kyser Ork-H. Babbitt-G. Woods	Columbia 38301—ASCAP
23	3	3.	3.	TWELFTH STREET RAG	Pee Wee Hunt	Capitol 15105—ASCAP
3	7	4.	4.	MY DARLING, MY DARLING	J. Stafford-G. MacRae and Girls Were Made To Take Care of Boys	Capitol 15207—ASCAP
24	5	5.	5.	MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca 24403—ASCAP
4	6	6.	6.	ON A SLOW BOAT TO CHINA	F. Martin Ork-G. Hughes	Victor 20-3123—ASCAP
18	4	7.	7.	A TREE IN THE MEADOW	Margaret Whiting	Capitol 15122—ASCAP
5	9	8.	8.	BUTTONS AND BOWS	The Dinning Sisters and Art Van Damme Quintet	Capitol 15184—ASCAP
2	20	9.	9.	A LITTLE BIRD TOLD ME	E. Knight-The Starlighters	Decca 24514—BMI
9	11	10.	10.	YOU WERE ONLY FOOLIN'	Blue Barron	MGM 10185—ASCAP
12	7	11.	11.	UNTIL	Tommy Dorsey Ork-H. Prime	Victor 20-3061—ASCAP
5	16	12.	12.	CUANTO LA GUSTA	C. Miranda-The Andrews Sisters	Decca 24479—BMI
1	—	13.	13.	ON A SLOW BOAT TO CHINA	E. Howard Ork	Mercury 5210—ASCAP
11	17	14.	14.	THAT CERTAIN PARTY	B. Strong	Tower 1271—ASCAP
13	12	15.	15.	HAIR OF GOLD	Gordon MacRae	Capitol 15178—ASCAP-BMI
3	13	16.	16.	ON A SLOW BOAT TO CHINA	A. Lund	MGM 10269—ASCAP
1	—	17.	17.	ALL I WANT FOR CHRISTMAS	S. Jones and His City Slickers	Victor 20-3177—ASCAP
1	—	18.	18.	SO TIRED	R. Morgan	Decca 24449—ASCAP
20	10	19.	19.	IT'S MAGIC (F)	Doris Day	Columbia 38188—ASCAP
4	—	20.	20.	SAY SOMETHING SWEET TO YOUR SWEETHEART	J. Stafford-G. MacRae and the Bluebird of Happiness	Capitol 15207—ASCAP
9	29	21.	21.	LIFE GETS TEE-JUS, DON'T IT?	C. Rabison	MGM 10224—ASCAP
3	15	22.	22.	ON A SLOW BOAT TO CHINA	B. Goodman Ork-A. Hendrickson	Capitol 15208—ASCAP
22	14	23.	23.	BLUEBIRD OF HAPPINESS	Art Mooney	MGM 10207—ASCAP
1	—	24.	24.	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI
1	—	25.	25.	SWEET GEORGIA BROWN	Brother Bones and His Shadows	TR 652
15	18	26.	26.	YOU CAME A LONG WAY	Ray McKinley	Victor 20-2913—ASCAP
3	20	27.	27.	MY DARLING, MY DARLING	D. Day-B. Clark	Columbia 38353—ASCAP
15	24	28.	28.	UNDERNEATH THE ARCHES	P. Scala's Banjo and Accordion Ork-The Keynotes	London 238—ASCAP

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending November 19)



BEST-SELLING CHILDREN'S RECORDS

Records listed are those children's 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.

Weeks (Last)	Position (This)	Title	Label
24	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters.....Capitol DAS-80	Capitol DAS-80
9	3	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Billy May Ork.....Capitol DBX-99	Capitol DBX-99
13	3	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May.....Capitol DBX-93	Capitol DBX-93
24	4	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....Capitol BBX-34	Capitol BBX-34
24	5	BUGS BUNNY (Three Records) Mel Blanc.....Capitol CC-64	Capitol CC-64
19	12	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....Capitol DBS-84	Capitol DBS-84
11	—	GENIE, THE MAGIC RECORD (One Record) Peter Lind Hayes.....Decca CU-102	Decca CU-102
20	11	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast.....Capitol CC-40	Capitol CC-40
19	14	NURSERY RHYMES (Two Records) Frank Luther.....Decca CS-5	Decca CS-5
14	8	JOHNNY APPLESEED (Three Records) Dennis Day.....Victor P-368	Victor P-368
6	9	BAMBI ALBUM (Three Records) S. Temple-Chorus; P. Smith, director.....Victor Y-395	Victor Y-395
4	—	NURSERY RHYMES ALBUM (Two Records) Ken Carson-Billy May.....Capitol DBS-90	Capitol DBS-90
19	14	BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....Capitol BBX-65	Capitol BBX-65
14	6	PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers.....Victor Y-375	Victor Y-375
2	—	BIBLE STORIES FOR CHILDREN ALBUM (Two Records) C. Rains-N. Shillret Ork.....Capitol DB-94	Capitol DB-94
2	—	BIBLE STORIES FOR CHILDREN ALBUM (Two Records) C. Rains-N. Shillret Ork.....Capitol DBS-92	Capitol DBS-92

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks (Last)	Position (This)	Title	Label
43	1	Bluebird of Happiness Jan Peerce, RCA Victor Ork; S. Levin, director.....Victor 11-9007, Victor 10-1454, Victor 18-1074	Victor 11-9007, Victor 10-1454, Victor 18-1074
160	1	Chair De Lune Jose Iturbi.....Victor 11-8851	Victor 11-8851
157	3	Chopin's Polonaise Jose Iturbi.....Victor 11-8848	Victor 11-8848
122	4	Jealousie Boston Pops Ork; Arthur Fiedler, conductor.....Victor 12160	Victor 12160
2	—	Tales of Hoffman Hollywood Bowl Ork, L. Stokowski, conductor...Victor 11-9174	Victor 11-9174

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

Weeks (Last)	Position (This)	Title	Label
77	1	Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, conductor Philadelphia Ork.....Victor 1020	Victor 1020
1	—	Four Operatic Arias Album (Two Records) J. Peerce-RCA Victor Ork; E. Leinsdorf, dir...Victor MO-1250	Victor MO-1250
1	—	Franz Lehar Waltzes (Three Records) London Symphony.....London LA 10	London LA 10
12	—	Chopin's Favorites (Three Records) First Piano Quartet.....Victor MO-1227	Victor MO-1227
1	—	The Mikado—Gilbert and Sullivan Album (Eleven Records) D'Oyle Carte Light Opera Co.Victor DC-26	Victor DC-26

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks (Last)	Position (This)	Title	Label
4	1	MERRY CHRISTMAS ALBUM (Four Records) B. Crosby.....Decca A-550	Decca A-550
99	4	GLENN MILLER (Four Records) Glenn Miller.....Victor P-148	Victor P-148
2	10	DUSTY MANUSCRIPTS ALBUM (Four Records) S. Kaye-D. Cornell-L. Leslie-Thres Kaydets-Kaye Choir...Victor P-228	Victor P-228
13	2	THEME SONGS (Four Records) T. Dorsey, S. Kaye, T. Beneke, Larry Graen, V. Monroe, F. Martin, W. King, Three Suns.....Victor P-217	Victor P-217
1	—	ROSES IN RHYTHM F. Carle.....Columbia C-174	Columbia C-174
27	—	GLENN MILLER MASTERPIECES (Four Records) Glenn Miller.....Victor P-189	Victor P-189
21	3	AL JOLSON VOLUME III ALBUM (Four Records) Al Jolson.....Decca A-649	Decca A-649
28	5	STAN KENTON: PRESENTATION TO PROGRESSIVE JAZZ (Four Records) Stan Kenton.....Capitol CD-79	Capitol CD-79
2	9	NORMAN GRANZ: JAZZ AT THE PHILHARMONIC VOL. VIII ALBUM (Three Records) I. Jacquet-F. Phillips-B. Harris-H. McGhee-J. Jones-R. Brown-H. Jones.....Mercury JATP Vol. 8	Mercury JATP Vol. 8
23	—	BUSY FINGERS (Four Records) Three Suns.....Victor P-206	Victor P-206

MERCURY RECORDS

"That's My Desire" became hot in Philly...

...now Philly is burning with "Tara Talara Tala"

Thanks Oxford Music Corp. for publishing "Tara"

FRANKIE

LAINÉ

Singing



"Tara Talara Tala"

Flip side

"You're All I Want For Christmas"

MERCURY No. 5177

The whole country is hot with these Laine tunes!

"AH BUT IT HAPPENS"

"SINGING THE BLUES"

"Hold Me"

"Thanks for You"

Mercury 5158

Mercury 5174

FLASH!

STARTING DEC. 23 and EVERY THURSDAY NIGHT

FRANKIE LAINÉ

STARRING ON THE CHESTERFIELD SUPPER CLUB with PEGGY LEE

CORAL

presents

TWO BIG HITS on one record!

MORE BEER

and

YOU, YOU, YOU ARE THE ONE

by the

AMES BROTHERS

Vocal with ORCHESTRA

CORAL 60015

CORAL RECORDS

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Order from your CORAL distributor or write to
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The Billboard

MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Week Ending
November 10



MOST-PLAYED JUKE BOX RECORDS

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

Weeks on chart	Position last week	This week	Title	Artist	Label
9	1	1	BUTTONS AND BOWS	Dinah Shore	Columbia 38284—ASCAP
6	4	2	ON A SLOW BOAT TO CHINA	Kay Kyser Ork-H. Babbitt-G. Woods	Columbia 38301—ASCAP
20	2	3	TWELFTH STREET RAG	Pee Wee Hunt	Capitol 15105—ASCAP
18	3	4	A TREE IN THE MEADOW	Margaret Whiting	Capitol 15122—ASCAP
4	5	5	BUTTONS AND BOWS	The Dinning Sisters and Art Van Damme Quintet	Capitol 15184—ASCAP
9	7	6	ON A SLOW BOAT TO CHINA	F. Martin Ork-G. Hughes	Victor 20-3123—ASCAP
19	6	7	MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca 24403—ASCAP
13	8	8	UNDERNEATH THE ARCHES	Andrews Sisters	Decca 24490—ASCAP
24	10	9	YOU CALL EVERYBODY DARLIN'	AI Trace	Regent 117—ASCAP
				(Frank & the Boys, Varsity 103; Art Lund-Crew Chiefs & The Harmonica Gentlemen, MGM 10258; Texas Jim Lewis & His Lone Star Cowboys, Decca 46138; B. Buchanan & His Rhythm Rogues, World 1501; P. Garrett, Continental C-1243; Varsity 103; B. Hayes, De Luxe 1178; J. Wayne, Columbia 38286; J. Bacon & His Three Little Pigs, FM 387; J. Smith-Clark Sisters, Capitol 15156; A. Vincent, Mercury 5155; A. Trace Ork, Sterling 3023; J. Lathrop & Drugstore Cowboys, Victor 20-3100)	
6	10	10	ONE HAS MY NAME	J. Wakely and Cowboy Band	Capitol 15162—BMI
				(Slim Duncan, Columbia 20491; R. Perkins & His Kentucky Redheads, De Luxe 5047; Texas Jim Lewis & His Lone Star Cowboys, Exclusive 45X; D. Dyson & His Musical Texans, Tri-State 116; B. Eberle-Sunshine Serenaders, Decca 24492; E. Dean, Crystal 132)	
1	—	11	A LITTLE BIRD TOLD ME	E. Knight-The Starlighters	Decca 24514—BMI
				(P. Watson, Supreme B-1507; Blue Lu Barker Ork, Capitol 15308)	
10	6	12	THAT CERTAIN PARTY	Benny Strong	Tower 1271—ASCAP
				(P. L. Hayes & the Star Dusters, Decca 24520; D. Day-B. Clark, Columbia 38353; F. Gray, Apollo 1132; D. Martin & J. Lewis, Capitol 15249; L. Prima Ork, Victor 20-3098; Varsity Ork, Varsity 111)	
12	15	13	HAIR OF GOLD	Gordon MacRae	Capitol 15178—ASCAP-BMI
1	—	12	ON A SLOW BOAT TO CHINA	E. Howard Ork	Mercury 8210—ASCAP
1	—	15	BRUSH THOSE TEARS FROM YOUR EYES	E. Knight-The Starlighters	Decca 24514
				(E. Deauville, Mercury 5203; A. Foster, Regent 134; T. Martin, De Luxe 1182; F. Willing, Capitol 15290; B. Clark-The Modernaires-The Skylarks, Columbia 38364)	
8	20	16	MY DARLING, MY DARLING	J. Stafford-G. MacRae and the Starlighters	Capitol 15270—ASCAP
10	12	17	IT'S MAGIC (F)	Doris Day	Columbia 38188—ASCAP
				(V. Dumone, Mercury 5136; Buddy Kay Quintet, MGM 10187; T. Martin, Victor 20-2862; Varsity 110; Sarah Vaughan, Musicraft 557; D. Haymes-G. Jenkins Ork, Decca 23338; Gordon MacRae, Capitol 15178)	
10	19	17	MY HAPPINESS	J. & S. Steele	Damon D-11133—ASCAP
3	20	19	YOU WERE ONLY FOOLIN'	Blue Barron	MGM 10185—ASCAP
1	—	20	STRAWBERRY MOON	Blue Barron Ork	MGM 10297
12	17	21	YOU CALL EVERYBODY DARLIN'	Andrews Sisters	Decca 24490—ASCAP
23	24	22	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI
				(R. Turner & the Westerners, Varsity 8001; D. Haymes-The Troubadours, Decca 24506; J. Wakely, Capitol 40107)	
1	—	22	BELLA BELLA MARIE	Andrews Sisters	Decca 24499—ASCAP
				(J. Garber & Ork, Capitol 15181; E. Howard Ork, Mercury 8208; G. Fields-P. Green Ork, London 319; L. Green & Ork, Victor 20-3072; J. Desmond & Dell Trio, Columbia 38289; P. Fennelly Ork-R. Goff, MGM 10298)	
8	—	24	CUANTO LA GUSTA	C. Miranda-The Andrews Sisters	Decca 24479—BMI
				(E. Young & Drugstore Cowboys, Victor 20-3077; J. Smith & Clark Sisters, Capitol 15280; K. Cugat, Columbia 38239)	
10	14	23	UNTIL	Tommy Dorsey Ork-H. Prime	Victor 20-3061—ASCAP
				(The Charlotera, Columbia 38329)	
2	—	26	ON A SLOW BOAT TO CHINA	B. Goodman Ork-A. Hendrickson	Capitol 15208—ASCAP
8	—	27	IT'S MAGIC (F)	Tony Martin	Victor 20-2862—ASCAP
1	—	28	DOWN AMONG THE SHELTERING PALMS	S. Kaye Ork	Victor 20-3100—ASCAP
				(E. Whitley & Green Sisters, Columbia 38323; Curt Massey-R. Mendez Ork, Coast 8038; S. Browne-The Squadronaires, London 311; J. Brown Quartet, MGM 10286; J. Mercer-P. Weston Ork, Capitol 15241; S. Lanson, Mercury 5181; G. Olsen Ork-B. Norman, Rondo R-164)	
1	—	28	SAY SOMETHING SWEET TO YOUR SWEETHEART	The Ink Spots	Decca 24807—ASCAP
				(Eve Young & Drugstore Cowboys, Victor 20-3077; J. Stafford-G. MacRae & Starlighters, Capitol 15207; V. Dumone, Mercury 5192; A. Shelton-S. Browne, London 260)	

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 29)

Say It Isn't So (R)	Berlin—ASCAP
Say Something Sweet to Your Sweetheart (R)	Mills—ASCAP
Twelfth Street Rag (R)	Shapiro-Bernstein—ASCAP
Until (R)	Dorsey Bros.—ASCAP
You Call Everybody Darlin' (R)	Mayfair—ASCAP
You Came a Long Way From St. Louis (R)	Jewel—ASCAP
You Started Something (R)	BMI—BMI
You Were Only Foolin' (R)	Shapiro-Bernstein-Barron—ASCAP-BMI

The Billboard
MUSIC POPULARITY CHARTS
PART VI
Race Records
 Week Ending November 19
 Billboard TRADE SERVICE FEATURE

BEST-SELLING RETAIL RACE RECORDS

Records listed are race 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 race records.

POSITION	Weeks Last	This Week	Title	Artist	Label
11	1	1	CORN BREAD	H. Singer Sextette	Savoy 671—BMI
7	11	2	IT'S TOO SOON TO KNOW	The Orioles	Natural 5000—ASCAP
5	4	3	LONG ABOUT MIDNIGHT	R. Brown Mighty, Mighty Men	De Luxe 1154—ASCAP
9	3	4	HOP, SKIP AND JUMP	Roy Milton and His Solid Senders	Specialty SP-314—ASCAP
6	2	5	BLUES AFTER HOURS	Pee Wee Crayton	Modern 20-624—BMI
3	15	6	A LITTLE BIRD TOLD ME	P. Watson	Supreme S-1507—BMI
6	5	7	IT'S TOO SOON TO KNOW	D. Washington	Mercury 8107—ASCAP
5	7	8	BLUES FOR THE RED BOY	Todd Rhodes	King 4240
12	7	9	AM I ASKING TOO MUCH?	Dinah Washington	Mercury 8095—ASCAP
23	—	10	MY HEART BELONGS TO YOU	Arbee Stidham	Victor 20-2572—BMI
24	—	10	PRETTY MAMA BLUES	Ivory Joe Hunter	4 Star 1254—BMI
1	—	12	CHICKEN-SHACK BOOGIE	A. Milburn	Aladdin 3014—ASCAP
27	6	13	LONG GONE	Sonny Thompson	Miracle M-126—ASCAP
7	—	14	EVERYTHING I DO IS WRONG	Roy Milton and His Solid Senders	Specialty SP-314—BMI
5	—	14	PLEASING YOU	L. Johnson	King 4245—BMI

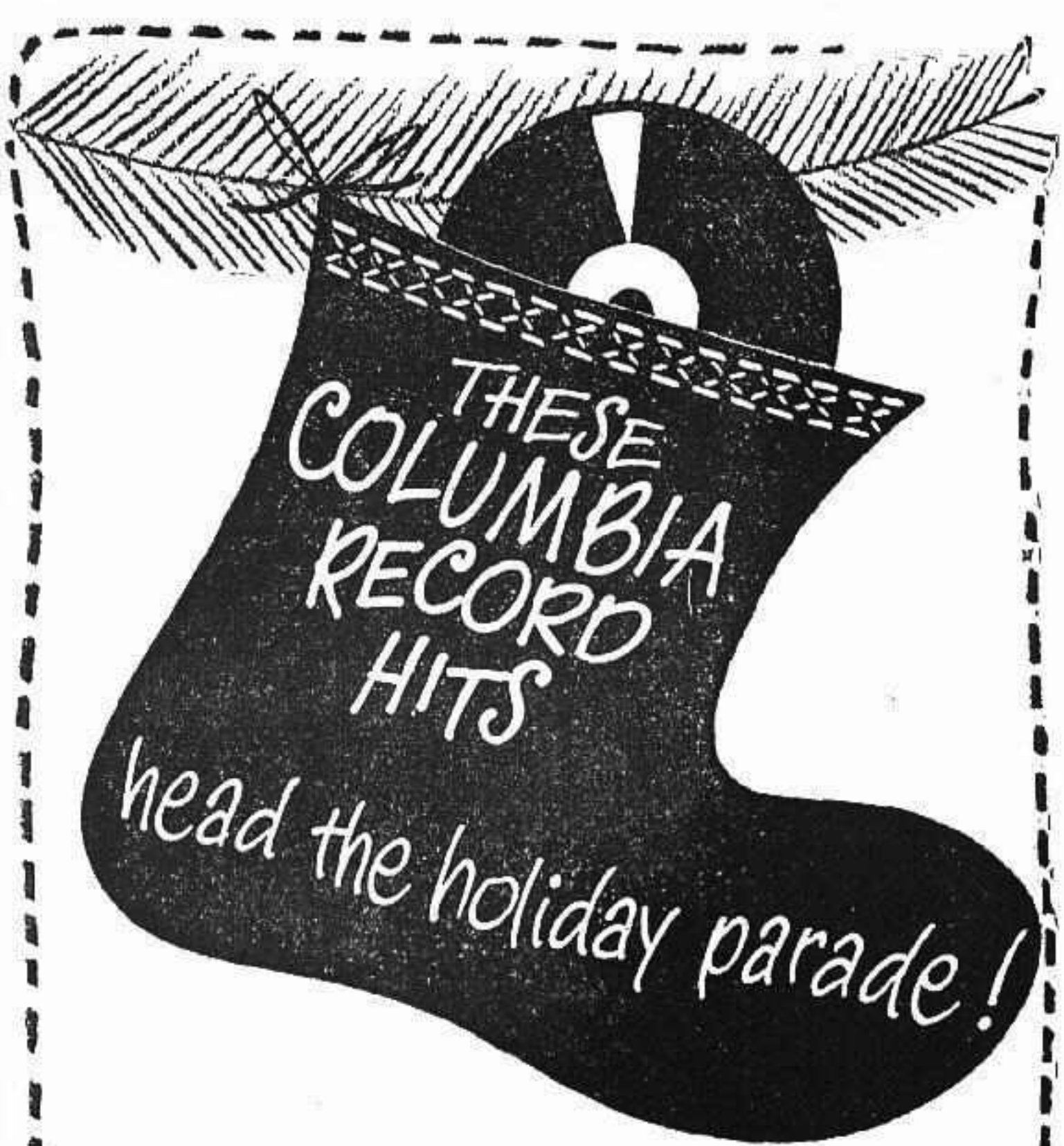
MOST-PLAYED JUKE-BOX RACE RECORDS

Records listed are race 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 race records.

POSITION	Weeks Last	This Week	Title	Artist	Label
10	3	1	IT'S TOO SOON TO KNOW	The Orioles	Natural 5000—ASCAP
13	2	2	CORN BREAD	Hal Singer Sextette	Savoy 671—BMI
3	—	2	PLEASING YOU	L. Johnson	King 4245—BMI
4	4	4	LONG ABOUT MIDNIGHT	R. Brown Mighty, Mighty Men	De Luxe 1154—ASCAP
3	7	5	BLUES FOR THE RED BOY	Todd Rhodes	King 4240
4	1	6	BLUES AFTER HOURS	Pee Wee Crayton	Modern 20-624—BMI
11	9	7	AM I ASKING TOO MUCH?	Dinah Washington	Mercury 8095—ASCAP
2	10	8	BEWILDERED	Red Miller Trio	Bullet 295
26	—	9	LONG GONE	Sonny Thompson	Miracle M-126—ASCAP
11	—	10	LATE FREIGHT	Sonny Thompson	Miracle M-128
31	—	10	TOMORROW NIGHT	Lonnie Johnson	King 4201—ASCAP
1	—	12	ALL MY LOVE BELONGS TO YOU	Bull Moose Jackson	King 4213—BMI
1	—	12	CLEVELAND, OHIO BLUES	Bull Moose Jackson	King 4189—BMI
7	8	12	HOP, SKIP AND JUMP	Roy Milton and His Solid Senders	Specialty SP-314—ASCAP
2	—	12	LILLETTE	King Cole Trio	Capitol 15224—ASCAP

ADVANCE RACE RECORD RELEASES

A Fool for You L. Richardson (When I) De Luxe 3197 (I Don't Stand) A Ghost of a Chance S. Gaillard and His Trio (Down by) MGM 10309	Interlude S. Vaughan-D. Gillespie (East of) Lenox L-512
A Little Bird Told Me Blue Lu Barker Ork (What Did) Capitol 15308	Just Can't Let Her Be Big Three Trio (Since My) Columbia 30144
Better Cut That Out Sonny Boy Williamson (The Big) Victor 20-3218	Let Me Call You Sweetheart J. Preston (Messin' With) Gotham G-166
Bewildered Red Miller Trio (Nobility Boogie) Bullet 295	Lonesome L. Kirkman (Lovin' Man) Miracle M-130 Lovin' Man
Cecilia R. Murphy (I Can't) Mercury 8111	Messin' With Preston J. Preston (Let Me) Gotham G-108
Chubby's Confession Chubby Newsom (Hip Shakin') De Luxe 3199	Nobility Boogie Red Miller Trio (Bewildered) Bullet 295
Don't Stop Loving Me J. Higgins & His Honeydrippers (Key Jam) Exclusive 61X	Ready for Action F. Culleyork (The Pig) Lenox L-513
Down by the Station S. Gaillard and His Trio (A Ghost) MGM 10309	Since My Baby Been Gone Big Three Trio (Just Can't) Columbia 30144
East of the Sun S. Vaughan-D. Gillespie (Interlude) Lenox L-512	Southwest Pacific Blues S. Smith (Wiggle 'Round) Lenox L-510
Farewell, Little Girl Dr. Clayton's Buddy (Sunnyland Slim) (Walking With) Victor 20-3235	The Best of Friends Sam Churchill (The Things) Columbia 30146
'Fore Day in the Morning R. Brown (Rainy) De Luxe 3198	The Big Boat Sonny Boy Williamson (Better Cut) Vic- tor 20-3218
Hip Shakin' Mama Chubby Newsom (Chubby's Confession) De Luxe 3199	The Pig Is Diggin' F. Culley (Ready for) Lenox L-513
I Can't Give You Anything But Love R. Murphy (Cecilia) Mercury 8111	The Things You Do to Me S. Churchill (The Best) Columbia 30146
I'll Just Laugh J. Swift-J. Otis Ork (Lovin' Baby) Ex- clusive 64X	Walking With the Blues Dr. Clayton's Buddy (Sunnyland Slim) (Farewell Little) Victor 20-3235
	Wiggle 'Round My Baby S. Smith (Southwest Pacific) Lenox L-510



GENE AUTRY

HERE COMES SANTA CLAUS 20377
An Old-Fashioned Tree

FRANK SINATRA

- SILENT NIGHT, HOLY NIGHT
- ADESTE FIDELES 38256
- WHITE CHRISTMAS
- JINGLE BELLS 38257
- OH, LITTLE TOWN OF BETHLEHEM
- IT CAME UPON THE MIDNIGHT CLEAR 38258
- HAVE YOURSELF A MERRY LITTLE CHRISTMAS
- SANTA CLAUS IS COMIN' TO TOWN 38259
(Also in Set C-167)

LYN MURRAY SINGERS

- ADESTE FIDELES
- THE FIRST NOWELL 36653
- SILENT NIGHT, HOLY NIGHT
- HARK! THE HERALD ANGELS SING 36654
- JOY TO THE WORLD!
- IT CAME UPON THE MIDNIGHT CLEAR 36655
- OH, LITTLE TOWN OF BETHLEHEM
- GOD REST YE MERRY, GENTLEMEN 36656
(Also in Set C-94)

- ADESTE FIDELES
- SILENT NIGHT, HOLY NIGHT FRED FEIBEL 35770
- JINGLE BELLS HOOSIER HOT SHOTS
- SANTA CLAUS IS COMIN' TO TOWN
AMERICAN NOVELTY ORCHESTRA 20472
- DON'T GIVE ME NO GOOSE FOR
CHRISTMAS, GRANDMA THE KORN KOBBLERS
- Cheatin' on Your Baby 20517

THE GREAT ARTISTS AT THEIR BEST ARE ON

Columbia Records

Trade Marks "Columbia," and Reg. U. S. Pat. Off. Marcas Registradas

The Billboard MUSIC POPULARITY CHARTS

PART VII

Folk Record Section

Week Ending November 19



MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are hillbilly 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 folk records.

Weeks to date	Last Week	This Week	Record	Artist	Label
19	1	1	JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013—BMI
10	8	2	ONE HAS MY NAME	Jimmy Wakely	Capitol 15162—BMI
27	8	2	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2898—BMI
10	7	4	LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 10224—ASCAP
8	10	5	A HEART FULL OF LOVE	Eddy Arnold	Victor 20-3174—BMI
8	6	5	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 48136—BMI
4	4	7	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band	Capitol 15243—BMI
8	—	8	I LOVE YOU SO MUCH IT HURTS	Floyd Tillman	Columbia 20430—BMI
8	8	8	THEN I TURNED AND WALKED SLOWLY AWAY	E. Arnold	Victor 20-3174—BMI
8	31	9	MY DADDY IS ONLY A PICTURE	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013—BMI
7	18	11	DOG HOUSE BOOGIE	Hawkshaw Hawkins	King 720—BMI
8	—	11	MINE ALL MINE	J. Wakely and Cowboy Band	Capitol 15236—BMI
1	—	13	OKLAHOMA WALTZ	J. Bond	Columbia 38160—BMI
8	—	14	BUTTONS AND BOWS	G. Autry	Columbia 20469—ASCAP
1	—	14	PAN AMERICAN	H. Hawkins	King 689—BMI
22	—	14	SWEETER THAN THE FLOWERS	Moon Mullican	King 673—BMI
1	—	14	HERE COMES SANTA CLAUS	G. Autry	Columbia 20377—ASCAP

FOLK TALENT AND TUNES

By Johnny Sippel

Ed and Dorothy Rals and son, Eddy, who finished the season with Ken Maynard, are wintering with Mr. and Mrs. Ray Boulter, owners of Radio Ranch, Inc., Tampa project, which will play folk music attractions on a yearly basis. A Tampa station will broadcast the various shows and jamborees from the park daily. . . The Ridge Runners, Rattlesnake Hogan, Stan Smith, Sleepy Holt and Fiddlin' Jimmy Fain, are on WJLS, Beckley, W. Va., where they report square dancing is going big under the sponsorship of P. J. Catlett.

Tox Miller and His Pals of the Plains, airing over WGBG, Greensboro, N. C., will have four more of their sides released by Cozy Records. Group includes Neil Hall, fiddle; Davy Jones, steel guitar; Bill Greer, bass; Rusty Webster, songs, and the leader's guitar. . . Chuck Rogers has started his own firm, Covered Wagon Records. His own voice is featured on the first release, Darlin', You Can't Hurt Me Any More and You're Too Careless Now.

The Tumbling Tumbleweeds, Tumbleweed Aldrich, guitar and vocals; Johnny Pickens, electric guitar; Shorty Carson, mandolin; Jimmy Baum, electric Hawaiian and vocals, are heard over WSNJ, Bridgeton, N. J., between barn dance dates. . . Cowboy stars on the West Coast are throwing a giant benefit November 28 at the Olympic Auditorium, Los Angeles, to raise funds to build a memorial to all cowboys who have become prominent thru Western films. Proposed Western Hall of Fame will contain special rooms dedicated to such stars as the late Tom Mix and William S. Hart. Set for the benefit are Gene Autry, William Boyd, Roy Rogers, Hoot Gibson, William Elliott, Jimmy Wakely, Johnny Mack Brown, the Sons of the Pioneers, Foy Willing and the Riders of the Purple Sage, Spade Cooley, Eddie Dean, Ken Curtis and Jack Rivers.

Kenny Anderson, the Singing Cowboy, is being aired over the 20-station Intermountain network. Show emanates from KPOW, Powell, Wyo. . . Charlie and Danny Bailey, mandolin and guitar, respectively, plus Carl Butler, guitar and vocals; L. E. White, fiddle, and Junior Tullock, bass, have signed with Rich-R-Tone Records. They're heard daily from WROL and WIBK, Knoxville outlets.

Foy Willing and the Riders of the Purple Sage, Capitol artists, are said to be auditioning an air show, which will feature Dale Evans and guest artists, for American Broadcasting Company (ABC) execs in Hollywood. . . Neil and Slim Bland, harmony duo on Rainbow wax, are doubling between WFIL, Philadelphia, and WTUX, Wilmington, Del. . . Rod LaFarge, Eastern square dance promoter, reports that Texas Jim Robertson, Carson Robinson, the Last Frontiersmen, Ed Ladd (WPAT), Tex Cass and the Dusty Canyon Boys worked his Rustic Cabin Jamboree, Englewood Cliffs, N. J. Fifty-six callers from eight States were on hand.

Reggie Ward, who worked with the Shelton Brothers, Chif Bruner, Moon Mullican, Jimmie Davis and the Rice Brothers, is in Pines Sanatorium, Shreveport, La., with tuberculosis. He'd like to read letters from friends. . . The Blue Ridge Boys, WHP, Harrisburg, Pa., line up with Smoky Baughman, bass; Chick, steel guitar; Dusty, vocals, and Pete, guitar.

Lee Penny, songwriter and pubber, reports that his first Country Carnival at the San Gabriel (Calif.) Civic Auditorium November 6 went over well. Emcee chores were handled by Tom Brennen, Cotton- (Continued on opposite page)

NOW AVAILABLE on NATIONAL records!

XTRA XMAS SPECIAL

THE RAVENS' VERSION OF

"WHITE CHRISTMAS"
No. 9062
"SILENT NIGHT"

THE GREAT Mr. B. (Billy Eckstine)

"SAY IT ISN'T SO"
No. 9061
"WITHOUT A SONG"

CHARLIE (EAST OF SUEZ) VENTURA

"I'M FOREVER BLOWING BUBBLES"
"BABY, BABY, ALL THE TIME"
No. 9057

THE RAVENS'
9059 **"I DON'T KNOW WHY"**
(I Love You Like I Do)
9039 **FOR YOU**
SEARCHING FOR LOVE

WINI BROWN'S
"I MET A STRANGER"
"I'LL LIVE TRUE TO YOU"
9058
Voted 'Disk O' The Week'

BILLY ECKSTINE
9049 **"SOPHISTICATED LADY"**
"JITNEY MAN"
9052 **"YOU'RE MY EVERYTHING"**
"COOL BREEZE"

Al Trace's Non-Breakable
C-3003 **"FUZZY WUZZY"**
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★★★★★

The Billboard
MUSIC POPULARITY CHARTS
Folk Record Section
PART VII
 Week Ending November 19

BEST-SELLING RETAIL FOLK RECORDS

Records listed are hillbilly 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 folk records.

POSITION	Weeks to date	Last Week	This Week	Title	Artist	Label
13	2	1	1	ONE HAS MY NAME	Jimmy Wakely	Capitol 15162—BMI
29	1	2	2	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI
2	8	3	3	A HEART FULL OF LOVE	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3174—BMI
14	3	3	3	JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013—BMI
15	4	5	5	LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 10224—ASCAP
5	5	6	6	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band	Capitol 15243—BMI
7	11	7	7	I LOVE YOU SO MUCH IT HURTS	F. Tillman	Columbia 20430—BMI
2	7	8	8	THEN I TURNED AND WALKED SLOWLY AWAY	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3174—BMI
1	—	9	9	LIFE GETS TEE-JUS, DON'T IT?	T. Williams	Capitol 15271—ASCAP
29	13	10	10	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2680—BMI
8	10	11	11	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
1	—	11	11	LITTLE COMMUNITY CHURCH	B. Monroe and His Blue Grass Quartet	Columbia 20488
20	11	13	13	ANYTIME	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2700—BMI
2	—	13	13	GREEN LIGHT	Hank Thompson and His Brazos Valley Boys	Capitol 15187—BMI
7	—	15	15	BUTTONS AND BOWS	G. Autry	Columbia 20469—ASCAP
14	8	15	15	MY DADDY IS ONLY A PICTURE	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013—BMI

ADVANCE FOLK RECORD RELEASES

Always Keep Your Promise S. Davis (I'm Gonna) Victor 20-3212	T. Ritter (Double Dealin') Capitol 15309
Beneath That Lonely Mound of Clay M. O'Day & the Cumberland Mountain Folks (Singing Waterfall) Columbia 20514	Last Ole Dollar Lonzo & Oscar (She's the) Victor 20-3210
Bull Fiddle Boogie Pee Wee King (Chattanooga Bess) Victor 20-3232	Little Blossom C. Moody (The Last) King 744
Chattanooga Bess Pee Wee King (Bull Fiddle) Victor 20-3232	More Beer! Lucky Steel & the Trail Riders (Forty Golden) 20th Century 20-73
Cool Water P. Willing & Riders (Have I) Mercury 6148	Never Turn Your Back on a Woman L. Willis (Sl, Sl) Victor 20-3210
Double Dealin' Darlin' T. Ritter (It's Never) Capitol 15309	No Tears Tomorrow E. Kirk (You Drove) Capitol 15316
Every Doggone Time E. Lee & His Midwesterners (The Girl) Victor 20-3233	Peaches and Cream Cowboy Copas (Too Many) King 743
Forty Golden Nuggets Lucky Steel & the Trail Riders (More Beer!) 20th Century 20-73	She's the Best I Never Saw Lonzo & Oscar (Last Ole) Victor 20-3211
Have I Told You Lately (That I Love You) P. Willing (Cool Water) Mercury 6148	Sl, Sl, Senerita L. Willis (Never Turn) Victor 20-3210
Honest as the Day Is Long P. Howard (You're Never) Columbia 20512	Singing Waterfall M. O'Day & the Cumberland Mountain Folks (Beneath That) Columbia 20514
I'll Always Be Loving You A. Dexter (Is That) Columbia 20518	The Girl That Belongs to Somebody Else E. Lee & His Midwesterners (Every Doggone) Victor 20-3233
I'm Gonna Leave Town S. Davis (Always Keep) Victor 20-3212	The Last Goodbye C. Moody (Little Blossom) King 744
Is That the Way To Treat a Friend A. Dexter (I'll Always) Columbia 20518	The Tie That Binds M. Mullican (Why Don't) King 745
It's Never Too Late	Too Many Teardrops Cowboy Copas (Peaches and) King 743
	Why Don't You Love Me? M. Mullican (The Tie) King 745
	You Drove Me to Another's Arms (and Now I'm Happy There) E. Kirk (No Tears) Capitol 15310
	You're Never Satisfied Howard (Honest as) Columbia 20512

FOLK TALENT AND TUNES

(Continued from opposite page)

seed Clark, Billy Starr, Red Rowe and Jimmy Walker. Other talent included Monte Hale, T. Texas Tyler, Hal Hart, Dixie Darling, Bob Oates, Carolina Cotton, Max Terhune, Ed McConnell, Buddy McDowell, Ann Jones, Doye O'Dell, Grampaw Wiggles, Dusti Lynn, Tom, Dick and Harry; Penny Potter, the McQuaig Twins, Shug Fisher, Ken Curtis, Polly Possum, Little Millie Fawcett, Novelty Aces, Larry Cassidy, Collins brothers and Helpful Hannah. Two hours of the three-and-a-half hour show were aired over KMPC, Los Angeles. Penny plans to make the event a weekly affair.

Stu Davis, Canada's Cowboy Troubadour, who airs a daily show on CFAC, Calgary, Alta., and a daily a.t. show on five other Canadian stations, reports that he has assigned six more tunes to Southern Music and one to Bob Miller, Inc. Stu's latest release on Victor is *The Dude in the Ten Gallon Hat and Cryin' For You*. . . Eddy Arnold was on the RCA Victor NBC show November 21. . . Victor has reissued *Mule Skinner Blues* and *Blue Yodel No. 7* by Bill Monroe. . . Texas Ruby and Curly Fox, who left WSM, Nashville, recently, have purchased a farm in Arkansas. . . Grandpa Jones, King artist, has signed a writing pact with Hill & Range Music.

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of TOP DISCS

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R-175 SECRETS, vocal by Roy Adams
 WITH LOUISE ON LAKE LOUISE, vocal by Betty Norman, Roy Adams, Eddie Stuart

R-164 DOWN AMONG THE SHELTERING PALMS, vocal by Betty Norman and Trio
 I'M HEADIN' FOR A SHOTGUN WEDDIN', vocal by Betty Norman

Don Pablo

R-153 GREEN EYES
 MARIA ELENA

R-157 SENTIMENTAL JOURNEY, vocal by Bunny Paul
 LONG TIME NO SEE, vocal by Bunny Paul

Jack Carroll

R-160 SLEEPY TOWN, with Bill McRae's Orchestra
 TIME TO DREAM, with Bill McRae's Orchestra

Four Dukes

R-161 PADDY MURPHY'S WAKE, with Jimmy DeLand
 WHEN IRISH EYES ARE SMILING

Rudy Plocer

R-600 MORE BEER! featuring the Payson Sisters and Jolly Franzl
 SILVER LAKE WALTZ

Ken Griffin + Johnny Knapp

R-150 IF I HAD YOU
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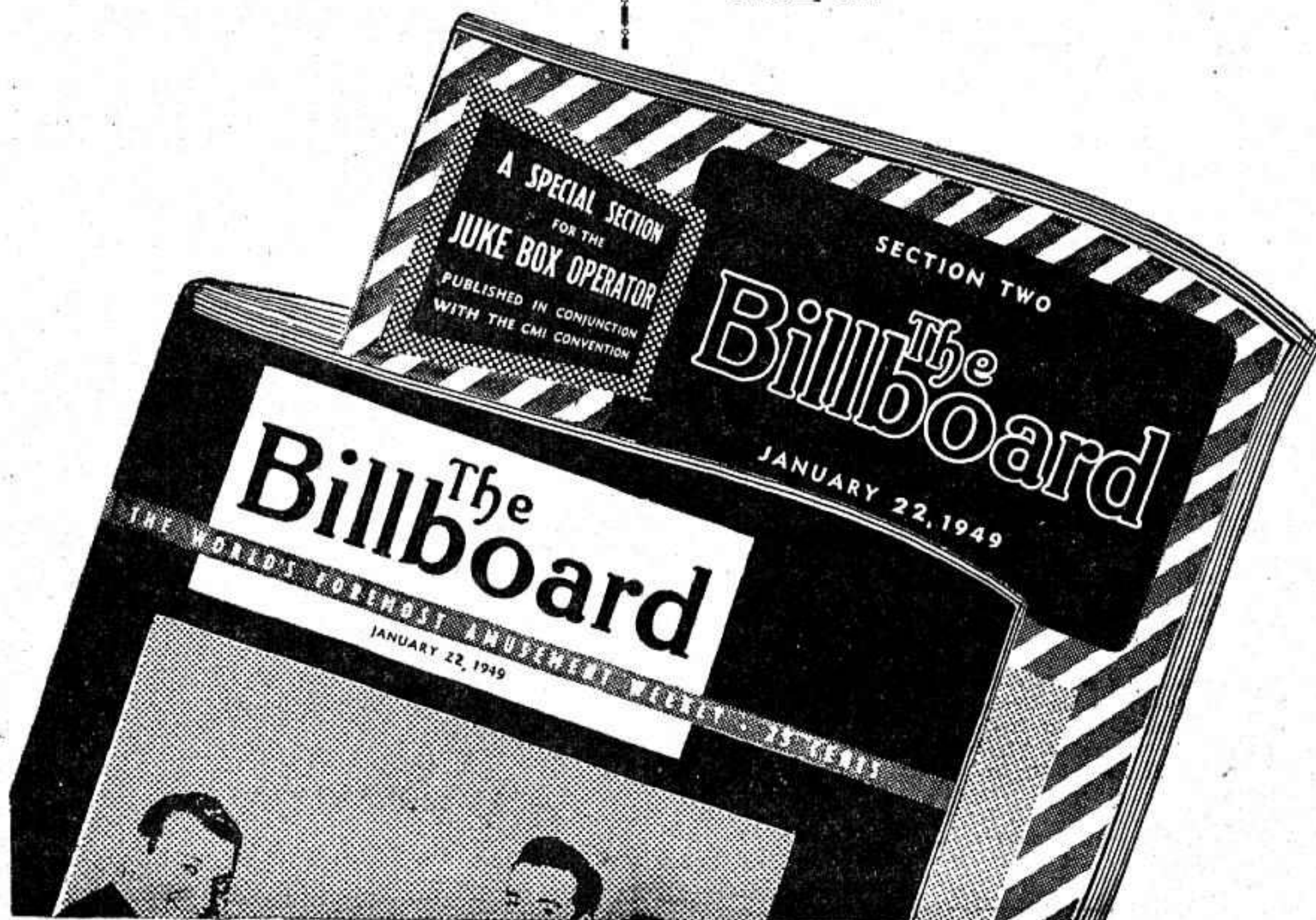
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Remember the Issue: January 22, 1949; remember the dead lines: for Reservations, January 4; for copy and/or plates, January 6th.



The Billboard MUSIC POPULARITY CHARTS

Record Reviews

PART VIII

Week Ending November 18



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 disc 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 appraisal within the market.

The Categories

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

ARTIST	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
TUNES				
LABEL AND NO.				
COMMENT				

ARTIST	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
TUNES				
LABEL AND NO.				
COMMENT				

POPULAR

THE KORN KOBBLERS
(Columbia 20517)
Don't Give Me No Goose for Christmas, Grandma 83--81--78--86
Reissued many novelty by one of the original corn-fed symphonies. Should pull plenty of juke coin.

Cheatin' on Your Baby 68--66--68--70
Like the flip, this is a reissue of an Okeh platter. Old-time tune gets the expected corn orking.

MARION MORGAN
(B. Pollack, Ork)
(Columbia 38349)
Is It True? 70--72--70--68
Competent, but unexciting.

Embraceable You 70--72--68--70
al lends some passionate pipes to the Gershwin vergreen.

KAY KYSER ORK
(The Campus Kids)
(Columbia 38348)
Ever Since Eve 75--75--75--75
Pseudo-preaching-spiritual novelty falls short on gag lines. Kay chants the lyric himself.

Say It Isn't So 87--88--86--86
Full, chorus of soft smooth orking is followed by ditto group vocaling. Tune is the great Berlin standard and is due for pubber action.

THE RHINELANDERS
(Manhattan 2003)
More Beer 80--78--80--82
This diskling has caught some attention tho it was made by some amateurs on a home machine; it's the sprightly tune that's doing the attracting.

Lorelei 60--58--60--62
Old-fashioned waltz which has little if any of the quality of the topside.

TONY PASTOR ORK
(Clooney Sisters)
(Columbia 38355)
The Chowder Social 86--88--85--85
Best Pastor wax in many moons, this is an amusing novelty which should draw heavy juke and juke play; fine vocal by Tony, Clooney gals and ork.

It's Like Taking Candy From a Baby 84--88--84--80
(Rosemary Clooney)
Chirp continues to shine on wax with a new ballad which has a stand-out lyric; Pastor does well in the reprise duet and equally as well as on his tenor bit.

POPULAR

SUNNY SKYLAR
(Metrolone M-3015)
Please Park Your Pistols at the Box Office 77--77--76--78
Tex Williams type material which Skylar does right well.

Don't Hang Around 88--88--87--88
(The Straw Hatters)
The "Hair of Gold" follow-up sounds like a potent coin magnet.

WALTER DANA ORK
(The Polka Gals)
(Dana 2013)
Scold Me Not, Mother Dear 60--62--60--58
Lively polka but it's far off the standard this outfit has set for itself.

Dum-Deedle-Dee 75--75--75--75
(Ray Henry Ork)
More like it is this polka side.

DENNY DENNIS
(Bob Farnon Ork)
(London 317)
Love Me 70--72--70--68
The English warbler turns in a pedestrian performance here as his voice lacks the rich vibrance he's capable of achieving.

Senorita 73--74--72--72
Dennis lacks spark on this side too; the tune, from "The Kissing Bandit" slick has appeal quality.

VERA LYNN
(Bob Farnon Ork)
(London 310)
Again 63--63--62--64
A pretty ballad, but Miss Lynn shows a shrillness and jarring vibrato when she hits the forte passages.

Lavender Blue 66--66--65--67
(Dilly Dilly)
Can't help comparing with Dinah Shore's delicate and delightful version, which has a rare lilt and lightness that this one lacks.

PAUL WESTON ORK
(Capitol 46294)
I Only Have Eyes for You 70--75--70--65
Straightforward instrumental treatment of the oldie, with the emphasis on fiddles and a rippling harp. Clefing is subdued and unremarkable.

Deep Purple 70--75--70--65
Same approach here. Major appeal of both sides will be to disk jockeys, for whom the platter will be a standard program piece.

(Continued on page 174)

... THE MOME RATH OUTGRABE!!!

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(MUSIC HALL)

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(MILKMAN'S MATINEE)

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John Laurenz

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GARET ROMERO—Prof. Mgr.

Billboard MUSIC POPULARITY CHARTS

PART IX

Record Possibilities

Week Ending
 November 19



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:

- IT'S LIKE TAKING CANDY FROM A BABY...** Tony Pastor Ork, with Rosemary Clooney Columbia 38355
 Here's a tune that grows on you more with each listening. Particularly attractive is the Bob Russell lyric which is fitted to a simple, tentative and schmaltzy melody. Rosemary Clooney turns in another sexy and superlative vocal on the first chorus and does equally well in a duet reprise with Pastor. Tony, incidentally, takes a couple of bars of pleasant tenor sax solo. Flip is a clever novelty item tabbed "The Chowder Special" which is about a special function run by the brotherhood of pot, pan and boiler makers.
- THE BEST YEARS OF OUR LIVES.....** Eddy Howard..... Mercury 5209
 Eddy spins off a nostalgic sort of schmaltzy and slow ballad in his typical coin-attracting and inimitable fashion. His ork lends a big hand with a tasteful and subdued background.

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 1,200 of them, the disk jockeys think tomorrow's hits will be:

1. FAR AWAY PLACES.....Margaret Whiting.....Capitol 15278
2. THE MOUNTAINEER AND THE JABBERWOCKJohn Laurenz.....Mercury 45205
3. DEEP PURPLEPaul Weston.....Capitol 15294
4. A LITTLE BIRD TOLD ME.....Paula Watson.....Supreme S-1507
5. I'VE BEEN WORKING ON THE RAILROADArt Mooney.....MGM 10298
6. DAINY BRENDA LEE.....Eddy Howard.....Majestic 1252
7. RED ROSES FOR A BLUE LADY.....John Laurenz.....Mercury 5201
8. ALL I WANT FOR CHRISTMAS.....Spike Jones.....Victor 20-3177
9. CUANTO LE GUSTA.....Jack Smith-Clark Sisters, Capitol 15280
10. GIRLS ARE MADE TO TAKE CARE OF BOYSJ. Stafford-G. MacRae...Capitol 15270

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 4,970 of them, the record retailers think tomorrow's hits will be:

1. FOR YOUPerry Como.....Victor 20-3099
2. GLORIAMills Brothers.....Decca 24509
3. WHAT DID I DO?.....Margaret Whiting.....Capitol 15209
4. DAINY BRENDA LEE.....Eddy Howard.....Majestic 1252
5. FAR AWAY PLACES.....Margaret Whiting.....Capitol 15278
6. HERE I'LL STAY.....Sammy Kaye.....Victor 20-3063
7. LAVENDER BLUE.....Dinah Shore.....Columbia 38299
8. HIGH SOCIETY.....Pee Wee Hunt.....Capitol 15290

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 3,558 of them the juke box operators think tomorrow's hits will be:

1. LAVENDER BLUE.....Sammy Kaye.....Victor 20-3100
2. A LITTLE BIRD TOLD ME.....Paula Watson.....Supreme S-1507
3. ALL I WANT FOR CHRISTMAS.....Spike Jones.....Victor 20-3177
4. FAR AWAY PLACES.....Margaret Whiting.....Capitol 15278
5. FOR YOUPerry Como.....Victor 20-3099
6. GLORIAMills Brothers.....Decca 24509
7. SO DEAR TO MY HEART.....Peggy Lee.....Capitol 15232
8. MY OWN TRUE LOVE.....Margaret Whiting.....Capitol 15278

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- ★ MINIMUM SURFACE NOISE
- ★ HIGH RESISTANCE TO BREAKAGE

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The Billboard

MUSIC POPULARITY CHARTS

PART X

Advance Information

Week Ending November 19



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 Little Learnin' Is a Dang'rous Thing
Paris I & II--P. Sinatra & P. Bailey
Columbia 38362
A Long Way From St. Louis
L. Martin-J. Valentine Quartet (It's Too) Varsity 113
A Tree in the Meadow
B. Brown-Varsity Ork (Blue Bird) Varsity 108
Always You
Ambrose Ork (You Took) London 333
Am I Asking Too Much?
The Cleartones (Cielito Lindo) Signature 15242
Any Old Time at All
R. Stewart-The Southers (It's All) Heart 1015
Arlene
J. Stone (I'm So) Apollo AP-3181
As the Day Fades Away
D. Paul & Flynn's Hollywood Haymakers (As the) Highway H 3457
Baby, Baby All the Time
C. Ventura (I'm Forever) National 9057
Bella Bella Marie
J. Frank-Varsity Ork (Lillette) Varsity 118
Blue Bird of Happiness
J. Valentine Quintet (A Tree) Varsity 108
Blue Moments
F. Laine-P. Dunlap Ork (Sometimes I'm) Atlas FL158
Buttons and Bows
H. O'Connell (The Guy) Coast 8032
California Is Wonderful (If You're a Grapefruit)
L. Prima Ork (Mean to) Victor 20-3229
Carnival
Goff (Viola) London 334
Christmas Island
J. McLenn (When the) Coast 8004
Christmas Love
G. Fields (White Christmas) London 300
Cielito Lindo
The Cleartones (Am I) Signature 15242
Confess
B. Brown-J. Valentine Quartet (Twelfth Street) Varsity 106
Cuanto La Gusta
B. Brown-Varsity Rhumba Band (For You) Varsity 116
Dainty Brenda Lee
P. Hayes (My Darling) Decca 74612
Do You Ever Think of Me?
G. MacRae Ork (Ramona) Capitol 15304
Every Day I Love You
J. Frank-Varsity Ork (It's Magic) Varsity 110
* (I Love You) For Sentimental Reasons
K. Cole (I Can't) Capitol 15311
For You
Varsity Ork-Judaline Choir (Cuanto La) Varsity 116
Gee, But It's Good To Be
P. Cavanaugh (I Want) Victor 20-3016
Give Me Your Love for Christmas
E. Dorey (Tell Me) Gold Medal GM-941
Green-Up Time
J. Frank (On a) Varsity 117
Ha Choo Polka
The Polka Dots (Penny Polka) Allegro 752
Hello, My Lover, Goodbye
J. Green Quintet (Serenade for) Decca 24528
*I Can't See for Lookin'
K. Cole (For Sentimental) Capitol 15311
I Want a Little Girl
P. Cavanaugh (Gee, But) Victor 20-3016
If I Only Knew You Were Mine
The Melody Masters (The Fox) Apollo H-1081
If I Steal a Kiss
V. Monroe Ork (What's Wrong With Me) Victor 20-3204
I'm Forever Blowing Bubbles
C. Ventura Ork (Baby, Baby) National 9057
I'm Getting Sentimental Over You
L. Scott & L. Henderson Ork (It Shouldn't) Victor 20-3213
I'm So Doggone Melancholy
E. Hawkins Ork (Needle Points) Victor 20-3231
I'm So Lonesome I Could Cry
C. Dennis (Tenderly) Capitol 15307
I'm So Lonesome I Could Cry
J. Stone (Arlene) Apollo AP-3181
In Someday Land
D. Paul & Flynn's Hollywood Haymakers (North-Wind) Highway H 3458
In the Heart of the City That Has No Heart
J. Mayno-The Soothers (Keep Away) Heart 1017
Is It True?
D. Paul & Flynn's Hollywood Haymakers (As the) Highway H 3457
It Shouldn't Happen to a Dream
L. Scott & L. Henderson Ork (I'm Getting) Victor 20-3213
Jazz Me Blues
B. Gowan (Singing the) Victor 20-3230
It's All Up to You Sweetheart
R. Stewart-The Soothers (Any Old) Heart 1015
It's Magic
J. Frank-Varsity Ork (Every Day) Varsity 110
It's Too Soon to Know
J. Valentine Quartet (A Long) Varsity 113
Johnny Appleseed Album--K. Smith, Nar.-J. Miller Ork & Chorus (3-10")
MGM 34-A
Keep Away, Little Girl, Keep Away
J. Mayno-The Soothers (In the) Heart 1017
Keep Me With You
The Dixtaires (Keep Me) Gotham G-167
Lillette
Varsity Ork-Tyler Duo (Bella, Bella) Varsity 118
(It's Gonna Be a) Lonely Christmas
The Orioles (To Be) Jubilee 5001
Love in Your Eyes
A. Sidroe-W. Averel (You, You) Palda 1016
Lovely Weather We're Having
L. Armstrong Ork (Please Stop) Victor 20-2648
Lover Come Back to Me
A. Hibbler (Trees) Miracle M-501
Mean to Me
L. Prima (California Is) Victor 20-3229
My Darling, My Darling
P. Hayes (Dainty Brenda) Decca 74612
My Darling Remember
P. Miller (Strollin' Thru) Signature 15237
My Dear
J. Garber Ork (Soft Shoe) Capitol 15305
My Sweet Patoot With the Bumbershoot
The Soft Winds (Pin Stripe) Mercury 5221
Needle Points
E. Hawkins Ork (I'm So) Victor 203231
North-Wind
D. Paul & Flynn's Hollywood Haymakers (In Someday) Highway H 3458
On a Slow Boat to China
J. Frank (Green-Up Time) Varsity 117
Over the Sea
H. Pierre (You Are) Continental C-1251
Penny Polka
The Polka Dots (Ha Choo) Allegro 752
Pettin' and Pokin'
L. Jordan & His Tympany Five (Why'd You) Decca 24257
Piano Reflections by Claude Thornhill
Album--C. Thornhill-Rhythm Section (4-10")
Columbia C-176
Coquette . . . Columbia 38360
How Am I To Know? . . . Columbia 38359
Lady of the Evening . . . Columbia 38357
Love Tales . . . Columbia 38358
Memory of an Island . . . Columbia 38358
Someday I'll Find You . . . Columbia 38357
That Old Feeling . . . Columbia 38359
When You Were a Tulip . . . Columbia 38360
Picnic in the Snow
The Squonaires (Winter Wonderland) London 305
Pin Stripe Pants
The Soft Winds (My Sweet) Mercury 5221
Please Stop Playing Those Blues Boys
L. Armstrong Ork (Lovely Weather) Victor 20-2648
Pleasin' You (As Long as I Live)
The Striders (Somebody Stole) Capitol 15306
Poor and Needy
The Dixie-Aires (Will the) Exclusive 66X
Pretty Molly Mine
B. Strong Ork (That Red) Tower 1270
Ramona
G. MacRae Ork (Do You) Capitol 15304
Red Raven Waltz
L. Duchow Ork (Windy City) Victor 20-3219
Reflections on the Water
S. Brown (The Wishing) London 336
Riding in a Sleigh
C. Massey (This Christmas) Coast 8016
Secrets
G. Olsen (Who) Mercury 5222
Serenita
D. Day-C. Dant Ork (Yours Is) Victor 20-3208
Serenade for a New Baby
I. Green Ork (Hello My) Decca 24528
Show Me the Way to Go Home
The Keynotes (Wheezy Anna) London 341
Singing the Blues
B. Gowan (Jazz Me) Victor 20-3230
So Tired
K. Starr Ork (Steady Daddy) Capitol 15314

(Continued on page 168)

THE BILLBOARD PICKS*



SUNNY SKYLAR'S

Sensational Recording of

DON'T

HANG

AROUND

M-3015

THE BILLBOARD PICKS:

DON'T HANG AROUND.....Sunny Skylar, the Strawhatters and Ork.....Metrotone M-3015
Skylar does the follow-up to his "Hair of Gold" himself. It's a right catchy tune, too, falling into the Western-flavored community-spirited formula which struck with the "Gold" item. Disking begins like a house afire and buckles slightly in the midsection, but the first chorus could be enough to sell the song.

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The Billboard
MUSIC POPULARITY CHARTS

PART
XI

Album Reviews

Week Ending
November 19

Billboard
TRADE
SERVICE
WEAVERS

The large goldface 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 goldface comment under the separate heading within each review.

THE RATINGS

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

THE CATEGORIES

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

PRIDE OF KENTUCKY—NARRATED BY ALLAN MELVIN 63

(2-10")
(MGM L5-A (2-10"))
Story about a talking horse (with a Kentucky drawl) is pleasingly narrated by Melvin. Done without music, and only a few sound effects, the story itself is unlikely to set any nurseries on fire, unless the kids are reasonably familiar with racing horses. Envelope housing the unbreakable disks has a series of colorful drawings that follow the story.

JUKES Not suitable. JOCKS Production is on the slim side for air play.

RING OUT CHRISTMAS BELLS ALBUM—ORGAN & CHIMES 55

(3-10")
(Mercury A-60)
Joy to the World; It Came Upon the Midnight Clear; O, Little Town of Bethlehem; Hark! The Herald Angels Sing; Away in a Manger; Oh, Come All Ye Faithful; White Christmas; Silent Night.
The highly specialized nature of this album must necessarily limit its sale to those who have some direct need for it. The organ-chimes combination endows the sides with an especially sacerdotal character, and churches equipped with p.-a. systems, schools and civic and religious organizations may be able to put these records to good use during the Christmas season.

JUKES Not suitable. JOCKS Can be used for Christmas programms.

COUNTRY SONG HITS (4-10") 78

(Victor P 221)
Someday, Chime Bells, The Precious Jewel, Put My Little Shoes Away, She Taught Me To Yodel, They're Burning Down the House, Patent Leather Boots, There's a Star Spangled Banner Waving Somewhere. Most of the sides here are re-issues, some of which enjoyed solid sales. Of the new sides, "Chime Bells" really rings the bell, being one of the fanciest yodeling pieces put down on wax. Album figures to have a good sale in the country market.

JUKES The newer sides are good coin material. JOCKS Good package for folk spinners.

THE BOY WHO SANG FOR THE KING—Dennis Day, narrator-singer; Orchestra cond. by Charles Dant (2-10") 88

(Victor Y-376)
This is a sock Christmas kid package, tho it's appeal is actually year-round. Dennis delivers the sincerely simple tale with smoothly affected voice changes, and generally well-paced dramatics. Story is about a poor shepherd boy whose ambition was to sing for the king, but after receiving rough treatment at the palace gate, he comes to sing for The King of Kings on Christmas Eve. The song is Schubert's "Ave Maria," and it's beautifully delivered. Music is extremely tasteful throat. Folder containing the two unbreakable disks is colorful and in keeping with the mood of the story.

JUKES Not suitable. JOCKS Wide appeal to all age groups makes this an ideal library item.

SING-A-LONG ALBUM—ANITA MAYFIELD (1-10") 62

(KR-15 & KR-17)
First side has "This Little Pig," "Peter, Peter" and "Tom, Tom." Flip lists "Peter Piper," "Jack and Jill," and "Pease Porridge Hot." Participation idea is more effective on these sides due to better clarity. Each side of unbreakable disk has a different color label, but envelope and label copy are not very informative. Ork backgrounds by symphonetta are cumbersome in spots.

JUKES Not suitable. JOCKS Could be used on kid variety shows.

HOW THE CIRCUS LEARNED TO SMILE—SPIKE JONES AND HIS CITY SLICKERS (2-10") 69

(Victor Y-377)
A far-fetched story fare narrated in a condescending manner by Spike, this will undoubtedly scare the pants off anyone but a Dead End Kid. Music and sound effects are well-conceived and adroitly handled. However, Spike's name alone insures at least a fair sale.

JUKES Not suitable. JOCKS You can do better.

NURSERY SONGS, RHYMES & STORIES ALBUM—THE FAIRYLAND PLAYERS (1-7") 80

(Rocking Horse PL-A 112)
"Three Blind Mice," "There Was a Crooked Man," and "Little Bo-Peep" make up the first side. The flip is a cute version of the "Alphabet Song." All told, it's a good slice from the moppet Hit Parade, done fairly straight, and aimed at the very young. "Uncle Henry" announces and sings, with assists from a small group of singers, and a chamber ork. Unbreakable disk, with different color label for each side, comes in colorful folder with nursery pics and printed lyrics.

JUKES Not suitable. JOCKS For occasional short spots on kid shows.

HAPPY THE HUMBUG HAS A BIRTHDAY ALBUM—DAVID WAYNE-HENRI RENE ORK (2-10") 87

(Victor Y-370)
Here is a set that will appeal to grown-ups as well as to the kids, but in a different way. Like "Alice in Wonderland" it is delightful fantasy to the younger group, and charming satire to Mom and Pop. Happy, already a popular comic strip giraffe, the back of a turtle, and the tail of a monkey. Among the other characters are a Cock and Bull who tell stories, a two-horned Dilemma who talks double-talk, etc.—just to give you the idea. Music by George (Tubby the Tuba) Kleinsinger is appropriate and David (Finian's Rainbow) Wayne exudes charm in his narration. This should be a mighty popular set this Christmas.

JUKES Not suitable. JOCKS Top fare for moppet shows.

MARIMBA CLASSICS (4-10") 65

Doris Stockton (Russ Case Ork) (Victor P-222)
Perpetual Motion, Ave Maria, Waltz of the Flowers, Hora Staccato, On Wings of Song, Tico-Tico, The Swan, F Major Waltz. While this is a pleasant enough selection of salon pieces, the marimba does little for them. While Miss Stockton's hammering is nimble, and her musicianship is sound enough, the marimba is simply out of element with these numbers. Its sound is all but swallowed up in the more solid tones of the standard instruments that back it, and what does come thru is dull and colorless. Undoubtedly, other marimba players will concede that this artist is among the best, however.

JUKES Not suitable. JOCKS For an occasional change of pace.

POLKA 'ROUND THE WORLD ALBUM—JOHNNY MARTIN AND HIS HEADLINERS (3-10") 70

(Capitol CC-107)
Bell Polka; Jilda Polka; Clarinet Polka; Monopol Polka; Barbara Polka; Laughing Polka.
Hybrid is the word. All of these polkas have been, and some continue to be, favorites, but any folk dance loses its bite when the big, polished, musicianly ork take over. Folks who learned to polka in the old country will find these waters down, but they are danceable and maddeningly spirited, if too-sophisticated. Listen! Title and lively cover should sell well around Xmas time.

JUKES Any side is good for a standard slot. JOCKS For an occasional change of pace on pop shows.

IRVING CAESAR'S SONGS OF HEALTH—Sung by Caesar and Alice Remsen
Macklin Marrow and His Ork (2-10") (MGM LG-A)
Follow-up set to Caesar's "Song of Safety" and "Songs of Friendship" should enjoy a comparable sale. Parents should go for the friendly, good-humored way Caesar advises the kids to brush their teeth, drink milk, wash their hands, not fear the doctor, etc. The ditties themselves are pleasing and catchy, and delivered with punch. Lyrics are printed inside the folder, and the disks are of unbreakable Metrolite.
JUKES Not suitable. JOCKS Good for spots.

GEMS FROM SIGMUND ROMBERG SHOWS (4-10") VOL. II
Sigmund Romberg Ork-Genevieve Rowell-Lillian Cornell-Lawrence Brooks (Victor MO 1256)
Lover Come Back to Me; Wanting You; Stout-Hearted Men; Song of Love; Your Land and My Land; Silver Moon; Desert Song Valse; Mother.
Romberg himself conducts, and he has hand-picked the singers, so the results are everything a Romberg fan could ask for. There are a few duplications here from the recent Victor "New Moon" album, but vocally this set is tops, and the tune selection is sure-fire. The cover is appropriately sentimental.
JUKES Not suitable. JOCKS A must for the library.

COCKTAIL CAPERS ALBUM—ART VAN DAMME QUINETTE (3-10") (Capitol CC 105)
If I Had You; I've Got You Under My Skin; The Breeze and I; Meadowland; Dark Eyes; Lover.
Smart is the word for this album. Six "smart"—for cocktail lounges—tunes are wrapped up in a polished set of performances by the Art Van Damme quintet. It's clean, polite music with some jazz snufflections, but it's subtle as well. This Van Damme group certainly deserves more recognition than it enjoys for it turns out some highly imaginative and creditable music. Clever cartoon designs decorate the cover and liner.
JUKES For cocktail lounges. JOCKS All sides worthy of a spin.

NORMAN GRANZ' JAZZ AT THE PHILHARMONIC VOL. 6 ALBUM—COLEMAN HAWKINS-LESTER YOUNG-WILLIE SMITH-CHARLIE PARKER-BUCK CLAYTON-BUDDY RICH-IRVING ASHBY-BILL HADNOTT-KENNY KERSEY (3-10") (Mercury JATP, Vol. 6)
Four sides carry the "JATP Blues," a medium jump opus, while the other two feature "Slow Drag." Granz gets good balance for the entire set, and it manages to catch the excitement of the crowd, especially fanned by the offerings of tenor-saxman Lester Young. The Man, Buddy Rich, is, as usual, the big spark plug in the rhythm section, and all the soloists give good accounts of themselves, tho it is the oft-imitated Lester who provides principal interest. The cover is an outstanding bit of display art. In his liner notes, Norman Granz tells how much he likes this album. Originally issued on Clef Records.
JUKES Not suitable. JOCKS For feature spots on jazz shows.

CHRISTMAS CAROLS ALBUM—ROYAL CHORAL SOCIETY—SIR MALCOLM SARGENT, DIR. (4-10") (London LA 42)
Bethlehem; Silent Night, Holy Night; The First Nowell; Good King Wenceslas; O Come All Ye Faithful; Hark! The Herald Angels Sing; In Dulci Jubilo; While Shepherds Watched.
Rich quality Christmas fare here, with a superb 650-voice choir superbly recorded. Under Sargent's fine direction, the Royal Choral Society comes thru on these sides with an immense, cathedral-toned effect. The album cover is most attractive, with gold and red lettering on a white background.
JUKES Not suitable. JOCKS Top Yule program fare.

COMIN' ROUND THE MOUNTAIN ALBUM—DOROTHY SHAY-MITCHELL AYRES ORK (4-10") (Columbia C-171)
Joan of Arkansas; Pure as the Driven Snow; Why Don't Someone Marry Mary Anne?; No Ring on Her Finger; Since Mother Was a Girl; Love Isn't Born; Grandpa's Gettin' Younger Every Day; The Old Apple Tree.
This is the third album by the Park Avenue Hillbilly, and stylistically Miss Shay is as sophisticated, charmingly ribald and tasteful as ever. What's lacking here is sock song material—an inevitable product of the law of diminishing returns. A few of the tunes are downright dull, despite the skillful ministrations of the thrush. "Pure as the Driven Snow" is one of the happiest of the inventions, with "Since Mother" and "Mary Anne" also quite amusing. However, Miss Shay has enough stature and ability to carry the mediocre material, and so the package should sell.
JUKES Better sides should get spins. JOCKS Yes.

FRANKIE CARLE ROSES IN RHYTHM ALBUM (4-10") (Columbia C-174)
Roses of Picardy; My Wild Irish Rose; Mexicall Rose; Rose of Washington Square; Honeysuckle Rose; Rose Room; Only a Rose; One Dozen Roses.
Frankie Carle piano albums—this is the third on the Columbia label—have proven to be money-in-the-bank items. This one shouldn't become the exception to the rule. It's the same winning combination—Carle's distinctive piano tinkling with the aid of a rhythm section and eight time-tested evergreen tunes. Tunes are chosen for the rose motif with each dealing title-wise with the flower or name.
JUKES All sides okay. JOCKS Handy package to have around.

NORMAN GRANZ'S JAZZ AT THE PHILHARMONIC VOL. 7 ALBUM—I JACQUET, JACK McVEA, SHORTY SHEROCK, LES PAUL, "SHORTY NADINE," LEE YOUNG, JOHNNY MILLER, RED CALLENDER (3-10") (Mercury JATP Vol. 7)
Number seven in the Philharmonic series devotes four sides to "Tea for Two" and two to "I Found a New Baby." The boys work up a fair jam session spirit, with the usual take-your-turn solo system dominant, and ensemble work at a minimum. Jacquet indulges in his usual taxi-whistle tenor sax fabrications, generating the usual wild applause from the audience. But the laurels belong to the pianist, called "Shorty" Nadine on the label, but sounding very much like Nat Cole. His solo inventions are a treat thruout. Les Paul's guitar solos and a bass duet by Johnny Miller and Red Callender are the other highlights. Sherock and McVea play only adequately on trumpet and tenor, respectively, with Shorty blowing Roy Eldridge-kick passages. Originally issued on the Clef label.
JUKES Not ideal. JOCKS Okay for jazz spinners.

TUGBOAT DANNY ALBUM—RAY DARBY-MORRIS SURDIN (2-10") (MGM L-3-A)
Possibilities for a charming work get lost in some uncontrolled sophistication. There are too many references to things outside the kids' realm of experience or imagination, and at times there's too much production, with clarity the big loser. It's the story of a little tug who wanted to be important, gets turned down by the navy, and finally saves a big lady liner caught in a storm. Narration is clear and well paced; the cover and inside of the folder spots bright cartoons in several colors. Records are unbreakable.
JUKES Not suitable. JOCKS Nothing special here.

CHOPIN: PRELUDES, OPUS 28—ARTUR RUBINSTEIN, PIANIST (4-12") (Victor Album M-DM 1266)
Here's a set piano lovers have been waiting for! Rubinstein, generally recognized as the greatest living interpreter of Chopin, does the beautiful and often virtuosic miniatures with all the tonal color he is known to command at the keyboard. His finger facility is dazzling, and his feeling for this music is extremely sensitive. The recording captures a true piano sound, and the liner notes offer an intelligent bit of background info, plus short introductions to each of the 24 Preludes. This set will sell big and for a long time.
JUKES Not suitable. JOCKS Makes a top piano program.

SONGS OF IRVING BERLIN ALBUM—RISE STEVENS-DUDLEY KING, DIR. (3-10") (Columbia MM 784)
Say It With Music; How Deep Is the Ocean?; Always; Easter Parade; They Say It's Wonderful; Remember.
It's a great selection of tunes, and Miss Stevens does them straight. However, it's voice she's selling, and not style, so actually she doesn't do much for the tunes, and they don't give her a chance to do much with her voice. The Stevens-Berlin combination can't be bad, but it isn't great. The album is one of Columbia's box-with-roller types with colorful cover design. Good for gift-selling.
JUKES Not suitable. JOCKS For standard programming.

CAESAR PETRILLO'S MUSIC FOR LISTENING; FOR DANCING; FOR PLEASURE ALBUM—CAESAR PETRILLO ORK (3-10") (Mercury 27)
Three o'Clock in the Morning; What'll I Do?; When I Grow Too Old To Dream; Jealous; Drifting and Dreaming; Whispering.
This collection of nostalgic oldies follows the formula all the way, offering mellow, practically brassless orking, with fiddles, flutes and smooth trombones alternating in straight melodic sequences. It's a useful, tasteful job, but lacks a real angle for salability, unless Petrillo's late-evening air shows from Chicago have built up a hungry fan-following. The cover is tasteful also, but punchless.
JUKES Not suitable. JOCKS Old favorites will fill many a request spot.

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Carlin, ASCAPub Debuts in Detroit

DETROIT, Nov. 20.—Carlin Music, Inc., recently formed here, marks the first publishing firm licensed by the American Society of Composers, Authors and Publishers (ASCAP) here since the departure of the old Remick Company for New York some 20 years ago.

The new company is headed by Gene Carroll, a disk jockey on WJMO, Cleveland, as well as the owner of the Animal Records label, and Bob Doyle, veteran song plugger. The first music published by the new firm consists of two releases, *The Animal Polka*, by Beasley Smith, and *Cimmanom Cake*, by Haven Gillespie.

Supreme Music Gets "Fifth Ave." Score

NEW YORK, Nov. 20. — Supreme Music, subsid. pubbery of the Bregman, Vocco & Conn firm which is half-owned by Decca Records, this week contracted to publish the score of the forthcoming musical show, *Along Fifth Avenue*. Main portion of the score was written by Gordon Jenkins and Tom Adair, with additional material by Milton Pascal and Richard Stutz also included. Show will be produced by Arthur Lesser and cast currently includes Nancy Walker,

Lecuona Concert Tour Postponed

NEW YORK, Nov. 20.—Erneto Lecuona's concert tour, originally scheduled for this winter, has been postponed until next year, due to reports of increased expenses and slack legit business in the hinterlands. However, the package of mixed long and short-hair artists, headed by the Cuban composer-pianist-maestro, appears this week at Carnegie Hall (20), Washington's Constitution Hall (22) and Philly's Academy of Music (23) under the auspices of Berenice Kazounoff. The ticket sale for all three, after an alarmingly slow start, did a last-minute spurt which has virtually assured sellouts for all three dates. With package bookings already being set for next October, several of the individual acts will remain in this country to fill solo concert and club dates. These include the Cuban pianist-comic Bola De Nieva (*Snow Ball*); Carta and Cabiati, Italian two-piano team, and Lecuona himself, who will do a New York theater stint plus guest appearances with various orchestras.

Willie Howard, Donald Richards, Hank Ladd and Carol Bruce.

Another BVC subsid, Lombardo Music, this week engaged George Gilbert to act as the firm's professional manager.

Music—As Written

New York:

Frank York brought a nine-piece society unit into Le Directoire, local nitery, for an indefinite stay. . . . Frank (The Floorshow) Culley, Continental-Lenox recording artist, has taken his combo into Harlem's Mayfair Lounge for a six-week stay. . . . The master of Boomsie, cut by Chubby Jackson in Sweden, has been planned to this country and will be issued by Rainbow diskery via a deal with the Swedish Cupol label. The bop bassist cut several dates for Cupol last year during his Scandinavian tour.

Holiday Records has appointed the following new distribs: W. E. Harvey Company, Cleveland; Elite-California, San Francisco; Herb Zobrist, Seattle; Kay Gee Distributing, Baltimore, and Lesco Distributors, Philadelphia. . . . Coda, Latin-American waxery, is issuing three disks of *Aguinaldos*, Puerto Rican Christmas songs. Selections, which are of a non-religious nature, were cut by Jose Rodriguez with Los Jibaros Alegres, a guitar-guiro (scratcher)-vocal group.

Tower, of London, signed to distribute Metrotone Records in England and British Commonwealth. . . . Harry Revel leaves on a tour of the Eastern Seaboard Monday (22) to contact disk jockeys in connection with his *Perfume Set to Music* project. . . . With the Machito and Armando bands providing modernistic L-A rhythms, the Palladium Ballroom is drawing avant garde rumba fans to its Wednesday night mambo contests. The mambo is a rumba gone be-bop. . . . Henry Spitzer pubbery has bought *Lonely Christmas* from Jubilee Music. Tune is the Orioles' latest platter.

Columbia Records' Ben Selvin, who takes over as head of the company's Coast branch December 1, has leased and sold most of his realty holdings in the East. Tidewater Oil Company has taken a long-term lease on Selvin's string of gas stations in Queens County. . . . Francis (*Near You*) Craig flew to New York from Nashville. His latest tune, done with Beasley Smith, has been taken over by Abe Olman, of the Metro Music interests. . . . Helen Draper and Sonny Morgan are the featured vocalists with the enlarged Frankie Schenk ork now at Forest Hills Supper Club, Greenville, S. C.

Mike Vallon has signed Joan Barton to a management contract for the Goldfarb, Miremberg and Vallon firm. . . . Signature Records has bought two Bat Masin masters from Decca Records for December release. . . . Roy Harlow, director of station relations for BMI, is expected soon to leave New York Hospital, where he has been confined with a heart ailment. . . . Joe Mooney is held over at the Tailspin in Chicago for two weeks. . . . Capitol Theater gets George Paxton December 9 and Enric Madriguera after Tommy Dorsey exits in January. . . . George Simon Music has acquired three Sigman-Hilliard tunes—*Snow Man*, *Mr. President* and *Sunday People*. . . . Sam Rosey has expanded his San Francisco agency to include the East Bay territory, booking school dances, including the U. of California at Berkeley.

Contact man Murray Sporn has left Encore to join Kramer-Whitney, where he will work with Ed McCaskey. . . . Warbler Billy Lowe is leaving for Miami Beach to work the season at a nitery there. . . . George Brunis and a Dixieland crew are playing a dance at Webster Hall Thanksgiving Eve. . . . Jim Murray, of RCA Victor, is leaving for Mexico on a business trip.

Bess Berman, Apollo disk head, is back at her desk after a one-week illness. . . . Mindy Carson, Musicraft record thrush, opened at Montreal's Tic Toc Club Friday (19) for a two-week stint. General Amusement Corporation (GAC) is booking. . . . Frank Luther, Decca kidisk artist and exec, made personal appearances Saturday (20) at the Womrath Book and Record Shop of Ridgewood, N. J., and the Warner Bros. Theater in the same city.

Dushka Howarth has been named artists and repertoire head of the Bandwagon wax works. . . . Sam Goody is back at work after a two-week sick spell. . . . Seeco, Latin-American diskery, announced the signing of Willy Chevalier, popular Cuban comedian who is permanent emcee at the Bronx's Puerto Rico Theater. Chevalier will cut wax with his own stock company, La Familia Comica.

General Artists Corporation (GAC) Veepee Milton Krasny, in town for the week-end, flew back to the Coast Monday (22). . . . Lenny Herman's ork was inked for a four-weeker at the Tavern-on-the-Green here beginning December 8. . . . Song plugger Johnny Green this week was granted a referee's license by the New York State Boxing Commission. . . . Cab Calloway and his small ork are set for the Click in Philadelphia for two weeks beginning December 20. . . . Clooney Sisters, who originally were skedded to pull out to do a single, returned to the Tony Pastor ork fold.

Sidney Mills left last week-end for a one-week biz trip to Chicago. . . . Decca Records threw a party for disk jockeys, retailers and the press in Cleveland Wednesday (17) in honor of Dick Haymas and Evelyn Knight. Decca's artists relations chief, Mike Conner, was there to supervise. . . . Decca's Dave Kapp heads out to the Coast next week, while brother Jack Kapp heads back to New York at the same time. . . . Louis Prima's ork is in the midst of filming a Columbia pic short.

Chicago:

Skitch Henderson has been extended three more months at the College Inn of the Hotel Sherman, with two-month options in addition. Henderson will be in charge of setting up music for the Sherman's musical montage, an hour-long concert with singers and ballet. . . . Del Courtney into the Edgewater Beach Hotel November 19, followed by Leighton Nobel December 17. . . . *You Can't Buy Happiness*, by Barbara Lynn and Joe Derice, has been picked as the December hit of the month by Cincinnati juke ops' association.

. . . Bill Rothe has joined the Morin-Schwartz Agency, Milwaukee, as booker. Success of the old-time dancing Wednesday nights at the Trianon Ballroom has prompted terpery execs to make it a permanent feature. Crowds run from 1,000 to 1,800. . . . Miracle Records will release platters from its catalog, recently taken over from Sunrise, New York label, on a new blue label series. Leonard Evans, former chief of Sunrise, is staging a series of one-nighters, featuring a Miracle package of Sonny Thompson and Memphis Slim, thru the Midwest. . . . Bernie Cummins reportedly shifting from Music Corporation of America to General Artists Corporation. . . . Art Kassel into the Blackhawk indefinitely January 2.

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**MIRACLE
PARADE
OF
HITS**

ALREADY TAGGED A "HIT"
"STRANGEST FEELING"

b/w
YOU ALONE
GLADYS PALMER—M-129
One of her best yet!

MIRACLE RECORD COMPANY 500 E. 63RD ST.
CHICAGO 37, ILL.

Coast Tootlers Eye AFM Berths

HOLLYWOOD, Nov. 20.—Pre-election campaigning for important executive berths in Local 47, American Federation of Musicians (AFM), began to shape up this week with candidate Ray Menhennick starting his anti-administration barrage. Menhennick, up for Spike Wallace's berth as prexy, flooded Local 47 membership with pamphlets demanding a complete revision of Local's administrative set-up. He calls for organization of three-man committees for each branch of the biz to be elected "to utilize maximum combined abilities of our many members for the solution of our many problems."

Menhennick's platform promised members full protection against discrimination either by the union itself or employers. Long an outspoken administration foe, Menhennick called for a complete new deal in all executive posts.

Present Local toppers, meanwhile, held back from active campaigning, declaring they would not tip their strategy until the final days of the campaign. Third candidate for the president's job, Charles Green, is still to be heard from. Election is set for December 20.

New Buddy Rich Ork For Clique Club, N.Y.

NEW YORK, Nov. 20.—Buddy Rich's new ork will hold down the podium at the new Clique Club here, opening December 2, with Sarah Vaughan headlining the jazz bill. Rich, who currently is in the process of revamping his library with Sy Oliver doing the new book and supervising the musical direction of the crew, will play the new spot under a pact calling for three weeks with an option for two additional weeks.

New management of the spot, which formerly housed the Ebony Club, will also buy a jazz trio to round out the bill, with either Teddy Wilson or George Shearing figured to cop the job.

Aussie Concert: Swing Vs. Pop

SYDNEY, Nov. 20.—For the first time in Sydney's music history the two leading exponents of swing and pop music staged a joint show at the Sydney Stadium to an audience of 3,000. The bands, which are top rivals for this type of music, were the Graeme Bell band and the Port Jackson combination. Each of the bands played several brackets of numbers alternately and then as a finale they played together in a bracket of two numbers receiving a tumultuous reception from the crowd. On a vote of the audience the Bell band won the vote by a narrow margin.

The Bell band has been touring Australia under the direction of the Australian Broadcasting Commission (ABC) and the contract will end at the Legatts Dance Palais, Melbourne, this month. The tour has been an outstanding success.

Ads by 26 Stores All Over U. S. Give Varsity Disks Hypo

NEW YORK, Nov. 20.—One diskery currently getting the benefit of what amounts to a national (if spotty) advertising campaign strictly for free is Varsity Records. Twenty-six department stores in as many key cities have been buying large newspaper space (many of them an ad a week) featuring the Varsity platters. The great majority of the stores are selling them for 45 cents, tho Macy's here retails the platters for 44 cents.

The Varsity deal is exclusive with a single department store in each major chain. Other outlets in all these towns are the chain stores, notably Kresge and Neisner. Among the stores carrying the line and advertising it are R. White, Boston; Litt's, Philadelphia; Hecht's, Baltimore; Hecht's, Washington; Gimbel's, Pittsburgh; May Company, Cleveland; Hudson Ross, Chicago; May Company, Los Angeles; Bamberger's, Newark; Tiedthe's, Toledo; Davison Paxon, Macon, Atlanta and Augusta; Satterlee's, Buffalo; Macy's, San Francisco; Shuster's, Milwaukee, and Donaldson, Minneapolis.

Varsity topper, Eli Oberstein, is slowly getting back into action after a knee operation. In the meantime the firm's Joe Carlton and Lee Savin are hustling the hinterlands, lining up additional department stores and otherwise pushing the low-priced disk line.

Adventure Kidisks Plans Issue of LP's

NEW YORK, Nov. 20.—Adventure Records, kidisk specialists, incorporated this week, and announced plans to replace seven of its current albums with long-playing (LP) disks after Christmas.

The firm, which has been headed by Sol Goodman, now prexy, has a stock evaluation of \$40,000, major portion of which represents new coin. Albums, to be replaced by the single LP disks, were waxed by WNEW newscaster Henry Walden under the diskonym of Uncle Henry.

Manny Greenfield on Own

NEW YORK, Nov. 20.—Flack Manny Greenfield has left the Sammy Kaye organization to set up his own publicity firm. His clients include Blue Barron, who opens at the Biltmore December 15; Larry Fotine, Dolph Traymon, Betty Barclay and others. He will also handle publicity for Virginia Beach and Lake Placid in season. Working with Greenfield will be his brother, Lloyd, and Howie Sadowski.



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DON REID

AND HIS
ORCHESTRA

FEATURING
GWEN PARKE
RUSS JONAS

NOW

BOOKED EXCLUSIVELY BY

MCA

CURRENTLY

ONE NITER TOUR IN THE
MIDWEST

DIRECTION

MUSIC CORPORATION OF AMERICA

YOU GET MORE FOR YOUR MONEY WITH

PERMO POINTS

LONGER LASTING • KINDER TO RECORDS

Longer needle life — greater kindness to records—more dependable—more economical—than any other coin phono needle made!

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"DRINKIN' BEER ALL NIGHT"

DANNY DEDMON and His Rhythm Ramblers

IMPERIAL RECORD NO. 8045

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"HOOTCHIE COOCHIE WOOGIE"

IMPERIAL DISTRIBUTING CO.
137 N. WESTERN AVE. • LOS ANGELES 4, CALIFORNIA

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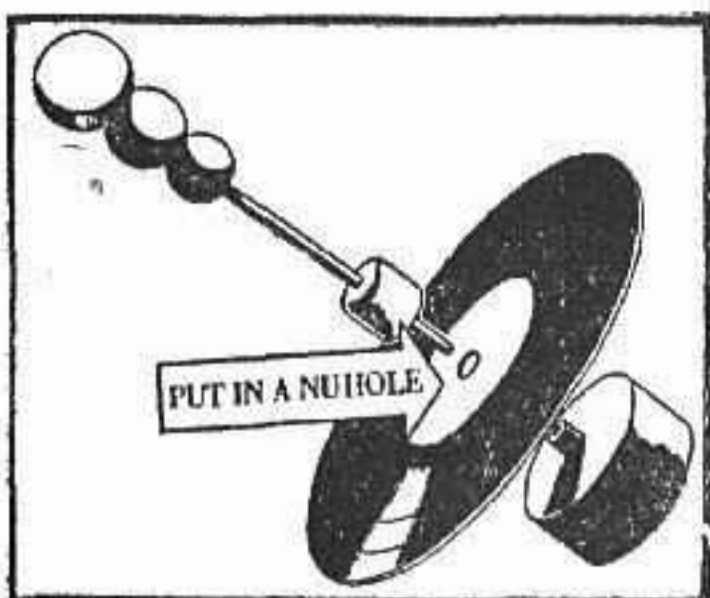
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SAVE RECORDS with this Novel and Practical Tool

If you have a phonograph—you surely need the one and only NU HOLE Kit to repair the worn spindle holes in your records, and increase your listening pleasure.

COMPLETE KIT \$2

(Additional refill packets of NU HOLES 50c per packet.)

Reclaim but 3 of your records and you have saved more than the cost of the kit.

On sale at your favorite dealer, or order direct and send us his name and address.

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We have enlarged the facilities of our Milling Department and we now are in a position to offer for sale first quality

SHELLAC BISCUITS

at **16¢** per lb.

We can assure you that the quality of our Biscuits are on a par with the quality of our plating which so many of you have used.

Samples Submitted.

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1540 Brewster Avenue
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Recording?



on top of the OPERA BUILDING

in Chicago

PHONOGRAPH MASTERS • PROCESSING • PRESSING

Be sure you get—

BULLET #289

Cecil Gant's

"I'M A GOOD MAN, BUT A POOR MAN"

backed by

"CECIL'S JAM SESSION"

BULLET RECORDS

423 Broad St. 6-4573 Nashville, Tenn.

VOX JOX

A National Accounting of Disk Jockey Activities

GOTHAM GLEANINGS . . . Symphony Sid has closed the membership in his Bebop Club at WMCA with a reported 16,000 cardholders. . . Jerry Roberts is doing a new midnight show, *Top Flight Time*, at WAAT. . . Merry Macs, fresh from London, guested on Ted Steele's WMCA show last week. . . Johnny Desmond set for an appearance on Paul Brenner's WAAT teen-ager stint Saturday (20). . . The Deep River Boys and the Clooney Sisters (Tony Pastor's vocal group) set for a guest shot with Bob White at WBNX Saturday (20).

GIMMIX . . . Ray McKinley is sending a flock of transcriptions to jocks, using his theme, *Howdy Friends*, and inserting the spinner's name, station and city. Idea was suggested by Walter Kay, of WJW, Cleveland. . . Dean Landfear, WMT, Cedar Rapids, Ia., runs a two-way line into the Danceland Ballroom when name bands appear there, and interviews the batoneers over the air. . . Dick Olson, program director at WIMS, Michigan City, Ind., runs a project titled *Michigan City Hit Parade*. A list of the region's most popular platters is obtained from the local juke box distributor, and the top 10 are played every Saturday a.m. . . Bill McKay, WPDZ and WPDZ-FM, Clarksburg, W. Va., has started an hour show titled *Pop Shop*, which uses, instead of a musical theme, street sounds. Listener gets the idea that he is in a record shop talking to the proprietor. . . Arnold Fleming, WCFC, Beckley, W. Va., was skedded to have Elliot Lawrence guest on his *Music From the Blue Room* show recently, but the sticker was delayed en route. Fleming did the next best thing; he phoned Lawrence at his hotel, with the line hooked to the mike, and their conversation was broadcast.

STRICTLY FROM DIXIE . . . Dick Martin is filling Bob Poole's slot at WWL, New Orleans. . . Fred Parsons, WSB, Atlanta, has started a longhair show titled *Saturday Symphony*. . . Stan (The Record Man) Warren has converted his Saturday jamboree into a telegram request show. . . Ex-Teagarden drummer Larry Robertson is the new program director at KOME, Tulsa, Okla. . . Dee Carty, WFLB, Fayetteville, N. C., interviewed Dinah Washington recently and gave copies of her Mercury disks to the studio audience. . . Jim Lounsbury, who formerly piloted an all-nighter at WHAS, Louisville, is doing four hours daily over WLEX, Lexington, Ky., and also serves as supervisor of announcers. . . Bill Herson, WRC, Washington, has again been invited to emcee a Thanksgiving Day football rally at the Naval Academy. For the third straight year, Herson will broadcast the pre-army-navy game festivities from Mahan Hall. . . Jackson Lowe, WWDC, Washington, is now airing a seg of his *1450 Club* from the Duke Ellington Club. . . Hugh McPherson Jr. has joined the jockey staff at WOAY, Oak Hill, W. Va. . . Count Basie will appear on the *Good Rockin' Time* show over WTNB, Birmingham, December 7. . . Bob Umbach, WJLD *Atomic Boogie* maestro, staged a one-day vaude show at the Birmingham Theater starring the Buddy Johnson ork recently, and the resulting \$4,700 net broke the house record previously held by Lionel Hampton. Umbach hopes to make these name band shots a regular affair.

TUNE TOUTING . . . Harry Nigocia, WIBW, New Orleans, writes: "Introduced and now plugging *You're a Darling, My Darling*, a Dana record by Jeffrey Clay. Reaction's great." . . Texas Tom Porryman, KEBE, Jacksonville, Tex., runs his own hillbilly hit parade, with the current toppers Red Foley's *Tennessee Saturday Night*, Hank Thompson's *You Remembered Me* and Lee Rosamund's *I've Got the Down-Hearted Blues*. . . Charlie Trussell, WNOW, York, Pa., says: "Pushed Russ Morgan's *So Tired* to No. 1 on the York hit parade. Decca should come thru with a new car, or at least a new copy of the platter." . . Bill Watson, WINS, thinks that Billy Eckstein's National platter of *Without a Song* is "the finest since Sinatra's rendition with the old T.D. crew. Requests have been pouring in." . . The Tempo platter of *Sweet Georgia Brown* copped Juke Box Jury honors on the Rayburn and Finch WNEW show, scoring a high 90 out of a possible 100 points. . . Red Munro, WCOG, Greensboro, N. C., predicts that "Paul Weston's Capitol platter of *Deep Purple* will revive the tune all over again." . . Jerry Eion, WRAL, Raleigh, N. C., says, "Ted Weems' Mercury version of *Mickey* has suddenly blossomed as the big hit all over again down here."

THE JOCKEY AND THE ECDYSIAST . . . Lee Donahue, WINZ, Miami Beach, has dedicated the Freddie Martin Victor platter, *It's Whatcha Do With Whatch Got*, to local stripper Sheila Ryan. Pix of Sheila and Lee together at the mike are in great demand by WINZ listeners, and the two plan a p.-a. tour of local record shops to boost the disk.

CONTEST CORNER . . . Mel Stewart, WNAR, Norristown, Pa., is conducting a mystery vocalist contest. The playing of Ronny Deauville's *It's Too Soon To Know* drew 2,000 letters, with the majority guessing the singer to be Sinatra. . . Frank Allan, WREN, Topeka, Kan., recently ran a unique contest, object being for listeners to guess his weight. Out of the 800 responses, one hit the poundage on the nose—183. . . Prior to the opening of *Holiday on Ice* in Cincinnati, Paul Dixon, WCPO, conducted a mystery tune contest offering two oakleys to the first 100 correct guessers. Mail count, according to the wattery, totaled 280 special deliveries, 13 telegrams, 2,050 postcards and 3,453 letters.

WESTERN WAX WHIRL . . . Van Douglas, formerly with WJBK, Detroit, is now free-lancing a religious program on alternate Sundays over the same station. . . Bill Lamb, WBBC, Flint, Mich., makes regular trips to Detroit to interview bands and recording stars. He transcribes the sessions for playbacks over his *Jam for Breakfast* show. . . Leo Underhill, who does the *Nighthawks* show at WCKY, Cincinnati, received an unusual phone request two weeks ago. It was a call from Commodore Spencer, of the S. S. Queen Elizabeth, 170 kilometers out of New York, asking for a tune to be dedicated to the passengers. . . Tim Edwards, KICD, Spencer, Ia., does a request show titled *Jam for Supper*. "Most of my listeners tend toward hillbilly," he writes. "I've been trying to educate them otherwise, but it's a long, slow process." . . August Grebe Jr. has been named program director for KVRH, the new station in Salda, Colo. . . Dick Gilbert, KTYL,

Attention! Juke Operators!

YOU CAN GET YOUR



FROM YOUR LOCAL DISTRIBUTOR OF

Capitol RECORDS

"SWEET GEORGIA BROWN"

By Brother Bones

(TR #652)

Is Sweeping The Country!

TEMPO RECORD CO. OF AMERICA

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728 Tenth Ave., New York City
11 Avondale Road, Avondale Estates, Ga.

ARDENE RECORDS Presents

Johnny Lenard and His Orchestra

with Vocalists

Steve Michel and the Blaze Sisters

In their original Holiday release

Ardeno Record #106



ARDENE RECORD CO. 75 Florida St. Elizabeth 1, N. J.

Some territories still open for distributors.

ATTRACTION DANCE ORCHESTRA POSTERS AND CARDS

AN IDEA FOR YOUR NEW CARD

113 reproductions of billing created by us for America's leading bands, including Kay Kyser, Wayne King, etc. --- MAILED FREE --- Positive proof we serve top-notchers. Get in this class by using CENTRAL art posters. Write NOW for date book, price list, samples. CENTRAL SHOW PRINTING COMPANY MASON CITY, IOWA

NEW RECORDS

FAST SELLING ASSORTMENT

\$12 per hundred, F.O.B. N. Y.

1/2 with order, balance C. O. D.

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CONGRATULATIONS BENNY STRONG "THAT CERTAIN PARTY"

"THAT RED HEAD GAL"

ARE GOING STEADY GET THOSE ORDERS IN

1271 TOWER 1270 TOWER, 540 N. MICHIGAN, CHICAGO

IT'S A STEAL!!

Thousands of brand new Popular, Hillbilly and Race Records purchased from a former distributor's stock,

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Birmingham Vending Co.

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Phone 3-5183

One-third cash deposit with order

FOR SALE

Tremendous ASSORTMENT of Nearly 600 DIFFERENT BRAND NEW RECORDS!

Of many Musicraft • Signature • Diamond • Columbia • Majestic and various other Label Records.

This Terrific ASSORTMENT of BRAND NEW RECORDS only

10¢ Ea. F.O.B. N.Y.C. While They Last. MINIMUM SHIPMENT 600 ASSORTED RECORDS. NO SHIPMENTS LESS. NO LISTS.

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From the 20th Century-Fox Picture "ROAD HOUSE"

The Ballad Smash Of The Fall Season

AGAIN

ROBBINS MUSIC CORPORATION

Best Record for December

picked by

Phonograph Owners' Association of Cincinnati

"YOU CAN'T BUY HAPPINESS"

DELUXE RECORD

1181 Duet Vocal With Orchestra

HIT VICTORY SONG

by Bill Sullivan

Now sore heads and party are talking, They tell folks they'll win this fall, Newspapers wasting ink and knocking, Tho donkey he's going along, Now G. O. P. is kicking, They say Truman's all wrong, They're due for a good licking, 'Cause donkey he's going along, Professional copies to entertainers, Hear our songs on Englewood Records.

ENGLEWOOD MUSIC HOUSE
516 Englewood Ave., Chicago, Ill.

Phoenix, Ariz., is looking for a copy of Tony Pastor's *Draggin'*, which he remembers as one of his all-time faves. . . . Berne Enterline, formerly with WMMJ, Peoria, Ill., has switched to WCKY, Cincinnati, where he's doing *Breakfast Time*, under the name of Rex Dale. . . . Dan Palen, formerly with WLAU, Laurel, Miss., has joined KGLO, Mason City, Ia. . . . Bill McCullough is doing a deejay remote from the Indian Lodge Barbecue nightly over WJBK, Detroit, making it the only platter show in the city emanating regularly from a bistro remote.

EASTERN BEAT . . .

Paul Jackson, WSNY, Schenectady, N. Y., is putting on a series of bashes with the Jazz Appreciation Society of Schenectady at the Circle Inn, Latham, N. Y. First will feature a Dixie combo of sidemen from Eddie Condon's Sunday (21). . . . Bette-Lou Purvis and Ed Bartell, WPGH, Pittsburgh, have started a kid show on Sunday mornings at 9:30. Ed sings lullabies and reads the funnies with Bette-Lou. . . . Bob Lyons, WARC, Rochester, N. Y., does a *Santa Claus* show across the board, and as *Uncle Bob*, reads the comics Sunday mornings. . . . Jim Dunham, WMMW, Meriden, Conn., doing a *Polka Time* seg daily. . . . Allan Wylie has left WSTC, Stamford, Conn., to live in Texas. . . . Ed Weston gives away toys to young listeners on his *Tunes for Tots Show* for the best letters on "Why I like tunes for tots." . . . Joe Girard, WCCC, Hartford, Conn., issuing a feature titled *Slow Down the Music* on his daily show. For a 15-minute seg, he plays familiar 78-speed disks at 33 1/3 r.p.m., listeners to guess the tune. . . . Both Joe and Walt Nielsen, the wattery's program director, are looking for apartments, and are devoting as much air time as they dare plugging for some. . . . Ed Merritt, formerly with WFMR, New Bedford, Mass., has gone over to the same city's WBSM as jockey and program director.

GRIPES & SWIPES . . .

Buck Byrum, WGNS, Murfreesboro, Tenn., has an unusual complaint. "My boss is swell, but he forgets the mail. He goes thru it for his own stuff. But it's often days before we see anything for us. Print this if you want to; maybe he'll see it, I hope." . . . Tom Dunn, WCYB, Bristol, Va., says, "If record pluggers would get on the ball and send out some releases to us they might get better results."

LIMELIGHT . . .

Bill Borthwick, Birmingham, was chosen as a radio representative to fly on a non-stop flight from Anchorage, Alaska, to Birmingham on Army Air Force Day. . . . Myles Foland, WSIV, Pekin, Ill., made all the local gazettes when he found an apartment for a couple with five children who had been living in a parked car in a lot. Foland plugged for an apartment over the air until a kind-hearted landlord popped. . . . Jim Mills, hillbilly spinner at WIBK, Knoxville, Tenn., has cut a side for early release on the Mercury label. . . . Ray Manning, WIL, St. Louis, has also become a recording artist, with a pair of Christmas kiddie sides on the Childtone label.

PHILLY PHADDLE . . .

Bob Benson, who conducts the KYW Radio Night Club, adds Jackie Gordon Clothes as a participating sponsor for his spinning sessions three times a week, J. M. Korn Agency here placing the account for four weeks. . . . WPEN, which has Bob Horn dishing until 2 a.m., is mulling plans to carry on the dishing all night long in competition to the all-night *Dawn Patrol* sponsored by Al Berman Clothes and the Latin Casino nitery on WIP. . . . Bob Hanna, disk jockey across the river at WCAM, Camden, N. J., also turns to the promotion of old-time dances at the Camden Sports Center, bringing in Lucky Steel and His Trailriders to beat out the time for polkas, square dances and reels. . . . Also in Camden, Kid Swingster starts a Friday night platter session on WCAM, making for the first Negro disk jock at that station. . . . Howard Jones launches a new weekday's disk jockey show on WFIL from 4 to 4:55 p.m., calling it *Here's Howard*, with a 12-inch pasteboard promotion platter sent out by the station to kick off the show. . . . Stu Wayne, who conducts the morning *Musical Clock* spinning on KYW, adds to his list of participating sponsors in University Motors, Inc., local Ford dealers, buying three quarter-hour segs a week for 13 weeks thru the local Gresh and Kramer Ad Agency. . . . Ed Hurst has a new show titled *Club 78* at WPEN. Sarah Vaughan was set to star on his *Juke Box Jury Saturday* (20). . . . Leroy Miller, WFIL, celebrating the first anniversary of his *Breakfast at the Click*, emanating from and sponsored by the nitery, Saturday (27).

RCA's Pop Classic Series Ready To Go

NEW YORK, Nov. 20.—RCA Victor has inaugurated a new Pop Classics series and will ship the first disks this Friday (26). The new classification, a subdivision of the regular pop series, parallels the recent creation of Victor's Pop Specialty label, with both series designed to call the attention of strictly pop buyers to international, folk and semi-classical material with a wider general appeal.

First release will feature the English maestro, Melachrino, with Henri Rene's version of *Drigo's Serenade* to follow.

Dave Miller Takes Over Castle Records

HOLLYWOOD, Nov. 20.—David Miller, former musical director for Universal-International Pix, this week acquired full ownership of Castle Records, Hollywood indie label, buying out George Howe, ex-Coast rep for Tower Records and co-founder of the Castle tag.

Deal involved transfer of approx-

Mercury Signs Dean; Savoy Buys Sapphire

PHILADELPHIA, Nov. 20.—Two major recording deals were completed here this week. Jolly Joyce, theatrical agency head here, concluded negotiations with the Mercury label, bringing Western singer Eddie Dean into the company's fold. Dean, dishing for a West Coast label, goes to Mercury on a three-year contract with two years' option, starting with the lifting of the ban. Joyce already has Steve Gibson and the Red Caps and the Basin Street Boys units under his managerial wing, on the Mercury label.

The second deal set here this week found Frankie Adams selling out all the masters of his local Sapphire Record Company to the Savoy Record Company. The deal includes largely Adams' own songs cut on the Sapphire label.

imately 150 masters, including record rights to Abbott and Costello comedy routines. Miller also acquired masters to *Silver Dollar*, new Jimmy Dodd etching currently stirring up interest. Howe will announce a new disk affiliation shortly.

Picked by
The
Billboard
as a coming hit song!

ONCE YOU CALLED ME SWEETHEART

Words and Music by
WALTER DANA
and **ALBERT GAMSE**

A great recording on
Dana Record #2024

Bregman, Vocco and Conn, Inc.
1619 BROADWAY • NEW YORK 19, N. Y.

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HOLD EVERYTHING

UNTIL YOU HEAR
Sonnie Johnson's BEWILDERED

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KING RECORDS INC. DISTRIBUTORS OF
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THE ORIGINAL!
Zooming in Sales!

THE MURPHY SISTERS'
TO MAKE A MISTAKE IS HUMAN
WHOSE HEART ARE YOU BREAKING NOW!

Apollo 1128
(Free disc jockey copies)

Contact your nearest distributor or write
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Reliability — Quality
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RESEARCH CRAFT CO.
4012-14 SANTA MONICA BLVD.
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New Gimmick: 8 Cheap Acts

Le Directoire Shows Way to Stem Bistros

Others Fight Costly Turns

(Continued from page 3)

verse on having lost money with names; money which they say need not have been lost if the name hadn't insisted on what the ops call "the last pound of flesh."

The irony of the situation is the fact that, despite the salaries collected by attractions, most of it has to be turned into the government. Yet the prestige attractions demand calls for higher and higher salaries until ops say they cannot exist any longer.

Agencies handling talent admit that cafes are hard hit, but also say they can't reason with performers. If they try to talk one of their properties into taking less money, the performer will ask for a release.

Jacobson has offered straight percentage deals, but so far, he said, there hasn't been a single name that will accept it.

His argument for percentage deals is the same used by theaters. If the act is good enough to bring in the business, it can walk out with much more than its regular salary. If it isn't, then the cafe shouldn't be put into the position of being unable to continue running.

Sunset Strip Drops Covers

HOLLYWOOD, Nov. 20.—For the first time in its history as Hollywood's swank nitery row, Sunset Strip is free of a cover charge. First to drop the cover was Charley Morrison's Mocambo, which previously tagged customers \$2. H. D. Hover's Ciro's moved swiftly to drop its \$1.50 charge. Neither Morrison nor Hover were willing to attribute their action to the opening of the Beverly-Wilshire's Mayfair Room. Both Ciro's and Mocambo say the move was provoked by a general biz slump. However, the fact remains that both spots waited for the Mayfair's opening before they removed their covers.

Since the Mayfair is located on Wilshire Boulevard some distance from the Strip, Ciro's and Mocambo are fighting to keep customers in their neighborhood. Ciro's pitted (See LE DIRECTOIRE on page 49)

Rosen Sues Irwin For \$8,700; Charges Hayes Pact Breach

NEW YORK, Nov. 20.—An \$8,700 suit against Lou Irwin is being brought by Matty Rosen on charges of breach of a contract involving the booking of Peter Lind Hayes, an Irwin property. Rosen claims he was paid only \$1,300, altho the agreement called for 5 per cent of Hayes's earnings since June 14, 1948. He estimates that at 200G since that time. The booker seeks the examination of both Irwin and Hayes, who he claims were present at the time the deal was made.

Irwin's answer admits the \$1,300 payment but denies any balance and alleges that the agreement was not to be invoked for one year and that no contract was ever signed between them. He is moving for dismissal.

Bank Job for Pupi

NEW YORK, Nov. 20.—Pupi Campo's opening at the new Saxon Hotel, Miami Beach, Fla., January 7, makes him the first band name with name value to open in a hotel in that resort since 1935 when Rudy Vallee worked there.

The interesting part of the Saxon operation is that the property is owned by George Saxon, who is one of the officers of the First National Bank of Chicago. And that bank, in turn, owns the mortgage on the hotel.

Miami LQ May Discard Shows

NEW YORK, Nov. 20.—The Miami Latin Quarter will not open with shows the coming season if it can get out of various commitments it now has. The room will operate as a straight restaurant, using a different name for the purpose.

The decision, made last week by E. M. Loew and Lou Walters, was based on several factors. The chief one was the inability to make a buck with the high cost of talent being what it is. The decision was spurred by the fact that Abbott and Costello, due in the New York LQ as well as the Miami LQ, fell out because of previous picture commitments.

At first the idea of a restaurant was broached to Toots Shor, with him to take over the club and use his name on the marquee. The deal with him fell thru. The new name will depend on whoever takes over the restaurant. It may be Sam Salvin or some other restaurateur.

AGVA, AFM Tangle Talks Draw Blanks

Petrillo Mum on Wrangle

(Continued from page 3)

tion must work under AGVA contracts. This clashed with an order from Frank Lott, prexy of the Kansas City AFM local, stating that no AFM member could sign an AGVA pact also.

Jack Russell, prexy of Entertainment Manager's Association, Midwest branch of Artists Representatives' Association, wired Petrillo Thursday (18), asking whether or not some settlement had been effected in the entertainment unions' clash. As of Friday night, no answer had been received.

Danny Thomas Set On 1-Weeker Dates

NEW YORK, Nov. 20.—Danny Thomas has been set for a series of one weekers which will carry him from the Midwest to the East. The comic's first date will be January 7 at the Chase Hotel, St. Louis.

His subsequent dates will be a week at the Boston Latin Quarter, to be followed by additional week stands at the Town Casino, Buffalo, and Palumbo's, Philly.

IN SHORT

New York:

Jane Froman forced to cancel all dates. Doctors ordered another operation. . . . Edgar Bergen and Bejty Grable may do theater dates if Harry Romm's pleas are convincing enough. . . . Burt Lancaster getting \$7,500 for himself in theaters. . . . Abbott and Costello out of Latin Quarters here and Miami; picture commitments.

Troupers, the showbiz org of wives of performers, slowly picking up speed. . . . Sophie Tucker did \$51,000 her first week at the LQ. . . . Andy Russell working on a new act with his wife. . . . At least two major niteries ready to fold if their next shows don't pull. . . . May Johnson's in Ireland taking care of family properties. From there she goes to London and Paris. . . . Billy Rose going to Palestine.

Joe Messina's Terrace Gardens, Cohoes, N. Y., starting to use names for week-end biz. Budget, now about \$1,000, will jump to \$3,500-\$4,000 starting end of this month. . . . Slapsy Maxie's may become an A & P supermarket. . . . Katherine Duffy's husband, beaten up in Las Vegas, Nev., is in hospital. . . . Despite stories of the contrary, Greshler insists that only injury Dean Martin and Jerry Lewis have sustained is Martin's broken finger when he caught a thrown pumpkin. . . . Next show at Le Directoire will have Burl Ives, Muriel Smith and Mata and Hari. . . . Morris office trying to pull Pupi Campo out of Embassy before his Miami date for an elementary reason. Campo was booked into Embassy by General Artists Corporation which collects commissions. All subsequent dates are Morris bookings.

Putting in Oriental team of Sujaka and Asoka into Embassy didn't cost a dime. Near East potentate—a maharaja of something or other—put up their salaries. . . . Package of the Ravens, Dinah Washington and Cootie Williams really drawing big gates.

London:

Eddie Cantor has been given an offer to appear on the British vaude stage next year. He is reported to want to make the trip which may place him at the top of a London Palladium bill during the summer. . . . Bing Crosby has been offered \$40,000 by Maurice Winnick to appear in London for eight days as soon as he can make the trip to England. Winnick reports Crosby is seriously considering the offer. . . . Maurice Chevalier, back in London for a short run at the Hippodrome, will share in the profits and expects to draw \$20,000 a week. . . . Hilda Simms, who played thru the year-long run of *Anna Lucasta* in London, will not take part in the Provincial tour. Reported disagreement with Jack Hylton over salary will keep her out of the production.

Inks Spots Booked Into Deep South

NEW YORK, Nov. 20.—The booking of the Ink Spots into a new Miami nitery, the Monte Carlo, for an estimated \$5,000, has brought into the limelight the problem of putting Negro acts into Jim Crow territory.

It is understood that Tony Lopez, former band leader at the Clover Club, now operating the Monte Carlo, has arranged for hotel accommodations for the Ink Spots, yet the trade doubts if such a booking will pass by without fireworks.

Music Corporation of America (MCA) was asked for Lena Horne by Murray Weinger. The money was attractive and terms were equally good. Yet MCA refused the date because Lena Horne was too valuable a property to expose to Jim Crowisms and possible hoodlum tactics.

It is a well-known fact that top Negro attractions will seldom play cafes in Southern States. Their agents are equally loath to make deals because of a danger that trouble on the jobs may lose them their properties.

The Gale office, which made the deal for the Ink Spots, doesn't think the date will cause any friction. Tim Gale said Bill Kenny (Ink Spot topper), understands the difficulties and is willing to take the job.

The Monte Carlo policy will call for one name Negro act with white supporting acts on each bill. Formal is a radical departure for this territory, for even if Jim Crow laws are largely unwritten and there is no law prohibiting Negro entertainers from working in white places or with white acts, no operator in the Deep South has ever had the nerve to try it.

New club, located on the Tamiam Trail, will operate at a \$3 minimum and seats 400.

Segal-Embassy Settle Dispute Over Date Kayo

NEW YORK, Nov. 20.—The Vivienne Segal-Embassy date almost went into the law courts and was averted when Silverstone and Rosenthal, Miss Segal's lawyers, arranged a settlement.

The situation developed when the Embassy bought Miss Segal to open November 3 for \$75 plus one third of the gross over \$12,900. Club ops said they spent about \$500 advertising, her preem only to learn that illness would force a postponement. The date was pushed to November 1 by her agents, Jack Lear and "Doc" Bender, which Miss Segal said was done without her knowledge or consent.

Subsequent conversations uncovered the fact that Miss Segal reportedly didn't want to open at the Embassy at all, and blamed her agent for a bad deal. Another factor reportedly was a hush-hush pending date being offered her by Le Directoire, which she preferred. Embassy ops, hearing this, brought charges against Miss Segal, charging contract violation. In the interim, a new deal was made for \$500 with the percentage raised to 14,500 for a November 30 opening which she refused.

Gerri Gerardo, manager of Embassy, called on Miss Segal's lawyers and was told that, while under the American Guild of Variety Artists (AGVA) rules, he had a cash damages for non-fulfillment of contract would be only \$100 a week (\$75 originally agreed upon was raised to AGVA minimum of \$100 plus cost of advertising. When (See SEGAL-EMBASSY on page 49)

Strand, New York

(Friday, November 19)

Capacity, 2,700. Price policy, 75 cents-\$1.50. Number of shows, four daily; five Saturdays. House booker, Harry Mayer. Show played by Frankie Carle ork.

Informality is the general tone of Frankie Carle's new show. In fact, the keynote is Carle's own bright but breezy 88-ing, which he offers in generous quantity. After the *Sunrise Serenade* theme, Frankie teed off with a relaxed intro of the band, aping various styles, then seguing into a snappy version of *Who*, with the band showing a strong group personality. This was illustrated to still better effect in a novelty production of *Alabama Bound*, with horns rotating to make like pistons and wheels. Big laugh was gotten by the sax player who smoked a pipe thru a megaphone to emulate the smokestack. Carle himself closed the show with a long piano medley of hit tunes and excerpts from his recent record albums, getting big hands.

In the vocal department, the band had Bob Larkin and Marjorie Hughes, and Carle took one novelty turn himself, the latter a parody on *Talk of the Town*, wherein he compares his lot with that of Crosby, Sinatra and Como.

Larkin, a personable lad with a pleasant voice, did a competent *Slow Boat to China*, but the slower *Empty Saddles* suffered from occasional lapses of pitches. The change to deep red lighting spread the focus on the band for the latter part of this number. For some effective mugging, Marjorie Hughes (Carle's daughter) adds considerably to the decor, and built a big band with her *Now I'm the Chick With the Band* routine.

New Dancers Score

A great new dance act, the Szonyis, doing their first local theater date, won the crowd with their superb twirls, tosses, and trickily timed catches. The brother-sister team, with handsome classic features, revealed a spectacular but delicate grace that helped them to breeze thru a moody *Narcissus*, with a tempo pick-up at the end for a spinning finish, starting with the gal up at full-arms length and being brought down to a top-like floor spin. Act drew a generous ah-and-oh reaction thruout with a big final hand.

Comic Tim Herbert scored best with his thumbnail caricatures of night-life types, and with his body-out-of-joint dance satires. Salesmanship rather than material got Herbert the yocks. *Bill Simon.*

VAUDEVILLE REVIEWS

Capitol, New York

(Thursday, November 18)

Capacity, 4,627. Prices, 70 cents-\$1.50. Five shows daily. House booker, Sid Plarumont. Show played by name band on bill.

The house 's probably one of the best stageshows it has had in a long time. Now if the flicker, *Kissing Bandit*, holds up, the Capitol will have a chance to do some business.

Top attraction is Jane Powell, on next to closing. The cute little singer, a Metro property, is one of the few flicker names to come out who can really do a job to a live audience. Last year when the kid came in she showed charm, presence and a voice. This time around she has added charm, considerably more poise, an exceedingly brilliant voice and works out there as tho she's been on stage all her life. To top it she has a routine made up of standards and pops that sell from the first note. Miss Powell stopped the show cold, then tried to beg off, but the mob insisted on more and finally she gave in.

Shep Fields Ork

Shep Fields (16), besides doing a wonderful job as a smooth emcee, backed the show with commendable skill. Fields opened fast with five fiddles front and center doing a rapid *Fiddle Faddle*. He then did a cute bit about how he does his rippling rhythm using a water-filled fish bowl and straws. His next was *Slow Boat to China*, with gal singer Toni Arden's intelligent handling of the lyrics in a warm, caressing contralto, getting a big hand. Her second, *I Can't Give You Anything But Love*, was equally solid, wrapping up the first part of the bill for a sock reception.

Susan and Fred Barry, in their first Stem theater date as a new team, looked very good. Considering the narrow working space, the couple did a remarkable job. At first the girl seemed nervous, but the over-all effect was pleasant and a good continuation of the pace set by Fields's excellent stage job. The team's outstanding feats were its flash lifts and spins which won heavy applause.

The *Hora Staccato* was Fields's next contribution. The number kept to the melodic line without over-arranged distortions which so frequently make pleasant music discordant. If there was any fault with

Oriental, Chicago

(Thursday, November 18)

Capacity, 3,200. Prices, 50 to 98 cents. Five shows week days; six week-ends. House booker, Charley Hogan. Show played by Carl Sands' house band.

Pic tough Burt Lancaster proves a skillful handler of an audience, especially the teen-age fem group that dominated the front half of the packed house. The curly headed ex-circus trouper does a little of everything, singing, kidding with Charlene Harris, dressed as a moppet fan doing dramatic dialogue with chirp Julie Wilson, and winding up each effort with a parody on his brute film roles. Closed to a huge send-off with an agile demonstration on the parallel bars, later climbing a 15-foot pole balanced on the forehead of partner, Nick Cravat. Cravat preceded Lancaster on the parallel bars with a comedy routine that set off the Lancaster work well.

Bob Hall's standard rhythmic routine didn't hit as hard as noted previously in nitery stints. It's impossible for vaude patrons in the rear of the house to see the people to whom he's referring in the fore-section. His work garnered attention, but he needs spicier lines for his theater work. His closer, in which he weaves subjects from the audience into a song-story, won a nifty mitt.

Beauteous chirp Julie Wilson lacks vocal ability to match her looks. On her *Just One of Those Things*, she was consistently out of tune. Gal packs showmanship, but needs voice training.

Saul Grauman's *Stairway of Melody* proved a good opener. Gal trio did its standard assortment of taps, followed by the electric bell finale. Maestro Carl Sands did a poor emcee job, fluffing each of his two introductions. *Johnny Sippel.*

the Fields version of the Heifetz tune, it was in the dashing in and out of various sidemen to the stand-up mike for just a couple of notes. It tended to make for confusion.

Closer was the team of Joey Adams, Tony Canzoneri and Mark Plant, and for this job, the addition of Pupi Campo, doubling from the Embassy. There was no doubt the audience liked the act. In fact, it laughed it up so hard there were *(See CAPITOL, N. Y., on page 49)*

New York:

Stem, 339G, Needs a Needle; MH 120G, Roxy 65, Para 70

NEW YORK, Nov. 20.—Flesh-pic combos went back into their slump this week by dropping from \$398,000 to \$339,000. There is no question but that business is shaky and some of the vaude houses are using all kinds of gimmicks to lure the customers in. The Paramount had a mid-week preview, as did the Roxy the week before. Radio City Music Hall is nursing its show for a third week. However, the only thing that seems to do the trick these days is a sock show-movie combo.

Radio City Music Hall (6,200 seats; average \$115,000) is getting along fairly well with a \$120,000 gross, which is just a shade below the \$123,000 the week before. The bill is Paul Haakon, the Nonchalants and *You Gotta Stay Happy*.

The Roxy (6,000 seats; average \$89,000) slumped to \$65,000 the second week with Peter Lind Hayes, Mary Healy, the Gaudsmith Brothers, Jack Cole and *Unfaithfully Yours*. The first week's gross was \$85,000.

The Paramount (3,654 seats; average \$76,000) was off to \$70,000 the second week from \$76,000 the first stanza. The bill is Frankie Laine, Connie Haines, Dave Barry, the Clark Brothers, Jerry Walk and his ork and *Sealed Verdict*.

The Strand (2,700 seats; average \$40,000) was getting more than its share of biz with a solid \$60,000 the third and last week. The attraction collected \$65,000 the week before. The show consisted of Vaughn Monroe and ork, Johnny Mack and *June Bride*. The new bill (reviewed this issue) is Tim Herbert, the Szonyis and Frankie Carle and ork, and *Fighter Pilot*.

The Capitol (4,627 seats; average \$66,000) did a low \$24,000 the third and last week with Jean Sablon, Betty Bruce, the Wesson Brothers, Ted Straeter and ork and *One Touch of Venus*. The week before was good for only 35G. New show (reviewed this issue) is Jane Powell, Susan and Fred Barry, Joey Adams, Shep Fields ork and *The Kissing Bandit*.

Chicago, Chicago

(Friday, November 19)

Capacity, 4,200. Prices, 50 to 98 cents daily. Five shows weekdays; six week-ends. House booker, Harry Levine. Show played by Jack Fulton's house band.

The miniature musical created by skits that Bert Wheeler works with his adept foil, George Jason, puts this variety bill into the stellar bracket. Wheeler, working as emcee, has pulled a switch on the usual comic and stooge set-up, with Jason doing a domineering job over the introvertish Wheeler. Posing as assistant theater manager, Jason gets into Wheeler's hair consistently, with the yocks ringing loud. Tho most of their stuff is fresh, even the chestnuts gain appeal from this approach. Both utilize some old visual gimmicks, such as funny hats and the banana with the zipper.

Rose Marie obtained some terrific material for her standard Durante impression that got her the biggest hand of the show. The unusual effect of a beautiful gal doing the gravel-voiced Durante was always a clincher, but the new material makes it a sock performance.

Renald and Rudy, hand-balancing team, worked more slowly and gracefully, with the result that their standard muscle-bending efforts drew consistent mitting. The Pitchmen have been doing the same kazoo turn for years, but seem to draw the same hefty applause.

Jack Fulton continued his straight musical fare for opening numbers, featuring the house 88-er doing a fine job on *Piano Portraits*. Fulton should work up a production bit that offers visual as well as aural attraction to break the straight music monotony. Pic: *Loves of Carmen.*

Johnny Sippel.

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**Persian Room, Hotel Plaza,
New York**
(Thursday, November 18)

Capacity, 275. Price Policy, \$1.50-\$2 cover after 9:30 p.m. Shows at 9:30 and 12:15. Owners, Hilton Chain. Exclusive booker, Merril Abbott; publicity, Dorothy King. Estimated budget this show, \$1,750.

Major surprise on the new show is cute, pert little red-haired canary Leni Lynn, a girl who is said to have been way up in London operatic circles. Yet, if Miss Lynn can sing, she has a routine that was almost completely meaningless. Instead of giving range to a brilliant soprano voice, she kept it muffled with some dull arrangements of current pops and meaningless novelties. Once Miss Lynn changes her routine and forgets her preconceived ideas of commercialism, she should start climbing. Right now she's belabored with "advice." Results of this advice, as caught opening night, weren't good.

Jimmy Savo is the same old exemplification of the poor little man who keeps trying for his place in the sun. His panto is better than ever. (See PERSIAN ROOM on page 155)

NIGHT CLUB REVIEWS

**One Fifth Avenue Bar,
New York**

(Wednesday, November 10)

Capacity, 115. Price policy, no cover, no minimum. Continuous shows starting at 10:30. Operator, No. 1 Fifth Avenue Hotel. Manager, Bob Downey. Booking policy, non-exclusive. Publicity, Ed Welner. Estimated budget, \$750.

The two acts on the bill here make for solid entertainment, and judging from the packed room the word has already gotten around.

The best job was done by slim Nancy Andrews, whose distinctive song selling won her plenty of hands. The gal concentrates on novelties with cute lyrics, doing her own piano backing. She has acting and comedy abilities that make her a bet for fields other than cafes. Her best was a song about an Aunt Clara and close to it was I Came Out West in which she did a laughable drunk routine.

Lee Goodman and Jimmy Kirk—(See ONE FIFTH AVE. on page 155)

**Helsing's Vodvil Lounge,
Chicago**

(Wednesday, November 10)

Capacity, 325. Shows at 10, 12 and 2. Price policy, drinks start at 50 cents. Operators, Frank and Bill Helsing. Exclusive booker, Frank J. (Tweet) Hogan. Publicity, Sam Honigberg. Estimated budget this show, \$1,700. Estimated budget last show, \$1,500.

After a short first engagement, Gus Van has built up a sizable following here. The crowd was generally lethargic in its response, the new AGVA prexy pepped them up with a good combination of comedy dialect songs. He threw in a very pertinent kosher bit, about a lad whose relatives descended upon him during the current housing shortage. Entire song is extremely well-contrived and pulled chuckles thruout. His closer, the chronological list of songs which he made standard thru the years, has been spruced up with some smart monolog bits.

Comic Ralph Lewis has welded his stock of stories together into a better set of routines, with the improved continuity getting him better attention. Diminutive humorist faced a very cold house, but wisely stayed away from over-punching, working consistently until he had them won over at the three-quarter mark. While much of Lewis's stuff is oft-heard routines, he refurbishes the bits with new gags to give them color. Walked off to a good mitt.

Tapstress Flo Gillman conformed her rhythm cleating to this small stage, utilizing provocative eyes and showmanly gestures to make up for lack of room. Worked to up-tempo specialties, showing plenty of ability all the way.

Andy Nelson's quartet (guitar, bass, piano and clarinet), new house band, needs rehearsals to get better blend between guitar and clary. Most of the time Nelson's amplified box was drowning out the reed man. Johnny Sippel.

**Cafe Society Downtown,
New York**

(Tuesday, November 16)

Capacity, 210. Price policy, \$3.50 minimum. Owner-operator, Barney Josephson. Booking, non-exclusive; publicity, Kohn-Nard. Estimated budget this show, \$3,150. Estimated budget last show, \$1,500.

With proper exploitation the new show should do business if there's any business around. Even word of mouth should bring in curiosity seekers for probably one of the best shows the Village cellar spot has had in a long time.

It is difficult to pin the label of "better" on either Jack Gilford or the Golden Gate Quartet. They were both very good. Gilford, who hasn't been seen in a long time, has an act that rocked the joint. He's always been a clever lad, using a soft approach. His approach is still soft. But with it he's added a couple of things for boff results. The tumult comes from the audience. Among Gilford's new things is a musical conductor routine which calls for a high degree of mugging, plus on-the-button musical backing. Gilford has the necessary rubber pan to carry it off, while the band (with clarinetist Tony Scott added) was right with him. Yet, if the number won terrific yocks, it didn't come off all the way because Gilford's finish lacked inspiration. In his chatter, Gilford was highly amusing. Given different economic conditions, he'd be a real bet for big-time niteries. Today, however, unless a comic is an attraction, he's just another act.

The Golden Gate Quartet is as good as ever, even with the changed faces. It has the same old infectious rhythm, the same bounce and the same material, mostly spirituals, which make (See CAFE SOCIETY on page 155)

Cocoanut Grove, Hotel Ambassador, Los Angeles

(Tuesday, November 9)

Capacity, 860. Prices, \$1.50 cover week-nights; \$2, Saturdays. Shows at 9:30 p.m. and midnight. Owner, Hotel Ambassador. Operator, J. E. Benton. Booking policy, non-exclusive. House bookers, J. E. Benton and A. V. Tozzi. Press, A. V. Tozzi. Estimated budget, this show, \$6,000. Estimated budget, last show, \$7,500.

This show marks the Coast debut of Florence Desmond, impressionist, and the return of Freddy Martin to his home grounds. Combined bill attracted a near-record opening-night crowd and, judging by the enthusiastic reception accorded Miss Desmond and Martin, room will be enjoying a brisk biz in weeks to come.

Florence Desmond is more than a mimic, she's an artist. London's pride-and-joy proved this from the start, winning the audience with her exciting personality, her polished material and smart-as-a-whip ad libs. She has an uncanny talent of capturing essential characteristics. She kicks off with Tallulah Bankhead, whom she involves in dialog with Katharine Hepburn; Marlene (See Cocoanut Grove on page 155)

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"AN ATTRACTION PACKED WITH ACTION"

Segal-Embassy Settle Dispute

(Continued from page 46)

Gerardo produced the new contract a settlement was made. The Embassy got \$1,000 from Miss Segal; it asked \$2,000, and gave her a release.

No sooner was the release signed than Miss Segal closed the deal for Le Directoire, this time with Gloria Safier as her rep. The gal opens at Le Directoire November 23 for \$1,000 on two weeks and options.

The Jack Lear-Doc Bender version is a little different. Lear said that before he got Miss Segal the Embassy job, "Nobody wanted her at any price." He pointed out how the Morris office had tried, and outside of one date in St. Louis, where Herbert Jacoby, Le Directoire op, caught her and lost interest, there were no nibbles anywhere. Lear also pointed out that in making the Embassy deal, he examined the books thoroly and Miss Segal was well satisfied. Naturally, said Lear, "We would have preferred the Directoire, but with Jacoby uninterested, we thought the deal (Embassy) was a good one."

Lear also pointed out that it wasn't until the "postponements" occurred that Jacoby called him (Lear) in. Lear replied he'd try to get out of Embassy deal but an AGVA contract was in effect and in any case he couldn't cross the Embassy.

"Now Viv thinks we did a bad job," said Lear, "when all we did was advance money for her material, got her booked and then refused to cross a night club owner. When she signed the Embassy contract she knew what she was doing."

Miami To Get A China Doll

NEW YORK, Nov. 20.—A new club, the China Doll, will open in Miami this season, to be operated by Jimmy Vernon and Jerry Brooks. The spot will be located near Hallendale.

Vernon, co-operator of the recently sold La Martinique, was supposed to host the Miami Latin Quarter, but with the spot converting into a straight eatery, Vernon was out. Brooks is one of the former owners of Sipsy Maxie's, the Hollywood nitery which shuttered last week.

Policy of the new spot will call for Chinese line girls and various novelties, with a basic format simi-

Sonny Howard, singer, opens at the Latin Quarter, Boston, November 22, for two weeks, after which he moves into the Carnival, Minneapolis, December 9 for two weeks.

Follow-Up Review

HAREM, NEW YORK: The addition of Myron Cohen and Mary Small has given the spot a fast moving show that has all the spirit necessary to make it sock entertainment. The opening night was full of spenders, tho that's no guaranty of future business.

Myron Cohen is still the best dialectician of them all. Unfortunately he has acquired a slickness that detracts from the folksy humor integral in the stories he tells so well. Basically Cohen now does too much fancy diction and too little dialect, and it is his dialect which gets the yocks. He also needs new stories. The ones he tells so well have been gobbled up by so many other comics that the snappers are no longer a surprise. Still when he told his stories, he got the yocks. When he built them up (See HAREM, N. Y., on page 155)

AGVA's Sick Plan Shaping

CHICAGO, Nov. 20.—First effort on the part of any local of the American Guild of Variety Artists (AGVA), the actors' union, to assure hospitalization benefits for members was taking shape here this week. Under the guidance of Jack Irving, Midwest regional AGVA chief, a benefit, featuring AGVA acts, will take place November 29 at the Chicago Stadium to provide funds for the Chicago Osteopathic Hospital.

Under the benefit agreement the hospital's board of directors have agreed to pay all AGVA acts on the program their standard salaries, with the profits of the benefit to go to the hospital, which, in turn, will set aside the fund as a credit for hospitalization tendered to AGVA members.

Hospital officials have agreed under the plan to knock off 10 per cent of the hospital bill and charge no surgeon's fees to any incoming AGVA patient if the patient is able to pay for his treatment promptly. If an AGVA patient is unable to pay for his hospitalization the amount of his bill will be charged against the credit which AGVA has worked up thru its benefit, with the patient agreeing to pay back AGVA's fund at some future time.

Irving said that \$25,000 worth of ducats have been sold up to Friday (19), with ducats going for \$2.50 and \$3.70. It is planned to make the show a yearly affair. AGVA Prexy Gus Van, when contacted, said the Chi experiment will be watched closely, for AGVA is trying to work out some hospitalization benefit nationally.

CAPITOL, NEW YORK

(Continued from page 47)

times it was difficult to hear some of the lines. The addition of Campo gave the "songwriter" routine added zest. The hoke, with Campa deadpanning, was screamingly funny. There were evidences the team was also pulling Fields into the act, and before the run is over, he too will probably be in there making like a comic. Bill Smith.

LE DIRECTOIRE

(Continued from page 46)

Morton Downey opposite the Mayfair's Kay Thompson, while Mocambo has dropped its dine and dance policy in favor of featured attractions. While the Strip's spots are sans cover, Mayfair charges \$1 cover plus \$4 minimum. Mocambo will stick to \$3 minimum. Ciro's \$3.50. Feliz Young's, only other Strip nitery, recently reopened sans cover but gets \$4 minimum.

Sablon Preems Mont'l Gayety Name Policy

MONTREAL, Nov. 20.—The Gayety, which still continues a profitable variety two-a-day policy with no flickers, will inaugurate a name policy Sunday (21) with the opening of Jean Sablon. The usual stripper, plus eight turns, will also be on the bill.

According to Al Dow, who books the house, bids have already been put out for Carl Brisson, the Three Stooges, Martha Raye, John Boles, Connee Boswell and Molly Picon, and negotiations are under way, tho no dates have been set.

The budget, Dow stated, has already been upped by about \$3,000 per week and now can hit from \$6,500 to \$8,700 per show.

Martin Goodman, who handles Sablon, stated that the chanteur is going in at \$4,000 plus a 50 per cent cut on anything over \$12,500. With about 1,500 admissions per show paying an average of \$1.75, Goodman figures that his boy can wind up with about \$7,000.

The Gayety will continue its policy of eight variety turns plus the celeb. Goodman went up to Montreal Thursday (18) for Sablon's opening, after which he will work on setting up a p.-a. tour in Quebec City and possibly other centers. He said that playing the chi-chi houses and spots is okay, but the important thing now is to start concentrating on the buck. That's why he'll listen to any reasonable offer.

As far as Molly Picon is concerned, she has been advertised as "coming soon" in the Gayety programs, despite the fact that Miss Picon was busy with a legit and nothing has been set. However, negotiations will be completed when it's ascertained how the play will make out on Broadway.

Kean Leaves Air For P.A. Tours

DETROIT, Nov. 20.—Harold Kean, blind singer featured on WJR the past 20 years, is being switched from air shows to a personal-appearances schedule, with the station underwriting the costs. His dates will be booked principally for hospitalized veterans and similar groups. Rene Peters, of WJR's *Make Way for Youth*, will appear with him as singer and accompanist.

The Kean booking is probably the first in radio in which a station has scheduled one of its featured talent personnel exclusively for personal appearances.



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"Smoke" Is Out Of AFM Pact

NEW YORK, Nov. 20.—The League of New York Theaters intends to sign a contract with Local 802, American Federation of Musicians (AFM), retroactive to September 6 formalizing the 7 1/2 per cent raise granted the musicians but excluding *Summer and Smoke* from a formula to be agreed upon differentiating between dramas and dramas with music. *Smoke*, just recently declared a drama with music by Local 802, is appealing the decision to the AFM national board.

The new classification makes it mandatory that the play use two more musicians and pay the others higher scales, but Margo Jones, the producer, feels that her play falls within the formula which would return it to the status of a drama, since she is a member of the League and is complying with the rest of the agreement with the musicians. Local 802, on the other hand, believes that including her in the formula would prejudice her appeal and might be an implied admission that the local was wrong in its classification.

When notified that *Smoke* might be excluded from the soon-to-be signed pact, the attorney for the show called it the "rankest discrimination I have known in a long time." He complained that Miss Jones was not being treated properly and said some legal action might be taken against the League.

Buffalo's Erlanger Gets Rep Company

BUFFALO, Nov. 20.—The Erlanger Theater, only legit house here, owned and operated by the Playhouse, Inc., has formed a rep company. The Erlanger Players will present plays during those periods when the house is unable to book traveling shows. The first production is to be *The Silver Cord* in December. The group plans to present six plays this season, which will be televised by WBBN-TV. Stewart Beebe is directing the rep group, and Richard T. Kemper, vice-president of Playhouse, Inc., and manager of the Erlanger, is presenting the shows.

Top price will be \$1.20. Buffalo's interest in stock company production was shown during the past two summer seasons when several strawhat enterprises in local suburban areas did well.

The Erlanger has so far had a fairly full schedule of bookings thru United Booking Office. November 11-13 the house offered a new play, *Goodbye, My Fancy*, starring Madeleine Carroll, to well-filled houses, and this week (November 15-20) *Annie, Get Your Gun* is a near sellout for every performance, despite a hike to a \$4.80 top.

Balt. Set for Terp Theater

WASHINGTON, Nov. 20.—Productions, Inc., which recently presented Libby Holman in a local hall, is taking over the Baltimore Museum of Art on December 12 for a program of dance-theater featuring Valerie Bettis, *Inside U. S. A.* dancer.

Miss Bettis will appear in *As I Lay Dying*, a dance-play based on the William Faulkner novel. The production was scored by Bernardo Segall and choreographed by the star. The second half of the program will be Horton Foote's dance-drama, *Goodbye to Richmond*, with music by Gerald Cook.

Meltzer Autobiog for Stage

NEW YORK, Nov. 20.—Paul Meltzer will produce his script, *Canvas Mirror*, late next spring. The playwright is a noted artist and his play is based on his autobiography of the same title. The production will use incidental music.

Broadway Opening

LIGHT UP THE SKY

(Opened Thursday, November 18)

ROYALE THEATER

A comedy by Moss Hart. Staged by the author. Setting by Frederic Fox. Costumes by Kivletta. General manager, Al Goldin. Stage manager, Don Hershey. Press representatives, Bill Doll, Dick Williams and Michael O'Shea. Presented by Joseph M. Hyman and Bernard Hart.

Mill Lowe	Jane Middleton
Carleton Fitzgerald	Glenn Anders
Frances Black	Audrie Christie
Owen Turner	Philip Ober
Stella Livingston	Phyllis Povah
Peter Sloan	Barry Nelson
Sidney Black	Sam Levene
Evan	St. Oakland
Irene Livingston	Virginia Field
Tyler Rayburn	Bartlett Robinson
A Shriefer	John D. Seymour
William H. Gallagher	Donald McClelland
A Plainclothes Man	Ronald Alexander

Seldom in recent years has a play arrived which has caused more trade-wise pre-*Stem* discussion than *Light Up the Sky*. In the first place, Moss Hart had reverted, after several seasons from turn-tabled, multi-scenery epics, to a one-set light comedy. Break-in reports had him doing yeoman rewrite of the script. Also the gossip portended that Hart had written a thinly veiled lampoon of various current stage personalities and repercussions might result.

Actually, none of the last is true, as far as this reporter is concerned. True, Hart's latest opus spotlights show folks. There is a blatantly phony fem star. There is a director continuously on the verge of tears in the contemplation of the magic of his own handiwork: a producer of ice shows and his blade-star wife, who have somehow got mixed up as angels of arty legit; a debuting young playwright with a message and a veteran scripster who knows most of the theatrical answers, and there is a stage mother to end all such. Anybody with even a nodding acquaintance with professional show business can recognize obvious composite characteristics in any of them, but to claim that any single current Broadway personality has been taken for a model seems completely silly.

Newest Hit

What really does matter is that Hart has scripted or rescripted a rollicking, sometimes malicious, but over-all affectionate comedy of show-folk egotism. What is even more important to record is that *Sky* is likely the season's latest hit.

There is no plot to *Sky*. Hart has merely set down his characters in a sitting room of a hotel on the eve of a Boston tryout. He shows them all loving everyone madly in the late afternoon and ferociously at each other's throats when the curtain has come down on a supposed flop at 11:30. And finally, they are all buoyantly together again at 3:30 a.m., when it is discovered that the customers who laughed and walked out were just a lot of drunk conventioners and that the critics' notices are favorable. None of them has changed, except that the bedeviled young author now holds the whip for a rewrite job. *Sky*, in sum, is a commentary on a singularly mad breed, written by a man who is one of them and packed with alternate mockery and affection. It is fine fun.

Hart has staged his own play with expert craftsmanship and assembled a really superb cast to play it. Sam Levene turns in another top-drawer portrait as an arrogant ice impresario who sank 300G in a new playwright with an allegory. Audrey Christie is tremendously funny in another caustic chore as his figure-skating spouse. Glenn Anders' director is a jubilant caricature. Virginia Field, who acts as much off the stage as on, is delightful, and Phyllis Povah is earthily amusing as her mother. Barry Nelson gives a sound performance as the bewildered, idealistic young play-

British Chorines Seek More Pay

LONDON, Nov. 20.—A meeting of more than 200 London chorus girls has turned down an offer of a \$6 a week raise offered by theater managers. The meeting was sponsored by British Equity.

Under negotiations for new London contracts for chorus girls, the employers have offered to pay \$26 a week, while the girls want a minimum of \$32. Present West End contracts call for a \$20 a week minimum, but in practice they do not get less than \$26.

Living at Stake

The main battling point of the chorus girls is the fact that they are unable to live on the low wages. Honor Blair, chorus-girl vice-president of Equity, led the discussion at the meeting which voted for the \$32 a week minimum.

One girl pointed out that she is lucky and makes \$36 a week but finds it difficult to keep up appearances. The girls run into the most difficulty while on tour where they pay \$16 a week for a room which they often share with four other girls. One member pointed out she does 12 shows a week for \$24.

Virginia House Signs NY Children Theater

WASHINGTON, Nov. 20.—The Virginia Theater, across the Potomac from Washington in Alexandria, Va., is dipping a tentative toe into the legit swim by putting on a six-play series from the Children's Theater of New York. Normally a flicker house, the Virginia was toying with the idea of converting entirely to legit some four months ago, but finally dropped the plan temporarily, at least.

The Children's Theater plays are to be put on each Saturday, starting today, and continuing thru April 2. Performances are scheduled for 10:45 a.m. and 2 p.m. The only disruption to the flicker slate would be the afternoon performance, which knocks off a matinee show. Plays include: *Snow Queen*, *Hansel and Gretel*, *Pinocchio*, *Poor Little Rich Girl* and *Little Women*.

Pay Boost Refused By Scenic Studios

NEW YORK, Nov. 20.—The scenic studios have refused to grant a 50-cents-an-hour pay boost that is being asked for its members by the Scenic Artists Union. Studios have been in consultation with League of New York Theaters, which indirectly pays the wage hike and, according to trade reports, the producer's org has stiffened the opposition to the union's demands.

A meeting is skedded for the near future.

Aussies See "Counter"

PERTH, West Australia, Nov. 20.—Under the Counter, original English production starring Cicely Courtneidge which played on Broadway in New York last season for 27 performances under the auspices of the Shuberts, is now holding forth for a short season here at His Majesty's Theater.

wright, and Philip Ober is suavely excellent as an elder scripting craftsman. There are sharp contributions also from Bartlett Robinson, Jane Middleton and Donald McClelland. All of them, plus a slick production by Joseph Hyman and Bernard Hart, should keep *Sky* afloat for a long time to come. **Bob Francis.**

Out-of-Town Opening

JAPHET

(Opened Monday, November 15)

WILBUR THEATER, BOSTON

Comedy by Ronald Telfer and Pauline Jamerson. Staged by Harry Elmer. Settings by Wolfgang Roth. Costumes by Lucille Little. Business manager, Lars Jorgensen. Press representatives, Willard Keefe, Dave Tebet. Stage manager, Morly Halpern. Presented by John Yorke.

Constance Vye	Grace McFarnahan
Harold Vye	Judson Latre
Sophie MacDonald	Sylvia Field
Japhet Meadowbrook	Ernest Truex
Nesta Madrigale	Vicki Cummings
James Howells	Morton L. Stevens

Japhet, which slipped quietly into Boston this week, will probably slip out just as quietly and hardly anyone will know it has gone. It is not one of those things to kick up with a stir.

Japhet is mostly about sex and a mild little guy who has lived with a trio of maiden aunts and suddenly is told by a psychoanalyst that he should have some experience with women. The idea is not fresh and the treatment lacks the sparkle which might make a bright little comedy out of an ordinary idea. Sex can be funny. But authors Ronald Telfer and Pauline Jamerson do more leering, than poking fun at sex. While the play is not exactly distasteful, it offers many an embarrassing moment.

In search of womankind, Ernest Truex, giving one of his wonderfully timid performances, arrives in Connecticut for a week-end. There he is mothered by the first woman (Grace McFarnahan) he approaches, is nearly devoured by the second (Vicki Cummings) and is finally snared by the third (Sylvia Field). That about covers the plot.

Performances by all are adequate. The settings are curious, the direction rather aimless and the action of the play nonexistent. The actors just move around and, since they haven't much to say, things very often come to a standstill. **Bill Riley.**

Equity Library Thea. Voted Another \$2,500

NEW YORK, Nov. 20.—The Actors Equity Council has voted another \$2,500 to the Equity Library Theater (ELT) to carry it over until March 1949. Not only will this money serve as a stake, but the ELT will use it to raise the \$7,500 it needs for the rest of this season and for next.

Terry Hayden, the head of the ELT committee, has several fund-raising plans on hand and she will utilize them all to get the money she needs. If more dough is collected than needed, some of it may be used to repay the union its grant. The ELT will do another 10 scripts from January to March.

Equity Help Gets Pay Hike

NEW YORK, Nov. 20.—Employees at Actors' Equity have been granted a 15 per cent cost of living increase by the union council. This is the second hike they have received in recent months. The first came as a result of a study made by a committee appointed by the council to investigate the standard of salaries paid by the union as compared with the wages execs in other labor orgs.

Hartford's 700-Seat House

HARTFORD, Conn., Nov. 20.—The city will get a new 700-seat professional theater sometime in 1949, according to present plans of Patron Price, Morgan O'Brien and James and Sam Capuano, well known in theatrical circles in this area. The theater, to be designed by Frank Lloyd Wright, will be built at an estimated cost of \$150,000. Present plans call for a midsummer opening.

ROUTES Dramatic and Musical

Allegro (Shubert) Philadelphia.
Along Fifth Avenue (Shubert) New Haven, Conn.
Anne of the Thousand Days (Forrest) Philadelphia.
Annie Get Your Gun (Shubert Lafayette) Detroit.
Blackstone (Nixon) Pittsburgh.
Born Yesterday (Cass) Detroit.
Brigadoon (Shubert) Chicago.
Carousel (Memorial Auditorium) Louisville.
Command Decision (Studebaker) Chicago.
Desert Song (Omaha) Omaha 24; (Music Hall) Kansas City, Mo., 25-27.
Escape Me Never (Locust St.) Philadelphia.
Finian's Rainbow (Shubert) Boston.
Harvey (Colonial) Boston.
Hellera, The (Selwyn) Chicago.
High Button Shoes (Great Northern) Chicago.
Japhet (Wilbur) Boston.
Make Way for Lucia (Walnut) Philadelphia.
Man and Superman, with Maurice Evans (Hanna) Cleveland.
Medea, with Judith Anderson (Blackstone) Chicago.
Mr. Roberts (Erlanger) Chicago.
Oklahoma (American) St. Louis.
Oklahoma (Avon) Ulica, N. Y., 22-24; (Auditorium) Rochester, 25-27.
One Fine Day (Billmore) Los Angeles.
Red Gloves, with Charles Boyer (Plymouth) Boston.
Shov Boat (Curran) San Francisco.
Street Car Named Desire (Harris) Chicago.
Wynn's, Ed, Laugh Carnival (Geary) San Francisco.

ICE FOLLIES OF 1949

(Continued from page 4)

amaze. The ingredients remain substantially the same. But each succeeding year brings twists which give the old formulas a new look. The boys know the crowd-pleasing angles thoroly and serve them up with enough new window dressing to make annual turnstile magic. Take, for example, Harris Legg's barrel jumping routine. A year ago he was an Indian warrior leaping over tom-toms provided by his fem assistants. Currently, he has become a buccaneer and the tom-toms have turned to pirates' chests. It's the same old stuff, but it's sock with the crowd because it's been given a new wardrobe.

Accent on Pace

One particular point which makes Shipstad-Johnson blade festivals standouts among their kind is the accent on pace and drive. Some of the best skaters in the business are in their casts, but there is no star system and little or no bally to build up featured bladesters. Everybody gets an equal break—gets on, struts his or her stuff—and off to a single bow. It obviously makes for speed and precision and above all the customers never get too much of any one specialty or performer. It is top showmanship.

Most of the regular favorites are back in town with the new edition. The Scotvold Twins, JoAnne and Joyce, are on hand for an eye-filling pairing in a colorful Candyland production sequence which will be sock with the youngster pew-sitters. Also again in featured slots are Mae Ross, Hazel Franklin, Virginia Morrison, Betty Schalow and Monica Moran. On the lads' side Roy and Roy Schramm are back with another precision duo or two. Hugh Hendrickson, Dick Rasmussen and Bill Stine contrib additional virtuoso blading. In addition to his pirate chore, Harris Legg pairs with his wife, Phyllis, in a variation of their stilt skating routine. The comedy top slot, of course, is once more in the hands of the perennial Frick and Frack (Werner Froebli and Hans Mauch). However, there are, as usual, capable clowning interludes from Ole Ericson, John Mulvey, Les Hamilton, Bill Cameron and Carlos Romero.

Newcomers on Roster

Five newcomers have been added to the current roster, and all of them

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BROADWAY SHOWLOG

Performances Thru
November 20, 1947

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12-3, '47	405
Born Yesterday (Henry Miller)	2-4, '46	1,176
Bravo (Lyceum)	11-11, '48	12
Edward, My Son (Martin Beck)	3-25, '48	60
Harvey (48th Street)	11-1, '44	1,710
Gift With Mother (Empire)	10-20, '48	37
Mister Roberts (Alvin)	2-13, '48	320
Play's the Thing, The (Booth)	4-23, '48	217
Private Lives (Plymouth)	10-4, '48	56
Respectful Prostitute, Hope Is a Thing With Feathers (Cort)	2-16, '48	287
Set My People Free (Hudson)	11-3, '48	23
Summer and Smoke (Music Box)	10-6, '48	53

Musicals

Annie, Get Your Gun (Imperial)	5-16, '46	1,047
As the Girls Go (Winter Garden)	11-13, '48	9
High Button Shoes (Broadway)	10-9, '47	468
Inside U.S.A. (Majestic)	4-20, '48	235
Love Life (46th Street)	10-7, '48	52
Magdalena (Ziegfeld)	9-20, '48	72
Make Mine Manhattan (Broadhurst)	1-15, '48	358
My Romance (Shubert)	10-10, '48	39
Small Wonder (Coronet)	9-15, '48	77
Where's Charley? (St. James)	10-11, '48	45

ICE SHOWS

Hardy Mr. Ice (Center)	6-22, '48	144
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OPENED

For Heaven's Sake, Mother (Belasco)	11-16, '48	7
Goodbye, My Fancy (Morosco)	11-17, '48	8
Light Up the Sky (Royale)	11-18, '48	4

COMING UP

Young and Fair (Fulton)	11-22, '48	
Silver Whistle, The (Billmore)	11-24, '48	

CLOSED

For Heaven's Sake, Mother (Belasco)	11-16, '48	7
Saturday (20)		

click to become veterans. Marilyn Ruth Take, who repped Canada in figure skating at last year's Olympics, contributes a showy solo in a Mardi Gras production number. Two youngsters, Paul and Yvon LeDuc, put on an acro duo which is really something in the way of blade novelty, and an adagio pair, Morena and Richard Norris, are a terrific sock with the customers.

Once more Helen Rose has outdone herself in the costume department. This year's version has some plastic drapings that are complete eye-fillers and she has even bordered the gal's soldier suits in the Candyland sequence with tiny electric bulbs, an effect which gets a big hand from the gallery when the arena lights black out. Add these to Tommy Lawless's cleverly motorized props and the result is as kaleidoscopic as anything to be seen on ice. Larry Morey has contributed a number of pleasant tunes and lyrics as a background vocalization chore for Paul Cannon. Walter Rudolph and the ork give them a ditto production.

So it all boils down to the fact that the Shipstads and Johnson have done it again—another ice potpourri seasoned with showmanship brains to make it sure-fire at the turnstiles. **Bob Francis.**

BROADWAY OPENINGS

GOODBYE, MY FANCY

(Opened Wednesday, November 17)

MOROSCO THEATER

A comedy by Fay Kanin. Staged by Sam Wanamaker. Setting by Donald Oenslager. Costumes by Emeline Roche. General manager, John Potter. Stage manager, Tom Donovan. Press representatives, William Fields and Walker Alford. Presented by Michael Kanin in association with Aldrich and Myers.

Ginny Merrill.....Bethel Leslie
Amelia.....Sally Hester
Clarisse.....Gerianne Raphael
Mary Nell.....Mary Malone
Miss Shackelford.....Eda Heinemann
Janitors.....Andrew George, John Ware
Telephone Man.....Tom Donovan
Susan.....Patty Pope
Grace Woods.....Shirley Booth
Agatha Reed.....Madeleine Carroll
Ellen Griswold.....Lulu Mae Hubbard
Prof. Birdshaw.....Lillian Foster
Carol.....Betty Lou Holland
Jo.....Lenore Garland
Dr. Pitt.....George Mitchell
James Merrill.....Conrad Nagel
Prof. Dingley.....Ralph Bunker
Matt Cole.....Sam Wanamaker
Claude Griswold.....Joseph Boland

Goodbye, My Fancy will not spark any torchlight processions on 45th Street, but Fay Kanin's light campus comedy has a lot of fine attributes to make it a welcome addition to the Stem season. It has, first of all, Madeleine Carroll, easy both on eye and ear, making an ingeniously likable Stem debut. There should be and will be a lot of customers eager to see Miss Carroll in person. Michael Kanin, in association with Messrs. Aldrich and Myers, has given the play a handsome production with a fine college dormitory set by Donald Oenslager, ditto costumes by Emeline Roche, and an excellently selected cast to act in it. If Mrs. Kanin's script goes a bit preachy at times, Fancy still has its moments and plenty of chuckle lines to keep a three-act sequence boiling more than pleasantly enough to please the average pew-buyer.

In essence, Mrs. Kanin has something very definite to say as to stultified compromise versus progressive thinking. Her plot puts Miss Carroll on a New England campus, as a congresswoman and ex-newshound returning after 20 years to receive an honorary degree from her alma mater. There is a holdover love interest between her and the college prexy, dating back to her undergraduate days, and also another with a Life photog who has shared a romance while on war-correspondent assignments with her. She thinks she is in love with the prexy, but when he turns out to be a venal stuffed shirt, in spite of a belated reformation—she turns to the alert photog. It is all fairly obviously sign-posted from the middle of the first act, but the author has cannily refrained from bearing down on the serious overtones and constructed a comedy over-all witty and amusing.

Excellent Cast

Madeleine Carroll plays the college's famous alumna with intelligence and charm, and Sam Wanamaker's staging skillfully integrates the performances of the supporting cast. Wanamaker also gives an excellent account of himself as the sentimental but hard boiled cameraman. Conrad Nagel does the vacillating prexy with effective underplaying, and Bethel Leslie scores similarly as his frustrated young daughter. But most of the play's real chuckles stem from Shirley Booth as a cynical Washington secretary who knows all the answers. Miss Booth is a lady who has a way of her own with bored and slightly vitriolic dialog, and in Fancy she is at her best. There are other good contributions from Eda Heinemann, Lulu Mae Hubbard, George Mitchell, Lillian Foster and Ralph Bunker—and young Mary Malone makes an auspicious Broadway bow as a pert undergraduate.

In sum, there is so much that is really slick, professional theater to Fancy that it is sure to be catching

FOR HEAVEN'S SAKE, MOTHER

(Opened Tuesday, November 16)

BELASCO THEATER

A comedy by Julie Berns. Staged by the author. Set and lighting by Leo Kerz. Company manager, Vince McKnight. Press representative, Robert Reud. Stage manager, Loy Nilson. Presented by David Kay.

Henry Wheeler.....St. Clair Bayfield
Bob Lawrence.....Alfred Garr
Dick Lawrence.....Charles Colby
Lucinda Lawrence.....Nancy Carroll
Edward Lawrence.....Herschell Bentley
Lavinia.....Jacqueline Andre
Jack Warren.....Stiano Braggiotti
Deedee Warren.....Peggy Romano
Susan Beresford.....Marian Russell
Emily Bland.....Jean Pugsley
Milton Rubin.....Richy Shawn
Joe Genenghan.....Ted Plummer
Mrs. Rubin.....Molly Picon
Sara Louise.....Margaret Draper

If the closing notice isn't posted yet on this one, there won't be long to wait. Fact is that *For Heaven's Sake, Mother* hasn't the kind of scripting needed to stay alive in Broadway competition.

It seems evident that Julie Berns, the playwright, turns at most a second draft script loose on Stem boards and the results are fatal. *Mother's* plot is much too simple and uninteresting, its characters are not sympathetic enough and the situations are more fit for radio than theater consumption. Scene after scene have no curtain lines. The early parts of the play are unclear. Miss Berns, however, does have a feeling for a comedy line and she does create a few yocks, but not enough to hold up.

The plot, whatever there is of it, concerns the stage-struck young mother of two grown boys who still fancies herself an actress even tho she is 20 years removed from her chorus girl days. When she fails to get a part opposite her husband, a leading man in a show going to London, the wolf, in the form of an old boy friend, turns up and complications ensue.

The evening's strong point is Molly Picon's appearance in the play. Miss Picon romps about the stage like a teen-ager, she socks line after line home for belly laughs, she dances and she puts plenty of her own business in the script to the delight of the paying customers. In a better vehicle la Picon would be quite an attraction for any producer.

There are good solid performances from Nancy Carroll in the role of the mother; Stiano Braggiotti, as a stuffy suitor; St. Clair Bayfield, as a wacky grandfather, and Jacqueline Andre, as a maid. The play also unveils some promising youngsters who seem certain to be heard from. Margaret Draper is a very pretty and promising ingenue. Richy Shawn handles his comedy to get the most out of it, and Jean Pugsley and Peggy Romano know their way about the stage.

The author's direction was of help to the play. The single set of a living room in Westchester was capably designed by Leo Kerz. The rest is silence. **Leon Morse.**

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Bob Francis.

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Magic

By Bill Sachs

GUY STANLEY, of the veteran magic team of Guy and Emilie Stanley, died of a heart attack at Lumberton, N. C., Tuesday midnight (16). Funeral services and burial were held at Utica, Mich., last Saturday (20). The Stanleys, long well and favorably known in the magic world, trouped for many years in vaude and with various tent shows. In recent years they confined their activities to schools and private club dates. They purchased a home in Utica a little over a year ago. . . . Martin Barnett winds up a two-weeker Thursday (25) at Glenn Rendezvous, Newport, Ky. . . . C. Roswell Glover is back at his home in Syracuse after a season with his magic on the Imperial Exposition Shows. . . . Sam J. Collins, magic enthusiast of Hillsboro, O., is again wintering in Clearwater, Fla. . . . Clarence Cummings is the newly elected president of Harry Cecil Ring No. 22, International Brotherhood of Magicians, Detroit. Other new officers chosen were James Harrison, vice-president; William Cory, secretary, and Robin MacCleary, treasurer. . . . James W. Blair, back this season with Jack Courtney's *Magical Laffacase*, tells of catching Blackstone the Magician at the Hartman Theater, Columbus, O., November 15 and finding the old rabbit-hider doing "the best show of all times." After the night show, some 50 members of the Columbus magic club gathered with Blackstone and two of his assistants at a local restaurant for the usual jackpot session, Blair reports. . . . Louis (Roba) Collins, who closed the season several weeks ago with the Bailey Bros.' Circus, hopped into St. Louis recently to make the rounds with his Mound City friends, including Ray Amy and Ben Badley.

LUCILLE and Eddie Roberts, now on a holdover at the new and ritzy Chat Noir in the St. Moritz Hotel, New York, open December 15 at the Sheraton Biltmore Hotel, Providence, for the two-week Christmas show. . . . Prince Hara, the "Thief of Bagdad," is one of the busiest club-date workers around New York these days with his pickpocket turn. . . . Sir Felix Korim typewrites from his headquarters in Clinton, N. Y., that he's in the midst of what promises to be the best post-war season, in spite of the heaviest competition ever. He plans on closing his show the first week in December, with reopening scheduled for January 3 with an enlarged and revised magical production, "Bookings in the East," writes Korim, "have been so heavy that we



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FC&B Junks Nat'l Flack Operations

HOLLYWOOD, Nov. 20.—Foote, Cone & Belding (FC&B) this week announced discontinuance of its national publicity operations, following a major "policy" change. Agency will "abandon flack offices in New York, Chicago and Hollywood, headed by Jack Melvin.

The first top agency to eliminate publicity in recent months, an FC&B spokesman stressed that the move is designed to enable clients to choose their own publicity mediums. Coast topper Burt Oliver lauded the expanded flack operations developed by Melvin, who will shortly announce a new affiliation. Bob Richards, assistant publicity chieftan, this week joined the Abbott Kimball agency as publicity director.

Showbiz Celebs Win Pop Awards

NEW YORK, Nov. 20.—The Clara Lane Institute of Social Relations presented popularity awards to Talulah Bankhead, Joe E. Lewis, Gabriel Heatter, Billy Rose, Art Ford, Al Capp, *Life* mag, and *A Streetcar Named Desire*, as the most popular in their respective fields, at 10th anniversary cocktail party in the institute's headquarters at the Hotel Wentworth Thursday (18).

The awards are based on a tabulation of personality questionnaires filled out by thousands of members of the Clara Lane Friendship Center, "representing the average man and woman."

Theater Wing Pubs Book

NEW YORK, Nov. 20.—The American Theater Wing is giving the benefit of its varied experience in hospitals to the public by publishing a handbook on entertainment techniques and materials called *Recreation Is Fun*. The book is primarily aimed at nonpros and hospital workers who wish to help entertain the sick vets. The Wing also opens registration for its 11th session November 24, with classes beginning December 8.

reduced our Ohio swing to a little more than a week, with the highspot being Columbus, where we played to 3,500 in Masonic Auditorium. We worked our way back into and across New York State, hitting Saratoga Springs November 3. Skidmore College there sponsored Margaret Webster's *Hamlet* company on the same date, but both shows played to capacity biz. The Korim show absorbed all the juvenile business, of course. At Saratoga, a good show town, John Calvert's *Chasm of Spasms*, with Dr. Ogre Banshee, was heavily billed for midnight, November 12, at the Congress Theater. An abundance of colorful paper was used to plaster the town. . . . C. Thomas Magrum writes from Dechard, Tenn., under date of November 14: "Met many wonder workers recently thru Tennessee and Kentucky. Crossed the paths of Lieut. Lee Allen Estes several times, and also had Preston as a recent visitor. Caught Dr. Harlan Tarbell's program at the college at Athens, Tenn. He has a flock of new nifties. The artists' series folks went for his stuff in a big way. At Madisonville, Ky., the veteran Mysterious Smith is settled and enjoying good health. He operates a photo studio there and keeps his hand in by doing an occasional show in the territory. I will close at Columbia, Tenn., before the holidays, and after January 1 will hop into Texas for the remainder of the season. As you read this I'll be touring Northern Alabama."

Burlesque

By UNO

JACK KANE has acquired a new Youngstown, Ohio, theater, the Park, 1,500 seating capacity, which has replaced the Grand, now closed. The first show of his circuit of four premed at the Park, formerly a picture house of the Feiber and Shea chain, November 12 with Vicki Welles, featured; Art Gardner and Hap Arnold, comics, and Bob Winkler, straight man. Helping on the opener were Russell LaValle, producer, and Ralph Elsmore, singer, loaned by the Roxy, Cleveland. . . . Vicki Lester, strip-talker, a Hirst circuit first-timer, was a Midwesterner last season. . . . Holly Leslie closed at the Roxy, Cleveland, to replace Bob Van doing straights for Bozo Snyder or the Hirst wheel, the same as he did five years ago. . . . Danny Jacobs, straight man, filled in two days at the Hudson, Union City, N.J., and then on Friday (19) returned to his unit in Milwaukee, headed by Max Ferman and Sparky Kaye. . . . Dick Bernie is back in burly as spot-booked comic after the folding of *Heaven on Earth* in New York. . . . Henry Bernie, who was a teammate of Dick Bernie 20 years ago, when they were known as the Bernie Brothers, hoofers, is now a mechanical engineer in Manhattan.

HAROLD MINSKY, who became the new owner of the Colonial Inn nitery in Hallandale, Fla., last week, will operate under the policy of Minsky's Follies, playing burly comics and three strips along with other principals and attractions. So far engaged thru the Val Irving agency in New York are Darty Orlando, sister of Lili St. Cyr; Mme. Kamarona, producer, and 18 Wally Wanger girls. Opener is set for Christmas night. . . . Rose LaRose followed Renee Griffin as featured strip at the Gayety, Norfolk, Monday (15). Red Dulin and Ray Kolb continue as stock comics. . . . Jackie Whalen moves Monday (22) from the new Club LaNardo, Norfolk, Va., after two weeks' stay, to the El Morocco, Montreal, thru the William Morris office. . . . Los Angeles niteries with a burly policy include Herb Allen's Centuria, which features Carole Abbott, emcee; Marie Carroll, Frances Rhea and Darrell Roberts, and the El Rancho, with Charlie Crafts, Harry Arnie, Carita, Marie Andes and Tandalaya. . . . Minot (Bozo) Malone of the Lyric, Allentown, Pa., celebrates his 52d birthday Monday (22). . . . Gloria (Wiggles) Grayson, Irving Selig, Tanglefoot, Glorious Veronica, Saint Satan and Scabota composed a new Mickey Owens show Friday (19) at the 19th Hole, Manhattan. . . . Mary Mack and her *Love for Sale* song-strip novelty opened Monday (15) in Toronto on the Midwest wheel following her featured tour on the Hirst. . . . Mike Sachs and Alice Kennedy played a return engagement of two weeks at the Howard, Boston, and then moved to the Rio Casino nitery, Boston, thru the Ford agency. . . . Vic Puree, comic, and Josephine March, straight woman, returned to burly via a Hirst unit after 15 weeks with *Fine Feathers* at the Tivoli, Australia.

New Icer for Aussies

PERTH, West Australia, Nov. 20.—A new ice show company, Ice Palais, Ltd., registered here with a capital of 25,000 pounds (about \$82,000), has taken over the Tivoli Theater and expects to preem in March. Bruce Carroll, managing director of the Tivoli, will manage the company.

Full Week for Louisville

NEW YORK, Nov. 20.—Actors' Equity has agreed to permit the Louisville Light Opera's return to its pre-war practice of playing seven days a week. Louisville played six days during the war. However, it now feels that the extra day will be of help in case of rain during the week.

No TV Deal Set For Miss Am. Spec

ATLANTIC CITY, Nov. 20.—Mrs. Lenore Slaughter Frapart, director of the Miss America pageant here, denied reports stemming from New York that the television rights for the resort's annual bathing beauty spectacle had been acquired by Sylvan Taplinger, representing a Gotham video production syndicate backed by movieland's Robert S. Taplinger. She admitted that "a half dozen people" are trying to get the video rights to the shore pageant, but none has grabbed them as yet.

New York reports stated that the Taplinger syndicate was to serve as consulting producer for all TV shows and had already started to sell rights to prospective sponsors and video broadcasters.

Foreign Opening

SHEHERAZADE

EDWARD VII THEATER, PARIS
Comedy by Jules Supervielle. Directed by Jean Vilar. Settings and costumes by Edouard Pignon. Music by Darius Milhaud. Orchestra directed by Georges Delerue. Stage director, Florentin de Ballaz. Presented by Jean Vilar.
Shazanian.....Michel Vitold
Shariar.....Raymond Pellegrin
First Eunuch.....Victor Pesein
Second Eunuch.....Jean-Jacques Steen
Third Eunuch.....Jorris-Maulne
Head Vizier.....Francols Chaumette
Sheherazade.....Silvia Montfort
Dinarzade.....Francoise Spira
Chief Eunuch.....Jean-Paul Moulnot
First Mother.....Cousonneau
Second Mother.....Jean Negroni
Third Mother.....Jean-Jacques de Kerday
First Young Girl.....Leone Nogaredo
Second Young Girl.....Marguerite Boag
The Sultan.....Simone Lointier
Abd El Malek.....Claude A. Burbe
The Magician.....Raymond R. Mantler
The Flying Horse.....Jacques Butin

To open the Paris season, Jean Vilar has followed his custom of the last couple of years and has again brought to town the play he presented this summer at the open-air Festival of Dramatic Art at Avignon, Jules Supervielle's *Sheherazade*.

This version of the *Thousand and One Nights* is a mixture of fantasy and mockery, played in a gay, semi-burlesque semi-dramatic style. Nothing is new, but the road to Bagdad, Aladdin's lamp and flying steeds still have their charm. The egotistical Sultan Shariar still makes love to Sheherazade, is jealous of his brother Shazanian and for distraction seduces the beautiful, pure Dinarzade.

For the most part the play is well cast. Michel Vitold gives a superb performance, entirely different from the tense, introspective Sartre or Garcia Lorca characters he normally plays. As Shazanian, the brother-in-disgrace, Vitold is timid and diffident to the heartbreak point, yet plays with a sense of the comic and absurd that is entirely refreshing. Silvia Montfort with her mongol-like face is a strange, sensitive and winning Sheherazade, at all times entirely credible. Jean-Paul Moulnot, the chief eunuch and comedy relief, is very funny, and Jacques Butin as the magic flying horse is an excellent prancing mime. Raymond Pellegrin as the Sultan, posed, strutted and declaimed, tho his energy and enthusiasm were saving graces.

Vilar's direction was fast pace but lacking in ingenuity to rescue a bar script from boredom.

Darius Milhaud has written provocative, incidental music.

Jean White.

NEW YORK, Nov. 20.—Arthur Barry Jr. has been elected vice president of Free & Peters, Inc., radio-tele reps. Associated with the firm for 10 years, Barry started as a sales exec in the Chicago office. Prior to that he was prexy of his own org, Barry Tours, Inc., specialists in European travel.

Annon Bros. Winner on 1948 Jaunt

Expansion Plans Mapped

PHILLIPI, W. Va., Nov. 20.—Equipment of the Annon Bros. Show, which recently completed a successful 18-month season, has been stored in local quarters for the winter. This year's tour took show thru West Virginia, Virginia, South Carolina and Georgia and business was described as highly satisfactory by show execs despite much inclement weather.

Show suffered a slowdown during the jaunt but damage was slight. A number of improvements are planned for 1949. New canvas, another truck and light plant and new seats and concession stands are to be added. Present plans also call for the presentation of a free act.

Show will have a complete new line of paper, officials said, and will play territory previously made. The 1949 tour is expected to get under way early in May. At the closing Karl, Grace and Alice Virginia Annon visited here briefly before going to Parkersburg, W. Va., for the winter. Myron and Jewel Moore, photo stand operators, left for Florida. Ogis Ashbrun, in charge of canvas, left for Franklin, Va.

Durkin Clicking In Mont.; Varney Unit Going Well

COOKE, Mont., Nov. 20.—This area is proving winning territory for Lloyd E. Durkin's three-person school and hall show. Durkin says that he's seen a number of school units since opening and points out that one of the best is Frank Varney's.

"Varney is doing a one-man show and if it goes as well as it did on the date I caught it, he's going big," says Durkin. "I also met Ernest and Bella Dyon at Charlo, Mont., and they are heading toward Eastern Washington for the remainder of the winter."

Lee Sets School Unit

JACKSON, Miss., Nov. 20.—Joe (Shorty) Lee, who closed his summer unit in this area recently, has opened with a school and hall show. Three-people show will move into Texas soon and play the same territory as it did last summer.

Park Closes With Collier

SPRINGFIELD, Mo., Nov. 20.—Carl Park, who closed with the Collier Show in Illinois today, will spend the Christmas holidays at his home here.

N. M. Okay for Lowell

ROSEWELL, N. M., Nov. 20.—Lowell Family Show is playing schools and halls in this sector to reported good business.

Butler's vaude-pix outfit is in Eastern Colorado, working Trinidad and vicinity.

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 Wildcat man who knows Southern territory. Leads supplied. Must have car. If you can produce, name your salary.
Box D-102, The Billboard
 Cincinnati 22, Ohio

Here's How It Ended and Where

By Henry Phillips

HAVING DIGESTED Art (Doc) Miller's piece in the November 13 issue titled, *How It Ended and Where?* I believe that I have the answer. However, it seems to me that Doc has his dates mixed. In 1925 there were no Tom shows under canvas, on truck or wagons.

I think that the year he's referring to was 1921 and the show to which he referred was the last wagon show to play the western part of New York. It was owned and managed by Thomas L. Finn, of Hoosic Falls, N. Y.

Show opened the first part of May outside of the Falls and closed at Petersburg, N. Y., October 1. It was transported on 10 wagons, two flats, eight paneled wagons and another wagon on which an air calliope was mounted.

The tent was a 60-foot round top, with two 20's, and a small side show was presented as an extra attraction. There was no night driving with the org as it was giving only one a day. Everyone with it got a hot foot at 6 a.m. daily and all ate breakfast on

the lot. All wagons started moving at 7 a.m.

How do I know all this? I was with it and played the title role and doubled in brass. In 1922 Finn put his show on trucks and kept it that way until 1924 when he folded up for good. In 1922 and '23 I played the same territory with George S. Clark's Tom Show out of Olcott, N. Y. I also was with John F. Stone's Tom Show out of Niles, Mich. These were truck tent shows.

After 1924 there were no Tom shows under canvas and in 1925 Uncle Tom was washed up forever. Yes, Uncle Tom is dead, but not forgotten. May his body rest in peace beneath the blue grass of old Kaintuck.

Fortner Frames Pic Circle for Lehigh, Okla.

LEHIGH, Okla., Nov. 20.—The Billy Fortner Show, which wound up a successful season November 6, has completed plans to operate a pic circle out of this city during the winter.

Show moved in here after concluding its 24-week jaunt of magic-pic presentations.

Minstrels Top Firemen's Show At Columbus, O.

COLUMBUS, O., Nov. 20.—Recent annual Firemen's Minstrel Show at the Hartman Theater sported some well-known troupers of rep and tent show fame of yesteryears, according to John Willis Walters, himself well known to old-time troupers.

Included in the cast of the show were Habekorn and Denton, Fred Hawkes, Fred (Dixie) Washburn, Nick Hubbard, the Eagle Quartet, Harry Masters and Dewey Martin.

Show was produced by John Hardgrove, with his daughter, Gracie, a feature. Music was provided by Adam Gilger.

REP RIPPLES

TAYLOR'S SHOW has been playing around Galveston, Tex., to fair business. Owner Lee Taylor says that the unit played a number of fair and celebration dates to good business and since has been showing pix and vaude in halls in the Galveston area. He recently purchased religious pix from F. F. Roland and will do some dates with the show. . . . Chris Tate Show reports fair business playing Winnipeg, Man. . . . Julius Freeman chalked up fair business with his one-nighter bill, *Husband for Mary*, and and pix from around Brockville, Ont. He also has a number of sponsored dates around Ottawa. . . . Daniel's Show is playing school and hall dates in Western Missouri. . . . Rider Family Players are in Utah presenting E. F. Hannan's version of *The Still Alarm* and will play a number of West Coast dates. . . . Monte's Magic Show, owned and operated by Monte Keeley, has been working out of Brunswick, Ga., of late. . . . Lowell Carter writes from Brookhaven, Miss., that he and daughter have a school and hall show operating in that sector to normal business. They were in Texas most of the summer and probably will return to that State before long. They have been looking over the Mississippi sector for a flesh show in circle fashion but haven't landed anything that looks promising, Carter reports. . . . Tucker's Alabama Minstrels are playing sponsored dates around Baton Rouge, La. . . . H. H. Gornier has a vaude-pic show playing the Biloxi, Miss., sector to good returns. . . . Talbot Brockelman cards from Winona, Minn., that he has been presenting vaude and pix in that area to only fair results. He'll move to Hibbin, Minn., soon. Brockelman recently purchased religious pix from Downey's Show and will add them to his own outfit. . . . Thorne Players have opened a season of flesh bills around Minneapolis. . . . Earl H. Craig is

trying to line up a number of towns for flesh around Atlanta. He'll play sponsored dates.

BUD HARRIMAN has a small flesh trick in El Paso, Tex., and reports fair business. . . . Guarine's magic and pic show is working towns in Eastern Quebec to good business. . . . Mr. and Mrs. Allan Sarneel have a school show in Central South Dakota, while Lenny's show is playing schools in Eastern Texas. . . . Leon Frazier has a school show in Codrington County, South Dakota, and reports that business is off from last year. . . . Boyd (See REP RIPPLES on page 154)

J. Almond Honored On 80th Birthday

SOCIETY HILL, S. C., Nov. 20.—A host of friends, showfolk and relatives of Jethro Almond, well known in rep and tent circles, but for the last four years operator of a theater here, tendered him a surprise party in celebration of his 80th birthday October 28. Theater operators from surrounding towns were on hand for the party, which got under way with the presentation of a three-layer birthday cake and a freezer of ice cream to the venerable Almond.

Tables formerly used in the Jethro Almond Show tent were hastily assembled to accommodate visitors. Guests included Mr. and Mrs. C. F. Harding, Mrs. Hazel Mackey, Mr. and Mrs. H. L. Earnhardt, Goyan Cole, Mrs. G. Charles Tate, H. C. Hobbs, Mrs. Paul Stephens, Eddie Bristow, Mr. and Mrs. Harry Rutter and daughter, B. D. Cox, Mr. and Mrs. Atkinson, Bob Russell, S. A. Benson, Margaret Hilliard, Joseph LaPlante and Mr. and Mrs. M. L. Kirtley.

During the day Mrs. Almond entertained a score of visitors.

Chi Follies Chalk Good Southern Biz

Davis, Williams on Roster

DANVILLE, Va., Nov. 20.—Ches Davis, widely known in rep, tent and minstrel circles, currently has his Chicago Follies playing the T. D. Kemp Circuit in the South to good business. With Davis is Slim Williams, also widely known in the varied fields.

Show moved in here after winding up an eight-month jaunt in the South to highly satisfactory business, Davis says. He added that conditions in the South are much better than they have been and that the unit is working steadily.

Davis and Williams met Billy Purl when the show played Cumberland, Md., and they report that Purl is doing well in the air-conditioning business in that city. Williams is still doing his noted Deacon act and he also met a few of the old-time minstrel boys recently, including Nat Danzig, who still makes his home in Keyser, W. Va.

Slim has been making his home, known as Hokum Inn, in Augusta, Ga. He and Davis are associated with Southern Attractions, Charlotte, N. C.

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THE FINAL CURTAIN

BURDICK—Almon J., 78, clarinetist and leader of theater pit orchestras prior to his retirement in 1938, November 14 in Rutland, Vt. Survived by his daughter, Mrs. Arthur Holden. Burial in Rutland November 16.

In Loving Memory

BUSH BURRICHTER

Died Nov. 30th, 1947

TRIXIE MASKEW BURRICHTER

DAWSON—Howard H., manager and legal adjuster of Bee's Old Reliable Shows the last several years, November 13 at his home in Jackson, Tenn. Survived by his widow, Beatrice; his parents, Mr. and Mrs. W. H. Dawson, and a brother, William. Burial in Covington, Tenn., November 14.

DUNCAN—Edward J., concessionaire with the Zeidman & Pollie Shows and other carnivals, recently in Uhrichsville, O. Burial in Union Cemetery, Uhrichsville.

FULDNER—Mrs. Amahda Blum, 67, once prominent in German theatrical circles and formerly of the American stage, November 11 in Asheville, N. C. She was once the understudy to Mrs. Minnie Maddern Fiske.

FULLER—George S., 47, jazz concert promoter, November 7 in Boston. Under the name of Spencer-Fuller Enterprises he popularized jazz concerts in Boston's Symphony Hall.

GIORDANO—Umberto, 81, noted modern Italian composer, November 12 in Milan. He gained fame with his opera, *Andrea Chenier*, tho he had written many others, including *Regina Diaz*, *Fedora*, *Madame Sans-Gens* and *Cene delle Beffe*.

GRIMES—John F., 46, owner and president of Station WNBZ, November 17 at Saranac Lake, N. Y. He was a newspaperman for many years before entering the radio field. His widow and two children survive.

HARDY—Mrs. Oliver Sr., 87, mother of the film comedian, November 16 in Atlanta.

HARRIS—Mitchell, 65, member of the cast of *Harvey* for the last three years, November 16 in New York. He appeared in many New York productions, including *The Fool*, *The Poor Nut* and *Dark Eyes*. Joining the cast of *Harvey* in 1945, Harris played 885 performances on the road in the role of Dr. Chumley before his appearance in New York in the same part. Burial in Kensico Cemetery, Westchester, N. Y.

JACOBY—Josephine, 73, former leading Metopera contralto at the turn of the century, November 13 in New York. Her association with the company, continuing from 1903 to 1908, included roles in such operas as *Aida*, *La Traviata*, *Madame Butterfly*, *Rigoletto*, *Faust*, *Hansel and Gretel* and *Die Walkuere*.

KENT—Seth Miller, 86, former leading stage juvenile, November 12 in Amityville, N. Y. Following his first appearance in *Vim*, he was engaged for a prominent role in *Jim the Penman*. He later carried leading roles in *Hearts Are Trumps* for Charles Frohman in London, *The Three Musketeers* and *Hamlet*. Returning to America he chalked up successes in *Raffles*, *The Cowboy* and *the Lady*, *Rain* with Jeanne Eagels, and *A Gentleman From Indiana*. His sister survives.

LANCASTER—Joseph F., 61, partner in the Grande Theater, Detroit, former vaude house, from 1906 until his retirement two years ago, November 8 in Detroit. Survived by his widow; four daughters; a brother, Thomas, and a sister, Mrs. Gustave W. Funk. Interment in Woodmere Cemetery, Detroit.

LINDER—J. C. Jr., 38, radio pioneer who established the first station in northeast Louisiana in 1929, November 13 in Dallas. He was vice-president and general manager of KMLB, Monroe, La.

MALARNEY—Jesse W., 83, former circus acrobat, November 15 at Coldwater, Mich.

MASE—S. O., secretary of the Tuscarawas County Fair, Dover, O., recently in that city. Services in Bolivar, O.

NELSON—Jack, 63, pioneer showman for 40 years, November 10 in North Bay, Ont. Can. Starting as advance man with the Sig Sautelle Circus, he later served in similar capacity with McFee's *Uncle Tom's Cabin* troupe, before going into the picture field. His widow and daughter survive.

REYNOLDS—Mrs. Emma, 63, former stage star known as Emma Salvatore, November 16 in Brentwood, N. Y. She retired from the stage in 1927 after 14 years on the boards in such plays as *Tonight or Never*, *Tiger Rose*, *Gold Diggers* and *Laugh, Clown, Laugh*. Her son survives.

MY SINCERE THANKS AND GRATITUDE

To all who called and paid their respects, also senders of flowers, telegrams, letters, etc., in the recent loss of my husband.

MATTHEW J. RILEY

All this has been a source of great consolation to me.

Mrs. Imogene Riley

RITTER—Charles Van Name, 75, former operetta singer, November 11 in Brooklyn. He sang in several Broadway shows, including *The Red Robe*, before going into the concert field and later becoming a cathedral organist. Survivors include his daughter, Thelma, film and radio actress.

RODGERS—Dr. William, 77, father of composer Richard Rodgers, November 17 in New York. Another son, four brothers and a sister survive.

SHORB—Adam A., 79, president of the Ohio United Showmen's Association, recently in Aultman Hospital, Canton, O., of pneumonia. Shorb, a bass viol player, was a member of the Canton Symphony Orchestra and a charter member of the Thayer band. Survived by his widow, Bernadette.

SNYDER—John P., 62, animal trainer and former aerialist whose act, Snyder's Trained Bears, toured with various circuses in the country and abroad, November 14 in Passavant Hospital, Jacksonville, Ill. Survived by his widow, Elizabeth, and a son, Clarence. Burial in Diamond Grove Cemetery, Jacksonville. (For further details see General Outdoor Department.)

STANLEY—Guy (McKeown), 67, who with his wife for many years presented their magic turn in vaude, tent rep and schools, in Lumberton, N. C., November 16, of a heart attack. Active in the magic field for half a century, Stanley was a member of the Society of Detroit Magicians, International Brotherhood of Magicians and the London Institute of Magicians. Survived by his widow. Interment in Utica, Mich.

WAGNER—Mrs. Jennie Parker, 82, former concert violinist, November 17 in Scarsdale, N. Y. She toured the United States many times and gave numerous New York concerts. Her daughter, son, two brothers and a sister survive.

WALTERS—George W., old-time showman, November 12 in Detroit. He was a member of the Michigan Showmen's Association. Survived by his widow and daughter.

In Memoriam

GEORGE W. WALTERS

November 12, 1948

Member
Michigan Showmen's
Association

WHETTINGTON—William E., 40, known among concessionaires as Big Bill Green, recently in Concord, N. C., of burns sustained when his home burned. Survived by his widow and two sons, Wayne and Ronnie.

WILLIAMS—Day, 75, veteran Chicago musician, November 9 in Evanston, Ill. He also served on the Northwestern University faculty for 35 years. His widow, daughter and son survive.

Marriages

BREN-TREVOR—Milton Bren, film producer, and Claire Trevor, actress, November 14 in Pasadena, Calif.

DeCRISTAFANO-McNAMARA—Lee DeCristafano, Philadelphia night club vocalist, and Natalie Marie McNamara, Stamford, Conn., in the latter city November 13.

FLANAGAN-HESTER—Frank E. Flanagan and Irene Hester, both with Hennies Bros.' Shows, November 11 in Greenville, Miss.

FLYNN-STEADMAN—Joseph M. Flynn and Vera Steadman, former silent movie star, November 14 in Hollywood.

HOLST-GOTTSCHALK—George J. Holst, Bridgeport, Conn., and Helen Ruth Gottschalk, known professionally as Helen Shaw, vocalist with Johnny Zelle's orchestra, in Bridgeport November 13.

INGRAHAM-MINK—Joe Ingraham and Eve Mink, copy writer at WCCC, Hartford, Conn., November 20 in Bristol, Conn.

ROGERS-ANDREWS—Lou Rogers, recording company executive, and LaVerne Andrews, singer with the Andrews Sisters' Trio, November 12 in Hollywood.

Births

A son to Mr. and Mrs. Dick Mulcahy November 5 in Pasadena. Father is KECA writer-producer.

A son to Mr. and Mrs. Maximilian recently in Sweden. Father tours Europe with the Maximilian Sea Lions; mother is daughter of Edmond Barenko, former Swedish circus owner.

A son to Mr. and Mrs. George Metcalf November 5 in New York. Father is a fack for the Veterans' Hospital Camp Shows.

A son, David Markham, to Mr. and Mrs. Lenny Litman November 2 in Pittsburgh. Father is a nitery operator and *The Billboard's* correspondent in that city.

A son, Eugene Joel, to Mr. and Mrs. Joseph E. Biben October 22 at Women's Hospital, Philadelphia. Biben is associated with his father in the operation of the Harry Biben Theatrical Agency, that city.

A daughter, Deborah Leslie, to Mr. and Mrs. William Dozier recently in Santa Monica, Calif. Father is a film producer; mother is Joan Fontaine, screen star.

A son, Clarence Earl, to Mr. and Mrs. Clarence Bollig recently. Parents are with the J. R. Leeright Shows.

A daughter, Lorie Beth, to Mr. and Mrs. Lionel J. April recently in St. John, N. B. Father is a supervisor for Odeon theaters in Canada; mother is the daughter of A. I. Gibson, manager of the Odeon chain.

A son, Neil W., to Mr. and Mrs. Mitchell Franklin recently in St. John, N. B. Father is vice-president of the Franklin & Herschorn Theaters, Canada.

A daughter, Kathleen Ann, to Mr. and Mrs. Johnny Wall recently in South Highlands Infirmity, Birmingham. Father is a circus man, and mother, Gladys Gillem, is a lac trainer.

A daughter, Sharron June, to June and Fletcher Tetts November 11 in Fort Worth.

A daughter to Mr. and Mrs. Al Albinger November 9 in Columbus, O. Father is program director of WCOL.

A son to Mr. and Mrs. Taylor Uguhart November 10 in Pittsburgh. Father is tele director of the Borthwell Agency.

A son to Mr. and Mrs. Ray Jones November 2 in Chicago. Father is executive secretary of the Chi local of the American Federation of Radio Artists.

A daughter to Mr. and Mrs. Frank LaTourette November 4 in Hollywood. Father directs news and special events for the American Broadcasting Company.

A son to Mr. and Mrs. Paul Frandsen November 11 in Hollywood. Father is a broadcaster; mother is the former Sally Wadsworth, radio actress.

A son to Mr. and Mrs. John W. Tinnea November 5 in St. Louis. Father is assistant director at KWK.

A daughter, Kelly, to Mr. and Mrs. Tom Harmon at Burbank (Calif.) Hospital November 9. Mother is film actress Elyse Knox.

A daughter to Mr. and Mrs. David Farlow November 12 in River Rouge, Mich. Father is manager of the Rouge Theater there.

A daughter, Caroline, to Mr. and Mrs. Ted Krass recently in Detroit. Father is manager of the Coliseum Theater there and the son of Mr. and Mrs. Jack Krass, theater circuit owners.

A son, George Joseph, September 27, to Mr. and Mrs. George Yamada, of J. R. Leeright Shows.

A daughter, Rachel Catherine, November 7, in Bethany Hospital, Chicago, to Mr. and Mrs. Clifton Curtis. Father formerly was a ride foreman for Jimmy Chanos Shows.

A daughter, Susan Christine, to Mr. and Mrs. Vaun R. Flora October 23 in Lakeview Hospital, Danville, Ill. Father is assistant manager of the Sunset Amusement Company.

Divorces

Virgyl Kniffin from Chester Kniffin, known professionally as the Della eccentric dance team recently in San Francisco.

Charlene Bartley, vocalist with Donahue's orchestra, from Raymond Bartley at Los Angeles October 20. Gloria Doll Dawn from Jack Dawn, film make-up man, in Los Angeles November 1.

Gwyndolyn Conger Steinbeck from John Steinbeck, writer, in Reno, Nev. October 30.

Leslie Brooks, actress, from Anthony Shay, actor, at Los Angeles November 9.

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

ALL ROADS LEAD TO CHICAGO

Convention
Directory

CHICAGO, Nov. 20.—The Billboard again will maintain a directory of attraction firms, carnivals, fair and show suppliers in the lobby of the Hotel Sherman here during the annual outdoor show convention.

For quick, free listings, bookers, carnivals, supply firms, etc., should have their names and hotel room numbers turned in at the Showmen's League of America registration booth in the Hotel Sherman lobby as soon as their representatives check in at the hotel.

L. Beach Line-Up
Set for Winter

H. A. (Pop) Ludwig, back as manager at Virginia Park, lists personnel

LONG BEACH, Calif., Nov. 20.—Winter personnel for Virginia Park here has been announced by H. A. (Pop) Ludwig, recently returned as manager following the resignation of L. P. (Pat) Murphy, who went with the Long Beach Bath House and Amusement Company at the opposite end of the Pike.

Among those wintering at the park is Joe Glacey and his crime car, in from a season of fair and celebration dates.

Line-up on the rides include Charles Haefeli, Sky Ride; Walter Adams, Sky Fighters; Frank Zambrano and R. C. Illions, Auto Scooter; Don Finkinson, motor boats; R. J. Goodlove, pony ride; Adam Drexler and Charles Ragland, Little Dipper, kiddie car and kiddie planes.

Other attractions include Paul E. Breese, Moon Express (Funhouse); two-headed bull, C. A. Goodon, and sketch artist, Claude Bell.

Concessionaires include H. E. Hine-man, baseball game; Virgil Farr, basketball and hi-striker; C. A. Norris, shooting gallery, cork gun gallery, archery and penny pitch; John Fendler, Penny Arcade; J. Jervis and H. J.

(See Long Beach Set on page 77)

W. Collins Inks
Fechit for 1949

ST. PAUL, Nov. 20.—William T. (Billy) Collins, owner of the William Collins Shows, has closed with Stepin' Fechit, Negro flicker comedian, to present his *Swing, Hollywood*, wing revue as the feature attraction with the Collins org in 1949.

Collins, in announcing the signing, said he will build a new panel wagon front for the unit which, besides Fechit, will offer other comedians, plus an orchestra, specialty singers, dancers and a line of girls.

Heart Attack
Proves Fatal
To Schooley

Pioneered Fair Revues

CHICAGO, Nov. 20.—Edgar I. Schooley, 67, pioneer in the production of revues for fairs, died Thursday night (18) of a heart attack at his home in Skokie, Ill. He had been ill for several days and confined to his bed the day of his death.

A one-time vaude actor, he was best known in that field for his act titled Jimmy, the Tout. From vaude he turned to producing revues. For several years he produced those in the Marigold Garden, Chicago night spot.

He was credited with handling the actual production on the first outdoor revues for fairs and for playing a major part in developing that type of fair attraction. As a producer of such revues, he was associated with such fair booking offices as Barnes-Carruthers Theatrical Enterprises,

SLA Banquet To Be
Streamlined, No
Speeches on Bill

CHICAGO, Nov. 20.—There won't be any speeches at the Showmen's League of America banquet and ball here Wednesday, December 1, in the Grand Ballroom of the Hotel Sherman. The same streamlined format which proved popular last year will be followed. Al Sweeney and Art Bries announced. In line with this, acts will be limited to five, thus permitting more time for dancing.

Lloyd Cunningham, secretary of the Iowa State Fair, Des Moines, has been secured as toastmaster. He will introduce League officers and honored guests seated on the dais.

Inc., and the Ernie Young Agency, both of this city, and with George A. Hamid, Inc., New York.

He and the late Billy Collins at one time formed a fair booking office in this city. For a year before his death he had been associated with Flash Williams in the American The-

(See Edgar Schooley Dead, page 77)

Annual Show
Confabs Near

Showmen begin to arrive in Windy City—expect turnout to be as big as last year

CHICAGO, Nov. 20.—The early vanguard of outdoor showmen, carnival, circus, fairs and parks, will start arriving in Chicago this week-end and by next week-end (27-28), the lobby of the Hotel Sherman will be clogged with show folk.

The reason, of course, is the annual outdoor convention, scheduled officially November 29-December 1, when showmen and show gals come from all parts of the country, not to mention Hawaii, to transact business, cut up jackpots and attend the annual banquet and ball of the Showmen's League of America.

There is no way to even guess how many persons will be in attendance, but it is safe to say that attendance will be on par with 1947.

This year Hotel Sherman will be the scene of all official meetings and social functions. Last year the SLA banquet and ball was held at the Palmer House but was moved back to the Sherman this year, where it will be held in the Grand Ballroom, Wednesday, December 1. As was the case last year, and it proved mighty popular, speeches will be lacking at the banquet this year and the time used up by a well-rounded entertainment program.

The two major groups holding or-

(See ALL ROADS LEAD on page 79)

Close-Ups:

They Call Bob Parker "Octopus,"
But That's No Dig-ger, Son!

By Herb Dotten

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

IF DOCTOR GALLUP were to conduct a poll to determine the best-liked person in the outdoor amusement field, Robert Kent (Bob) Parker would rank at, or near, the top.

His friends are legion. His most intimate ones ribbingly address him as "the Octopus." That, in itself, is a high tribute, in this instance carrying no derogatory implications but a projection of the esteem in which he is held for his widespread operations.

This year Bob had something going for him on at least 50 carnivals, a record unmatched by anyone in the business. Most of this activity consisted of digger operations, with riding devices, custard machines and derby race games making up the remainder.

It takes a man of rare capabilities to head such a large-scaled operation. And, Bob is that. He has a talent for organization, a winning, unassuming personality that makes and keeps friends, a capacity to build loyalty, and a policy that proves profitable not only to himself but to carnival owners and his many employee-associates.

His success has failed to budge him from being one nice guy, a characterization commonly given him. A helping-hand to others policy has marked every step of his advance. Quite probably this stemmed from his early years in the business.

They, indeed, were his early years, too! Born November 29, 1898, in Batavia, N. Y., Bob left home before he was 14, and joined the Arlington Wild West Show as a candy butcher. As a teen-ager he continued, as a candy butcher with a succession of circuses, which included the Cook & Wilson Circus, the Coop & Lent Circus, the Barnum & Bailey Circus, Ringling Bros.' Circus, the 101 Ranch Wild West Show and the Mighty Haag Circus. In between circuses, he had his first sample of carnival life with Washburn's Mighty Midway.

(See THEY CALL BOB PARKER on page 72)



BOB PARKER

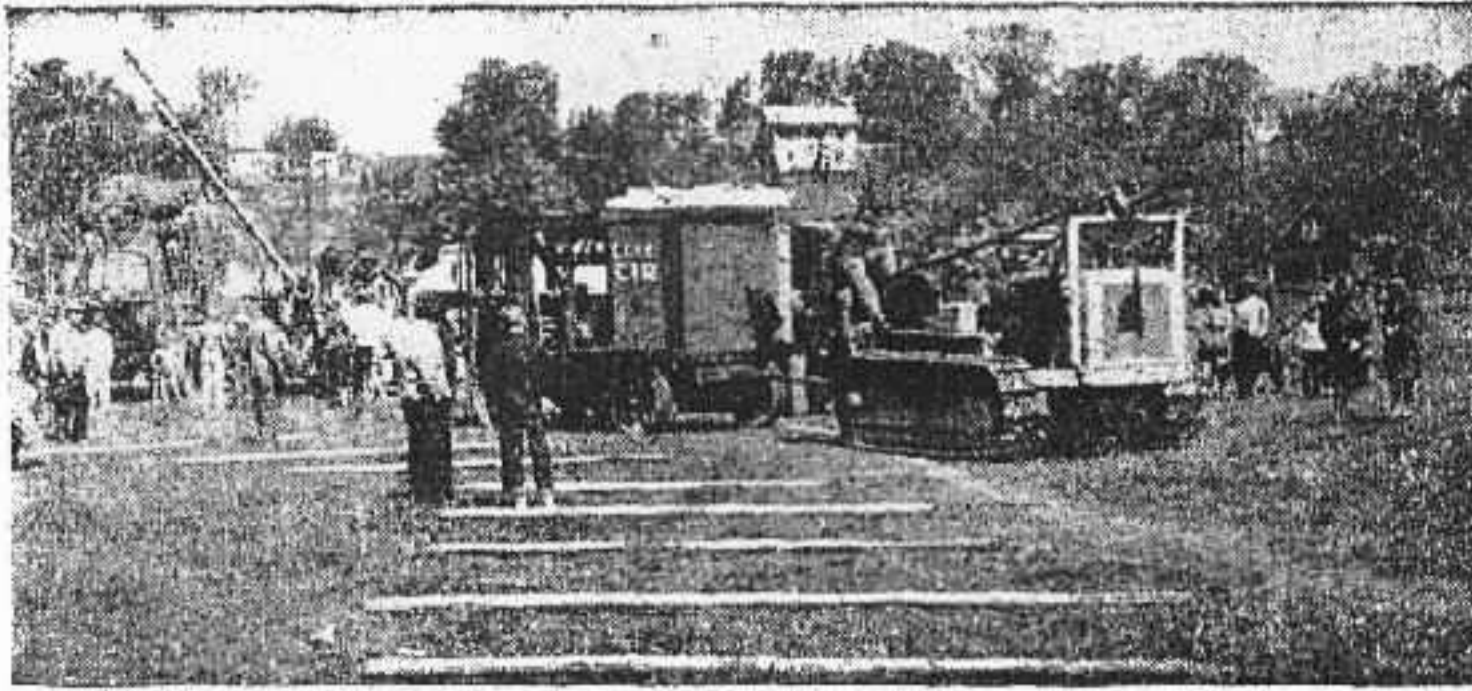
John P. Snyder Dies
In Jacksonville, Ill.

JACKSONVILLE, Ill., Nov. 20.—John P. Snyder, animal trainer and former aerialist, died in Passavant Hospital, Jacksonville, Ill., Sunday (14). Snyder, who had recently spent six weeks in Alexian Brothers' Hospital, Chicago, following a major operation, arrived here Friday (12) with his wife, en route to Wichita, Kan., for an indoor circus engagement with his trained bears. Upon arriving here his condition necessitated hospitalization Saturday (13).

Snyder was a member of the Showmen's League of America, Chicago, and had filled many engagements under the Barnes-Carruthers, Gus Sun, Ernie Young and Orrin Davenport banners. He also spent several winters in Hawaii in association with the E. K. Fernandez Circus. His bears had also appeared in the movies *We're Not Dressing* and *The Red Stallion*.

Services were conducted at the Cody & Son Funeral Home here Tuesday (16), with Lee Sullivan Jr., Warren R. Brune, Ben O. Roodhouse, Tom Hutchcraft, William Kitner and Lee Sullivan Sr., employees of the Eli Bridge Company here, serving as pallbearers.

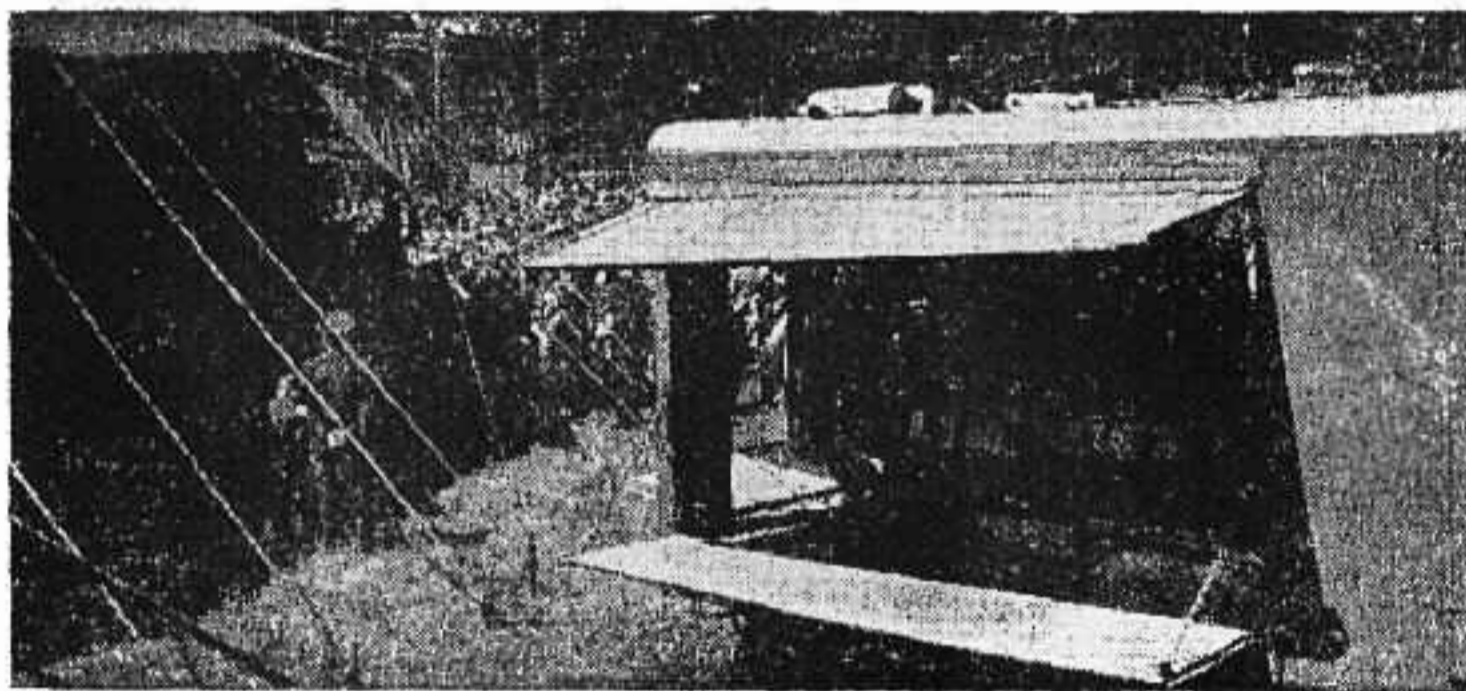
Snyder leaves his wife, Elizabeth, who traveled with him, and a son, Clarence, of Excelsior Springs, Mo. Burial in Diamond Grove Cemetery, Jacksonville.



Above: Two "Caterpillar" Diesel Tractors do the work of setting up and tearing down for Cole Bros. Circus. This job used to require more than 150 horses.



Below: This "Caterpillar" Diesel Electric Set, housed in a truck, is ready to generate power for the show's lights.



"Caterpillar" Diesel Power doubles in brass

"Caterpillar" Diesel equipment works a double shift to keep circuses and carnivals running smoothly.

The heavy hauling, hard lifting and tough pulling jobs around the lot are done today by "Caterpillar" Diesel Tractors. And when night falls, "Caterpillar" Diesel Electric Sets make the big tops bright, furnishing light and power for everything from sideshow spotlights to popcorn machines.

That's the recipe for efficient power used by scores of big traveling shows from coast to coast. The roster includes such names as Ringling Bros.-Barnum & Bailey, Cole Bros., Hagenback-Wallace, Al G. Barnes, Clyde Beatty, Royal American, Amusement Corporation of America and many more. They've all used "Caterpillar" Diesels for years, and all report these dependable performers are big profit-makers, greatly reducing costs of operation.

CATERPILLAR TRACTOR CO. • PEORIA, ILLINOIS

CATERPILLAR
REG. U. S. PAT. OFF.
DIESEL
ENGINES • TRACTORS
MOTOR GRADERS
EARTHMOVING EQUIPMENT

Talent Topics

Barbara Lamar, of the Three Fearless Stars, trapeze act, escaped serious injury when her car turned over four times near Panama City, Fla., Friday (12). The car was demolished. Miss Lamar was en route to Panama City to visit her sister. She is in Panama City, Fla., recovering from minor hurts. . . . James Cogswell, clown, who is at his home in Lincoln, Neb., says he opened his 1948 season, March 29, in Denver and played the St. Louis Police Circus in May of 1948. It was previously reported that he would play the St. Louis and Denver Junior Chamber of Commerce shows next year.

The Five Eltons, aerial ballet, closed their '48 season at the Shrine Circus, Kansas City, Sunday (14) and all members, excepting New York-bound Ellys Schenck, headed for Los Angeles, where they'll winter. . . . Edmundo Zacchini's double cannon act closed its season at Baltimore November 21 and left for Tampa, where members will remain until after the Christmas holidays.

Prof. George Keller, who doubles as a wild animal act owner-trainer and as an art instructor in a Bloomsburg (Pa.) college, planned to return to his teaching assignment after closing at the Evansville, Ind., indoor circus. . . . Selden, the Stratosphere Man, is expected to be an early arrival at the Chicago outdoor conventions. He spends his off-season months at his Lansing (Mich.) home.

The Wallenda Troupe will open a 12-day engagement November 26 at Tom Packs's Shrine Circus in New Orleans. Following that, members will go to Sarasota, Fla., for the Christmas holidays. . . . The Skating Carletons, of Rogers Bros.' Circus,

visited Lee and Vi Bradley on the Pan American World Wide Animal Exhibit.

Lucille Young is proud of her recently framed diploma which decorates the wall in the office of her husband, Ernie Young, Chicago booker. The diploma was dreamed up and executed by members of the fair revue she handled this year, as a token of the esteem in which they hold her. The penmanship, done by Gene Nash of the Four Steppers, dance combo, is notable.

Gangler Bros.' Circus will headline the circus-type show which Snellenburg's department store, Philadelphia, will present in its Christmas toyland. Patrons will be admitted free to three performances daily. . . . Jay (Mickey the Clown) Beach, ex-Ringling Joey now retired and living in Bridgeport, Conn., still manages to work in a few dates at private parties. . . . William C. Kutz, real estate operator, has been re-elected president of the Charles H. Consolvo Tent, Circus Saints and Sinners, Norfolk. B. D. Melchor was elected first vice-president and Dr. Elliott Floyd, second vice-president. Jackson G. Hudgins is secretary, and Howard T. McCoy, treasurer.

Dick Clemens, playing the Hamid-Morton show in Atlanta recently, suffered leg injuries when he fell at the conclusion of his act the final night. . . . Searle Simmons and Peaches O'Neil, of the Hamid-Morton show, were married in Atlanta recently. . . . Elaine Drew, contortionist playing night clubs and banquet around Pittsburgh, plans to remain in there until January 2, when she will go to Jacksonville, Fla., where (See TALENT TOPICS on page 68)

Out in the Open

E. B. Hatch, former publicity director for Bob-Lo Amusement Park, Detroit, left for the Far West where he plans to purchase a ranch. His duties at Bob-Lo are being divided between Harry Fletcher, president of the operating company, and Gertrude Steffen. . . . Henry Wagner and Max Kerner, co-owners of Eastwood Park, Detroit, plan to leave on a Florida vacation shortly after January 1. . . . Charles S. Rose, owner of Edgewater Park, Detroit, is hospitalized in Milwaukee.

Results of the recent elections will put several State fair managers out of jobs. In Michigan, even though a Democratic governor was voted in to replace a GOP-er, it appears reasonably certain that Hazen Funk will continue as manager of the State fair. The 20-member fair board now is solidly Republican. The incoming governor will have the power to name five new members and if these are all Democrats, the new line-up will be 15 Republicans, five Democrats.

Mad Cody Fleming, owner of the shows bearing his name, reports that he recently purchased a new Lincoln Cosmopolitan and plans a 12-week vacation before starting work in winter quarters. . . . Bennie Fowler; Bob Dickman, of Hunt Bros.' Circus, and John MacKnight were recent visitors to the Pan American World Wide Animal Exhibit.

E. J. Casey, owner of Canadian carnival units bearing his name, is a happy man. The reason: Increasing indications that Canadian shows may soon be freed of some existing Dominion regulations and thus be in a position to buy more carnival equipment from the United States. Casey,

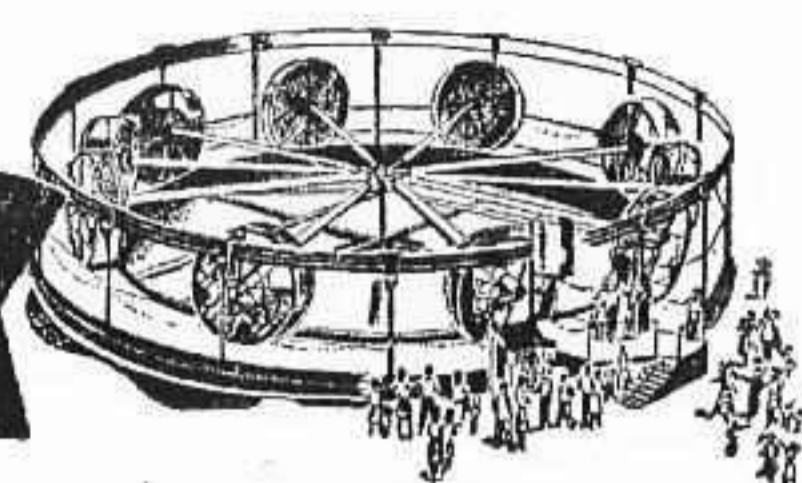
incidentally, planned to fly from his Winnipeg home to the Chicago outdoor conventions. . . . Tom Armstrong, Salem, Ore., amusement ride manufacturer and salesman, will return to the Salem city council after January 1 to begin his third elective term as an alderman. He will serve two years.

Joe T. Monsour, who leaves as assistant manager of the Louisiana State Fair, January 1, to devote his time to his wholesale plumbing supply business, was honored recently by State agricultural workers whom he has been associated during the 22 years he has been a year-round employee of the fair association. Clyde Ingram, Louisiana State University extension poultryman, will serve as superintendent of the fair poultry show each year, presenting Monsour with a hunting suit purchased by the agricultural workers.

Bob Atterbury, former owner of the Lee Bros.' Circus, has booked 13 free attractions on the Hoosier State Shows for the entire '49 season. Don Trueblood, owner of that show, has announced.

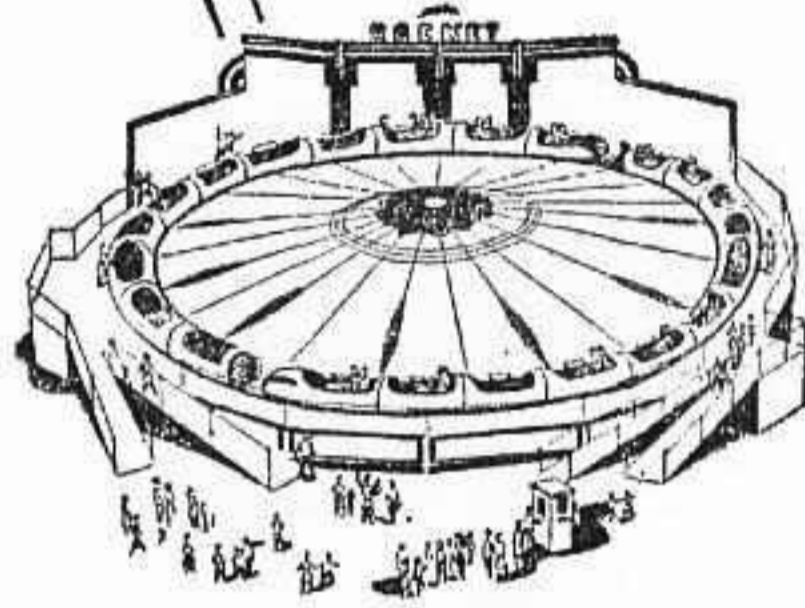
R. M. Harvey, general agent of Dailey Bros.' Circus, leaves New Orleans Saturday, November 27, in company of N. P. Black, State superintendent of banking in Iowa, for a trip to Havana, Cuba, Honduras and Guatemala. Harvey will return to the States around December 15. . . . Charlie Zemater Sr., Chicago booker, is back at his office after a month's vacation during which he, his wife and son, Jack, motored to New Mexico, Mexico, Texas and Florida. The original plan was to drive to California. (See Out in the Open on page 68)

ALLAN HERSCHELL AMUSEMENT RIDES
FOR PROFIT, PORTABILITY, PERFORMANCE



LOOPER

A sensational ride by Norman Bartlett! Has 10 cars, each carrying 2 persons. Passengers control looping motion of cars as they travel circular track. Operating cycle approx. 2½ minutes. Conveniently carried on two 26 ft. trailers.



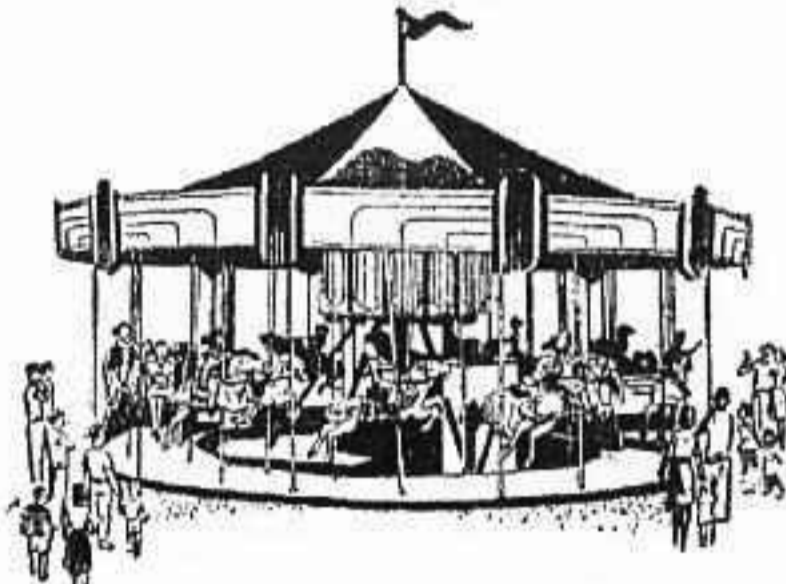
MOON ROCKET

Greatest speed ride in years! Brilliantly decorated and illuminated. Has 22 smart stainless steel cars, each accommodating 3 adults or 5 children. Peak loading time approximately 60-70 seconds. Can be assembled in 5 hours.



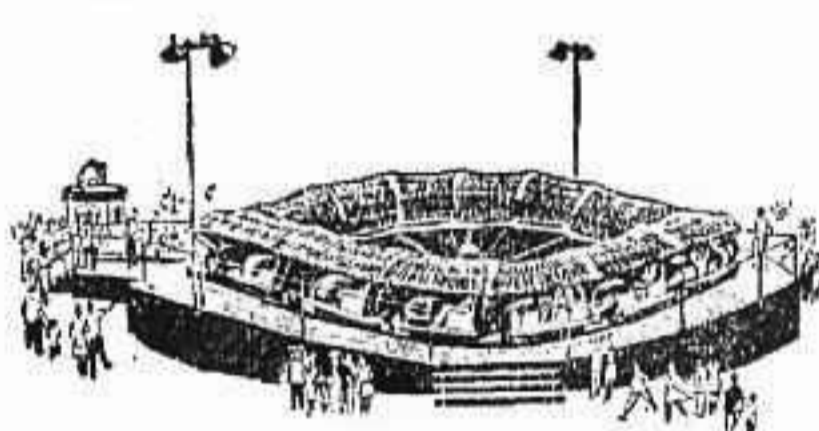
HURRICANE

A thrilling new aerial ride designed by Norman Bartlett. Cars swing on arms from 23 ft. tower to maximum of 15° past horizontal. New hydraulic controls for safe operation; automatic safety bars. Completely portable.



KIDDIE MERRY-GO-ROUND

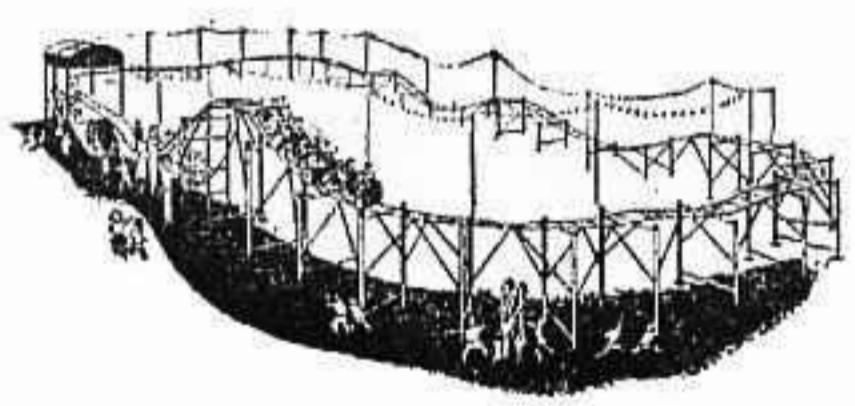
Brings the youngsters back again and again! Equipped with 20 all-aluminum jumping horses, 2 chariots. Fluid Drive mechanism, modern fluorescent lighting. Only 11 ft. high, 20 ft. diameter. Compact, lightweight. Loads on 14 ft. truck.



CATERPILLAR

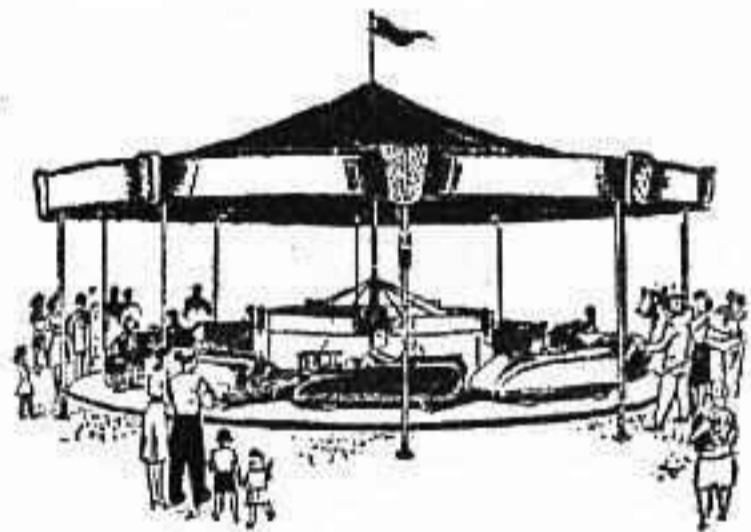
Completely streamlined, with modern lighting, 18 gleaming stainless steel cars. Carries 36 adult passengers or 54 children. Peak loading time approx. 60 seconds. Compact — easily carried in one 28 ft., one 30 ft. trailer.

2 NEW KIDDIE RIDES



LITTLE DIPPER

Gives the youngsters the exciting ride of a roller coaster, yet it's safe — even for the tiny tots. Side-thrust on curves is controlled; under-rollers prevent cars from jumping track. Two men erect in 3-4 hours.



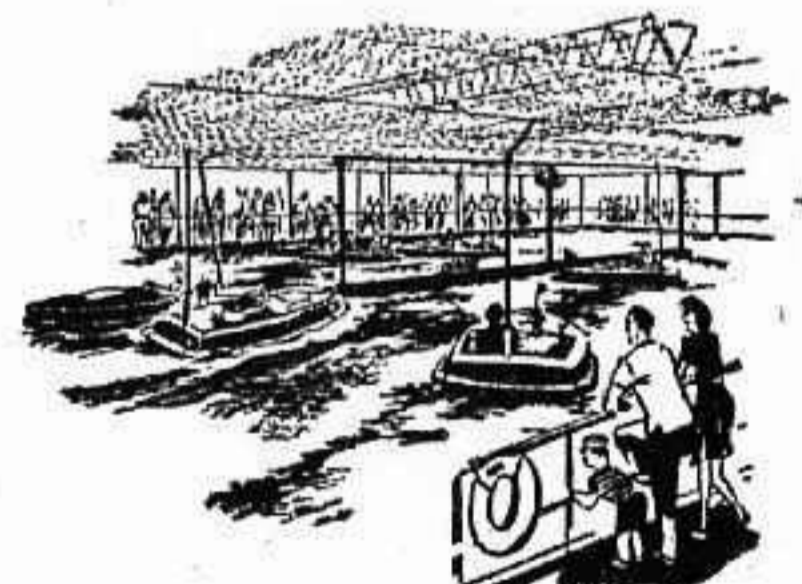
KIDDIE AUTO RIDE

Fun for the youngsters . . . a money-maker for the owner! Cars are trim, sleek miniatures cast of aluminum for lightness and durability. Ride is equipped with Fluid Drive mechanism. Loads on single 14 ft. truck body.



MERRY-GO-ROUND

All-time park and carnival favorite . . . now brilliantly illuminated and equipped with the last word in sound apparatus. Standard model 36 ft., three-abreast, with 30 horses, 2 chariots. Also made in larger sizes, three-and-four abreast.



WATER SCOOTER

One of the greatest park amusements of all time. Genuine mahogany plywood boats are self-operated, hold 3 children or 2 adults. We show you how to plan pool, install islands, etc. Write for information.



KIDDIE BOAT RIDE

A really great ride for the youngsters — safe, thrilling, and has high capacity. Each of the six all-aluminum boats holds four passengers. Equipped with Fluid Drive mechanism and push-button controls. Extremely portable.

★ VISIT OUR EXHIBIT AT THE NAAPPB CONVENTION, HOTEL SHERMAN, CHICAGO, NOV. 28 - DEC. 1, 1948

ALLAN HERSCHELL COMPANY, Inc. • NORTH TONAWANDA, N. Y.
World's largest manufacturers of amusement rides

Loyal Lorows Long With, For It

By
Herb Dotten

**Fabulous Family, Raised on Show Lots,
Moves Up Hard Way in Carnival World;
Versatility and Hard Work Marks Climb**

IF YOU ARE one of the few who have not met the fabulous Lorows, one of the outstanding families in the carnival business and certainly one of the most loyal, consider this, a story of love, adventure and hard work that spelled success, as an introduction.

First, because he is the oldest member of the present generation, there's Cortez, operator of the Side Show on the Royal American Shows, a skilled glass blower, an accomplished bagpipe player and an ex-pugilist who has crammed plenty into his 41 years. Second, there's Nellie (Raynell) Golden, pioneer of midway revues and long one of the best operators in



Bert (Snookey) Lorow

that field. This year she was with the Cetlin & Wilson Shows, of which her husband, George, is concession manager. A one-time pony gal in the Siegfried Follies and later a partner in a headline mental act, her first and true love was and continues to be the carnival.

All of 'Em Glass Blowers

Third, there's Nat, better known as Skeeter, who operates a Side Show on Hennes Bros.' Shows. An able glass blower and a competent bagpipe player, he, like his brothers and sisters, was born and raised in the carnival business in which he thrives.

Fourth, there's Bert, familiarly known as Snookey. He is right-hand man of Cortez in the operation of the Side Show on the Royal American Shows and he, too, numbers among his skills the ability to make music



Nat (Skeeter) Lorow

with a bagpipe and to blow exquisite glass objects.

Two Sisters, Too

Then, there are two sisters, both of whom formerly took active part in carnival shows, chiefly as dancers in revues. Since, however, they have curbed their own participation but remain in the carnival business, trouping with their husbands, Laura with her spouse, Pete Manos, who this year had the Bob Parker diggers on the Cetlin & Wilson Shows, and Mary Edythe, known in the business as Ginger Ray. The latter's husband, Chuck Magid, a concessionaire, this year was with the Johnny J. Jones Exposition.

There had been still another member of the present generation in the carnival business. He was the youngest, Con T., 20, who, as a member of the U. S. Army Air Forces, was killed in a flight over Germany in 1945.

Father, 80, Retired

Bert James Lorow, now 80 years old, the father, retired from the business in the '30s. He lives in Miami, where all of the Lorows and their offspring winter.

All in all, the Lorows are a bewildering and amusing group. Their get-togethers remind one of the hit show, *You Can't Take It With You*, and are flavored by a session of reminiscing and the inevitable dividing of jack-pots.

On these occasions, the Lorows have much to recall. No little of it is hilarious. Not a few of the incidents were not so funny at the time they occurred, because in its early days the family knew rough going. However, a rare sense of family humor, together with an intense family unity, succeeded in taking the harsh edges off those rough spots. It was thus they kicked themselves upstairs in the carnival world.

Papa a Robust Youth

Papa, as the children affectionately refer to their father, was quite a strong character in his youth, the present generation points out without a dissenting voice.

He had, the story goes, differed with his father, who also was a showman of no small ability. In fact, Papa's father was Col. E. Willis, one of the originators of New York's famed Coney Island and had the first Side Show and Girl Show there.

But Papa and his father didn't see eye-to-eye on a number of things, the children relate, emphasizing that Papa's father was extremely exacting.



Mary Edythe (Ginger Ray) Magid



Cortez Lorow

The difference between Papa and his father became so acute that Papa left home, started out on his own, and legally changed his name to Lorow.

How It All Started

Papa's mother was a glass blower and she had taught him the art, according to the children. So, when Papa started out he had that skill to rely upon.

Lorow went straight into show business, tho not as a glass blower. Instead, he took to making balloon ascensions at Toronto, and that's what led him to marry Mama, the children point out. Their father, the story goes, made several ascensions and Nellie Johnson was an interested spectator. Papa noticed her and he tried to impress her, the children relate. He leaped from the balloon and landed in a creek which he didn't know was shallow. He broke both legs, and that's how Mama married him, they explain. She pulled him out of the water and visited him in a hospital while he convalesced. Before long they were married.

Papa Acquires Nickname

That mishap, according to the children, led to Papa being known the rest of his life as Bow-leg Bert. His broken bones had not been set properly, and when they knit Papa had bow legs.

Mama was a patient person, endowed with motherly qualities which bound the family together and set the foundation for its closely knit relationship, which continued after her death in 1944.

Mama needed patience, too, the children point out, for there were many times when the family was forced to eat bread and sirup three times a day to survive. And, there were times, too, when not only Cortez but Raynell was obliged to sell newspapers to supplement Papa's meager winter-time earnings and keep the family in food and home.

Papa Enters Carnival Biz

Papa's first connection with a carnival was with the Nat Reiss Shows, one of the earliest. Papa had the Glass House, and the association proved a happy one, a fact reflected in the naming of son Nat after the show owner.

Naming children after show owners with whom Papa became connected proved a common practice. Con T. Lorow was named after Con T. Kennedy, big carnival operator of that day, and Mary Edythe Lorow was named after Mrs. Kennedy.



Nellie (Raynell) Golden

Births in the Lorow family came at frequent intervals, always in different States, at a time when Papa was with a succession of carnivals and circuses including, besides Nat Reiss Shows and Con T. Kennedy Shows, the Christy Bros.' Circus; the Barnet Bros.' Shows, the Canadian circus and the Rubin & Cherry Shows.

Children Begin Training

It was while Lorow was with Christy Bros.' Circus that the children were raised. And it was on the circus, too, that they received their training in show business, and what a grounding that was!

The boys were taught to play bag pipes and to blow glass. And, each



Laura Manos

was also given some special skill. In the actual show, the boys would first play in the circus band, then when the show was over they'd hie to the Side Show to play in the Scotch bag or to blow glass.

Later on this training came in go stead. On one occasion, when Papa was sick and Mama had to stay with him, the children joined a small circus in Louisiana that consisted of a few broken down camels and some horses. Then Cortez, Raynell, Skeeter, Lau and Snookey merged their talents and just about comprised the first circus bill as well as the Side Show program.

Talents Many, Varied

In the Side Show, Cortez did ventriloquist act. He still do chiefly at showmen's club benefit (See *Loyal Lorows* on page 60)

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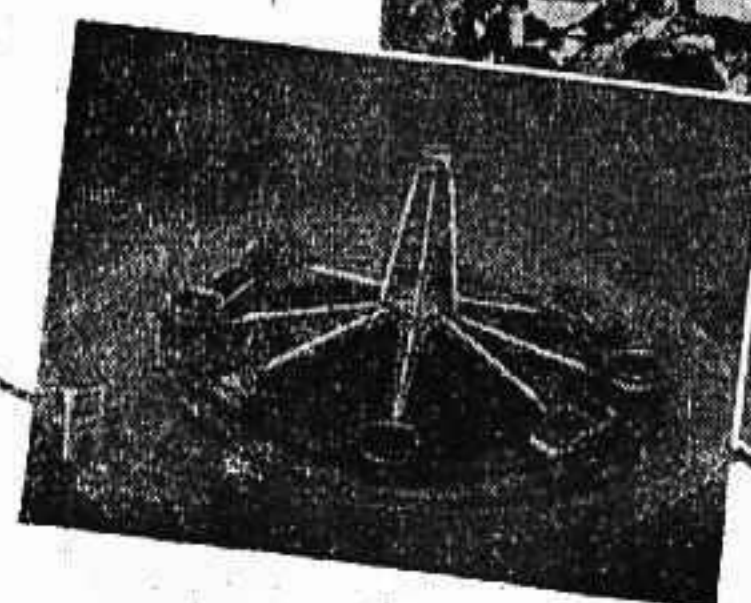
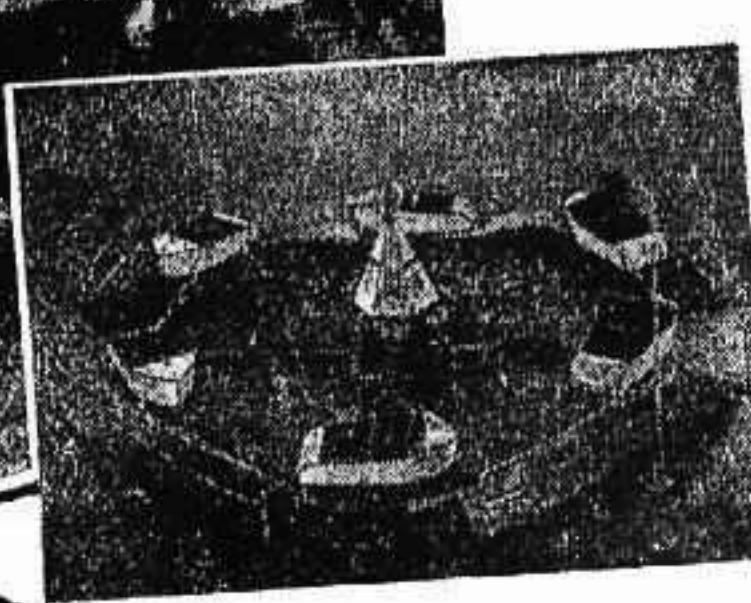
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**Loyal Lorows Long With, for It;
Climb Hard Way in Carnival Biz**

(Continued from page 58)

He also did Punch and Judy and glass blowing. Skeeter, Snookee and Laura did the Scotch band routine and a Hawaiian act. And Raynell told fortunes behind a screen as the folks came thru the doors. The boys also provided the music for the Cooch Show, and after that was over they ran for the so-called big top. There, Laura did the chambermaid acts, the iron jaw, wire and aerial numbers, the boys playing in the band, and meeting all comers at wrestling.

Raynell Was the Prima Donna

For a time, they recall, it was a good deal. We were getting three meals a day, they relate. But then, the meals dropped off to two a day. Each day, it appeared, the cookhouse truck broke down. At least, it always arrived so late that they only got two meals. Cortez became suspicious. One night, when the show loaded, he locked himself in the cookhouse truck. In the morning, Cortez awoke to find the truck had been pulled on a side road and that the driver and the chef were prepared to cook a meal for themselves. When Cortez put the question, "How come?" the driver and the chef explained the show owner figured he couldn't feed 'em all three times a day and had ordered the driver to fake a breakdown almost every day.

That Ended That

That put an end to their association with that show, the Lorows point out. Too, they hasten to add, that was an unusual experience. Most show owners, if they had it no matter how little during the lean years, invariably shared it with the personnel.

The versatility of the Lorow children later paid off for the family. Not the least of these occasions was during that period when amateur vaudeville shows were the rage. Then, the Lorows wintered in Chicago, there to play all of the neighborhood houses.

By splitting the kids up into separate acts, Papa was able, they relate, to bring home not only the top prize but the first three cash awards. And, as the children appeared at almost one of these shows nightly and offered entertainment several notches higher than the talent in those shows, the family did better than okay in the winter months.

A Memorable Occasion

In those early years, the Lorow family knew few bonanzas. One, however, stands out in their memories. When Armistice Day in the first World War came, the family treasury was very low. Cortez and Raynell, as a matter of fact, had taken it upon themselves to sell newspapers in an effort to help feed clothe and house the family.

On Armistice Day, Cortez and Raynell, ever alert, seized the family's stock of miniature flags, with pins used in a glass-blowing operation. They hid themselves out on the street and by nightfall they had sold 4,000 of them at 10 cents each. "My that made us rich," they recall.

Another of the children's attempt to add to the family coffers almost ended in grief. "That was in Kansas City in the winter," Raynell recalls. "Papa was working in a Montgomery Ward store, skating back and forth to fill orders. On the salary he made (See Loyal Lorows on page 62)



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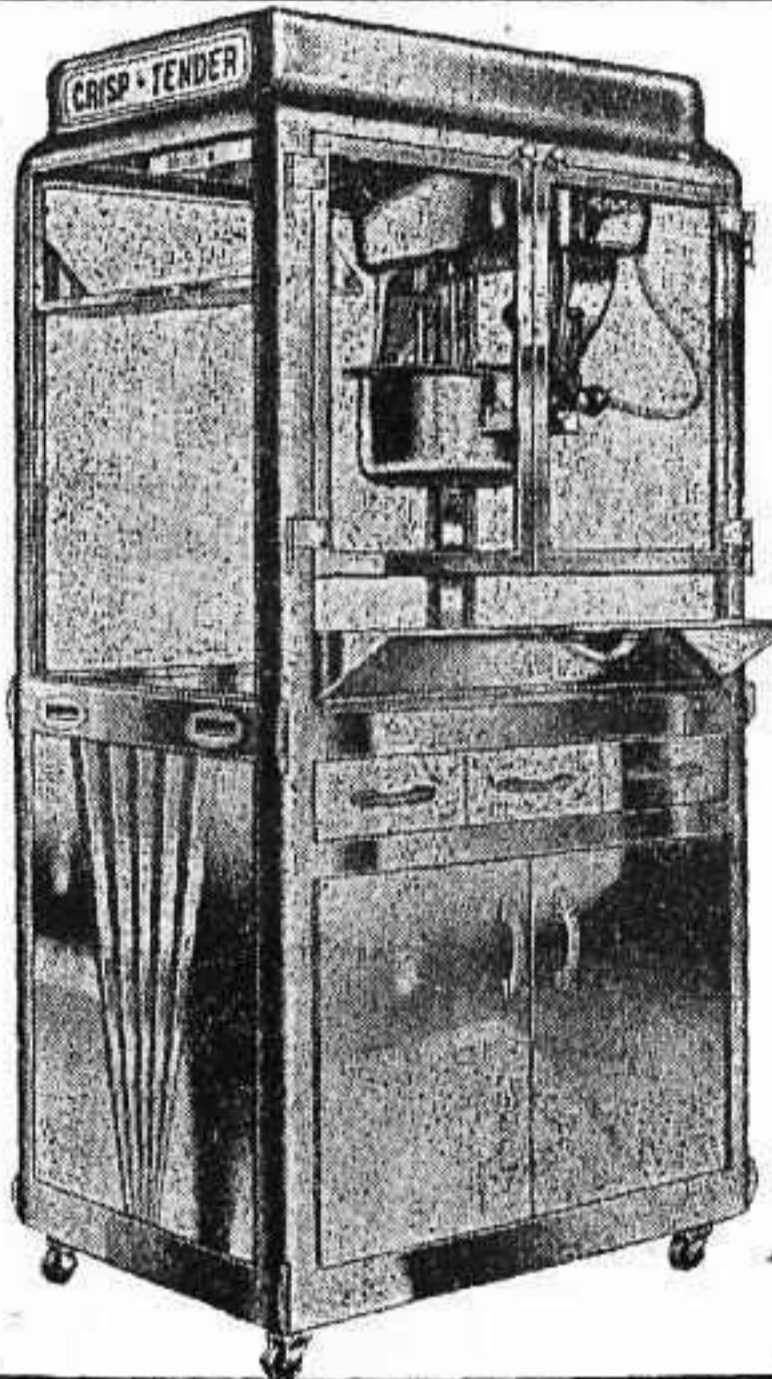
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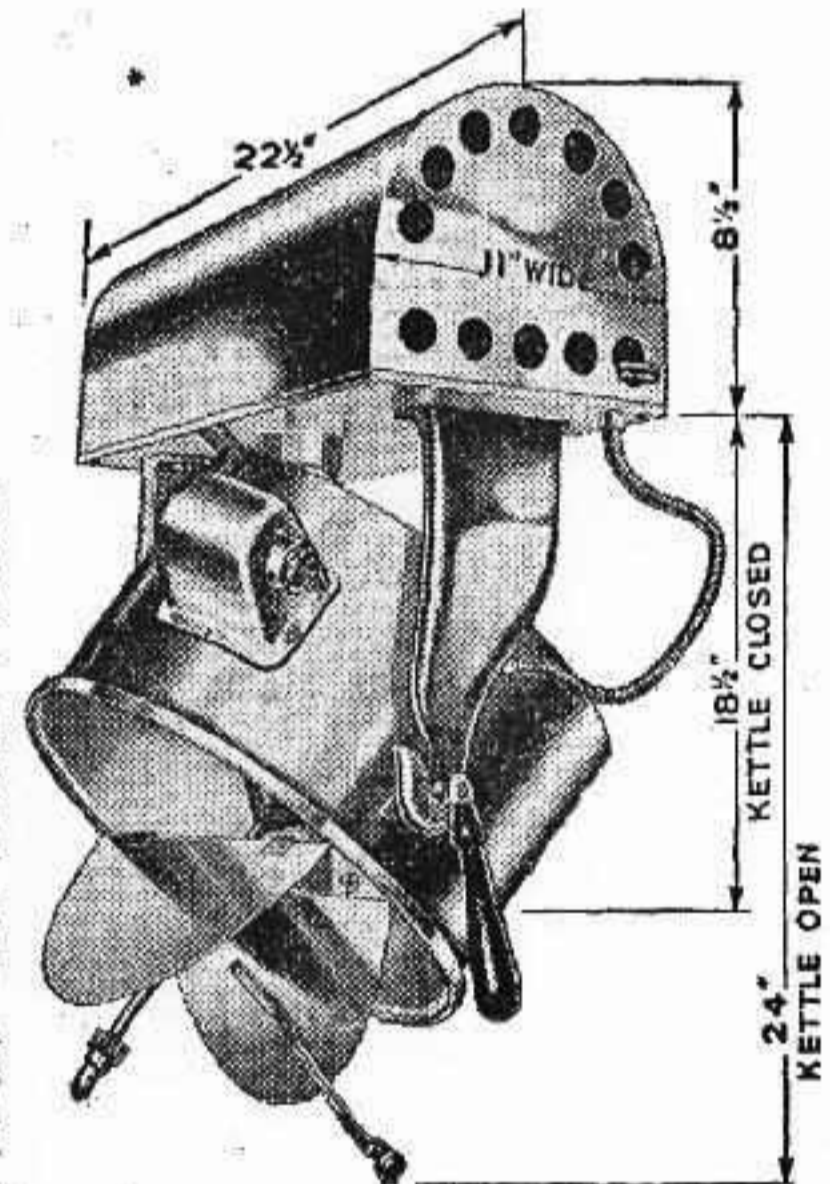
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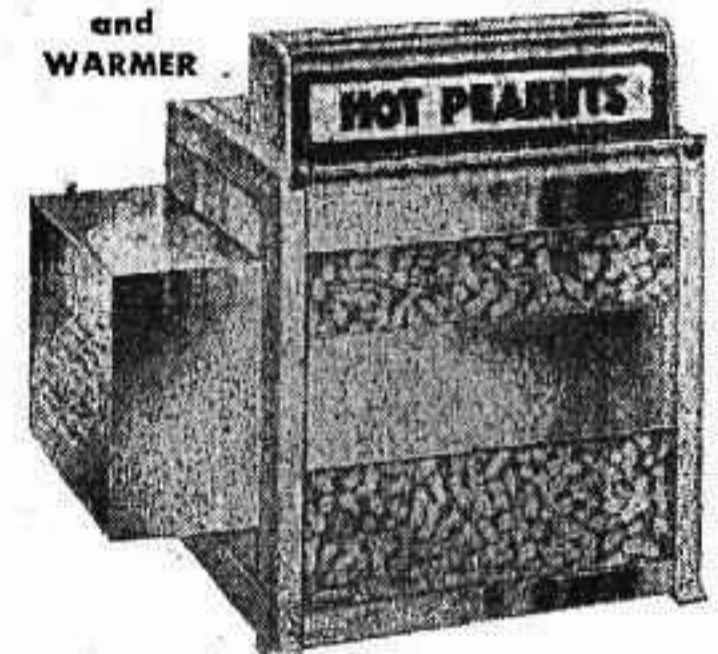
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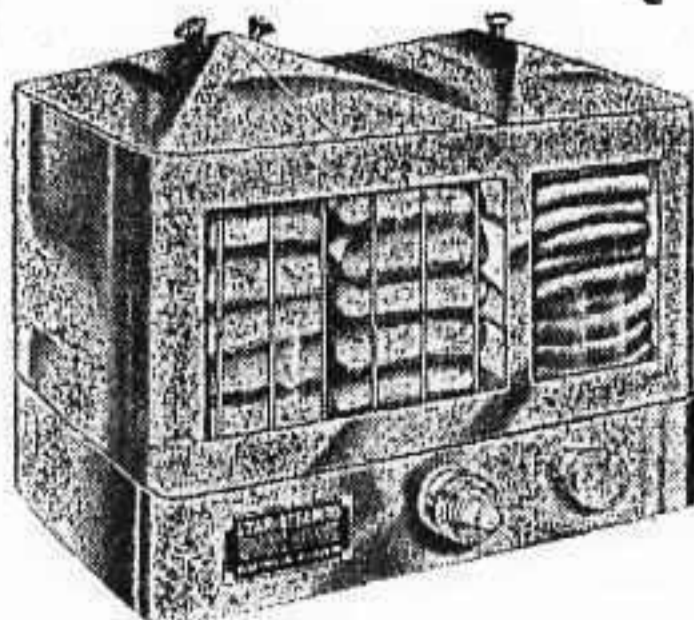
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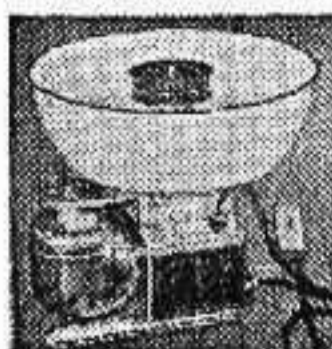
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Loyal Lorows Long With, for It; Climb Hard Way in Carnival Biz

(Continued from page 60)

...d for us to make ends meet. ...ved hockey from school and ... to work in a downtown Side ... A transit officer visited the ... Show and questioned me. I ... how short the family was of ... how Papa was skating to ... a living, and how I figured I ... help out. I imagine I ex- ... ted very much, but when he ... I was confident that nothing was ... to come of the visit. But that ... a delegation from a welfare ... came to father. Papa liked to ... live died at that. Mama cried. I ... bashed that I had messed up ... things. Fortunately, it was all ... straightened out."

Hit by Daylight Saving

Just as the family's fortunes had been bolstered by the Armistice Day bonanza so, too, had it been dented during the first World War by the use for the first time of daylight-saving time.

The family then was in San Antonio, where Papa Lorow had set up a motion picture theater for soldiers at Camp Travis. Everything went well at the beginning, as mama took the tickets, papa ran the projector and Raynell played the piano. But when daylight-saving time came in, it killed the open-air theater, as the soldiers had to be back in camp just as darkness was setting in.

Invariably, winter time was the period of greatest financial stress. Resourcefully, the boys, when old enough, framed their own dance band. By this time, each had learned to play one or more instruments. For

two years, Harry James, now a noted orchestra leader and music stylist, played with them. That was in the mid-'20s when they toured Texas and also played in and around Miami.

Raynell took out two stageshows in the winter of 1933-'34, and the boys played in the orchestra, a Milt Britton-type in which emphasis largely was upon smashing instruments.

Cortez Wins Ring Title

During the late '20s, Cortez distinguished himself by winning the Southwest amateur featherweight championship. Most of his fisticuffing ability he had picked up on carnival and circus lots. And, in the early '20s, there was demand for that fighting ability on show lots. In those years Cortez earned 50 cents nightly to protect the girls who worked the cooch shows and to insure them reaching their hotels safely.

Cortez's prime interest, tho, was not in fighting. Had he pursued such a career, he might have become a top-notch. He was intent solely in becoming a highly successful Side Show operator.

Those early years, the hard ones, made all of the Lorows practical people, business-wise. In the years that followed they prospered. Today, the brothers operate two of the largest Side Shows in the carnival business, and the one on the Royal American Shows grosses the biggest sum of any such unit.

All Have Prospered

Raynell, who has made her name synonymous with the best in midway Girl Shows, has prospered. So, too, have the other members of the family.

Now, most members are big operators in a carnival sense, and, too, they have acquired a fair share of worldly goods. They have become substantial property owners in Miami, where most of them own homes. And several have been active in charitable work. Not a little of this they do anonymously, most of it with restrained quiet, because they know what it means to have rough going and pride at the same time.

In the climb upward, a route that took them all over the country, the Lorows acquired a vast fund of information and began to introduce innovations of their own.

A New Idea Clicks

It was Cortez, for instance, who revolutionized carnival Side Show operations in '41 when he transformed the physical set-up of such units from the traditional pit-type to the present popular, far more successful, elevated stage-type, with a ramp running the length of the tent. This change-over enabled playing to far larger crowds, and Cortez this year expanded the Side Show on the Royal American Shows still further to a 60 by 172-foot top.

A take of \$30,000, after taxes, for a single fair stand is no longer unusual. Grosses for this Side Show have mounted. (Its record for a single fair is \$43,000.) To be sure, the jump in receipts is due, in a big measure, to the boost in admission prices from the 10 cents for kids, 25 cents for adults which prevailed when Cortez first had his own Side Show, to today's 50-cent charge to all. But the change in physical set-up has permitted the handling of far more people.

Necessity Mothers Invention

The switch to an elevated stage-type set-up was the result of an innovation forced by necessity. At Largo, Fla., in '41, Skeeter was in charge of the unit and the pit rail did

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not arrive in time. Skeeter pressed an Illusion Show stage into use, and it worked out well, so successfully, in fact, that Cortez projected that finding into series of separate elevated stages, set back from a raised, railed ramp.

The Lorow boys concentrate now on improving the entertainment merit of their Side Show attractions. They have eliminated unnecessary talking, work as many acts as possible to music, and emphasize entertainment by freaks, rather than freakishness alone. To illustrate, time was when they had a gal with enormous feet and the procedure was to merely point out that fact. Now this girl jitterbugs, and the effect not only is entertaining but points out the usefulness of her unusual feet.

A Banner Idea

The Lorow boys believe that carnival or fair patrons don't want to see a change in Side Show fronts. They cite the experience of another operator, who spent between \$16,000 and \$18,000 to install revolving banners and frame them with neon pilasters. "It proved a dismal flop," they observe. However, the Lorow boys break out with a new set of banners at the opening of each fair season, using the set thru that year and the still dates of the next.

Glass blowing, which served as the springboard for their start in the business, is coming back as an attraction, the Lorow brothers agree. People are showing a greater appreciation of the art. Moreover, there are fewer blowers than ever before, they maintain. Because of the upsurge in popularity, Cortez continues to do glass blowing on the Royal American Side Show.

The development of the midway revue of today stems from the early imagination and persistence of Raynell. That was in the early '20s when she was with the Beckmann & Gerety Shows. With that organization, she first worked as "Resister, the Girl No One Can Lift," with patrons being

offered a prize of \$5. Later she worked a ball game.

Raynell Convincing

She then came up with an idea for a Girl Show, which she believed would not only be cleaner, more entertaining than any girl attraction then on the road but also would win money. She told Pa Beckmann, but at first he didn't go for it. She persisted tho and he gave her the go-ahead and also the front of the Athletic Show.

Using two girl friends, who were toe dancers, and a bass drummer, with only cowbells, of all things, as supplemental music, she framed the show. To the surprise of everyone but herself, it snared top money on the midway. At the season's end, she had two more girls and a pianist and the word of Beckmann on a new show front.

Raynel, tho, thought she needed a broader vision. That impelled her to go to work for Texas Guinan as a chorus girl in a New York nitery, and that in turn paved the way for her to be cast as a pony girl in the Ziegfeld Follies.

Raynell Weds, Tries Vaude

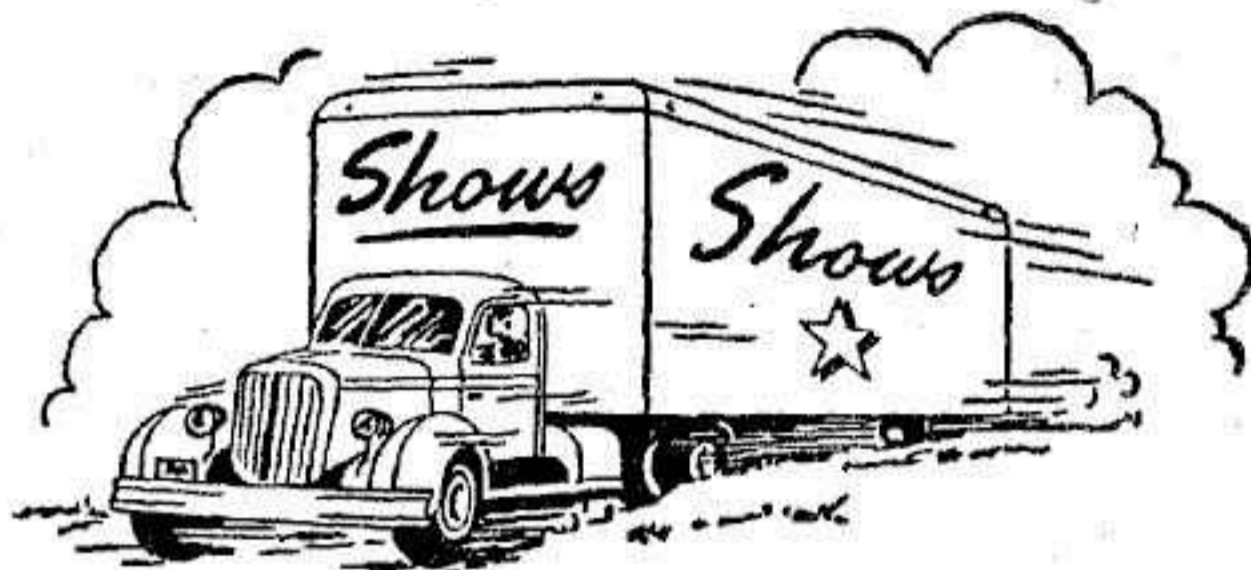
Her return to the carnival field, which had an irresistible lure for her, was delayed by marriage, one of her five, to mentalist Rajah Raboid, then a big draw at the nation's theaters. The marriage lasted 11 years, during which time she and her husband, a colorful figure in his own right, played the Keith, Pantages and Orpheum time. She worked in the act, but did not like it and yearned for carnival life.

With the end of the marriage, she was back on the carnival lot. And she sold Elmer Velaire, then part owner of the Royal American Shows, on coming out with a big revue. The show bowed under a 60 by 130-foot top, almost double the previous 30 by 80, which had been used. It was, by carnival standards, a lavish affair and (See *Loyal Lorows* on page 64)

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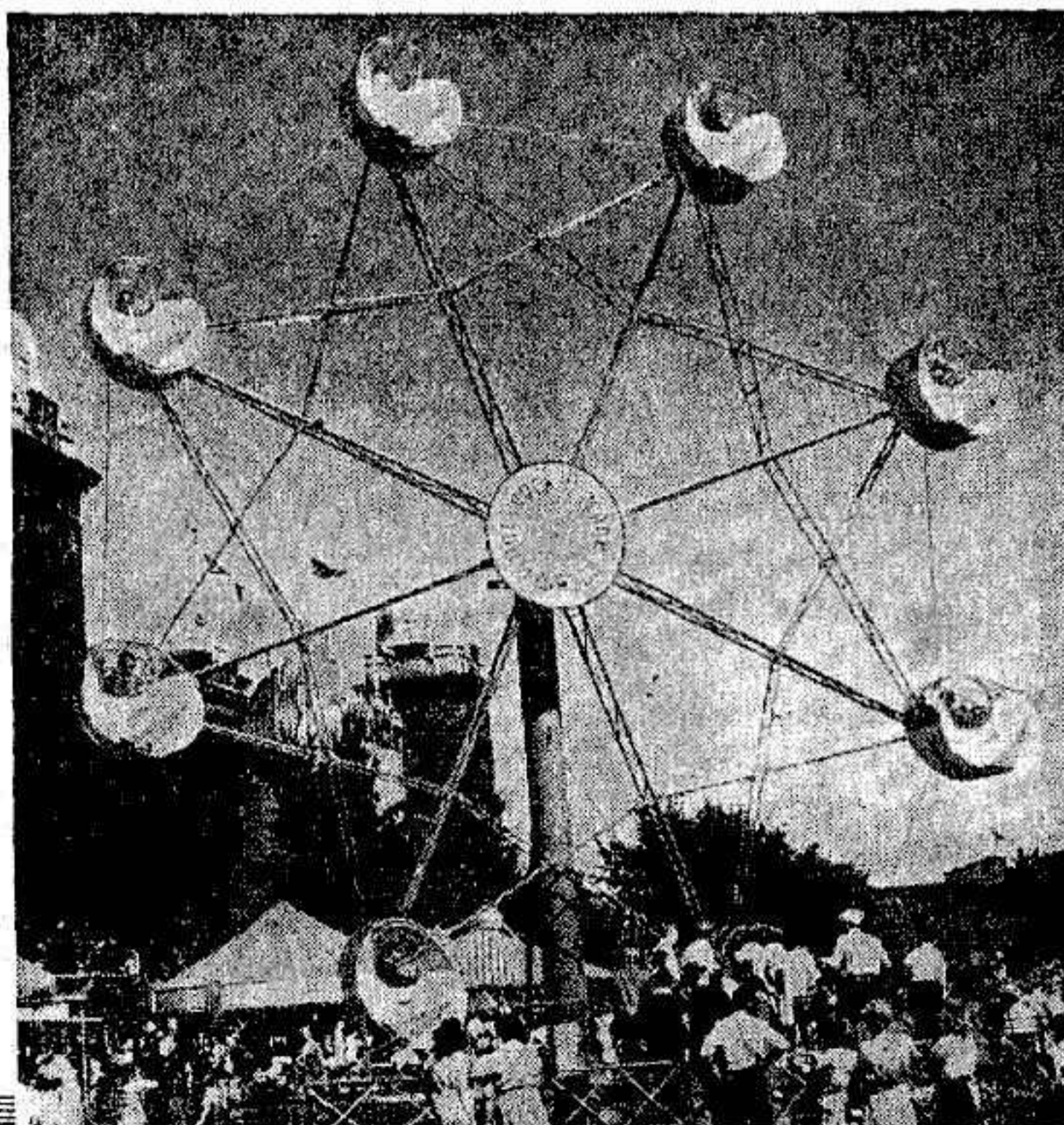
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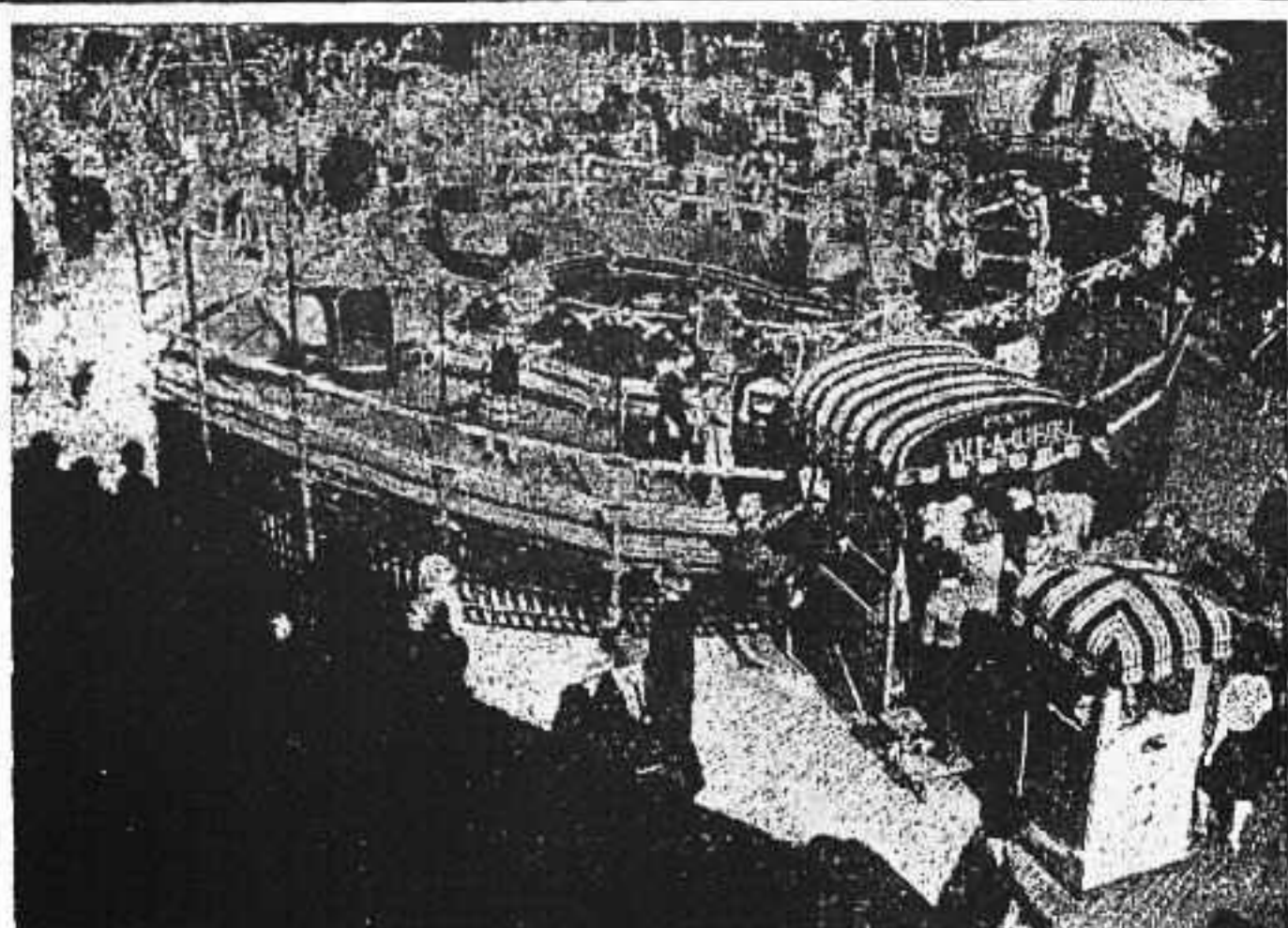


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Loyal Lorows Long With, for It; Climb Hard Way in Carnival Biz

(Continued from page 63)
it set the standard for others which
followed.

Raynell had \$3,000 days, which
speak volumes for the strength of
those early editions, for the price
scale then was 15 cents. It since has
moved up to \$1 at night and 60 cents
in the afternoon.

Many Firsts for Raynell

In the midway revue field, she has
had many firsts to her credit. She
was the first woman talker on such
a show. She also was the first to use
a Hammond organ, now a regular fea-
ture of such units. Too she was the
first to use a revolving steel-con-
structed stage.

She pioneered the use of pull cur-
tains, the crow's nest for electri-
cians, the flanging together of the tops
of well pipes, instead of tying them,
and is believed to be the first to use a
p.-a. system on a carnival. "The first
time I used a p.-a. system everyone
on the lot squeaked," she recalls.
"It took me two weeks to convince Pa
Beckmann and Barney Gerety the
systems were the coming thing."

She doesn't go for nudity and there
are no strips in her units. "I think
there is no need for either," she de-
clares. She rates boys almost as im-
portant as girls on stage and insists
on making them pay off, entertain-
ment-wise.

Not Afraid of Work

An indefatigable worker, she super-
vises all of the show construction, de-
signs the costumes, cuts the patterns
and can handle any job connected
with her Girl Show. This year the
unit she operated on the Cetlin &
Wilson Shows had a company of 27,
abounded in brilliant costuming, and

was strong in entertainment value.

The Lorows enjoy carnival life and
everything that goes with it. Raynell
probably is the most articulate of
this point. "I love it, and I can't keep
away, nor would I want to keep away
from it," she declares with no little
feeling.

Raynell is active in the Ladies
Auxiliary of the Miami Showmen
Association, of which she is past pre-
sident, and all the Lorow men are ac-
tive in the Miami club. The Lorow
also are members of the Showmen
League of America and all at
Shriners.

Reunions on Occasion

At home in Miami, the Lorows de-
light in family reunions. With the
children, Snookey has two girls,
Laura a boy and Raynell a girl, plus
Papa Lorow, it's a sizable gathering.

And they have plenty to talk about
for this year the brothers and sisters
were spread out on four railroad
shows. And when they run out of
show experiences, they can talk about
their marriages, past and present; for
to date, the six brothers and sisters
have had some 15 marriages.

With all of these marriages the
Lorow brothers and sisters have never
had the family unity seriously threat-
ened. At the sign of a budding
threat, from whatever source, they
close ranks and present a solid front.

FOR SALE

Frozen Custard, etc., Truck, 6 months old
Ford, vanette body, new equipment
Reasonable.

G. HAYES

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Swing into the Season
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EARN 900% PROFIT

Here's how a dime will get you a dollar
in any location. Look at the figures.
Fifty pounds of ice and a gallon of syrup
make about 175 five-ounce snow cones.
Your total material cost is about \$1.65
... your total sales, \$17.50. That's real
profit. And "Polar Pete" Snow Cones
sell—but fast. Everybody likes them ...
buys them. One location reported \$600
worth of business in one day. Put your
order in today. You can get immediate
delivery!

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- EXCLUSIVE with Multiple Products Corporation. No other machine like it!
- BEAUTIFUL CABINET will decorate even the finest location!
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- REAL SNOW from the patented ice shaver ... 250 pounds per hour!
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- ICE STORAGE, 100 lbs.—two removable pans in bottom of cabinet!
- LEAK PROOF—NO MESS, because entire cabinet bottom is one piece!
- CASH DRAWER, and a BIG one! In the back where it's handy.
- CUP STORAGE overhead ... convenient, fast!
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- PLEXIGLAS DISPLAY of snow and syrups ... sanitary!



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SNOW CONE MACHINE
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OUTDOOR AMUSEMENT CONVENTION
CHICAGO, NOV. 28-DEC. 1

Multiple Products Corp.

3612 Cedar Springs, Dallas, Texas

Phone Lakeside 4147

President Truman Names Hildreth Inaugural Pilot

WASHINGTON, Nov. 20.—Melvin D. Hildreth, known for his unpaid friendly deeds for circus folks the world over, officially was named this week by President Truman as chairman of the President's inaugural committee. Hildreth is planning the inaugural ceremonies as the "biggest show of its kind in history." The inaugural celebration gets under way January 16 and will be climaxed by the President's oath-taking ceremony January 20.

Held by circus folks as their unofficial Washington "ambassador" (*The Billboard*, April 24), Hildreth is borrowing techniques of the show world in directing plans for the week-long celebration which will be highlighted by one of the most colorful parades ever staged in this parade-loving city. A Washington lawyer and Democratic leader, Hildreth directed arrangements for Truman's recent triumphant home-coming to the White House, following his election victory.

Hildreth has instructed his aids to proceed with tentative preparations for a concert and evening of entertainment at Constitution Hall on inaugural eve, featuring the National Symphony Orchestra and pic celebs and others from the show world.

Hildreth, who is known personally to thousands of circus folks for his missions of good will in their behalf, has been a key figure in the planning of every presidential inaugural cere-

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And Supplies for Eastern and Western Type Galleries. EST. 1927. WRITE FOR CIRCULAR.

H. W. TERPENING

137-139 Marine Bl. OCEAN PARK, CALIF

Phoenix Track Installs Radiant Heating Plant

PHOENIX, Ariz., Nov. 20.—A radiant heating system will be installed in the stands at Sportsman's Park here before the winter race season opens next month. Officials believe it to be the first of its kind in the United States.

According to Clifford C. Sawyer, engineer, two pipes will run under the wood seats, one in front and one below the skirt of the seat. Pipes will be laid under the floor in the boxes. Thru these, Sawyer explained, water, at a temperature between 105 and 110 degrees, will be circulated so an even distribution of heat radiation will be given thruout the stand.

A new boiler room will be erected at the north end of the stands for heating and pumping the water. Both ends of the stand will be enclosed with glass, and a glass barrier, three feet high, will be erected across the front.

"With these shelter provisions and the overhang of the roof, a temperature of 65 degrees can be maintained when the outside air is 45 degrees," Sawyer said.

The project will cost \$14,171. The job will require 14,000 feet of 1 1/4-inch pipe. The system is designed for night racing use and will not be necessary at any other time.

mony since 1933, and his activity in Democratic politics goes back to 1912. He is chairman of the Democratic Central Committee of Washington and is a Democratic national committeeman. He was among Truman's staunchest supporters at the Democratic national convention and worked hard for Truman's election.



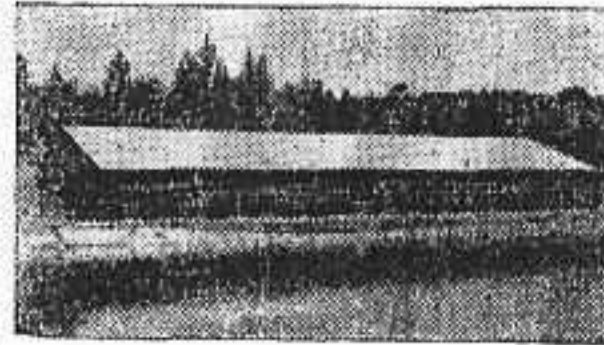
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It's the Greatest in Prefabricated Steel Buildings...for Everything in the Amusement World

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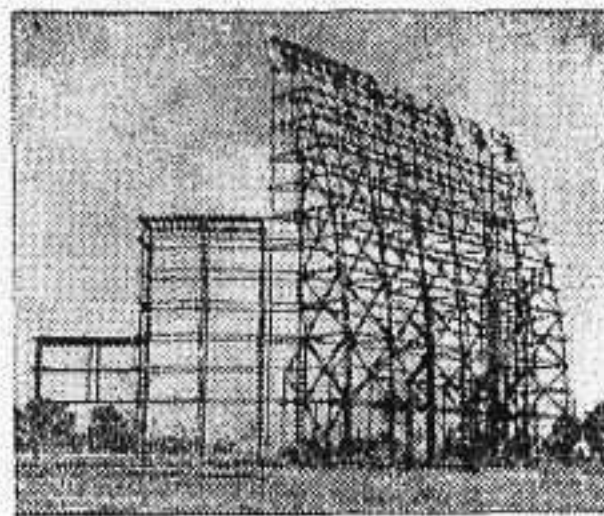
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- OUTDOOR THEATRES

WE ARE LOOKING FORWARD to the time when more steel will permit full production and our usual rapid delivery service. In all fairness, we're working on a basis of first come—first served. Placing your order with us now will help us greatly in anticipating your requirements for spring 1949.



Burdette Park Skating Rink, Evansville, Ind.

MESKER RINKS ARE GIVING THE UTMOST IN SATISFACTION IN EVERY PART OF THE UNITED STATES.



Over-all screen size, 45'x6" wide; 36'x0" high.

Structure for Drive-In Theatre, Evansville, Ind.

PREFABRICATED BY MESKER

YES, WE'LL MAIL YOU ANY INFORMATION YOU DESIRE.

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MESKER

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EVANSVILLE 8, INDIANA

THIS IS NO BLOWOFF!

WIRE AIRMAIL OR PHONE NOW!

It's BULGY the WHALE!

And now that he's here we're not going to spout any highfalutin' adjectives about his being the BEST junior ride out for next season. We'll get right down to facts—money-making facts.

There's a REAL PAYOFF for you in BULGY. Here's why: Vital statistics show that by mid-1949 junior-size youngsters will make up the largest population group in the country. That's where you and BULGY come in! Simple, isn't it?

Those screwy antics of his as he bobs up and down will make him the top junior ride in Kiddieland. Perfectly designed for simplicity of operation, safety and sturdiness, BULGY's just plain exciting fun—in the fullest sense, and you can't beat that. Need more be said?

SPECIFICATIONS

- ★ Capacity of 16.
- ★ Electrofluid clutch.
- ★ Electric power.
- ★ Weight under ton.
- ★ Revolving top.
- ★ Superb decoration.
- ★ Cast aluminum.

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3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, 23, same weight as #1 in Green, Red, Yellow @ \$6 per 100. DOUBLE Cards, No. 1 size, 6 1/4 x 14 1/2, 10¢ each.

3000 KENO

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

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Ping-Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea. .58. 3,000 Jack Pot Slips (stripes of 7 numbers) per 1,000 1.25. M. W. Cards, 5x7, White, Green, Red, Yellow, per 100 2.00. 3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5 M 1.50. 3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 7, 5 colors, loose, no pads. M Adv. Display Posters, size 24x36. Each Cardboard Strip Markers, 10 M for Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00. Thin Transp. Plastic Markers, Bwn., 4 M 1.00. Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 1/2 the size \$2.00 M. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
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**Ore. Concerns
In Ride Field**

SALEM, Ore., Nov. 20.—Two local firms, Armstrong & Waters, Inc., and Bushnell & Armstrong, this week announced entry into the amusement ride manufacturing field.

At the outset, Armstrong & Waters will concentrate on the output of their new Bulgy, the Whale, a 16-passenger ride that bobs riders up and down like corks, as whale-like tubs carry them around an uneven circular track. By using aluminum casting wherever possible, the manufacturers have developed an exceptionally light, yet sturdy ride.

Owners Tom Armstrong and John Waters have been in the amusement ride business a number of years. Armstrong is sales manager, while Waters is designing engineer.

Armstrong also is sales manager of the Bushnell & Armstrong firm. The other partner, E. O. (Johnny) Bushnell, has produced rides in his shop here since before the war. The Armstrong-Bushnell firm will concentrate on manufacturing a new ride called the Screwball, a device designed by Russ Eyerly.

Lefevre Eyes Speakership

MANCHESTER, Vt., Nov. 20.—Reid Lefevre, owner of the King Reid Shows and representative-elect to the Vermont Legislature, announced recently that he would be a candidate for speaker of the House when the legislature convenes in January. Lefevre was a member of the 1947 legislature, and this year was endorsed by Republicans and Democrats of Manchester. In 1947 Lefevre served on the House Ways and Means Committee and the Committee on Minor Courts. He is also a member of the Vermont Development Commission and Vermont Judicial Council.

**Modern Noah's Ark
Docks at San Fran**

SAN FRANCISCO, Nov. 20.—A modern Noah's Ark, carrying the largest menagerie of wild animals and birds to come from the Far East since before the war, docked here Monday (15).

Noel Rosefelt, of the Catalina Wild Life Expeditions, which collected the animals and birds in Siam to sell to circuses and zoos, said originally there were nine elephants aboard. Three died, two of them at sea. A dozen of the 14 gibbons in the collection died, as did two king cobras. Half of the 1,000 tropical birds were lost.

Unloading of the ship was done under special arrangement because of the waterfront strike: Rosefelt said four of the elephants would join the Tom Packer Circus at New Orleans, opening there Nov. 27. Another, he said, would be headed for the Sacramento Zoo, while the sixth goes to Henry Vilas Park Zoo, Madison, Wis.

**Valli Speedways Inks Pact
With Six Tracks for 1949**

DAYTON, O., Nov. 20.—Six courses, including five fairground sites along with the home base of operations, the Greenville, O., speedway, are set for CSRA-sanctioned big car speedway automobile races by Valli Speedway Enterprises, according to Managing Director Arthur Zimmer.

The five fairgrounds where championship meets will be held both as still dates and also as part of annual fairs are Mercer County Fairgrounds, Celina, O.; Warren County Fairgrounds, Lebanon, O.; Ross County Fairgrounds, Chillicothe, O.; Wayne County Fairgrounds, Fairfield, Ill., and Herrin County Fairgrounds, Benton, Ill. All are half-mile courses.



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SHOW PRINTING CO. - MASON CITY, IOWA

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Crystal Coach Sr. & Jr. Models
For Complete Information Write Dept. B
THE CALUMET COACH CO.
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CLOWNS'—COMEDIANS'
Props, Wigs, Accessories—
FREE CATALOG LISTS—
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CLOWN HEADQUARTERS
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FLASH!

'FOTO-FUN'

TAKES ANIMATED PICTURES

IDEAL FOR CARNIVALS, PARKS, NIGHT CLUBS

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The primary purpose of all insurance is to provide protection against emergencies. Because of the nature of show business, being insured is not always a guarantee of protection. Chas. Lenz's experience in writing Showman's Insurance is your guarantee of having the right protection.

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Do I have enough insurance or do I carry too much? These important questions are always given an impartial answer by Chas. A. Lenz. His concern is first, last and always with seeing that you are covered against all contingencies peculiar to your particular business. His experience qualifies him to judge your needs.

SERVICE

Prompt, complete payment of claims has been one of the important factors that have built Chas. A. Lenz's reputation among showmen. The understanding and personal attention he gives to claims is a well-known fact among showmen.

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You must be satisfied that you are getting the best and most for your insurance dollar. You must be sure in your mind that you are completely covered.



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*The showman's insurance man
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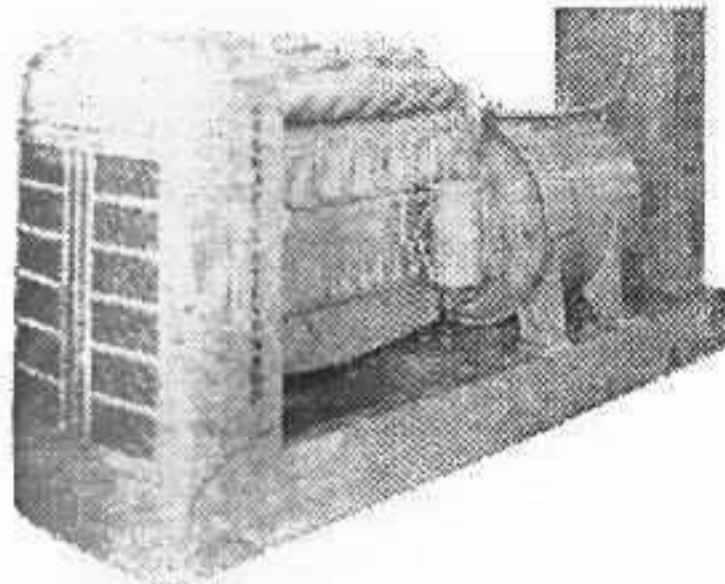


Phone, write or wire us today for a prompt quotation on power plants to fit your requirements.

Your "girlie" shows, sides, and games of chance draw better crowds when you have plenty of dependable light.

Dependable light is our business. We manufacture a complete line of factory-built and engineered power plants for carnival and show use.

These plants combine neat appearance with convenience, dependability, long-life and low cost operation. Stewart & Stevenson lighting plants are being used by many of the largest shows in the country.



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BISCH-ROCCO AMUSEMENT COMPANY

8441 E. COTTAGE GROVE

CHICAGO 15, ILL.

Talent Topics

(Continued from page 56)

she will stay until the park season. After that she'll play fairs. . . . Pete Ivanov, performer with Polack Bros.' Western Unit, escaped with only minor bruises when his bars collapsed during his first performance in Harlingen, Tex. . . . Arthur and Dorita Konyot announce they have taken over management of the Ambassador Riding Stables, Chicago, and plan to convert it into a ring and practicing barn for performers as well as for boarding stables for performing stock.

Lefty Lacelle and Kenneth Waite, clowning on the Tom Packs dates, will tour Eastern Canada in their new Lincoln during the holidays. En route, they will stop off at Ottawa, Ont., Lefty's home town.

2 Circus Veterans Die in England

LONDON, Nov. 20.—One of England's finest equestriennes, Pauline Gerretti (Mrs. Pauline Guillaume), 89, died last month and was buried at Streatham Park Cemetery.

Beginning her circus career when seven with Marley's Circus, she became one of the top pad riders in the country. She was the wife of Bebe Guillaume, of the well-known duo of French clowns, Bebe and Antonette, and sister of Harry Gerretti, rope artist.

Another member of a well-known European circus family to die recently was Eddy Boganny, widow of the late Joe Boganny and mother of Cyril Boganny, who died in Lambeth October 31. Joe Boganny was a member of the Boganny Troupe, Risley act, which was well known in America 30 years ago as the Lunatic Bakers. The Bogannys made their last American appearance in 1911.

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Don't discard your Military Band Organ! Have it repaired or rebuilt by experienced organ men formerly with the Wurlitzer Company.

We manufacture Music Rolls and Parts for all Wurlitzer Military Band Organs.

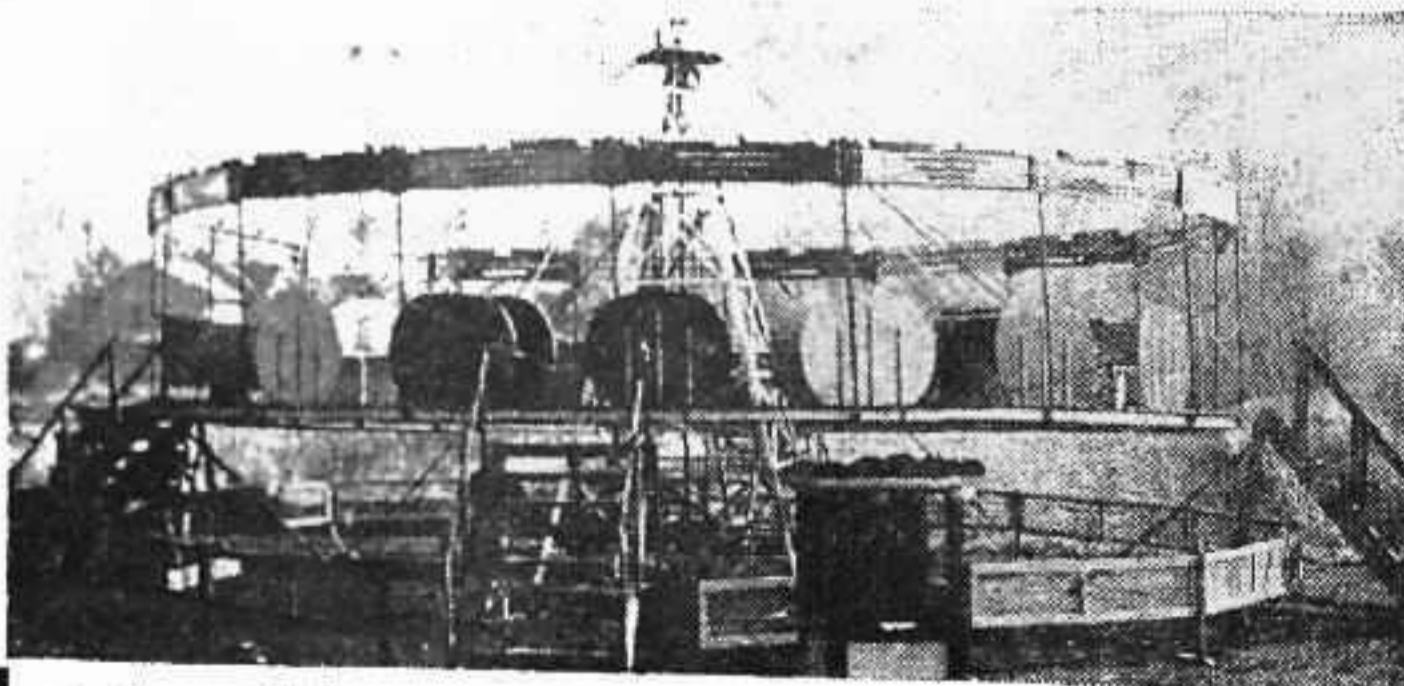
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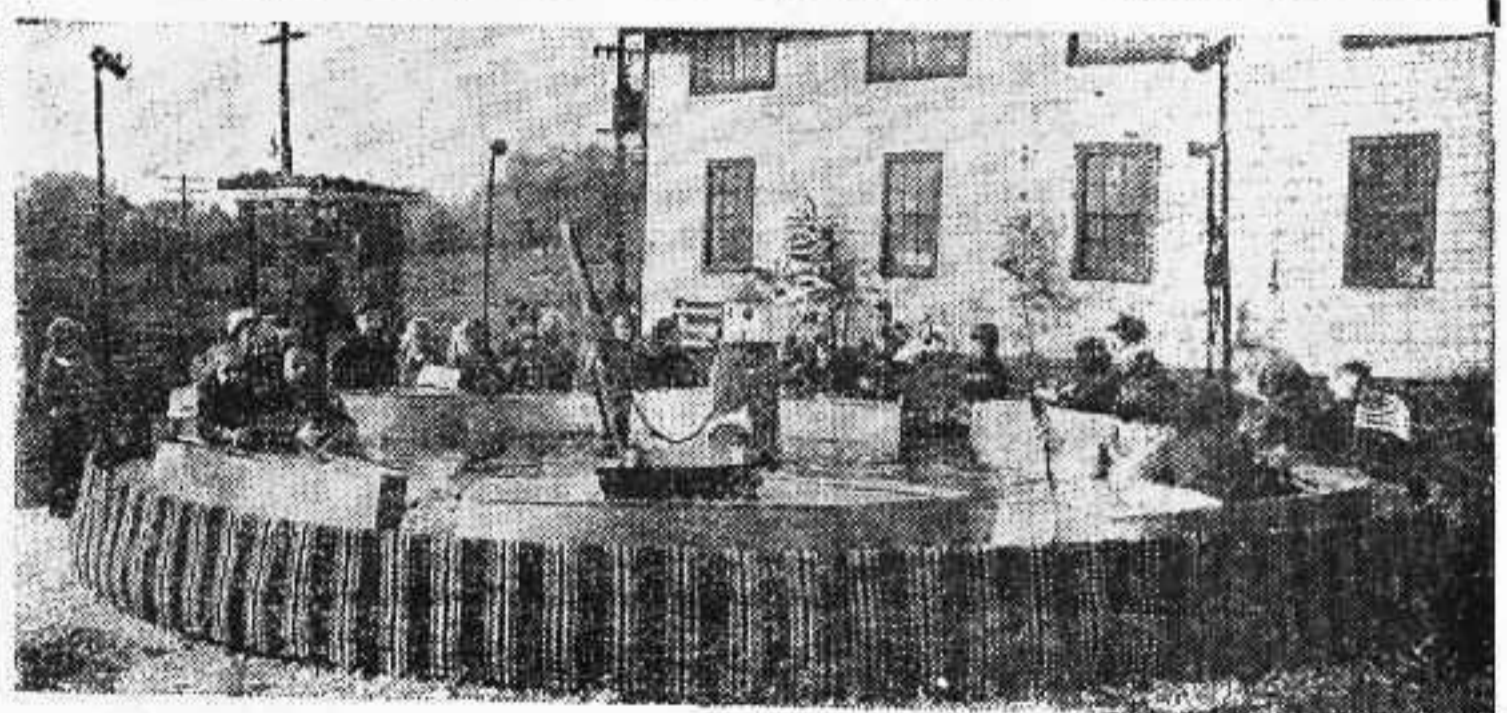
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TWO NEW RIDES FOR '49

OCEAN WAVE RIDE KIDDIE BOAT RIDE



A "must" for all carnivals and parks. Entire families will ride, young and old. Also opens up an opportunity to ride the group who hesitate at extreme thrill ride. Tested with gratifying results—over \$100.00 an hour. 60 seating capacity. Beautifully painted, brilliant fluorescent illumination. Entirely portable, fully equipped for operation. Place your order now for 1949.



Kiddies go overboard for it. Be a proud owner of one. Guaranteed value. Portable, waterproof tanks supported by metal frame—20 ft. in diameter. Boats entirely made of heavy gauge aluminum. Exact miniatures of real speed boats. Cluster of 4 revolving spotlights at top of lighthouse. Push-button operation, low maintenance, completely safe. Fully equipped for operation.

We also manufacture Adult and Kiddie Chairplanes and Kiddie Airplane Rides. Our 1949 Kiddie Airplane Ride will feature a fluid drive system.

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WE LIGHT THE MIDWAYS OF AMERICA!

LEWIS-DIESEL OF MEMPHIS HAS LONG BEEN RECOGNIZED AS THE FOREMOST SUPPLIER OF DIESEL-ELECTRIC GENERATOR SETS TO THE OUTDOOR SHOWS OF AMERICA

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1949 MODELS

They represent the latest in design and engineering and offer the very best values obtainable!



TWIN-ENGINE DIESEL ELECTRIC GENERATOR UNITS
 Three sizes for efficient adaptation to requirements
 250 KVA
 219 KVA
 157 KVA



SPECIFICATIONS

Engine, General Motors "71" Series.....	250 KVA	219 KVA	157 KVA
Max. BHP @ Operating Speed (1600 RPM).....	"Twin Six" 330 HP	"Twin Six" 284 HP	"Twin Four" 184 HP
Electric Starting.....	12 Volt	12 Volt	12 Volt
Generator—Columbia 2 bearing Capacity @ 1200 RPM Max.....	250 KVA-200 KW	219 KVA-175 KW	157 KVA-12
Current.....	115/208 Volt	115/208 Volt	115/208 Volt

CONTROL PANELS—Aluminum plate polished, equipped with circuit breaker, fuse block, automatic voltage regulator, volt meters, ammeters, frequency meter, hour meters and all necessary equipment.

Unit mounted integrally on steel frame and direct connected through flexible coupling.
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This low-priced counter model, completely finished in beautiful stainless steel, is the answer to limited space. The Cadet Model is compact, yet holds an amazingly large amount of popped corn. Speedy and dependable, it offers a tastier product which guarantees increased profits.

Size: 18"x24"x28" high.

Capacity: \$8 to \$10 popped corn per hour.

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For Outdoor or Indoor Use. Electric, Gas or Gasoline. Oldest and Finest.

WM. B. BERRY CO.

58 NORTH STREET

BOSTON 13, MASS.

Out in the Open

(Continued from page 56)

ifornia, but upon arrival at Gallup, N. M., they learned of the prevalence of polio in California and revised their plans.

Mrs. Ben Davenport, who with her husband is co-owner of Dailey Bros.' Circus, is hospitalized at Lockport, N. Y., where she soon will undergo an operation. . . . Harry Travers, ride manufacturer, reports receiving recent orders for a Buggy Ride from Mad Cody Fleming at Waycross, Ga., and for a Lucas Boat Ride and a Buggy Ride from Hershey Park in Hershey, Pa.

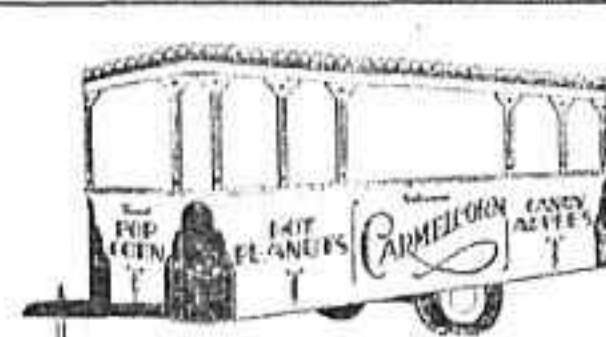
By the time 1949's outdoor show conventions roll around, one of the centers of outdoor show business in Chicago will be a thing of the past. The Ashland Block at 155 North Clark Street is to be razed to make way for a bus terminal. Firms being forced to change their address are *The Billboard*, Thearle-Duffield Fireworks Company, Amusement Corporation of America, Polack Bros.' Circus, National Speedways, Ernie Young, Ethel Robinson and Ringling Bros. and Barnum & Bailey. . . . A reminder to those planning to visit the Atwell Luncheon Club during the outdoor meetings in Chicago. New spot is Gibby's Restaurant on Clark Street, less than a block north of the Sherman.

F. Beverly Kelly, the circus and legit press man, who has dabbled at times in other phases of show business, including the Delaware, O., Fair, is reported very much interested in still another outdoor venture. . . . Ned Torti, Wisconsin De Luxe Company, will make the Miami Showmen's Association holiday activities for the first time this year. That

means Pat Purcell will, no doubt, enjoy the Rose Bowl game in Pasadena. . . . Bernie Mendelson, O. Henry Tent & Awning Company, is representing the Showmen's League at the NSA banquet in New York Thanksgiving Eve. . . . Ed Grassick, of the Chicago staff of *The Billboard*, transfers to the Hollywood office January 1. Bert Bruan will replace Grassick in the Windy City.

E. E. Farrow, co-owner and manager of the Wallace Bros.' Shows, continued November 19 in critical condition in the Baptist Hospital, Jackson, Miss., as a result of a bullet wound suffered October 30 at Hattiesburg, Miss.

Viola MacLeod, who doubles as secretary for J. C. McCaffery and Irving J. Polack, carnival and circus biggies, respectively, is back at her Chicago desk after a two-week vacation during which she visited Tacoma, Wash., and Seattle. . . . The Hitler car, booked by the Amusement Corporation of America, opened a

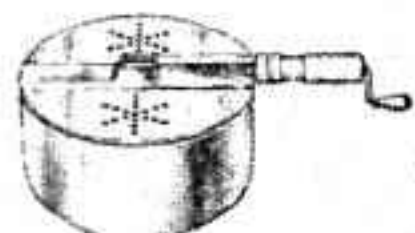


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 82 Orchard St. Mt. Clemens, Mich.

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BACKED BY 44 YEARS OF MANUFACTURING EXPERIENCE



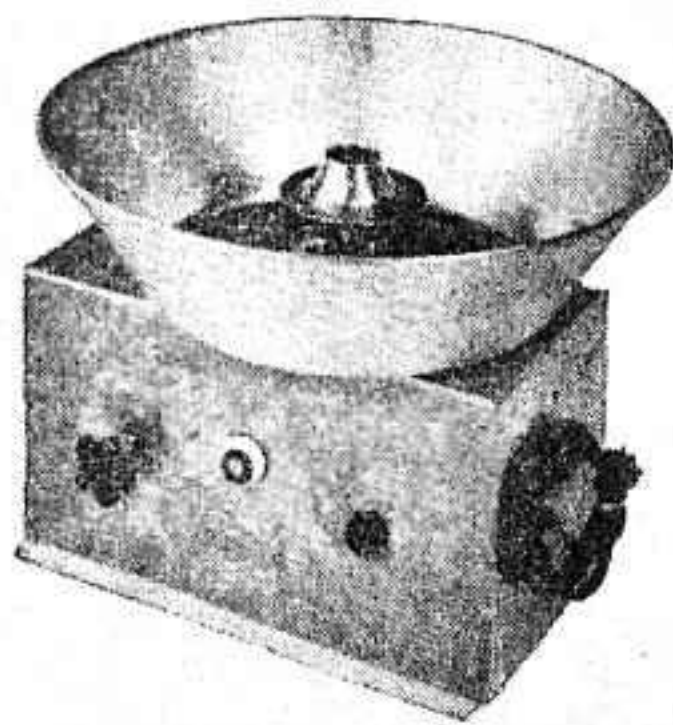
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Made of solid 1/2" aluminum, this model is the only geared 8-quart popper on the market. Closed gear housing . . . easy to clean . . . the perfect auxiliary popper priced at only \$12.00.



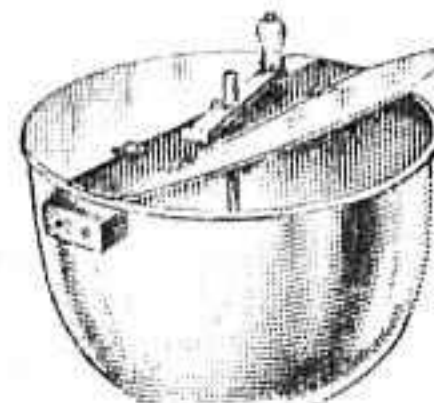
★ SARATOGA ALL-ALUMINUM POPPER

Lowest priced popper on the market of equal capacity and quality of construction. Easy to operate. Dependable. You can't go wrong with this 12-quart popper. Buy now at \$20.00.



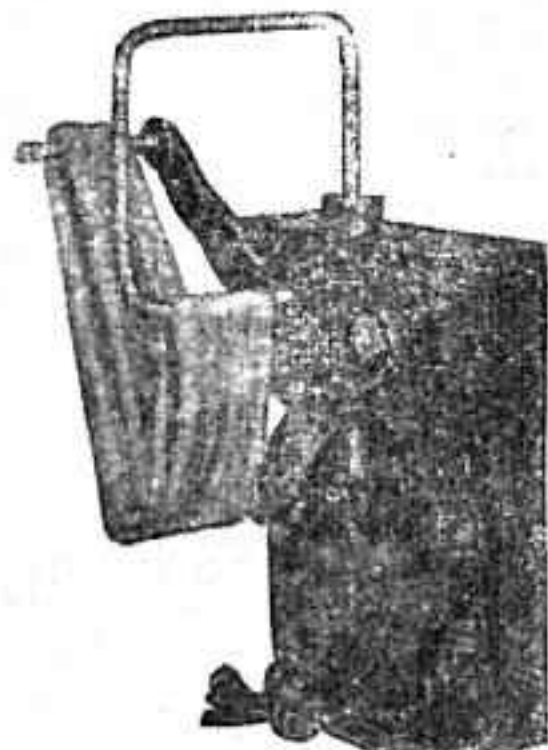
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New model 120 floss machine incorporates the latest developments to make the finest floss machine ever built. It's got everything! Easy, smooth operation through direct drive variable speed vertical motor . . . rubber mountings . . . heat regulation rheostat and a host of other improvements, sells for only \$275.00.



★ SUPER KETTLE 35 QUART CAPACITY

The perfect popper for large volume business. Made of 3/32" aluminum. Gearless agitator. This popper is really sturdy! Makes uniformly delicious french fried popcorn. \$37.50. Heat concentrator suggested for use with the super kettle. \$30.00.

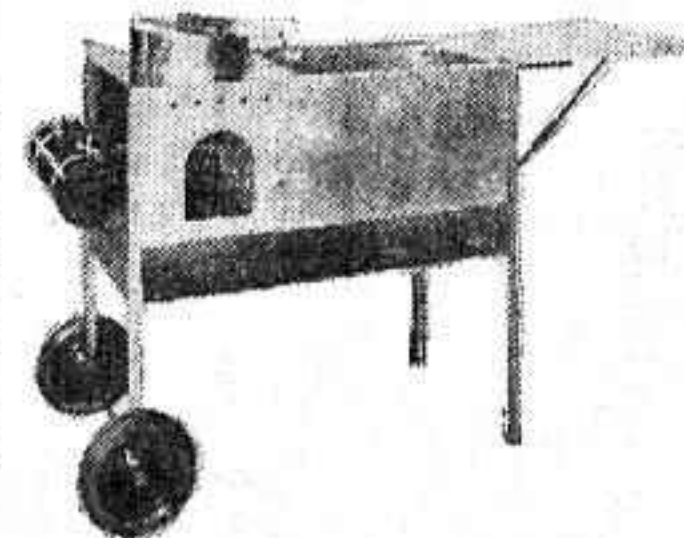


CANDY PULLER

Start your 1949 season right with a candy puller that makes really sanitary taffy. Runs all day for an electrical cost of only 10c. Built for table use or can be fastened to the wall. 5-pound puller can be overloaded 50%. Buy today at \$150.00.

★ PORTABLE POPCORN FACTORY ★

With this new Concession model you can set up shop anywhere. Has storage space for boxes, seasoning, etc., and \$25.00 worth of popped corn. Completely equipped model includes Coleman heating equipment, 12-quart Saratoga kettle popper, and wheels with rubber tires. Length, 36"; width, 18"; height, 36" with legs, 18" with legs removed. All aluminum construction. \$125.00 complete. Available at \$100.00 without legs and wheels.



All items ready for immediate shipment. Terms: 25% with order, balance on delivery, F. O. B. Toledo. Write today, or phone Kingswood 2408.

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stand Tuesday (23) in front of the Washington Post Building, Washington, with the proceeds to go to the Variety Club, that city. The car may again be put out at fairs in '49.

George Poesch, manager of the Oklahoma Biltmore Hotel, Oklahoma City, and a friend of outdoor showmen, died Thursday (18) in Oklahoma City. . . . John H. Billsbury, who operated a theatrical agency in Chicago for 30 years, has opened his offices in the Pantages Theater Building, Hollywood. He will specialize in talent for outdoor events and continue to produce indoor and outdoor circuses.

George A. Hamid was given a luncheon by officials of the Central Canada Exhibition in Ottawa last Friday (12) when he was awarded the grandstand talent contract for 1949. . . . T. Jay (Doc) Quincy, former high diver and impresario, has joined the staff of the swanky Laurel-in-the-Pines Hotel, Lakewood, N. J., as instructor-lifeguard of their newly constructed swim pool. . . . J. F. (Irish) Horan, who recently closed the season with Jack Kochman's Hell Drivers, reports that all of the Southern fairs were click dates. Plans to incorporate new and unusual features for next season are already under way, he said.



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Strike Nixes Aussie Races

SYDNEY, Nov. 20.—A coal strike over a demarcation dispute between miners and the Australian Workers' Union has closed all mines in New South Wales and caused drastic restrictions in the use of gas and electric power and resulted in cancellation of all speedway races. The speedway will have to remain shuttered until the strike is ended or they can arrange for auxiliary power.



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Address

City and State

They Call Bob Parker "Octopus," But That's No Dig-ger Son!

(Continued from page 55)

In 1917, the late Jess Willard, former world's heavyweight champion, bought the Arlington Wild West Show, refitted it and Bob joined. Bob was 19 then, and that fall joined Polack Bros. Shows, a carnival operated by the late Harry Polack, and worked for Merle Kinsel, who was in charge of rides and concession operation.

Protege of Bish Turner

Most of what Bob learned he credits to Bish Turner, manager of the Brown & Dyer Shows, which he next joined. Turner was manager of the show and had a number of concessions. He took a liking to Bob, made him his right hand man and taught him all he could about ride and concession operations. That was plenty, because Turner was rated one of the ablest men in the business at that time. A conservative concession operator, Turner taught tolerance of other people, and the wisdom of giving others a break, according to Bob.

"Hardly a day goes by that I don't do something that Turner taught me," Bob says. "Anybody who ever worked for him worshipped the guy."

When Turner retired, Bob purchased the concessions and he also operated the pie car for several years. In 1928, he shifted to his first railroad carnival, the Nat Reiss Shows, which moved on 30 cars. That year, Bob operated two corn games with the Reiss unit and hop-scotched with two other corn games thruout the East.

Turns Free Lancer

In '29 and the three depression years that followed, Bob was a free-lancer with concessions in Canada and the U. S. Money then was short, and Bob went broke, winding up owing several jobbing houses for merchandise, debts he long since has paid. In '33 he was a concessionaire with the Royal American Shows.

It was in 1934 that he became connected with the late Bill Bartlett, digger inventor and operator. Bartlett had many operations besides the diggers, and in those Bob had some interest. Bob's chief concern was in the digger operations, and he was placed in charge of keeping them at work on various shows.

Bartlett died in 1945, and the administrator of the Bartlett estate named Bob to continue some of the operations. This Bob has done, meanwhile expanding his own digger activity and other operations on carnivals. Now, he is far and away the largest chain operator of diggers.

The vast expansion of digger usage on carnivals during the last 14 years is due chiefly to him. He introduced them on many shows. He staffed them with people cut several notches higher than the average, using husband-wife combinations wherever possible and he instructed these employee-associates to use their own initiative and gave them an incentive to apply themselves to their jobs.

A Great Traveler

He maintains frequent contact with the many units. To do this, he runs up an enormous long-distance phone bill and has compiled something of a record in the outdoor business for traveling. He makes his trips by plane, railroad and automobile, and the lowest mileage he has put on his car in any one year since starting in the digger operation has been 52,000 miles.

That's a huge figure, to be sure. But when the broad area spanned by his activities is taken into account, together with the fact that he not only visits the shows where he has something going for him but also countless others where he doesn't this figure is easily believed. Some-

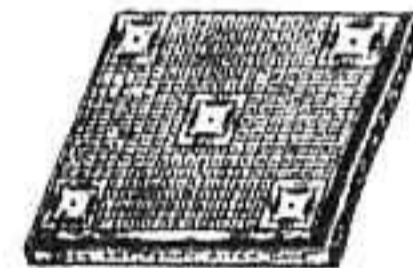
times, he makes as many as four shows a day. He is conceded generally to have visited more carnivals than any one in the business.

During the early summer, he headquarters at his summer home at Delevan, Wis., but more often than not his stays there are of short duration, rarely more than a few days at any one time. He and Mrs. Parker winter in Miami.

Wife Ex-Jantzen Girl

Mrs. Parker is the former Leona Mayer, the daughter of Lottie Mayer, of diving ballet fame. They met on the John W. Moore Indoor Shrine Circus, in which Mrs. Parker, then billed as the Jantzen Girl, was appearing in her mother's water show. They were married May 5, 1926.

Bob is first vice-president of the Showmen's League of America, having moved up successively from third vice-president. He served two years as president of the Miami Showmen's Association and holds membership in the National Showmen's Association, the Michigan Showmen's Association, the Heart of America Club, Kansas City, Mo., the International Showmen's Association and the Pacific Coast Showmen's Association. He also is an active member of the Mahi Temple Shrine, Miami, and of the Royal Orders of Jesters.



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Calif. Hints Hike Of Mutuels Tax

May also ask levy on cigs to meet passage of law aiding aged, blind, says solon

SACRAMENTO, Nov. 20.—Possibility of a new cigarette tax and an increase in the State's share of pari-mutuel betting, due to passage of Proposition No. 4 (aged and blind aid) was seen by J. J. Hollibaugh, chairman of the Assembly Revenue and Tax Committee.

Additional revenue is necessary, it was reported, because the increased aged and blind and will cost taxpayers and additional 120 million per year.

Hollibaugh said the "first step may have to be permitting the 2½ per cent sales tax, personal income and bank and corporation taxes, all now temporarily reduced, to go back to pre-war levels next July."

It was his contention that hiking these rates would provide a "cushion" and give his committee time to look for new tax sources which probably would include a cigarette levy and an increase in the racing "take."

Some speculation as to whether Proposition 4 actually passed was voiced by opponents of the measure, but an official count showed it did with a margin of 22,000 votes.

Gov. Earl Warren issued a statement to the effect that the proposition was now a law and would be carried out. At first, it was thought some court action would be necessary to clarify certain issues. But the governor claimed he had no intention of doing that unless some specific section of the proposal was found impossible to enforce.

Some concern was felt by fair managers, because the expos are sup-

Ionia Event Ups Rain Risk Fund

IONIA, Mich., Nov. 20.—Tired of losing money on rain insurance premiums, the directors of the Ionia Free Fair this week set aside \$25,000 of this year's profits for this fund.

President Allan M. Williams said the fair had paid out \$19,809 to insurance companies for rain protection and had collected only \$7,560 in claims on rained out performances during the past 12 years.

The directors decided the \$25,000 fund would provide them with enough margin to make their own insurance a reasonably good risk.

The week-long showing of the event this past summer netted a profit of \$30,783:

Warsaw, Ind., Re-Elects Milo Maloy as President

WARSAW, Ind., Nov. 20.—Milo Maloy, Warsaw, was re-elected president of the Kosciusko County Fair Association at the association's annual stockholders' meeting here. Victor Anglin, Etna Green, Ind., was named vice-president, succeeding Russell Creighton; Roger P. Dunn, Warsaw, was chosen secretary, succeeding Ross W. Sittler, Warsaw, and Henry Butler, Warsaw, was re-elected treasurer.

New directors, chosen for a three-year term, are Rudy Ross, Signey, and Charles L. (Tip) Walker and Vern Landis, both of Warsaw.

Holdover directors include Frank Merkle, Dale Sponseller, John Hall, Eunice Johnson and William Orr.

ported by pari-mutuel racing; and, if the State intends to take a larger slice, it might mean less for them. Neither a cigarette tax nor the pari-mutuel hike is expected before summer.

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Charles A. Lenz, "The Showman's Insurance Man," writes:

"Mr. Sam Holman, Sunshine Choo Choo, 2105 East Chelsea Street, Tampa, Fla. Dear Mr. Holman: Your letter inquiring about the accident record of Sunshine Choo Choo was received today. To be frank with you, Sam, I haven't any record in this office of a single claim filed against your ride. As you know, I carry insurance for a large number of Showmen, but if my experience is any indication, the Sunshine Choo Choo is enjoying an enviable record. Congratulations, Sam, on your wonderful success."

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Ted Woodard, Midwestern Exposition, writes:

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Frank C. Davis writes:

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Draw Your Own Moral:

Fair Without a Merry-Go-Round Just Isn't, Tho, for Small Fry

(The following article by John Gould is reprinted by permission of
 The Christian Science Monitor)

WHAT happened at Litchfield (Me.) Fair may have great moral significance for the rest of our sorry world. I didn't go myself, but I heard of it on every hand. A man who went said he noticed a woman dragging a squawling child by one hand, and the mother had a determined look, and as this man likes children and tries to prove it, he made an effort to appease. The mother said, "He's bawling 'cause there's no Merry-Go-Round."

Neither was there a Ferris Wheel or any of the mechanical rides. And this determined mother was mad as a hatter, because she had wheedled her youngster from springtime to harvest by promising him a ride on the Merry-Go-Round at Litchfield Fair. So she dragged him off down the midway a-hollering and a-yelping and left my friend thinking this was a pretty pass.

Fair, Owner Differ

It seems the man who owns the Merry-Go-Round and the other rides came to Litchfield Fair as always, with the parts of his contraptions piled on big trucks. He unloaded and set up, and greased everything good, and put up the rope aisle to the ticket booth, and sat back to await business.

About this time the management came along, giving the layout of the fair a pre-opening perusal, and observed that the Ferris Wheel, Merry-Go-Round, swings and so on were located in the wrong place. The management has to be careful about such

things because the plotting of a fairgrounds takes cognizance of many varied problems connected with a public function. The management said the rides would have to be moved back six feet.

The man who owned the rides said he had gone by the stakes. The management said he did nothing of the sort. The man said he did. This went on for a time, after which the management put its foot down and said, "Move!"

So the man with the rides said if he moved at all, he would move right on out of the fairgrounds and keep going. So the management said it didn't matter how far he moved, but to move.

No Compromise

Ordinarily, a dicker like this results in a trading compromise, that is nothing uncommon around Maine. The management felt the man was bluffing, and that after the colloquy subsided he would move back six feet. This would leave room for folks who wished to pass by on the other side and inspect the woman with four heads, the dog-faced boy and the giant what-is-it from the valley of the Lungwebungu. Also for hayracks,

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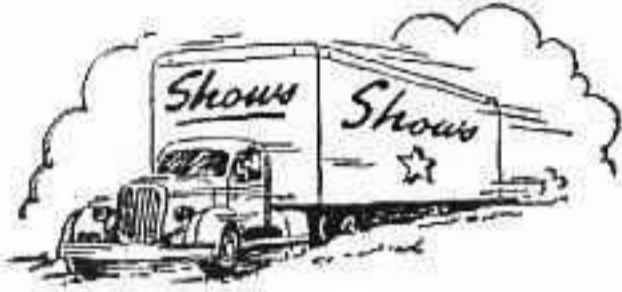
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water tanks and fire engines. Meantime, the man with the rides felt that if he yelled loud enough and expressed his reluctance often enough, the management would make other shifts about the crowds, and spare him a double set-up.

But it didn't work out that way. The management remained at the cattle sheds to make sure the six-foot-six steers were comfortable, and at the time the management should have relented and told the ride man to "never mind," the ride man was too far gone in his bluff to make a saving gesture. He had packed his rides back on his trucks and had gone off down the road leading toward Gardiner, and nobody has seen him since.

The crowd that came to the fair saw a great gaping hole in the midway, which the management no doubt explained to any who inquired—except that youngsters being led into a fairgrounds by loving mothers still prefer a Merry-Go-Round to all the explanations in the world. Particularly a small boy who has faithfully filled the woodbox, emptied the swill dish, watered the heifer calf and picked up his clothes at night so mother would be co-operative when Litchfield Fair came around.

It might be possible for those inclined to philosophy to apply this to more widespread conditions. They might observe that the precise location of a Merry-Go-Round is less important than the urgency of having it somewhere. Or they might feel that differences of opinion among adults are usually pretty stupid. Or they might point out that it was a famous victory, but the youngsters didn't get to ride, after all.

Whether they care to extend the analogy to international events is up to them—but there was the little boy getting dragged along by the hand, and he was crying, and his mother was put out about it. And there was no Merry-Go-Round at Litchfield Fair.

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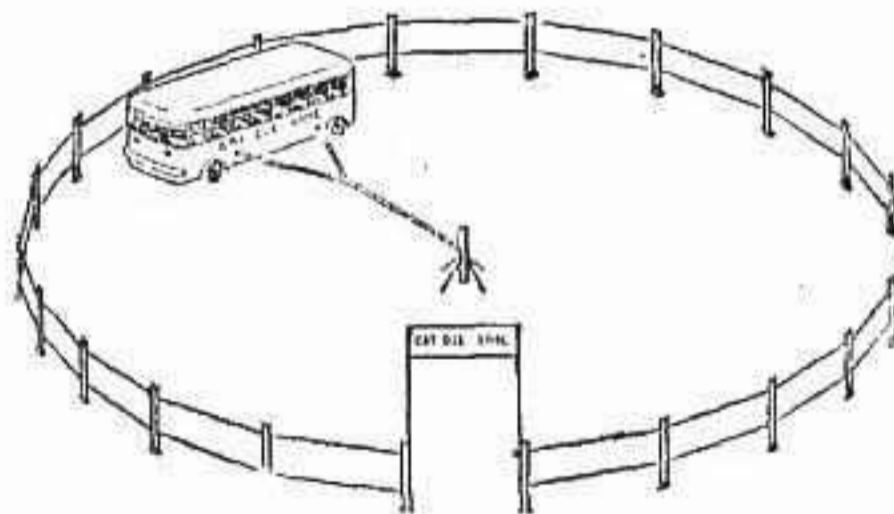
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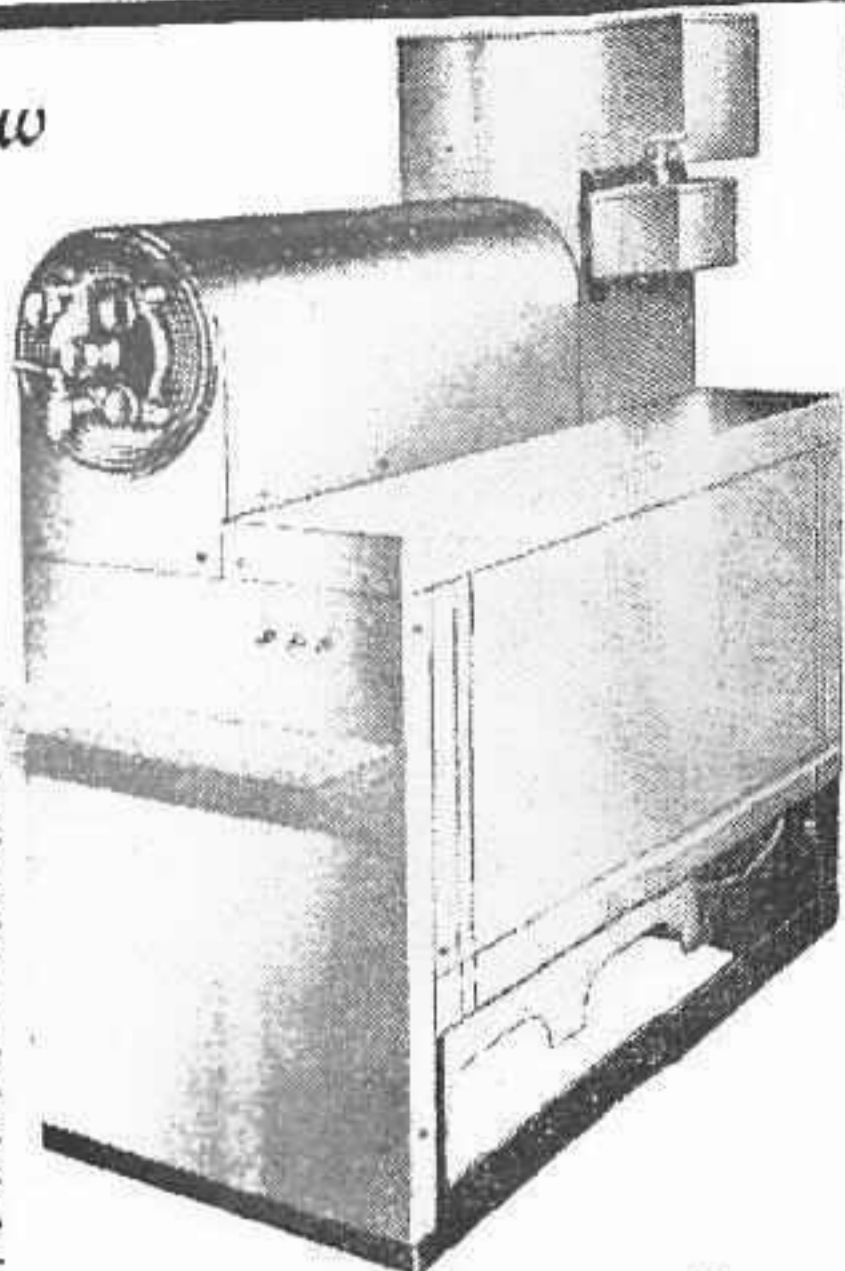
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4 NEW
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All types of
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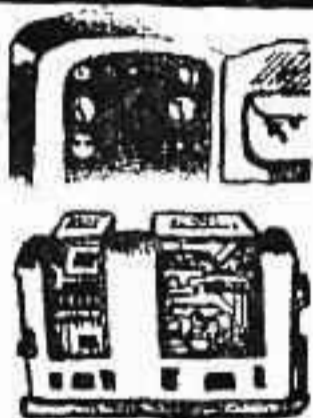
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Merritt & O'Keefe.
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FOR POPCORN, DRINKS AND ALL THAT'S FINE?
WE'LL QUICKLY SERVE YOU AT ALL TIMES
AND HELP YOU EARN THOSE EXTRA DIMES!!!

SEASON'S GREETINGS

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Stebbins and Thompson in Race Combo

Ink Kingsbridge Site

NEW YORK, Nov. 20.—Walter C. Stebbins, president and general manager of Stebbins Speedways, announced this week that an agreement had been reached with Alexis Thompson, president of Small Car Enterprises, Inc., whereby the resources of both promotion organizations will be consolidated in all future operations. Stebbins Speedways specializes in the promotion of big car auto races while Small Car Enterprises feature midget cars.

It was also announced that the Small Car-Stebbins combo will promote indoor midget auto races at Kingsbridge Armory in the Bronx every Saturday night beginning December 4. Jack Kochman presented the Kingsbridge races last winter.

With a capacity of 8,600, the Kingsbridge Armory is said to be the largest indoor speedway in the country. It features a one-fifth mile asphalt track.

Coast-to-Coast

During the past season Stebbins, in addition to other activities, handled the general manager's post with Small Car Enterprises, promoting semi-weekly midget racing meets at Paterson, N. J., and weekly meets at the Rose Bowl, Pasadena, Calif. The Paterson promotion was said to be one of the most successful in the East, while the Rose Bowl operation was credited with drawing the second largest crowds on the West Coast.

The Rose Bowl presentation featured a \$150,000 portable wood track which was originally introduced at the Polo Grounds here. Bad weather and high labor costs caused the early cancellation of the Polo Grounds program.

Stebbins reported breaking all-time attendance marks this year at the Middletown (N. Y.) Fair where he presented big car races, and at the Cortland (N. Y.) Fair where he staged midget races.

Promoters Well Known

Stebbins is well known in outdoor show business, having promoted many big car fair dates prior to the war, as well as building and operating midget speedways at Cedarhurst, L. I.; Long Branch, N. J., and Washington.

Thompson, a nationally known sportsman, has held many bob sled titles and was on the U. S. Olympic team competing in Switzerland last winter. He is the owner of the Philadelphia Eagles, in the pro National Football League.

Plans for the new racing combine include the promotion of both still and fair dates, in addition to their usual midget racing activities.

Atlantic City Mansion Purchased by Hamid

NEW YORK, Nov. 20.—George A. Hamid, head of the booking office bearing his name, this week announced the purchase of the palatial Luden home in Atlantic City.

The home contains 27 rooms and 12 baths. The grounds are among the most beautifully landscaped in the resort area and include a sunken garden and a private beach. The house has been lived in only by members of the Luden clan, made famous thru their manufacture and sale of cough drop products.

Judy Canova Out To Snare Fairs

NEW YORK, Nov. 20.—Michael L. Vallon, artists' representative, told *The Billboard* this week that he had contracted to handle Judy Canova, flicker and radio star, for fair dates in 1949. Radio and picture commitments will limit the number of personal appearances she can make, he said.

Vallon also said that Judy was not available for appearances with carnivals, despite rumors to that effect. He plans to attend the meeting of the International Association of Fairs and Exhibitions (IAFE) in Chicago next week.

Beam Buys 15 Cars, Other Units for '49

NEW YORK, Nov. 20.—In line with his recently announced streamlining program for 1949, B. Ward Beam, operator of the World Champion Auto Daredevils thrill unit bearing his name, said he has contracted for 15 new 1949 Plymouths. The fleet will go direct from the factory to Beam's winter quarters in Stafford Springs, Conn. Delivery is scheduled for March 1. A new color scheme repaint job is in the works.

In addition to the Plymouths, Beam has ordered a new tractor and a mechanical handling four-car carrier trailer from Dodge and, from the same company, a panel truck to add to the one already in use for the billing crew. The latter set-up will enable Beam not only to provide wider billing in the towns on his circuit, but also will permit him to split the crews in any given week and thus paper several towns simultaneously, particularly where engagements are close together.

Beam was in here over the last week-end (12-14) attending to printing, radio advertising, transcriptions and a new design for performer uniforms. He will return from a business trip next Monday (22) and will set out on his fair meeting travels from his Bronxville (N. Y.) home. The annual meetings on his schedule thus far are Wisconsin, Indiana, Ohio, Massachusetts, Pennsylvania and New York.

First 1949 Contracts Announced by Hamid

NEW YORK, Nov. 20.—George A. Hamid this week announced the inking of his first 1949 dates.

Hamid has signed grandstand talent contracts with the Central Canada Exhibition, Ottawa; Vermont State Fair, Rutland; Champlain Valley Exposition, Burlington, Vt., and fairs in Rochester, N. H.; Presque Isle, Skowhegan, and Bangor, Me.

Hamid will furnish free acts to Palisades (N. J.) Amusement Park; Belmont Park, Montreal; Kenwood, Pittsburgh; Roseland, Canandaigua, and Coney Island, Cincinnati.

For the first time in a number of years Coney Island will use free acts thruout the season, Hamid said.

Jersey Resorts To Study Beach Peddling Control

WILDWOOD, N. J., Nov. 20.—Control of peddlers' sales on resort beaches will be brought to the attention of the annual convention of the New Jersey State League of Municipalities.

City Solicitor Irving Shenberg disclosed he will initiate discussion at the convention in Atlantic City with a review of the beach peddling problem and recent court decisions on that subject. The city of Wildwood lost two court decisions recently in its fight to eliminate such sales.

LONG BEACH SET

(Continued from page 55)

Newers, Overell murder yacht; George Fasthoff, cannon; George Buskirk, weight guessing and broiler cafe; Henry Lewis, recording booth; Cynthia Fales, handwriting; J. E. Crooks, engraving; L. F. Bautier, photo stand; Charles Rawlings, balloon dart game; Howard Nichols, portrait studio, drugstore and fountain and popcorn; Harry Berger, gift shop.

Other concessionaires are Mrs. A. J. Stockman, palmist; Eddie Rivers, tattoo studio; Harry Scott, barber shop; T. S. Halloran, grocery store; Sam Turk, ice cream; John Hancock, jewel box; A. M. Piacentini, spaghetti;

Hazel Cole, shrimp; Joe Perkins, barbecue; Harold Hansen, juice bar, and A. Beckman, silhouettes.

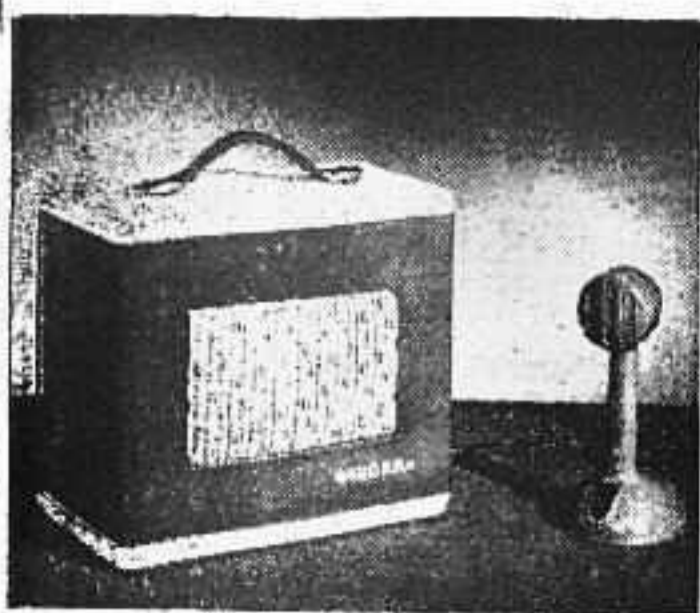
EDGAR SCHOOLEY DEAD

(Continued from page 55)

atrical Enterprises, booking office, with headquarters here. In that association he did some booking but specialized largely in producing girl shows for fair midways.

He was a member of the Showmen's League of America and of the Medinah Temple, Shrine, this city, and of the BPOE, Lodge 26, Kansas City, Mo.

Services were held Monday (22) at Haben's Funeral Home, Skokie, with interment in Showmen's Rest, Woodlawn Cemetery, Forest Park, Ill.



Audar

BINGO AMPLIFIER

A complete Public Address System, including microphone with 20 foot cable, amplifier, tubes, speaker and case. **\$49.95** tax paid

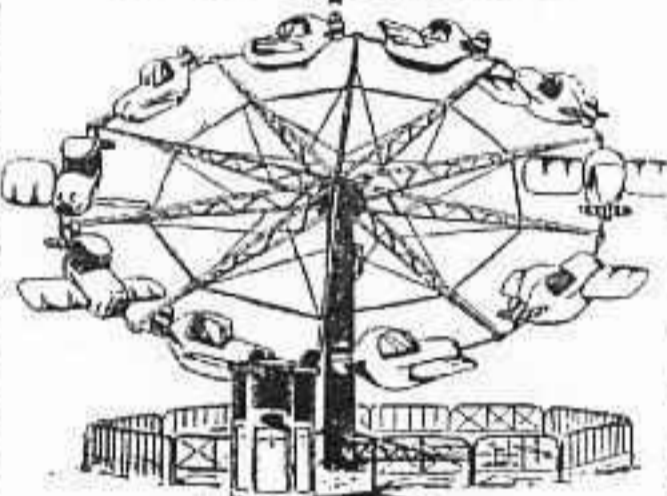
For "Bingo," Ballyhoos and Demonstration with audience coverage up to 300 persons. 115 volt, 60 cycle A.C. Power consumption, 45 watts. Size: Approximately 12"x6"x11". Shipping weight: 13 pounds.

Immediate shipment by Parcel Post **PREPAID** upon receipt of certified check or money order for \$49.95. Otherwise, \$10.00 with order, balance C. O. D., plus transportation charges.

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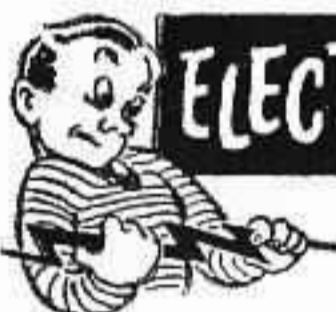


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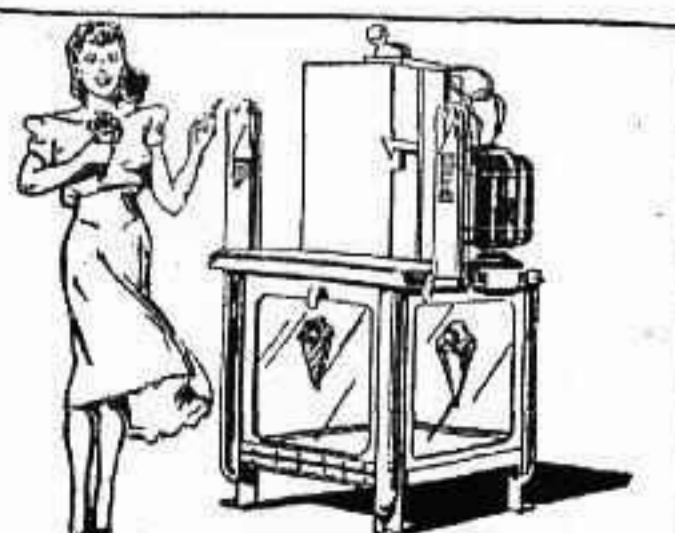
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World's most complete line—250 watts to 36 kw. Low cost in price and operation. Savings over city rates are big. For over 25 years Universals have been the showman's favorite. Write for data.

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Just "pick up the phone" and make a record!

Everybody likes to make records—and COIN RECORDIO makes records so easily! The microphone looks and works like a telephone. The customer talks or sings into the mouth-piece—and then hears the completed record played back through the same "phone" in privacy, or if desired, through a self-contained speaker



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Makes "talking letters" at the drop of a coin!

COIN RECORDIO requires no attendant. Inserting a quarter makes a record, plays it back, and delivers it—all automatically. Easy-to-follow recording instructions light up in proper sequence. Compact (only 29 1/2" high, 21 1/4" wide, 28 3/8" deep without base) COIN RECORDIO takes little space, but makes BIG profits.

MAKES MONEY IN ALL LOCATIONS

COIN RECORDIO fiber discs are lightweight; ideal for mailing or souvenirs. COIN RECORDIO is good for ALL locations. Here are just a few:

- TAVERNS • STORES • DANCE HALLS • DEPOTS • AIRPORTS
- THEATERS • HOTELS • COIN ARCADES • TOURIST CAMPS

Install Now!

Get your locations set now for fall and winter business. Write or wire for full information on COIN RECORDIO—manufactured and guaranteed by the makers of world-famous RECORDIO, the recording radio-phonograph.

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There's Profit in it! Write or wire...
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WITH THE PROVEN SUCCESSFUL
**DOWNEY "TELESKOPIC"
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WE CAN MAKE DELIVERIES IN TIME
FOR YOUR SPRING OPENING —



By the Top Showmen in America as the Best, Practical, Easy to Erect, Bright at Night over a large radius, Decorative, Light in Weight, Safe all around, Economical, Latest Improvements, Compact when down for easy loading, Quickly Erected

TOWERS ARE PRECISION BUILT WITH ALL PARTS INTERCHANGEABLE AND UNIFORM IN EVERY RESPECT.

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SEE OUR MODEL AT THE EXHIBIT, MEZZANINE FLOOR, SHERMAN HOTEL, DURING THE CONVENTION.

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Handling All Types of G. E. Diesel Light Plants and Engines.
Also Immediate Delivery at All Times on LeRoi Engines.

GLASS PITCH BEDS

50" square, 15" high. Constructed with angle iron frame, with a flat, open mesh Steel Bed. Removable angle iron legs. Well constructed and sturdily built.



\$35.00 EACH
1/2 Deposit With Orders.

DOWNEY SUPPLY CO.

390 ARCADE BUILDING ST. LOUIS 1, MO.
"Lighting the Midways From Coast to Coast"

Push Completion Of Little Rock's Livestock Layout

LITTLE ROCK, Nov. 20.—Arkansas' ultra-modern livestock show layout is being pushed toward completion in the wake of the show's ninth annual season which wound up seven days in early October with a record 158,000 attendance.

Sen. Clyde E. Byrd, veteran secretary-manager, termed the improvements a major objective and added he hopes to reach the half-way mark on the master layout of construction before spring. Workmen are rushing the new 8,000-capacity Coliseum, which will be the largest auditorium in the State and will put the rodeo, always a prime drawing card, under roof for the first time.

As things stand, Byrd said, the paved midway has proved itself and during the last show everything from the modernistic entrance building to the temporary rodeo arena got a heavy play thruout the week, regardless of weather.

Livestock Exhibits Click

Livestock exhibits were particularly heavy this year. Five new fire-proof exhibition buildings were in use for the first time. Built of tile and steel, the buildings housed nearly 500 beef cattle, over 400 dairy cattle and the swine barn had an overflow of more than 1,000 head.

The show was founded in 1938 and opened in jerry-built fashion in North Little Rock. Col. T. H. Barton, chairman of Lion Oil Company, took charge of the enterprise from the outset and kept the organization's steam up from then on. Following the 1938 season, which ended in the red, the Arkansas Livestock Show and Rodeo has made money consistently. Following a fire in 1941, the association's board of directors decided to go into permanent grounds and the present site at Roosevelt and Dennison filled the bill.

Byrd and his architects have taken a 100-acre area of rolling ground on the southwest edge of the city and turned it into an ideal show plant. U. S. Highway 70 runs past the front door and the Rock Island serves with rail connections on the side. A neon-canopied front entrance building gives onto the paved midway, 100 feet wide, which runs south for over three-quarters of a mile. With concessions taking over all available space and Ferris Wheels atop the hill near the dairy barns, the midway takes on the appearance of a crowded bowl or stadium.

Plan Animal Housing

Altho there always will be plenty of canvas on these showgrounds during the fair, ultimately all livestock exhibits will be housed in modern buildings similar to those already completed for cattle and swine. Horses, rabbits and poultry are next in line for housing facilities.

Senator Byrd says the Coliseum will be ready for the rodeo next year. The Coliseum floor will be adaptable to ice shows, horse shows and all kinds of mass spectacles.

The annual value of livestock production in Arkansas had quadrupled in the past 10 years and prospects point to an even heavier income during the next 12 months. Rural people are participating heavily in the series of county and district shows, which precede the big one in Little Rock, and the interest built up over the State is showing in box-office receipts.

Concession men, who helped make the ninth annual Arkansas Livestock Show and Rodeo a success, were unanimous in saying it was a bigger show than anything done previously. Byrd said he already had had 42 inquiries from midway people regarding next year.

Winter Fairs

CALIFORNIA
Imperial—California Mid-Winter Fair, Feb. 26-March 6. D. V. Stewart, Box 308
Indio—Riverside Co. Fair & Natl. Date Festival, Feb. 18-22. R. M. C. Fullenwider.
San Bernardino—National Orange Show, March 10-20. R. Z. Smith, Box 29.

FLORIDA
Bowling Green—Hardee Co. Strawberry Festival, Jan. 17-22. J. A. Albritton Jr.
Cocoa—Indian River Orange Jubilee, March 9-12. Mrs. Marion Oxford, Chamber of Commerce.
Dade City—Pasco Co. Fair, Jan. 19-22. J. F. Higgins.
Delray Beach—S. Fla. Gladiol Festival & Fair, Feb. 22-29. R. C. Lawson.
Eustis—Florida Sportsman's Expo.-Lake Co. Fair, March 14-19. Karl Lehmann, Tavares, Fla.
Fort Myers—Southwest Fla. Fair, Feb. 21-26. J. Fred Huber, Box 2010.
Inverness—Citrus Co. Fair, Jan. 25-29. O. M. Malnes Jr., Box 67.
Largo—Pinellas Co. Fair, Jan. 25-29. J. H. Logan, Box 267.
Orlando—Central Fla. Expo. Feb. 21-26. Crawford T. Bickford.
Plant City—Florida Strawberry Festival, March 1-5. G. H. Bates.
Sarasota—Sarasota Co. State Fair Assn. Feb. 20-26. S. Dilworth Clarke Jr., Box 187.
Tampa—Florida State Fair & Gasparilla Assn. Feb. 1-12. P. T. Strieder, Box 1231.
Winter Haven—Florida Citrus Expo. Feb. 14-19. Phillip E. Lucey.

TEXAS
Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 28-Feb. 6. Edgar Deen, Box 159.
Houston—Houston Fat Stock Show & Livestock Expo. Feb. 2-11. W. O. Cox, Box 2371.

Nichols Again Renamed Lewellen, Neb., Prexy

LEWELLEN, Neb., Nov. 20.—Steve Nichols was renamed president of the Garden County Agricultural Society. Other officers chosen were John Schoneberg, vice-president; Paul Temple, secretary, and Archie Johnson, treasurer.

NEW TENTS

Quality Tents, custom built to your requirements. Wide range of new tents in stock for immediate shipment. Large stock of reconditioned tents.

Send for free list of bargains
C. K. TURK CORP.
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ALSO: BIG LINE OF NEW TENTS IN STOCK



Many other widths and lengths available.
All tents reconditioned and serviceable.

FOR SALE

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- 1 1947 ELI #5 FERRIS WHEEL
- 1 1948 MANGELS ROTO-WHIP
- 1 1948 MINIATURE TRAIN AND RAILROAD TRAIN

The Above Rides With or Without Transportation
ALSO MISCELLANEOUS CONCESSION EQUIPMENT
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CARNIVAL, CONCESSION, CIRCUS, SKATING RINK
"Tents With That New Look."
Individually designed by Jimmy Morrissey. Beautiful lustrous colors.
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One Roll \$ 1.00	Cash With Order, Prices:
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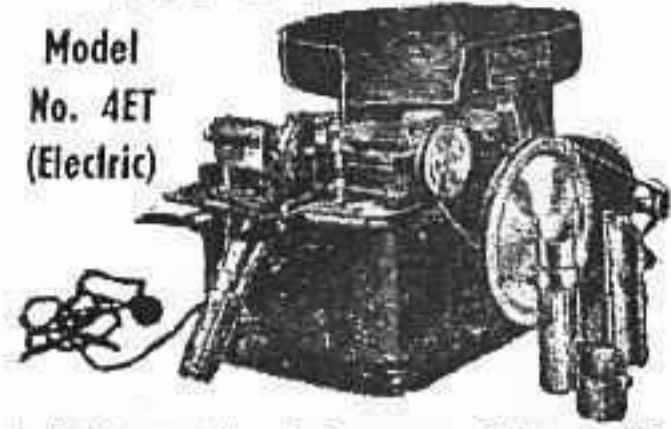
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MONEY!

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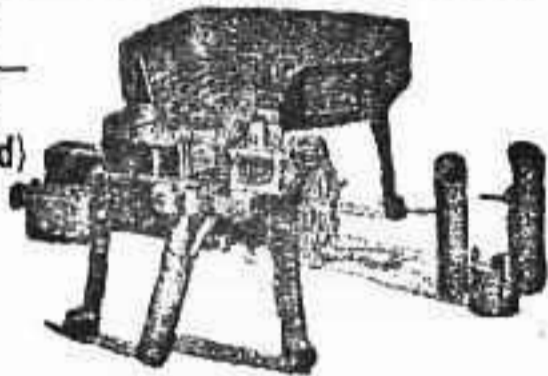


A large motor-driven machine with an unusual reputation for speed and durability. Will handle all coins. Automatically locks after each count of 20, 25, 30, 40 or 50 coins or will count indefinitely into a bag. Register can be reset to zero.

COIN COUNTING MACHINES

(IMMEDIATE DELIVERY)

Model
No. 2X—
(Hand Operated)



Adjustable for pennies, nickels, dimes, quarters or halves. Can be set to lock automatically when 20, 25, 30, 40 or 50 coins have been counted or will count indefinitely into a bag. An operator can count and package 400 coins a minute and count 2,000 coins into a bag. Register can be reset to zero.

We will gladly send you material on our RAPID COIN ASSORTER and our CATALOGUE on money-handling supplies and equipment.

We are the largest makers of COLORED tubular coin wrappers.

ABBOTT COIN COUNTER COMPANY
143rd St. & Wales Ave., New York 54, N. Y.

All Roads Lead to Windy City As Annual Showmen's Meet Nears

(Continued from page 55)

ganized meetings are the International Association of Fairs and Expositions (IAFE) and the National Association of Amusement Parks, Pools and Beaches (NAAPPB). In addition, smaller groups will hold one-night meetings or short confabs over a one or two-day period. These include the American Carnival Association (ACA) and the American Recreational Equipment Association (AREA).

A big feature of the annual outdoor conclave is the trade show, sponsored by the parks association, on the mezzanine floor of the Sherman. At this show, outdoor showmen get a chance to view and learn about all the latest equipment in the field.

The Showmen's League, in addition to its banquet and ball, one of the social events of the season in outdoor show business, will offer its regular program, including the election of 1949 officers, the installation, memorial services, president's party and the open house at the League's clubrooms, 400 South State Street. Likewise, women's outdoor show orgs in Chi will hold open houses and installations.

The NAAPPB will hold its annual banquet in the Grand Ballroom of the Sherman Tuesday night, November 30. This is moved up one day this year so as not to conflict with the SLA shindig.

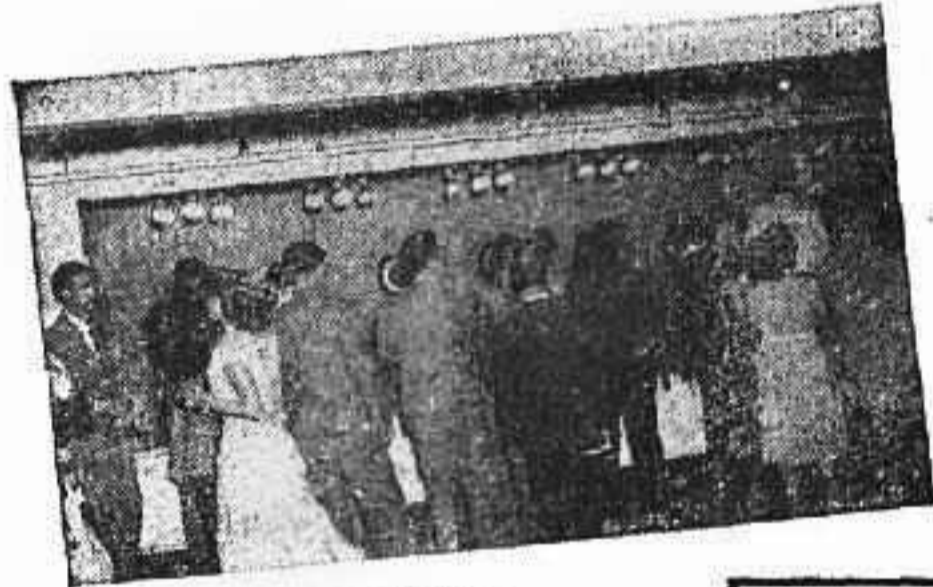
Programs for the IAFE, NAAPPB, AREA and ACA meetings will be found elsewhere in this section of *The Billboard*.

BOOMERANG
1948 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1947

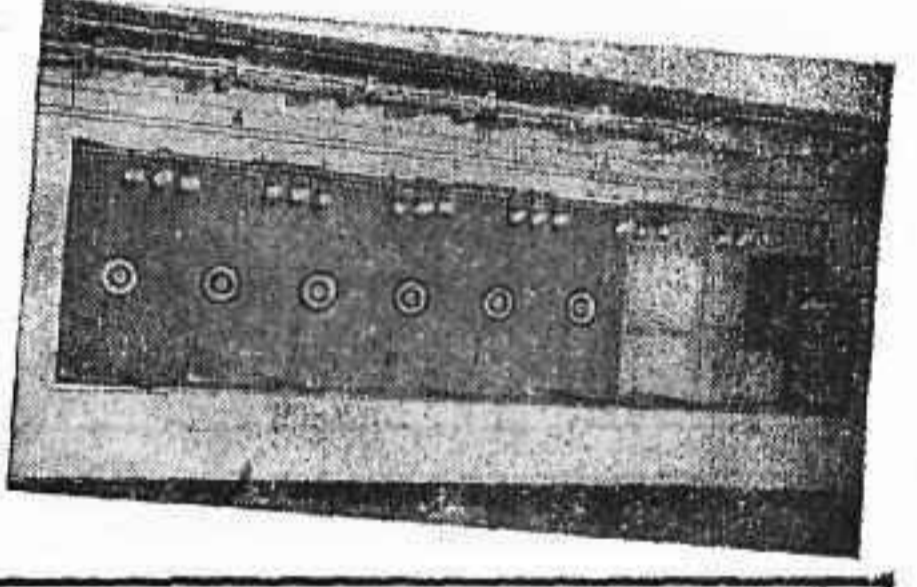
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HIT with a SMALL
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PERSONS SHOT AT
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DURING SUMMER
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THE DYKEM COMPANY 2301 N. 11th St. ST. LOUIS, MO.

HAMID TO SELL PARK, 2 FAIRS

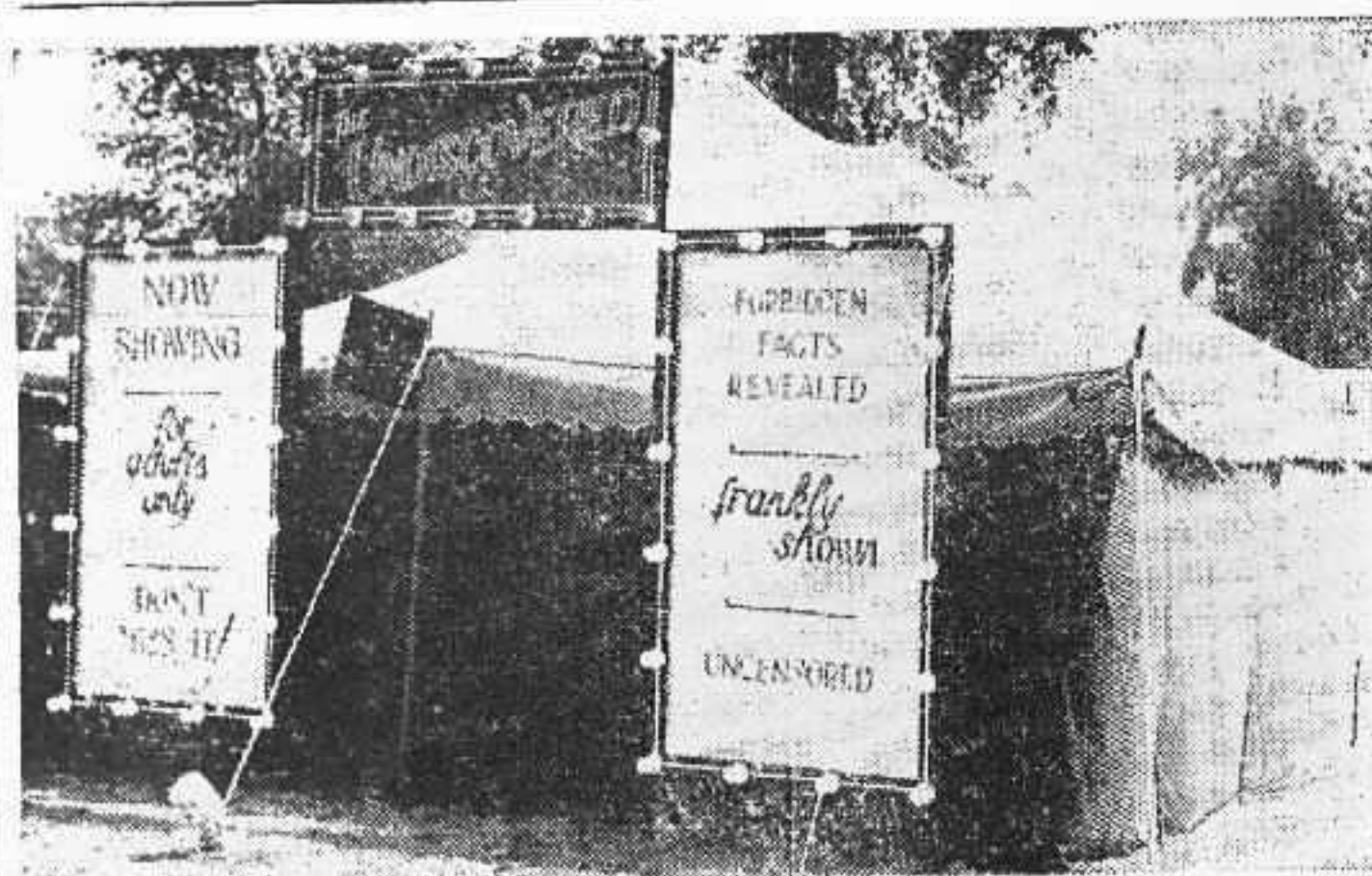
Other Interests Need Full Time

White City and shares in Rocky Mount, Greensboro placed on market

NEW YORK, Nov. 20.—George A. Hamid this week announced that his White City Park, Worcester, Mass., is on the market, as well as his interests in the fairs at Rocky Mount and Greensboro, N. C. Last Wednesday (16) Hamid announced that he had relinquished his lease on the Million Dollar Pier, Atlantic City.

Hamid emphasized that the deals are not to be construed as retrenching and that they were not prompted by any lack of confidence in the future of show business or the country. Hamid explained that his multiple enterprises were "spread out" too far for efficient management, even now that he can count upon the full-time help of his son, George Jr.

Hamid said that with the exception of the New Jersey State Fair, Trenton, which he also owns, he believes that fairs should be operated by local interests. He pointed out that he had relinquished his holdings in the Southern States Exposition, Charlotte, N. C., three years ago to Dr. J. S. Dorton, a partner (See Hamid To Sell on page 84)



THE MICHIGAN DEPARTMENT OF HEALTH used carnival technique to put across a VD exhibit at fairs. Front, as indicated above, packs the strong lure of some midway shows. Approximately 21,000 persons took in the exhibit.

Farm Equipment Dealers Ask for N. Y. State Fair

SYRACUSE, Nov. 20.—The New York Farm Equipment Dealers' Association adopted a resolution at its annual meeting here recently calling for a full-scale State fair next year.

The group did not name a site, but a spokesman said the old site located here would be the only one that could be set up in time.

British Alfresco Acts Are Scarce at Royal Charity Show

LONDON, Nov. 20.—Dearth of top-notch circus and outdoor talent in England was pointed up in this year's Royal Command Performance at the London Palladium, November 1, with only seven acts that could be classed as circus, park or fair acts on the bill.

The Royal Command show, inaugurated in 1912, is an annual benefit for showfolks under the patronage of the King and Queen of England. Only the cream of the year's crop of vaude, circus, stage and concert talent available in England appears at this show of shows, and acts getting a bid are the envy of all their colleagues. Show is run somewhat along the lines of a three-ring circus, with acts, units and entire revue casts appearing in some of the big numbers, which allows a tremendous number of performers to appear.

Circus and outdoor talent on this year's show included the 16 Blackpool Tower Circusettes in an intricate hoop-juggling routine; the Myrons in novel perch act; Two Cromwells, Hungarian aerialists; Krista and Kristel, cute twin trapezists from Denmark; Warren, Latona and Sparks, Australian acro-comic trio; the Great Alexander Troupe, Hungarian teeterboard tumblers, and Buster Shaver and his midgets, Olive, George and Richard, in their familiar act.

Blanford Eyes Cost Of New Grandstand

BLANFORD, Mass., Nov. 20.—Possibility that a new grandstand and bleacher seats may be erected at Blanford Fairgrounds was expressed here at the 82d annual meeting of Union Agricultural and Horticultural Society, which promotes the annual.

Named to a three-man committee to determine cost of the project were Elwyn Wyman, Erwin Shepard and Vernon Bordurtha. It was also voted to permit the staging of a horse show at the 1949 fair, under the direction of Winthrop Robbins.

W. V. Bordurtha was re-elected president for the 29th consecutive year. Vice-presidents are Irwin Anderson, H. B. Richards, J. E. Cooney, H. J. Knox and Ralph Roberts. Lee E. Wyman is secretary and Elwyn W. Wyman is treasurer.

New H-M Mark Set in Atlanta; Morton Honored

ATLANTA, Nov. 20.—Despite day and dating Ringling-Barnum show the final two days, Hamid-Morton Circus completed its 10-day, 20-performance stand Wednesday (17) with the biggest gross it has ever tabbed here, it was announced by Dr. Charles Wilson, chairman of the sponsoring Yaarab Shrine Temple. Total paid attendance ran about 110,000.

All 20 performances were sold out well in advance and officials said the gross would exceed by many thousands of dollars the record established last year. The 1947 take was estimated at \$90,000.

Morton Lt. Col.

Robert H. Morton, co-owner of the circus, was commissioned a lieutenant colonel by Gov. Herman Talmadge on closing night. The ceremony took place in front of a capacity audience.

In his conferring speech, Gov. Talmadge stressed the public spirit and winning efforts displayed by Morton, who has been presenting circuses under Shrine auspices here for many years. He also praised Morton's unselfish and wholehearted co-operation.

About 400 chairs were set aside Sunday night (14) for Ringling personnel. Visitors from the Big Show included Art Concello, Pat Valdo and Merle Evans. Bob Stevens, of Bailey Bros.' Circus, and Vernon L. McReavey, of the Hamid-Morton promotional staff, also visited.

Len Humphries, business manager, visited the Tom Packs Circus in Macon, and Polack in Baltimore. He stopped in New York yesterday (19), en route to catch the Orrin Davenport show in Rochester, N. Y. He will attend the Chicago meetings.

Sunbrock Due Back In States by Christmas

CINCINNATI, Nov. 20.—Larry Sunbrock who, with his rodeo and thrill show performers, was recently given the old heave-ho out of Switzerland after a free-for-all tussle with the local gendarmerie at Geneva, writes to *The Billboard* from Torino, Italy, that he and his troupe plan to return to the States in time for Christmas, with plans set to return to Europe January 10.

"This is our third month in Europe," Sunbrock writes, "and I can say that it has at least been interesting. We have played thru Belgium, Switzerland and Italy, and after Torino we go to Genoa, Rome and Naples. Then, if we have the carfare, we hit for home.

"Why don't you give us a thrill and send us the last eight issues of *The Billboard*? My performers, about 40 in all, say that next to eating regularly, they miss *The Billboard* most of all."

Prince Albert, Sask., Sets Winter Ag School

PRINCE ALBERT, Sask., Nov. 20.—The Prince Albert Agricultural Society will sponsor agricultural courses this winter for rural boys and girls not attending school.

The six-week courses were made financially possible thru an arrangement between the federal and provincial governments.

Season's.... and Convention Greetings

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Polack Biz Big In Baltimore

BALTIMORE, Nov. 20. — Polack Bros.' Circus is hanging up some good grosses in its second annual date for Bouni Shrine here. The show preemed Monday (14) with about 6,000 at the matinee, and a good night house. Tuesday (16) brought two good houses as did Wednesday (17). Thursday (18) brought a strong night house and prospects loomed for a record week-end.

Show officials were pleased with the unusually large matinee houses, largely built with the use of 50-cent coupon tickets. Seating capacity was increased about 2,500 over last year. Normal capacity at the Fifth Regiment Armory is around 9,000.

The Baltimore Sun and News Post have plugged the show liberally, as have the local radio stations, with plenty of interviews and spot announcements. In addition, the show was televised several times.

The show, augmented by the Miss Victory (Zacchini) cannon act, and the Flying Wards, drew plenty of raves from local critics.

Acts Listed

Acts included Emil Pallenberg Jr. and his bears; Miss Malikova, high wire; Erickson Brothers, gymnasts; Adriana and Charley, trampoline; Nita and Pepe, juvenile acrobats; Lopez Trio, casting; Polack Bros.' four elephants trained by Cheerful Gardner and presented by Irene Lafferty; Conchita Morales, iron jaw; Alexander Konyot and Carlos Carreon, with their high school and dancing horses.

Also, Irma and Rio, ladders; Cycling Sydneys; Ray Wilbert, hoop manipulator; Dime Wilson, table rock; Mario Ivanov, wire act; Rudy Docky and His Boxer Docks; Mabel Stark's animals; the Great Barton, hand and pedestal balancing; Del-Rae, high pole; Flying Wards with Jack Harris, Walter Long Jr., Bob Porter, and Victoria Zacchini.

Clown alley included Gene Randow, Jack Klippel, Dime Wilson and Kinko. The band was under the direction of Charley Post. Nate Lewis was equestrian director.

French Org Showing In Spanish Bull Ring

BARCELONA, Spain, Nov. 20. — The Amar Bros.' Circus, big French railroad show, is playing an extended stand at the monumental Plaza de Toros (bull-fight arena), one of the show spots of Barcelona.

Amar show is particularly strong on animal acts, presenting a group of elephants, handled by Otto; 12 polar bears, put thru their paces by Stein-off; Williams's lions, Coll's chimpanzees, a group of sea-lions and 55 horses presented by Willi Meyer.

Two performances are presented daily, with an additional show on Thursdays, Sundays and holidays. In the usual Spanish manner, matinee performances start at 6:30 and the night show goes on at 10 o'clock.

Elect W. T. Burr President Of Fairfield County Annual

EASTON, Conn., Nov. 20.—William T. Burr, of Fairfield, was elected president of the Fairfield County 4-H Fair Association at the annual meeting held recently. He succeeds Fred J. Schrader, of Darien.

Also elected were Thomas Murphy Jr., Brookfield, first vice-president; Dorothy Keller, Easton, second vice-president; Constance Creed, Brookfield, secretary; Robert Benedict, Newtown, assistant secretary; Gertrude Platt, Brookfield, treasurer, and Mrs. J. Harold Davis, Danbury, assistant treasurer.

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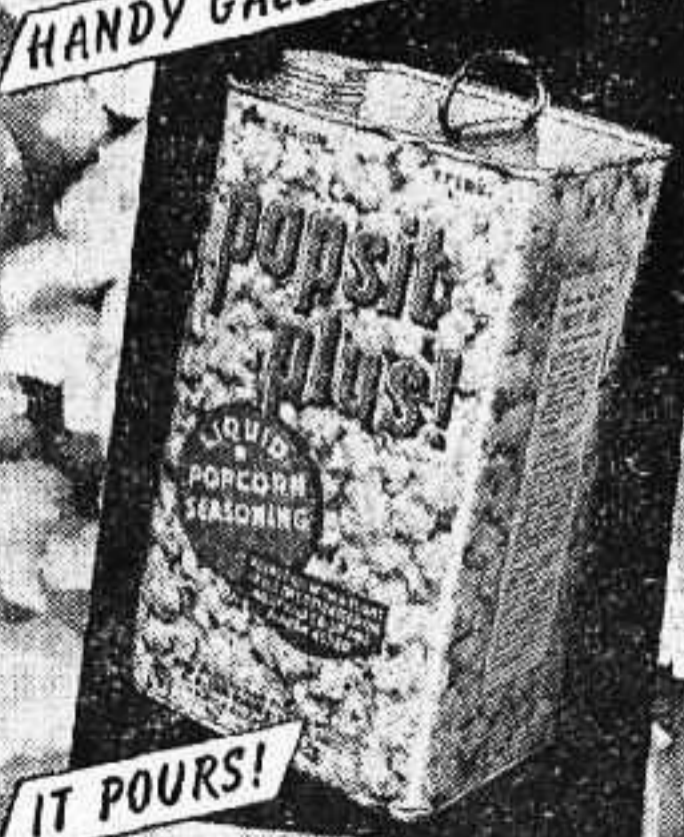
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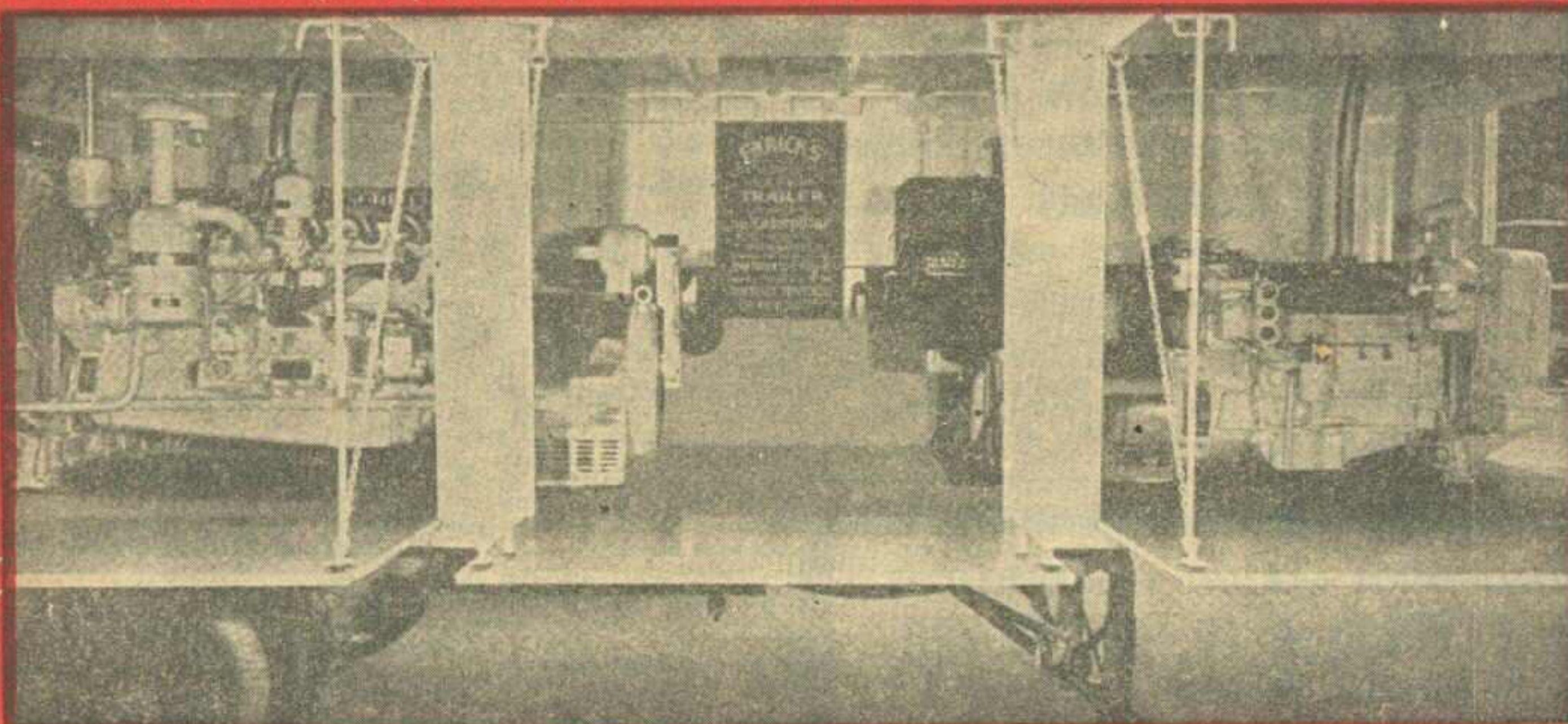
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Hamid To Sell Park, 2 Fairs

(Continued from page 80)

and manager, and a group of local residents.

18G Greensboro Profit

At a meeting held recently in Greensboro, Hamid urged that the fair be operated as a civic enterprise. The fair has been a consistent money winner, he said, and quoted figures to prove it. The gross this year, after taxes, was \$73,369.19 and the net was \$18,742.59. He recalled that the first year he had a financial interest in the fair it didn't gross \$18,000.

Hamid said that he would urge the retention of Mrs. Clyde Kendall, whom he credited with much of the success of the annual and also urge any new owners to secure the aid and interest of Norman Y. Chambliss, the manager. He will meet again next month with R. R. King, who is representing the owners of the property.

For Sale or Lease

The Rocky Mount Fair, in which he owns a half interest with Chambliss, is a "free and clear" property, Hamid said. His share will be offered either for sale or for lease, with the recommendation that local interests take it over.

Because of contractual commitments his interest in the two fairs will not be transferred until after the 1949 season, Hamid said.

There are two deals pending for the sale of White City, which he owns outright, Hamid said. He said that it was too remote from his operating center here, and that while his brother Sam has done a commendable job as resident manager, he, nevertheless, feels that the fun spot should be operated by the owners. The park, he recalled, was a lifesaver thru the depression, paying handsome dividends from 1927 thru 1935 when money was hard to come by.

Steel Pier Owned Outright

Hamid said he gave up his lease on the Million Dollar Pier in order to devote more time to the operation of the Steel Pier, which he owns outright, and other interests. He leased the Million Dollar Pier in 1938 for a 14-year period at a reported cost of \$1,000,000.

A major improvement program for the Steel Pier is in the planning stage. It will be supervised by Richard Endicott, general manager, and George Jr.

Hamid said the success of his vari-



R. M. SPANGLER, owner of Rolling Green Park, Sunbury, Pa., is chairman of the awards committee of the American Recreational Equipment Association. Spangler and committee will judge the various booths at the Trade Show at the Outdoor Convention in Hotel Sherman, Chicago, November 29-December 1.

Lethbridge Makes Repairs

LETHBRIDGE, Alta., Nov. 20.—Roads at the fairgrounds here are being rebuilt and drainage is being improved. All stock barns have been straightened, braced and roofs and doors repaired. Painting will be done in the spring.

ous ventures has made it impossible for him to keep in close enough contact with all of his enterprises. His booking agency, which this year handled a record volume of business, requires more of his time. The New Jersey State Fair in itself is a major operation and, while Bob Morton devotes his time exclusively to handling the Hamid-Morton Circus, Hamid said he still has to give considerable time to that enterprise. The Steel Pier is also a major operation requiring much of his personal attention.

Bill Bailey, tramp clown, cards from Memphis he opens at Sears, Roebuck store in Memphis Friday, November 26, for his sixth consecutive Christmas season.

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Survey Shows Detroit Park Ops Look Forward to 1949 With Cautious Optimism

Watchful Waiting Attitude Is Vogue

DETROIT, Nov. 20.—After a season when business dipped from the previous year, in some cases drastically, standard and miniature local parks are looking forward to 1949 with cautious optimism, and generally restricting new construction and development plans accordingly. An attitude of watchful waiting is the vogue, with park men holding off on actual decisions until after the Chicago meetings where they will inspect new equipment and ideas. Local park situation is one of marked uncertainty because of the undecided future of Eastwood Park, largest operation here. Eastwood has had difficulty with local municipal authorities and the management recently received another turndown from the courts, this time, in the quest of a liquor license for its ballroom. This has been the keystone of the park policy for several years, but it was forced to operate on a soft drink policy this past season.

Henry Wagner, park's major partner wanted to sell earlier this season if no satisfactory solution could be reached and a deal was under way for sale to a group representing Negro interests. No further progress on the point has been made and the matter may lie dormant until next spring when renewal of park licenses is likely to be the subject of further municipal debate.

Seriousness of the Eastwood situation lies partly in its being a possible test case for local opposition to amusement parks elsewhere, particularly when it takes the form of seeking to close the operation. In this instance, the park antedates the city in which it is now located, and has been considered to have some priority rights.

Biz Down

Business at the park was down the past summer, largely because of sundry difficulties. The ballroom was hardest hit, with name bands drawing only modest attendance, as the beer sales, formerly a big business stimulant here, were cut off.

Eastwood is operating only the roller rink this winter, in contrast to past seasons, when a few other park attractions have been able to operate thru the winter in heated buildings.

Jefferson Beach, reopened four years ago by the same management, is a different story and Wagner said that the owners plan to develop it into one of "the most modern parks in the country." Located 15 miles out on Lake St. Clair, it is the only large local park with a natural bathing beach. Business last season showed a slight improvement over 1947, reflecting the steady growth of picnic promotion here. Promotion activity will center in this field next season and plans call for adding at least two rides at Jefferson Beach.

Edgewater Dormant

No major construction is planned at Edgewater Park except routine painting operations, but there is a possibility of the addition of a Bubble Bounce for 1949.

Edgewater's business was a little under last year's with a jurisdictional labor dispute that resulted in the picketing of the park early in the season a chief cause. Business dropped to a low level and park never overcame the drop on the total season's business.

Jack Dickstein, park manager and owner of the amusement concessions, will meet soon with Owner Charles S. Rose, who at present is hospitalized

in Milwaukee, for negotiation of a new lease and management contract. Arrangements for the past two years have been upon a year-to-year basis.

Attendance Holds

Walled Lake, the other major park here, found business down by about 15 per cent, which resulted from a drop of about that amount in per capita spending. Owner Fred W. Pearce observed that industrial workers in this area generally are spending less on amusement, not so much as a result of decreased earnings but because of additional spending for homes, automobiles and appliances.

Pearce has made no plans for major improvements for next season, but is going to Chicago to study what is offered and probably will adopt some construction policy after the meeting. One item definitely scheduled is the erection of five new covered boat slips, with boat hoists for their fleet of five speedboats.

Plans Held Up

The metropolitan area's three island parks are operating under diverse conditions. At Bob Lo (Bois Blanc), actually located in Canada altho patronage is from Detroit, plans for next season are not to be formulated until after the annual meeting of the company, and probably will not be known until early in January.

Bob Lo reported business nearly equal to 1947 on the season total, despite a bad start occasioned by inclement June weather. Park achieved a good spurt in midsummer when it celebrated its 15th anniversary.

Tashmo Park changed hands only a few weeks ago, with the new owners, headed by Don Zimmer, Harold Lightbody and Peter Crispin, laying plans for the addition of several rides and other equipment.

Sugar Island plans have apparently faded, with the disappearance of active promoters of the plan, started over three years ago, to operate this for a Negro group.

Open Only Part Time

At Lake Orion, Park Island was operated only in part this past season by John Dreissegaker, with the beer garden about the only attraction. Business was a little above 1947, when the park reopened. Plans made earlier in the season to operate Park Island as a full-scale small amusement park, with installation of rides and other equipment, are being held over and are likely to be placed in effect in 1949.

Another new small spot is planned by Louis Popp at Denmarsh Park at the mouth of the Clinton River, 25 miles northeast of Detroit. Built around the present Denmarsh Tavern, Popp's plans call for installation of small rides and other park attractions.

Abandonment of plans for Canfield Park on Mound Road was confirmed this week by Ray F. Thomas, and the property will continue to be used for automotive production purposes. Thomas, a former concessionaire on various carnivals in this State, has had plans for a park development on a small scale here on ice for about six years, but has definitely dropped them.

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Model	Length Overall	Length of Body	Width of Body	Height Exterior	Height Interior	Axle	Type	Exterior Covering	Weight	Drawbar Load
Adams Coach & Mfg. Company, Inc.										
24'	24'	22'	7'9"	8'4½"	6'8"	Sgls.	Car.	M	3800 lbs.	
All States Trailer Company										
Super Monarch (S†)	31'	28'	7'10"	8'7"	6'8"	Tan.	Car.	M	5350 lbs.	400 lbs.
Monarch	27'	24'	7'10"	8'7"	6'8"	Tan.	Car.	M	4250 lbs.	375 lbs.
King	25'	22'	7'10"	8'7"	6'8"	Sgls.	Car.	M	3250 lbs.	350 lbs.
Prince	21'	18'	7'10"	8'7"	6'8"	Sgls.	Car.	M		
American Coach Company										
Hummer	24'	22'	7'9"	8'9"	6'8"	Sgls.	Con.	M	3895 lbs.	490 lbs.
22-Tandem	24'	22'	7'9"	8'6"	6'8"	Tan.	Con.	M	3995 lbs.	465 lbs.
22-Tandem	27'	25'	7'9"	8'6"	6'8"	Tan.	Con.	M	4690 lbs.	580 lbs.
Castle Coach Corporation										
Imperial (S†)	27'	24'	8'	8'10"	6'9½"	Tan.	Car.	M	4400 lbs.	350 lbs.
Commodore	27'	24'	8'	8'10"	6'9½"	Tan.	Car.	M	4400 lbs.	350 lbs.
Stylnmaster	25'	22'	8'	8'10"	6'9½"	Sgls.	Car.	M	3950 lbs.	375 lbs.
Castle De Luxe	33'	31'	8'	8'10"	6'9½"	Tan.	Car.	M	5250 lbs.	400 lbs.
Custom Made (S†)	33'	31'	8'	8'10"	6'9½"	Tan.	Car.	M	5250 lbs.	400 lbs.
Stylnmaster	22'6"	20'	8'	8'10"	6'9½"	Sgls.	Car.	M	3750 lbs.	350 lbs.
Chicago Streamlite Corporation										
De Luxe (S†)	20'	17'6"	8'	9'4"	7'	Tan.	Car.	M		
De Luxe (S†)	24'6"	22'	8'	9'3"	6'10"	Sgls.	Car.	M		
De Luxe	26'6"	26'	8'	9'4"	7'	Tan.	Car.	M		
Sun Six De Luxe (6)	26'6"	26'	8'	9'4"	7'	Tan.	Car.	M		
Sun Six Sleeper (6)	26'6"	26'	8'	9'4"	7'	Tan.	Car.	M		
Sun Series II De Luxe	24'6"	22'	8'	9'4"	7'	Tan.	Car.	M		
Sun Series II	24'6"	22'	8'	9'4"	7'	Tan.	Car.	M		
Dot Series II	20'6"	18'	7'	9'4"	7'	Sgls.	Car.	M		
Sun Six Sleeper	33'	30'	8'	9'4"	7'	Tan.	Car.	M		
Super De Luxe (S†)	33'	30'	8'	9'4"	7'	Tan.	Car.	M		
Clipper Coach Company										
6'5'11"	29'6"	27'	8'	8'4"	6'6"	Tan.	Car.	A	4650 lbs.	
Columbia Trailer Company										
20'	22'	20'	7'6"	6'6"	6'6"	Sgls.	Car.	M	3100 lbs.	300 lbs.
17'	19'	17'	7'6"	6'6"	6'6"	Sgls.	Car.	M	2600 lbs.	250 lbs.
15'	17'	15'	7'	6'6"	6'6"	Sgls.	Car.	M	2100 lbs.	225 lbs.
Continental Trailer Company										
220 De Luxe (S†)	29'	26'	8'	9'½"	6'7"	Tan.	Car.	M	4850 lbs.	400 lbs.
225 Imperial	33½'	31'	8'	9'½"	6'9"	Tan.	Car.	M	4950 lbs.	475 lbs.
Drexler Coach, Inc.										
Drexler	25'	22'6"	8'	8'9½"	6'10"	Sgls.	Lnt. Rt.	M	3890 lbs.	360 lbs.
Duo Coach Corporation										
Duo-Monarch (S†)	29'6"	27'5"	8'	8'	6'10"	Tan.	Car.	A	3200 lbs.	520 lbs.
Elcar Coach Corporation										
Elcar Big Six (S†)	29'4"	27'	8'	8'	6'6"	Tan.	Car.	M	5400 lbs.	540 lbs.
Elcar	23'	22'	8'	7'11"	6'2"	Sgls.	Car.	M	4200 lbs.	450 lbs.
Sun Coach (S†)	35'	33'	8'	9'2"	6'10"	Tan.	Car.	A	6200 lbs.	620 lbs.
Empire Manufacturing Company										
W	25'	22'	7'10"	8'8"	6'9"	Sgls.	Car.	M	3800 lbs.	300 lbs.
General Coach Corporation										
Travel-Master Regal (S†)	33'	30'4"	8'	10'4"	6'6"	Tan.	Car.	M & A	6840 lbs.	520 lbs.
Travel-Master Imperial (S†)	26'9"	24'4"	8'	10'4"	6'6"	Tan.	Car. & S.T.C.	M & A	5180 lbs.	400 lbs.
Trail-Master Standard	20'6"	17'6"	8'	10'4"	6'6"	Sgls.	Car.	M & A	3540 lbs.	410 lbs.
General Coach Work, Inc.										
Five Star General	28½'	26'	7'9"	8'6"	6'6"	Tan.	Con.	M	4600 lbs.	450 lbs.
Glider Trailer Company										
66 (S†)	27'6"	25'	8'	8'4"	6'4"	Tan.	Con.	A	5850 lbs.	550 lbs.
66 (6)	27'6"	25'	8'	8'4"	6'4"	Tan.	Con.	A	5600 lbs.	550 lbs.
77	26'6"	24'	8'	8'4"	6'4"	Tan.	Con.	A	5350 lbs.	500 lbs.
99	24'6"	22'	8'	8'6"	6'4"	Sgls.	Con.	A	4900 lbs.	500 lbs.
15	22'6"	20'	8'	8'6"	6'4"	Sgls.	Con.	M	4400 lbs.	500 lbs.
19	19'6"	17'	8'	8'4"	6'4"	Sgls.	Con.	M	3650 lbs.	450 lbs.
Hoosier Rambler Company										
Sun Valley	23'	21'	7'6"	8'4"	6'6"	Sgls.	Car.	M	3800 lbs.	400 lbs.
Seabreeze	23'	21'	7'6"	8'4"	6'6"	Sgls.	Car.	M	4050 lbs.	410 lbs.
Monterrey	27'	25'	7'6"	8'5"	6'7"	Tan.	Car.	M	4610 lbs.	425 lbs.
Haleah	27'	25'	7'6"	8'5"	6'7"	Tan.	Car.	M	4920 lbs.	440 lbs.
Manhattan (S†)	29'	27'	7'6"	8'6"	6'6"	Tan.	Car.	M	4800 lbs.	450 lbs.
Howard Industries, Inc.										
Howard 24-48	24'	21'	7'10"	8'6½"	6'3½"	Sgls.	Car.	S	4680 lbs.	570 lbs.
Howard 26-48	27'10"	25'	7'10"	8'6½"	6'5½"	Tan.	Car.	S	5300 lbs.	610 lbs.
Howard 35-48 (S†)	35'	32'	7'10"	8'6½"	6'5½"	Tan.	Car.	S	7740 lbs.	810 lbs.
Indian Trailer Corporation										
Warrior De Luxe	24'	21'3"	8'	9'	6'6½"	Sgls.	Car.	M	4200 lbs.	275 lbs.
Chieftain (S†)	28'	25'	8'	9'	6'7"	Tan.	Car.	M	4800 lbs.	350 lbs.
Superchief (6†)	32'	29'3"	8'	9'	6'8"	Tan.	Car.	M	5650 lbs.	400 lbs.
John Inglis Company, Ltd.										
Midshipman De Luxe	17'	15'4"	7'8"	8'6"	6'3"	Sgls.	Car.		2625 lbs.	350 lbs.
Commodore	20'6"	18'	7'8"	8'4"	6'6"	Sgls.	Con.	A	3450 lbs.	400 lbs.
Luxury Liner	25'6"	23'	7'8"	8'4"	6'6"	Tan.	Con.	A	4250 lbs.	550 lbs.

(Continued on page 90)

Trailer Coach Industry Pushes Better Parks

By Harold D. Platt

President, Trailer Coach Manufacturers' Association

Among the nation's veteran trailer coach users are the thousands in the outdoor amusement business. When first put on the market, trailer coaches received immediate acceptance from people of the entertainment world. They have contributed much thru the years toward the present-day popularity of mobile homes. Their loyalty has been important to the success of the trailer coach industry and will continue to be so.

Today trailer coach production is at its peak. The Trailer Coach Manufacturers' Association (TCMA), made up of leading manufacturers of trailer coaches, is vigorously active, carrying on a more expansive program in behalf of its consumers than most industries.

Better Living Conditions

The trailer coach industry is diversified, concerned not only with an improved product and improved production methods, but also in bettering living conditions for all its patrons. The program to improve trailering for all is directed primarily toward improving trailer parks.

Today TCMA has not only its parks division director, J. Lee Brown, on the road counseling and assisting park operators, but has added three experienced trailer dwellers to its traveling consultant staff. This staff is augmented by the park inspection force which numbers from four to eight. In addition, two architectural firms are actively engaged in preparing complete trailer park layouts for individuals building new parks or enlarging existent facilities. TCMA pays the cost of this architectural planning, but no charge is made to the park operator.

Trailerites are becoming increasingly aware of the "TCMA Approved Trailer Park" signs dotting the country. These show that the park is clean and modern, that it meets (See Trailer Coach Industry, page 90)

Cirkus Schumann Ends Big Season

COPENHAGEN, Nov. 20.—Cirkus Schumann, top circus of Denmark, recently wound up a very successful season of indoor and under canvas dates with a week indoors at Aarhus.

The Schumanns have been celebrating the 100th anniversary of the founding of their circus and played an extended jubilee summer season of five months at their permanent arena (Cirkus Schumann) in Copenhagen, where they drew sellouts at practically every performance.

Following their record run at Copenhagen the Schumanns hit the road, playing one-week stands under canvas and in indoor arenas at all the principal towns in Denmark. Biz proved okay and show was the last of the Danish circuses to continue on tour.

Mijares Returns to Sweden After Lengthy Talent Hunt

KARLSKOOGA, Sweden, Nov. 20.—Chuy Mijares, head of the three-ring Swedish circus, Mijares-Schreiber, has returned to circus headquarters here after an extended talent hunt thru Continental Europe.

Mijares visited the principal tent and indoor circuses in France, Belgium, Spain and other countries. Circus activity was particularly noteworthy in Spain, where good programs were being offered in Madrid, Barcelona and in many bullfight arenas.

Spanish Org Offers Strong Bill of Acts

MADRID, Nov. 20. — Circo Price, leading circus of Spain, is offering a good program featuring the Four Dobritchs, flying trapeze, and the Five Bradfords, teeterboard tumblers.

The Bradfords have been signed up by the George A. Hamid office and will make their first appearance in this country with the Hamid-Morton Circus in February.

Other acts on the bill are the Three Cedders, gymnasts; Frank Pichel, eccentric comedian; Luigi, wire walker; Alcaraz Troupe, contortionists; the Ellenders, roller skaters; Eddy, bike act; Five Brahms, tumblers, and a line-up of joeyes.

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North Battleford, Sask., Re-Elects A. J. Bater Prez

NORTH BATTLEFORD, Sask., Nov. 20.—A. J. Bater has been re-elected president of the North Battleford Agricultural Society for the fifth successive term. E. J. Sharpe is first vice-president, succeeding W. C. Craig, who declined renomination. A. T. Youngblut is second vice-president, succeeding H. M. Guillot, who is ill. N. W. Symonds was re-elected secretary-manager for his second term.

Net worth of the society has increased from just under \$10,000 to nearly \$19,000 during the year, with a net surplus on operations, including grants earned, but not yet due, of \$9,200. In 1947 a substantial renovation program of \$13,000 was undertaken.

Increasing its activities, the society will sponsor a sow sale in the spring and a seed and poultry fair in December.

Guest speaker Prof. J. G. Rayner, University of Saskatchewan, reported smaller agricultural societies in the province were going out of business. Their place is being taken by regional societies that in the new trend must enlarge their viewpoint to serve more completely the whole territory within their radius, he said.

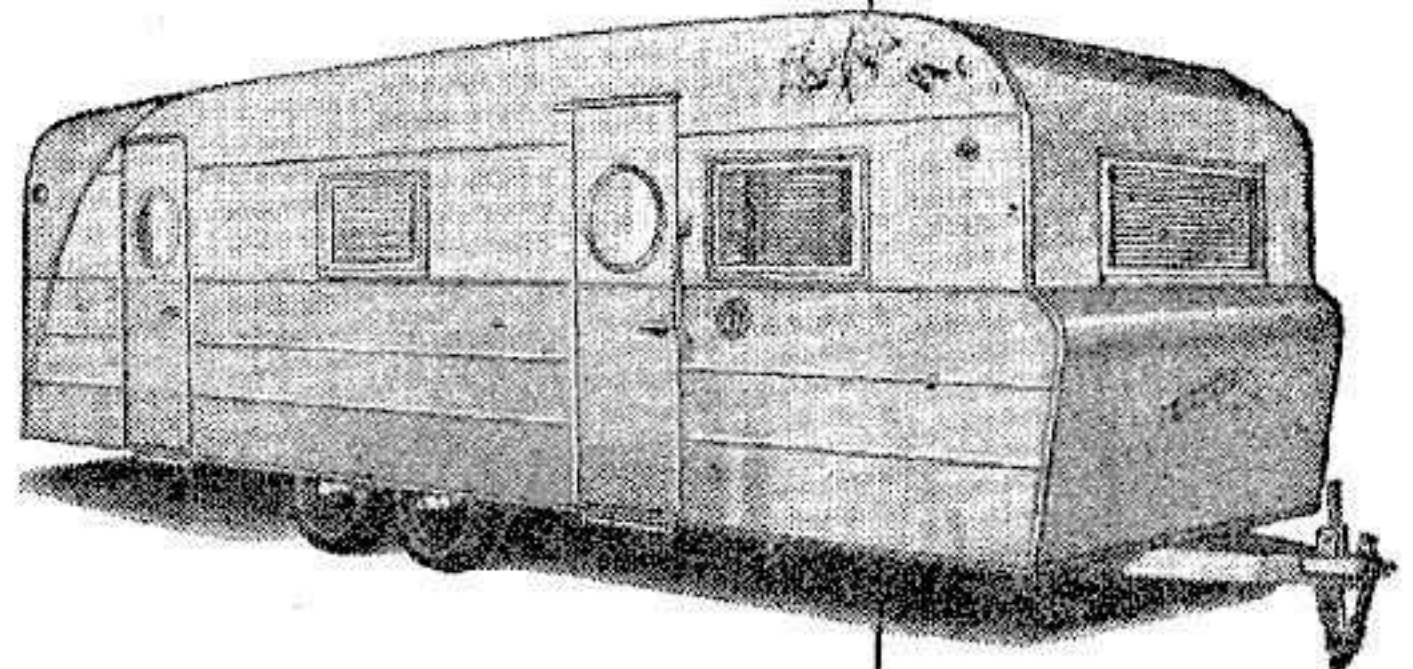
Macy's, Bamberger's Holiday Parades Set

NEW YORK, Nov. 20.—Macy's department store, in New York, and Bamberger's, in near-by Newark, N. J., are both set for their annual Thanksgiving Day parades, which mark the official opening of the all-out Christmas holiday sales offensives of the two stores.

Macy's announces the addition of three big, new balloons—a 70-foot crocodile, a gnome and a huge candy stick—to augment its usual line-up of floats, marchers, balloons and bands.

Bamberger's, as usual, is putting on a whooper, with 12 bands, 60 floats and marching groups. Both parades are set for mid-morning and will wind up at the respective stores around noontime.

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2-Abreast, 36 ft., \$7,987; 3-Abreast, \$9,675; Kiddie Merry-Go-Round, 22 ft., 20 ponies, \$4,550; park style Ferris Wheel, \$9,625; portable style for as little as \$5,650. Kiddie Wheel, 18 ft., \$3,685; 14 ft., \$2,825.

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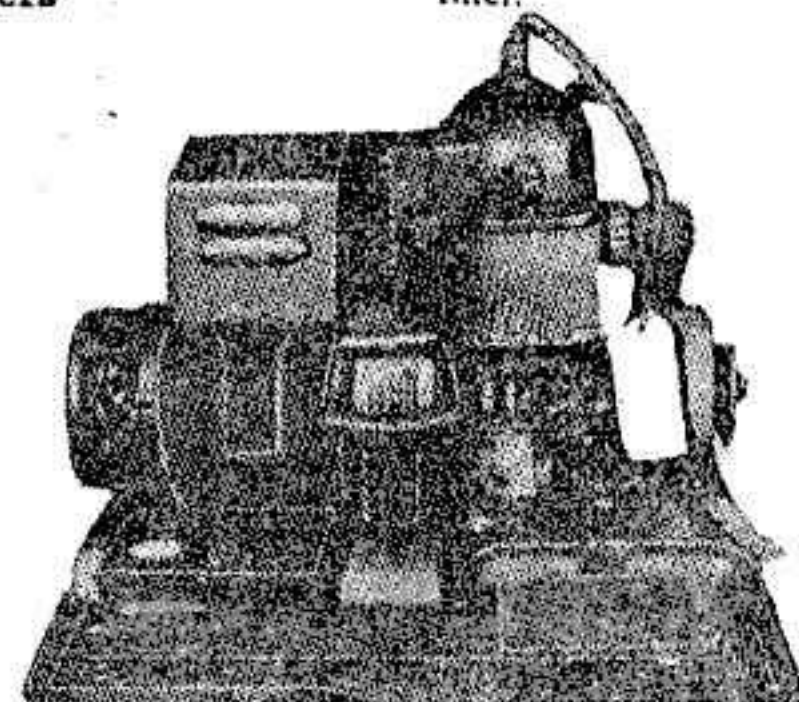
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Running Detroit Shrine Show Big Job, Says Eddie Stinson

By Tunis E. (Eddie) Stinson

[Editor's Note: The author is the veteran manager of the indoor Shrine Circus, Detroit, a post he has held since 1923. Prior to that time he was for seven years assistant chairman of the event. In this article he tells some of the ideas and methods that have made this a uniquely successful venture.]

BACK in 1906 the Moslem Temple of the Shrine put on what was considered to be the first indoor circus in the country, a project that has grown to its present proportions, playing annually to about 335,000 persons in two weeks.

An idea of the present scope of our operation and the relative proportion of expenditures required for the different departments may be gleaned from a study of our present budget. Our most recent operation showed a gross receipt figure of \$341,000 (including federal tax). Our principal items of expenditures in a total figure of \$165,000 expenses (again including federal tax) were:

Acts, \$56,000; band, \$6,000; heat, light, gas and water, \$10,000; pub-

of several more weeks of work since the local show ranks as one of the largest indoor shows in the world. We got the other cities to book various acts out of our show, before or after, since most of them did not put on a large enough show to take our entire bill. This cuts down the costs for each show and gives the performers a chance to cut down their expenses proportionately for coming long distances.

Getting out on the road to see the shows and traveling with the performers, sleeping in the same cars and eating in the same tent has been a regular part of our operation for years. In that way I have been able to see and understand the performers' point of view and have formed life-long friendships with many. Sometimes it has meant a chance to develop new talent.

Long Visit

A few years ago Tony (Antoinette) Concello came up from a convent to visit her sister, Mickey King, during the latter's appearance with us. Mickey wanted us to give her sister a job. She never had worked in a show so we gave her just a walk-around in the spec and her salary was \$10 per week. Later she married Art Concello, now general manager of the Ringling show. Meantime she developed into a skilled performer. The first time she ever did a 2½ somersault was during a Detroit show.

Clyde Beatty came in here some years ago with a popular bear act. There was an opening and he was given a chance to go in with a mixed animal act, his first appearance with the mixed group.

Another Detroit product was Emmett Kelly, originally a trapeze performer. One season our show was all booked, but I gave Kelly a job as a tramp clown, a role he since has made famous.

Knowing the attractions a committee is going to book is very important. My advice is to look over lists and advertisements of attractions and communicate with them directly. They readily can be located thru *The Billboard*, of which I long have advocated that every committee should be a faithful reader.

The salaries we pay our acts always have been at least full scale—sometimes more. When an act hires out with a show for 30 weeks of a season, with food, lodging and transportation thrown in, it can afford to take less. But in winter, when the performers must provide their own hotel and food costs as well as the expense of traveling to and from the indoor dates, it is necessary to pay proportionately more in one way or another.

Need Membership Support

Perhaps the first rule for making a show successful is to get the solid support of an enthusiastic membership. We have a membership of 11,000, most of whom enthusiastically back the show.

It takes about 400 men to work in the circus as we handle it. We run all our own concessions. We have responsible businessmen, most of whom are known to many of our patrons, running the concessions without salary. They also work as office help, ticket takers, ushers and in various other jobs. About the only ones we hire are performers, the band, sweepers and cleaners. Even our first-aid department is staffed by our physician members.

The Shriners work as fire marshals, looking after the safety of the public.



TUNIS E. (EDDIE) STINSON

licity and advertising, \$11,000; labor and material to prepare stadium, \$5,000; office salaries, \$4,800 (representing part of general overhead expense of the Shrine organization); freight and cartage (such as bringing in animal acts), \$4,000; federal tax, \$42,000.

Some of the key people have been with us for years. In the first circus Orrin Davenport appeared as a bareback rider. About 1930 he gave up riding, but he has been the active assistant to the circus manager for many years. In 1906 Fred and Ella Bradna started with us—Ella, with the *Show Beautiful*, featured a mixed dog, pigeon and white horse act. Fred was equestrian director at that first Shrine circus, a post he held until a few seasons ago.

Names Important

These names are important because they illustrate the real secret of the success of our circus. We have tried to book the finest in the circus world. For instance, on a single bill we've had Lillian Leitzel, Clyde Beatty, May Wirth, Con Colleano, the Wallendas and menage and Liberty horses from the Ringling-Barnum circus.

Personal acquaintance with show-folk has been an important factor over the years. Personally, it has been my policy to visit outdoor circuses as often as possible and to get acquainted with the performers. We have been able to make our own deals with them and generally have found that since indoor shows come during the off season, acts always are glad of the chance to work during the winter.

In order to keep the cost down somewhat the Detroit Shrine years ago got the Cleveland Grotto, the Shriners in Rochester, Grand Rapids and several other cities to book performers from the Detroit show and arrange their dates to synchronize with our schedule. In that way the performers are assured

The policing also is handled by our own membership, with the assistance of the Detroit police.

This system works beneficially in two directions. It builds good will because of the widespread membership participation. That very fact insures solid intra-organization support because everyone has something to do. More important, it reduces operating expenses.

Our members have come to feel that they are a part of the circus and are glad to serve without pay. The average committeeman puts in at least six to eight full weeks of working time in a year. They not only are the actual weeks of the show dates but the planning far in advance and the wind-up details as well.

We have men like K. T. Keller, president of Chrysler; Harry Fruehauf, of the Fruehauf Trailer Company, and Harry Bennett, formerly of the Ford Motor Company, selling balloons. We have had millionaires selling candy. If they couldn't sell it they'd give it away and pay for it themselves. We have had some 200 to 300 additional Shriners working a few days each during the actual show, in addition to the 400 who do a regular committee job.

Our big secret is that Moslem Temple has become circus-minded. Everyone looks forward to this important annual event as something of vital personal interest. We have a show-minded organization built by the tradition of the Shrine Circus. We started as a small show but have grown into something big that commands our members' loyalty.

This has been accomplished, in part, by talking constantly to the

membership about the circus, telling them of bookings made, in monthly bulletins and in personal contacts. It has meant a constant effort to keep our people show-minded.

Experience Good Teacher

A new organization in the field may not be able to put across a highly successful show the first time unless it is put in the hands of a veteran showman. A new committee will learn much by experience.

If the organization does not have a man capable of putting on a show it is better to bring in a producer or promoter who knows how and one who will do it correctly. Some large organizations, like Polack Bros. and Hamid-Morton, will go in and guarantee the organization against loss with a sliding scale on the profits. That is by far the better way for the committee that doesn't have an adequate backlog of experience. These firms have made the Shrine Circus in this country practically a national institution for winter dates.

In our organization we have developed a loyal committee set-up that has stayed with us for years, an important factor in continued smooth operation. Our basic set-up differs slightly from many in that Orrin Davenport, as the active circus head, works on a flat salary and takes over all circus details while the sponsoring organization handles the money end.

Each committee head picks his own workers, people he knows will work. Most of the committee heads have held their posts year after year, and (See Running Detroit on page 91)

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Jay Gould, Elmer Brown, at State Fair Meetings in Minnesota, Illinois, Indiana, Iowa, Ohio, See Us.

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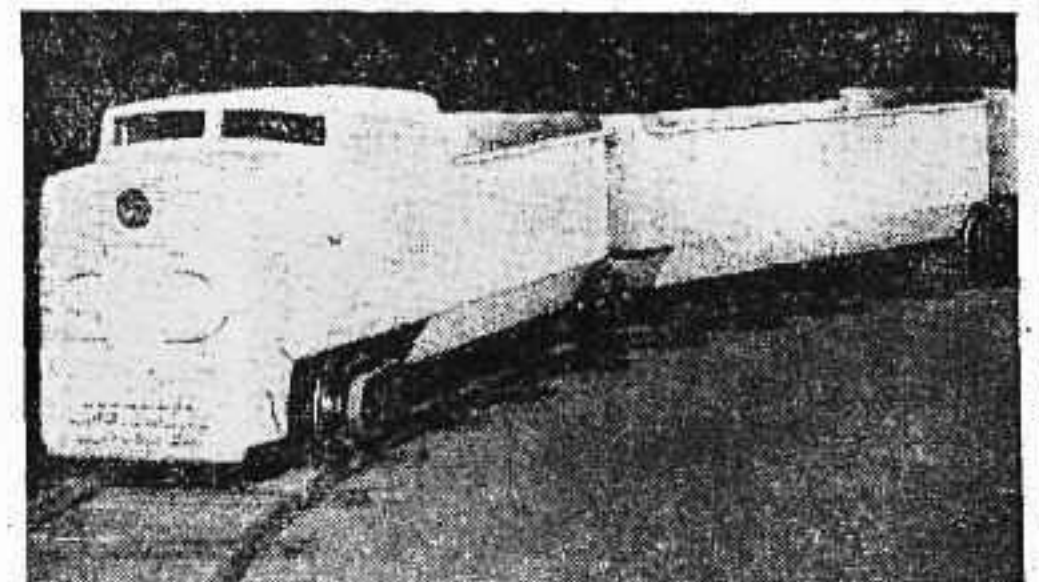
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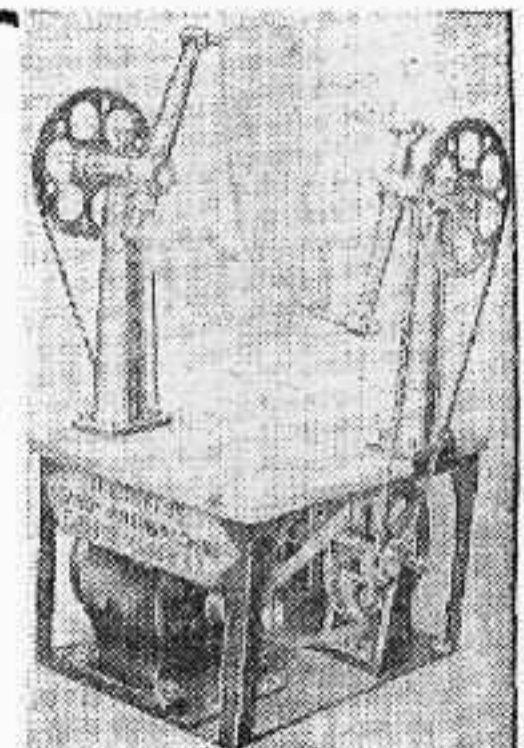
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TRAILER COACH SPECIFICATIONS

(Continued from page 86)

Model	Length Overall	Length of Body	Width of Body	Height Exterior	Height Interior	Axle	Type	Exterior Covering	Weight	Drawbar Load
Ironwood Trailer Coaches										
40	24' 6"	22'	8'	8' 4"	6' 6"	Tan. & Sgls.	Car.	A	4000 lbs. 3850 lbs.	
Kit Manufacturing Company										
Champion	25'	23'	8'	8' 6"	6' 6"	Sgls.	Car.	A	3800 lbs.	340 lbs.
K-1 (Patrol)	20 1/2'	18'	8'	7' 11 1/2"	6' 3"	Sgls.	Car.	A	2500 lbs.	300 lbs.
K-2 (Companion)**	16 1/2'	13 1/2'	8'	6' 11 1/2"	6' 5 1/2"	Sgls.	Car.	A	1990 lbs.	239 lbs.
K-3 (Companion)**	16 1/2'	13 1/2'	8'	6' 11 1/2"	6' 5 1/2"	Sgls.	Car.	A	1930 lbs.	240 lbs.
Permanent Bed Model *Conventional Model										
Kozy Coach Company										
41	24 1/2'	22 2 1/2'	7' 9"	8' 2"	6' 5"	Sgls.	Con.	M	4030 lbs.	600 lbs.
42	26 3/4'	24 2 1/2'	7' 9"	8' 2"	6' 5"	Tan.	Con.	M	4600 lbs.	625 lbs.
43	24 3/4'	24 2 1/2'	7' 9"	8' 2"	6' 5"	Tan.	Con.	M	4600 lbs.	625 lbs.
LaSalle Coach Company, Inc.										
44	25'	22 4'	8'	9' 4"	6' 9"	Tan.	Car.	M	4250 lbs.	460 lbs.
45	27'	24'	8'	9' 4"	6' 8"	Tan.	Car.	M	5200 lbs.	485 lbs.
46	33'	30 1/4'	8'	9' 8"	6' 10"	Tan.	Car.	M	6800 lbs.	675 lbs.
Liberty Coach Company, Inc.										
47	23'	20'	8'	9'	6' 8"	Sgls.	Con.	M	4180 lbs.	380 lbs.
48	27'	24'	8'	9'	6' 8"	Tan.	Con.	M	5200 lbs.	450 lbs.
49	30'	30'	8'	9'	6' 8"	Tan.	Con.	M	6520 lbs.	860 lbs.
50	33'	30'	8'	9'	6' 6"	Tan.	Con.	M	6320 lbs.	860 lbs.
Lighthouse Trailer Company										
51	23'	20'	8'	9'	6' 6"	Sgls.	Con.	A	3100 lbs.	300 lbs.
52	27'	24'	8'	8' 7"	6' 5"	Tan.	Con.	A	4600 lbs.	300 lbs.
53	33'	30'	8'	8' 7"	6' 5"	Tan.	Con.	A	5200 lbs.	300 lbs.
54	33'	31 1/2'	8'	9'	7'	Tan.	Car.	A	5000 lbs.	300 lbs.
55	27'	25 1/4'	8'	9'	7'	Tan.	Car.	A	4000 lbs.	300 lbs.
56	23'	21 1/4'	8'	9'	7'	Sgls.	Car.	A	3000 lbs.	300 lbs.
Luxor-Luffingwell Coach Company										
57	20'	18'	7' 6"	9' 6"	6' 6"	Sgls.	Car.	M & H	3400 lbs.	375 lbs.
58	20'	18'	7' 6"	9' 6"	6' 6"	Sgls.	Car.	M & H	3500 lbs.	400 lbs.
59	25'	23'	7' 6"	9' 6"	6' 6"	Sgls.	Car.	M & H	3725 lbs.	450 lbs.
60	25'	23'	7' 6"	9' 6"	6' 6"	Sgls.	Car.	M & H	3875 lbs.	500 lbs.
61	25'	23'	7' 6"	9' 6"	6' 6"	Sgls.	Car.	M & H	3875 lbs.	500 lbs.
H—Homasote										
Macomb Trailer Coach Company										
62	21' 8"	18' 6"	7' 10"	8' 8"	6' 9"	Sgls.	Car.	M	3350 lbs.	375 lbs.
63	25' 8"	22' 8"	7' 10"	8' 6"	6' 9"	Sgls.	Car.	M	4170 lbs.	270 lbs.
Main-Line Trailer Coach Company										
64	18 1/2'	14'	7'	7' 8 1/2"	6' 2"	Sgls.	Car.	A	1800 lbs.	250 lbs.
65	18 1/2'	16'	7'	7' 10 1/2"	6' 3"	Sgls.	Car.	A	2250 lbs.	300 lbs.
66	22 1/4'	20'	7'	7' 10"	6' 3"	Sgls.	Car.	A	2700 lbs.	350 lbs.
67	13'	10'	7'	9' 1 1/2"	7' 4"	Sgls.	Car.	A	1260 lbs.	280 lbs.
Majestic Coach Company										
68	27'	24 1/4'	7' 8"	9' 6"	6' 8"	Tan.	Car.	M	4500 lbs.	475 lbs.
69	31'	30'	7' 8"	9' 6"	6' 8"	Tan.	Car.	M	5800 lbs.	500 lbs.
Modern Trailer Company										
70	23'	20'	7' 11"	8' 5"	6' 7"	Sgls.	Con.	M & A	3400 lbs.	385 lbs.
Nappanee Trailer Company										
71	26'	23 1/2"	8'	9' 2"	6' 7"	Sgls.	Car.	M & A	4500 lbs.	500 lbs.
72	28'	24'	8'	9' 2"	6' 7"	Tan.	Car.	P	5000 lbs.	150 lbs.
73	23'	20'	8'	9' 2"	6' 7"	Sgls.	Car.	M	3500 lbs.	400 lbs.
74	16'	14'	8'	8' 11"	6' 5"	Sgls.	S.T.C.	M	1500 lbs.	200 lbs.
National Trailer Corporation										
75	29' 4"	26' 8"	8'	8' 8"	6' 8"	Tan.	Con.	A	6200 lbs.	600 lbs.
Overland Trailer Coach, Inc.										
76	26' 6"	24' 3"	7' 9"	10' 8"	6' 9"	Sgls.	Car.	A	4650 lbs.	395 lbs.
Pacemaker Trailer Company										
77	28 1/4"	24'	7' 6"	8'	7' 6"	Sgls.	Car.	A	3600 lbs.	375 lbs.
Palace Corporation										
78	24'	22'	8'	9'	6' 9 1/2"	Sgls.	Con.	A	3975 lbs.	400 lbs.
79	27'	25'	8'	9'	6' 9 1/2"	Tan.	Con.	A	4650 lbs.	470 lbs.
80	30'	27'	8'	9'	6' 9 1/2"	Tan.	Con.	A	5150 lbs.	620 lbs.
Pan-American Trailer Coach Corporation										
81	33'	30'	8'	8'	6' 7 1/2"	Tan.	Car.	M	6710 lbs.	610 lbs.
82	31'	28'	8'	8'	6' 7 1/2"	Tan.	Car.	M	6080 lbs.	500 lbs.
83	27'	24'	8'	8'	6' 6"	Tan.	Car.	M	5190 lbs.	510 lbs.
84	25'	22'	8'	8'	6' 6"	Sgls.	Car.	M	4870 lbs.	390 lbs.
85	27'	24'	8'	8'	6' 6"	Tan.	Car.	M	4690 lbs.	440 lbs.
Platt Trailer Company, Inc.										
86	23' 9"	21'	7' 10 3/4"	9'	6' 7 1/2"	Sgls.	Con.	M	4460 lbs.	490 lbs.
87	24' 9"	22'	7' 10 3/4"	9'	6' 7 1/2"	Tan.	Con.	M	4860 lbs.	600 lbs.
88	26' 9"	24'	7' 10 3/4"	9'	6' 7 1/2"	Tan.	Con.	M	5040 lbs.	530 lbs.
89	32' 9"	30'	7' 11 1/4"	9'	6' 7 1/2"	Tan.	Con.	M	6760 lbs.	700 lbs.
90	31'	28'	7' 11 1/4"	9'	6' 7 1/2"	Tan.	Con.	M	5800 lbs.	600 lbs.
Prairie Schooner Trailer Company										
91	25'	20'	7' 9"	8' 7"	6' 5"	Sgls.	Con.	M	3150 lbs.	400 lbs.
92	22'	20'	7' 9"	8' 7"	6' 5"	Sgls.	Con.	A	2950 lbs.	400 lbs.
Raymond Products Company, Inc.										
93	27' 6"	25'	8'	9'	6' 6"	Tan.	Car.	A	4800 lbs.	585 lbs.
94	23' 6"	20'	8'	9'	6' 6"	Sgls.	Car.	A	3800 lbs.	460 lbs.
95	19'	16'	7'	9'	6' 4"	Sgls.	Car.	A	2900 lbs.	360 lbs.
Richardson Trailer Manufacturing Company										
96	27'	25'	9' 3"	8' 10"	7' 6"	Tan.	Car.	M	4500 lbs.	500 lbs.
97	20'	18'	9' 3"	8' 10"	7' 6"	Sgls.	Car.	M	3000 lbs.	250 lbs.
Roycroft Coach Company										
98	28 1/2"	24'	8'	8' 5 1/2"	6' 1/2"	Tan.	Car.	M	4240 lbs.	460 lbs.

(Continued on opp. page)

Trailer Coach Industry Pushes Better Parks

(Continued from page 86)

TCMA standards of health and cleanliness. They are presented to the owner of the park at no monetary cost to him.

Sanitation Big Problem

Sanitation is a big problem for everyone concerned with trailer park improvement. Providing proper sanitary facilities is initially a big expense to the park operator, but a profitable measure in the long run. TCMA employs a sanitation engineer to assist in developing uniform codes for trailer park installations of sanitation facilities within trailers. More and more trailer coaches are being equipped with bathroom units, and this requires changes and greater improvements in trailer lot facilities.

Other new phases of trailer construction has increased the work of the Trailer Coach Manufacturers' Association, too. Longer trailer coaches are becoming more popular, and this means that length restrictions and their power hitches must be reviewed in all States for the protection of trailer coach travelers. Until recently 30 to 33-foot trailer coaches were thought of as attraction-getters at trailer coach shows. Today many trailer coach manufacturers are either building or planning to build such models for regular production. Families with children want two bedrooms, separate dinettes that become extra bedrooms at night and bathroom units. People who use trailer coaches for vacations like to take friends with them so more space is required.

Larger Model Demand

From 85 to 92 per cent of the coaches sold today are used for permanent or semi-permanent housing, another reason for the increasing demand for larger models.

The newest of these larger models will be displayed at the coming National Trailer Coach Show, February 18-27, in the International Amphitheater, Chicago. Almost all of the participating manufacturers (all members of TCMA) will exhibit a coach of 30 feet or more. The newest sports models will also be shown, as well as the standard three-room models.



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PETE LESLIE

BOX 3145 ST. PAUL, MINN.

Running Detroit Shrine Show Big Job, Says Stinson

(Continued from page 89)

are specialists in their own departments.

Our basic departments are represented by committee chairmen as follows: ice cream, soft drinks, candy, balloons, lunch counter, first aid, general admission tickets, reserved seats, ushers, fire marshals, police department, treasurer, general office, program, banners and publicity.

28C for Performers

We try to keep the total pay roll for performers at a figure of \$28,000 per week. We never restrict the top figure for a specific act if we know it is the act we really want. Rather, we use the figure as an over-all budget guide.

On our concession business we showed an income of \$65,000 gross, with \$29,000 expenses, resulting in a \$36,000 net profit.

In the handling of funds we proceed upon routine business-like methods. Each check, for instance, must be duly audited and signed by two different responsible officials. The committees for reserved seat and general admissions is charged with so many tickets and must account for them as sold.

Our promotion is done principally thru the press and radio, with much emphasis on write-ups and radio interviews of various performers. We use a professional press agent before and during the run of the circus. Tie-ups are made wherever possible with both press and radio.

We work upon the principle: "Never advertise something you can't deliver." Never sell the public short. If you do not keep faith with the public it will desert you. These days a show sponsor has to compete with radio, television, movies and other media by bringing in the finest artists. The public will not be kidded. We aim to put on a good clean show that will be entertaining to all ages. We have found that best embodied in the circus.

Customer Always Right

Our working motto is "the customer is always right." We try to give people their money's worth. For instance, our lunch counter prices for high quality food are about half those of an ordinary restaurant.

In recent years we have had to book our acts far in advance because there are more shows buying indoor attractions.

An excellent selling outlet for tickets is thru local high schools on a commission basis. The schools are given \$4 commission on each \$16 book of tickets sold. This goes to the school fund, used mostly for such a project as an annual trip to Washington. Both junior and senior classes sell the tickets with the former realizing they will benefit the following year as seniors.

Youth interest has been important from the start for the Shrine Circus. Many Shriners thruout the country turn the entire proceeds of their shows over to crippled children's work. Moslem Temple has turned over hundreds of thousands of dollars for children's activities alone. The obvious universal appeal of this interest has been another factor in assuring the wholehearted support of our membership because it recognizes the worthiness of the ultimate objective.

At our circuses we always make special arrangements to admit underprivileged children and residents of veterans' hospitals, old people's homes and the like, free. The Shrine also pays the cost of transportation. This likewise has helped to build good will in the community.

We have had the fullest co-opera-

TRAILER COACH SPECIFICATIONS

(Continued from opp. page)

Model	Length Overall	Length of Body	Width of Body	Height Exterior	Height Interior	Axle	Type	Exterior Covering	Weight	Drawbar Load
Schull Corporation										
Aristocrat (6ST)	33'	29'9"	8'	99"	79"	Tan.	Con.	A	6850 lbs.	650 lbs.
Luxury Ltner (ST)	26'	23'	8'	99"	79"	Tan.	Con.	A	4175 lbs.	550 lbs.
Commodore	21'	18'	8'	99"	79"	Sgle.	Con.	A	3200 lbs.	475 lbs.
Silver Dome Company										
16	18'4"	16'4"	7'9"	8'4"	6'4"	Sgle.	Con.	M	3500 lbs.	450 lbs.
17	19'4"	17'4"	7'9"	8'4"	6'4"	Sgle.	Con.	M	2800 lbs.	450 lbs.
Spartan Aircraft Company										
Spartanette 24	25'2"	23'	8'	8'8"	6'8"	Sgle.	Car.	A*	4885 lbs.	450 lbs.
Manor 25 (ST)	25'9 1/2"	24'6"	8'	8'6"	6'3 1/2"	Tan.	Con.	A*	3900 lbs.	450 lbs.
Manor 25 (ST)	25'9 1/2"	24'6"	8'	8'6"	6'3 1/2"	Sgle.	Con.	A*	3700 lbs.	450 lbs.
Mansion 39 (ST)	29'9 1/2"	27'11 1/4"	8'	8'6"	6'3 1/2"	Tan.	Con.	A*	4975 lbs.	400 lbs.
Royal Mansion 33 (6ST)	33'7"	31'8"	8'	8'6"	6'3 1/2"	Tan.	Con.	A* *Stressed	5300 lbs.	650 lbs.
Sportsman Industries										
Colonial Std.	25'	23'	7'6"	8'10"	6'6"	Sgle.	Car.	A	3800 lbs.	
Colonial Del.	25'	23'	7'6"	8'10"	6'6"	Sgle.	Car.	A	3800 lbs.	
Colonial Manor (6ST)	29'	26'	8'	8'10"	6'6"	Tan.	Car.	A	5200 lbs.	
Colonial Six Sleeper	29'	26'	8'	8'10"	6'6"	Tan.	Car.	A	5200 lbs.	
Stewart Coach Company										
Cartle 33 (6ST)	33' 1/4"	30'	8'	8'6"	6'6"	Tan.	Car.	A	5800 lbs.	490 lbs.
8 (6ST)	28'	25'	8'	8'6"	6'6"	Tan.	Car.	A	4820 lbs.	
Superior Industries, Inc.										
Week-Endor	18'	15'	7'	8'9"	6'3"	Sgle.	Con.	*	4100 lbs.	300 lbs.
Special	21'	18'	8'	8'9"	6'8"	Sgle.	Con.	*	3950 lbs.	440 lbs.
Turret Topper	26'4"	23'4"	8'	8'9"	6'7"	Sgle.	Con.	*	3850 lbs.	420 lbs.
De Luxe	28'4"	23'4"	8'	8'9"	6'7"	Sgle.	Con.	*	3970 lbs.	450 lbs.
De Luxe Tandem	27'4"	24'4"	8'	8'9"	6'8"	Tan.	Con.	*	4220 lbs.	410 lbs.
Custom	33'	30'	8'	8'9"	6'8"	Tan.	Con.	*	5980 lbs.	580 lbs.
Supreme Trailer Company										
Mayfair 129 (6ST)	29'	26'8"	8'	8'9"	6'7 1/2"	Tan.	Car.	M	5495 lbs.	425 lbs.
Mayfair 137	27'	24'	8'	8'9"	6'7 1/2"	Tan.	Car.	M	4695 lbs.	400 lbs.
Cabranette 123	23'	20'	7'10"	8'10"	6'7 1/2"	Sgle.	Car.	M	3795 lbs.	385 lbs.
Terra Cruiser										
Terra Cruiser (6ST)	29'	27'	8'	8'	6'10"	Tan.	Con.	A	4500 lbs.	450 lbs.
Star	18'	16'	7'	8'	6'6"	Sgle.	Car.	A	3595 lbs.	360 lbs.
Transcontinental Trailer Corporation										
250 (ST)	25'	23'	8'	9'6"	6'7"	Sgle.	Car.	M	3950 lbs.	400 lbs.
Travelite Trailer Company										
427 Homette (ST)	27'	24'6"	7'9"	103"	79"	Tan.	Car.	A	5400 lbs.	450 lbs.
Homette 627 (6)	27'	24'6"	7'9"	103"	79 1/2"	Tan.	Car.	A	5200 lbs.	450 lbs.
633 Homette (6ST)	33'	30'	7'9"	103"	79 1/2"	Tan.	Car.	A	7200 lbs.	475 lbs.
Trotwood Trailers, Inc.										
19A	22'	19'5"	9'1"	108"	83"	Sgle.	Car.	***	3500 lbs.	350 lbs.
Economy	17'6"	14'6"	7'1"	8'4"	6'4"	Sgle.	Car.	***	7300 lbs.	240 lbs.
T & V Trailer Coach Manufacturing Company										
International Monarch (ST)	25'	24'6"	8'	8'4"	6'6"	Tan.	Car.	A	3965 lbs.	370 lbs.
Duke	19'	16'6"	8'	8'4"	6'6"	Sgle.	Car.	A	2280 lbs.	370 lbs.
Prince (6ST)	31'	26'6"	8'	8'4"	6'6"	Tan.	Car.	A	4620 lbs.	383 lbs.
Princess	23'	20'6"	8'	8'4"	6'6"	Sgle.	Car.	A	3020 lbs.	280 lbs.
Universal Trailer Corporation of Chicago										
Model 48-27 (6ST)	27'	24'	7'9"	8'6"	6'7"	Tan.	Car.	M	4800 lbs.	400 lbs.
De Luxe Model 25	25'	22'	8'	8'7"	6'5"	Sgle.	Con.	M	3600 lbs.	250 lbs.
Model 48-21	21'	18'	7'9"	8'7"	6'5"	Sgle.	Con.	M	3000 lbs.	250 lbs.
Universal Trailer Corporation of California										
Universal Model 21	21'	18'	7'9"	8'6"	6'7"	Sgle.	Con.	M	3200 lbs.	325 lbs.
Universal Model 27 (6)	27'	24'	7'9"	8'6"	6'7"	Tan.	Con.	M	4800 lbs.	400 lbs.
Universal Model 25	25'	22'	7'4"	8'6"	6'7"	Tan.	Con.	M	3970 lbs.	250 lbs.
Model 25	25'	22'	7'4"	8'6"	6'7"	Tan.	Con.	M	3970 lbs.	250 lbs.
Vagabond Coach Manufacturing Company										
232 (ST)	26'2"	23'2"	8'	8'6"	6'4 1/2"	Sgle.	Con.	A	4350 lbs.	600 lbs.
262 (ST)	29'2"	26'2"	8'	8'6"	6'4 1/2"	Tan.	Con.	A	4850 lbs.	600 lbs.
Vindale Coach Company										
V 29 (6ST)	29'	26'5"	8'	8'6"	6'8"	Tan.	Car.	M	5050 lbs.	610 lbs.
Whitley Manufacturing Company										
Traveler	20'6"	17'	7'	9'3"	6'6"	Sgle.	Car.	M	3270 lbs.	375 lbs.
Cruiser	23'6"	20'	8'	9'3"	6'6"	Tan.	Car.	M	4000 lbs.	375 lbs.
Mobliner	28'	24'6"	8'	9'3"	6'6"	Tan.	Car.	M	4500 lbs.	400 lbs.
Mobil-6 (6)	28'	24'6"	8'	9'3"	6'6"	Tan.	Car.	M	4500 lbs.	400 lbs.
Queen (ST)	28'	24'6"	8'	9'3"	6'6"	Tan.	Car.	M	4700 lbs.	400 lbs.
Super-Liner (6ST)	33'	30'	8'	9'3"	6'6"	Tan.	Car.	M	5900 lbs.	400 lbs.
Zimmer Boat & Trailer Company										
Tandem	27'	24'1 1/2"	7'6 1/2"	8'4 1/2"	6'4 1/2"	Tan.	Con.	A	4200 lbs.	525 lbs.
Tandem (6)	27'	24'1 1/2"	7'6 1/2"	8'4 1/2"	6'4 1/2"	Tan.	Con.	A or M	4200 lbs.	525 lbs.
Master (6)	30'	27'1 1/2"	7'6 1/2"	8'4 1/2"	6'4 1/2"	Tan.	Con.	A or M	4750 lbs.	575 lbs.
Master (6)	30'	27'1 1/2"	7'6 1/2"	8'4 1/2"	6'4 1/2"	Tan.	Con.	A or M	4750 lbs.	575 lbs.

tion from the Department of Agriculture, which controls the State Fair Coliseum where our show is held. This has included willingness to give us dates that will allow consecutive datings with Cleveland and the other cities for which we book acts.

Incidentally, the help we have extended to other Shrines in booking circuses always has been freely given. I never have received a cent for the aid given other Shrine groups in this field.

We will not allow the sale of intoxicating beverages in the circus. Fortunately, we have had few accidents among our workers and none among our patrons. We never have had a really disgruntled performer. They always have been paid promptly. In case of illness, even tho unable to work, they always are paid in full.

The Shrine Circus is big business and my job essentially is to book the show. It has meant a full-scale purchasing agent's job that has meant

buying all kinds of items from refreshments and hay to horse meat and balloons.

In summary, I believe there are four important maxims to keep in mind in operating a show:

- 1—Keep your organization and the public well informed.
- 2—Make all arrangements well in advance.
- 3—Give a good show.
- 4—Be honest with the public and your performers.

Baby Contest Clicks at Iowa

By
Nelle Kenison

Judging of Infants' Health, Rated Top
Public Service Feature, Garners Good
Will, Much Publicity at Des Moines

IN PUBLIC interest as well as public service, the Statewide Baby Health Contest has long been one of the outstanding features of the Iowa State Fair. This year, 581 babies were entered. Actually 536 showed up on the appointed days for examination. Thirty of them went home winners of trophies and other prizes.

My own interest in the Baby Health Contest goes back many years. For the past two years I have been superintendent of this department of the fair, and so I have been asked to write this account. Officials of many other fairs have expressed interest in our contest, and perhaps this article will answer many of their questions.

Make Ready Months Ahead

The contest is more than a show. It serves many useful and worthwhile purposes. But first, let me explain how it is conducted.

Preparations for the contest begin many months in advance. Premium lists and awards are set up and approved by the contest superintendent, the State fair secretary, Lloyd B. Cunningham, and the fair board.

Premium list is printed in April, four months before the fair, ready for mailing to prospective entries. About the same time, a newspaper and radio announcement of the contest is published. Then the entries start coming in.

In the meantime, the superintendent and the fair secretary are busy lining up the staff for the contest. And this is not an easy job.

A medical director and a pediatric consultant, both prominent physicians, are appointed. Twenty more

Nelle (Mrs. F. R.) Kenison, superintendent of the annual Baby Health Contest at the Iowa State Fair, is one of Iowa's most distinguished leaders in the field of child welfare. She is a farmer's wife, a mother, and the grandmother of a 3½-year-old boy. She has been a teacher, too, but her home, her family and her school have not occupied all her time.



She has been active in PTA work for many years, serving in various offices, including the State presidency during World War II years. She is now co-ordinator of radio activity for the Safety Education Division of the State Department of Public Safety.

The Iowa Congress of Parents and Teachers was largely responsible for the creation of the Baby Health Contest at the fair. Mrs. Kenison has been interested in the project for many years, and has been superintendent of the contest for the past two years.

doctors and dentists are appointed as examiners—three for mental tests, eight for physical, six for oral and dental, and three for eye, ear, nose and throat examinations.

These medical appointments are made (and accepted) with the understanding that the medical director and pediatric consultant will work on a practically full-time basis during the seven examining days of the contest. Others on the medical staff work in shifts, dividing up the examinations by days or by hours.

In addition, a chief nurse and half a dozen other registered nurses are appointed. Student nurses from Des Moines hospitals are recruited to help out. A certified public accountant is employed as scorekeeper. Ten women, not necessarily nurses, are employed as clerks and typists.

Encouraging parents to enter their babies in the contest is not difficult, but it does take some doing. We set the deadline for 16 days ahead of the fair. Newspaper and radio announcements, a few days before the deadline, remind parents that time is running short. Of course, the real deluge of entries does not come until the last few days before the deadline.

When the entries are all in, then preparations enter their busiest phase. All entries are numbered, and a timetable for examinations is set up. Parents are notified what day, at what hour, their babies are to be examined. Doctors and other members of the staff are assigned hours on duty. A special section of the Women's and Children's Building, with the "inspection line" glassed off from the audience, is made ready with the strictest of sanitary precautions.

One Every Four Minutes

At 8 a.m. opening day, the babies start moving thru the line-up of examiners. At four-minute intervals, from 8 a.m. until noon, for seven days, the procession continues. A two-page scorecard is filled out in duplicate for each contestant.

Then, on the afternoon of the next-to-the-last day of the fair, the scores are compared and the winners are determined in each class. By telephone and telegraph, the parents of winners are notified to bring their babies the next morning (the last day of the fair) for the award ceremony. This ceremony is truly one of the most colorful and entertaining events of the whole fair.

Timed for News Breaks

Press-radio announcement of the winners is handled so that both the morning and afternoon papers get a break. Twin champions are announced the night before the final ceremony, and the morning papers carry their pictures. Individual champions are announced at presentation time, the final morning, and featured in evening papers. The Des Moines Tribune for several years has published pictures of all 30 winners, with special stories and biographies on the two grand champions.

That's how it works. Now, let's get back to that premium list.

Altogether, cups and medals worth a total of \$500 are offered. There are no cash prizes. An entry fee of \$2 is required. This is not an examination fee, and it is refunded only if the entry list is withdrawn before the cata-

log of entries is compiled and printed.

The contest is in two divisions. In the general division, the awards are based strictly on this year's scores. In the improvement division, last year's one-year-old entries who are entered this year in the two-year-old classes are "automatic entries," and the babies showing the most improvement in the past 12 months win the awards.

The general division is divided into three sections: City (for babies from cities of 15,000 and over), town (from towns of 2,500 to 15,000 population) and rural (from farms and from towns under 2,500).

Each section, in turn, is divided into four classes: Boys 12 to 23 months old, boys 24 to 35 months old, girls 12 to 23 months old, and girls 24 to 35 months old. The winner in each class gets a prize. In addition, the highest scoring boy and girl in each section receive awards. Grand champion trophies are given to the highest scoring boy and girl in the contest. And a twin special award is made for the top scoring pair.

In the improvement division, a champion boy and champion girl are selected in each section (city, town and rural). And trophies, again, are given to the grand champion boy and grand champion girl in score improvement.

Boon To Better Babies

Finally, the purposes and benefits of the Baby Health Contest are probably the most important considerations.

The prime object, of course, is to improve babies. As the catalog introduction explains, "the object of the contest is more than an effort to learn which baby in the State will score the highest. It is an effort to induce better health in all Iowa babies."

The contest serves its purpose in many ways. In the first place, the babies are examined thoroly by specialists in each phase of health. The parents get a copy of the detailed scorecard, which gives them a check-list of the child's faults and merits and physical specifications.

Actually, to many of the parents, the problem of correcting faults in order to improve their baby's health is more important than the distinction of winning the contest.

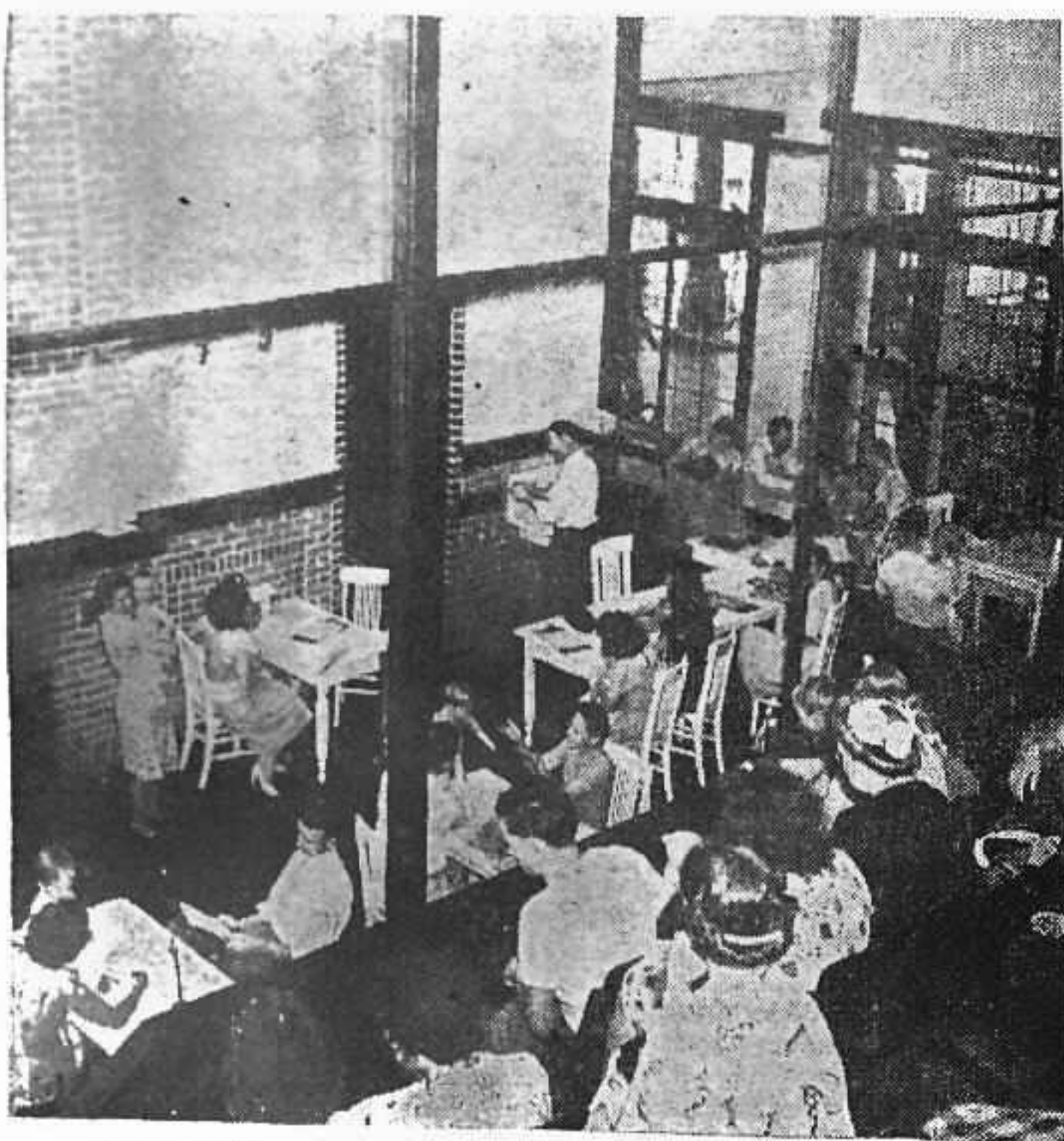
Eighty-one of this year's entries were repeaters from last year and therefore their parents received an exact record of 12 months' changes in their babies' conditions. The newcomers of 1948 can come back next year for another thro check-up.

Those are the public service features of the Baby Health Contest. As for the public appeal—the spectator value, however incidental it may be to the main purpose, has been proven over a period of many years.

Builds Good Will

Each of those 536 babies in the 1948 contest brought at least one family to the fair. Many of them would have come anyway, probably, but this contest gave them a sense of participation and the extra thrill of personal competition in Iowa's big show.

And if you measure the contest in terms of publicity, then it is certainly one of the biggest things on the fairgrounds. In quantity, probably more newspaper space and radio time are devoted to the Baby Health Contest than any other single contest. And in quality, this is some of the very best publicity the fair receives.



INSPECTION LINE, glassed off from audience, is staffed and equipped to enable the judging of one infant every four minutes.

Frogs Pay Off at Gate

Calaveras County's Annual Literally Jumps With Publicity

By Al Trivelpiece

ONE cold winter day in 1865 a mud-spattered young reporter, Sam Clemens, trugged into Angels Camp, Calif., shook the snow from his coat, and walked into the old Angels Hotel for a drink and a game of billiards.

He finished the drink but the billiard game went unfinished as Ross Coon, the bartender, began spinning the tale of "Jim Smiley and his jumping frog that could outjump any frog in the world!"

Clemens put his billiard cue back in the rack and started taking notes

into 83 languages, and magazines which had previously tendered Twain crisp rejection slips, started howling for copy. Critics of the day hailed him as the nation's top humorist. No humor anthology was complete without the frog story.

Angels Camp miners thru the '70s and '80s took credulous visitors to the town pump to show them direct descendants of "Jim Smiley's Dan" Webster.

Frogs Steal Show

In 1898, at the California Golden

Al Trivelpiece has been the publicity director of the Jumping Frog Jubilee in Angels Camp, Calaveras County, California. In 1946 the celebration, held in conjunction with the Calaveras County Fair, was adjudged the best advertised and publicized of any celebration in the West. In 1947 it shared top honors with the San Francisco Cow Palace. In this article Trivelpiece has presented an outline of methods used to annually attract 25,000 celebrants to a mountain community with a population of 1,100 and hotel and restaurant accommodations for less than 200 people. Leaders in the show business world might say, "It can't be done!" But in Angels Camp it is done every year.



A few weeks later in his cabin on Jack Ass Hill, Clemens rounded up his notes and jotted down the preliminary draft of *The Celebrated Frog of Calaveras County*. Under the pseudonym of "Mark Twain" it was published in an Eastern journal a few months later.

Overnight Twain was famous, as was Angels Camp and Calaveras County. The story was translated

Anniversary celebration in San Francisco, one of the feature exhibits from Calaveras County was a display of "Mark Twain Jumping Frogs." San Francisco reporters devoted columns to the frogs to the neglect of mineral displays representing millions of dollars in gold pouring into the nation's coffers.

In short, Mark Twain was the (See Calaveras County's on page 114)

Official NAAPPB Program

Louis XVI Room, Hotel Sherman, Chicago

Monday, November 29

Convention called to order—Paul H. Huedepohl.

Invocation—R. S. Uzzell.

Announcements and communications—Paul H. Huedepohl.

Introduction of President Edward L. Schott—Paul H. Huedepohl.

President's Address—Edward L. Schott.

Introduction of program chairman—Henry G. Bowen.

Reports of Convention Committees:

Pool and Beach Program—Chauncey A. Hyatt, Chairman.

Location and Exhibit Arrangements—A. N. McSwigan, Chairman.

Entertainment and Banquet, Reception and Social—George A. Hamid, Chairman.

Report of Insurance Committee—Norman S. Alexander, Chairman.

(See Official NAAPPB on page 111)

AMERICAN RECREATIONAL EQUIPMENT ASSOCIATION

West Room (First Floor), Hotel Sherman, Chicago

November 28, 1948, 7:30 P.M.

OFFICIAL PROGRAM

WELCOME..... William J. Wendler, AREA President

THE TEMPER OF THE TIMES... Edward L. Schott, NAAPPB President

HELPS TO MAKE THE STEEP GRADE... Paul H. Huedepohl, NAAPPB Secretary

OUR PRESIDENT INSIDE LOOKING OUT..... William J. Wendler

HOW RIDE MANUFACTURERS CAN BEST SERVE THE INDUSTRY

Floyd E. Gooding, carnival and ride owner

MODERN WELDING OF ALUMINUM, STAINLESS STEEL.....

Frank McGuire Jr., division service engineer, Linde Air Products Co.

QUESTION PERIOD..... Open Forum

ANNUAL BUSINESS MEETING

Report of Treasurer..... Fred L. Markey, treasurer

Report of Auditing Committee..... Wallace St. C. Jones, chairman

Report of Exhibit Room Committee..... Herbert Schmeck, chairman

Report of Membership Committee..... Fred L. Markey

Report of Nominating Committee..... William de L'horbe Jr.

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.)

- American Midway: (Fair) Harlingen, Tex.
- Barlow's Big City: Jolner, Ark., 22-28.
- Barney's Am.: Hampton, Ark.
- B. & D.: Cowpens, S. C.; Chesnet 29-Dec. 4.
- B. & H.: Bamberg, S. C.
- Big State Am. Co.: LaPorta, Tex.
- Blue & White: Wharton, Tex.
- Borderland: Falfurrias, Tex., 24-Dec. 5.
- Brown Amusements: Mixon, Tex.; Floresville 29-Dec. 4.
- Clark & Lankford: Albany, Ga.
- Georgia Am. Co.: Chipley, Ga.
- Great Lyric: Flora, Miss.
- Kelly Bros.: Cash, Ark.; Hundred 29-Dec. 4.
- Lottbridge, Harry: Ashburn, Ga.; New Orleans, La., Dec. 4-19.
- Magic Empire: Biloxi, Miss.
- Majestic Greater: St. Augustine, Fla.
- Marion Greater: (Colored Fair) Springfield, S. C.
- Orange State: Orlando, Fla., 22-Dec. 4.
- Palmetto Expo.: Estill, S. C.
- Peppers All-State: Franklin, La.
- Pine State: (Colored Fair) Jacksonville, Fla., 23-Dec. 4.
- Prell's Broadway: Orlando, Fla.
- Southern Am. Co.: Lamar, S. C.
- Stephens, C. A.: Harleyville, S. C.; season ends.
- Tassell, Barney: Miami, Fla.
- Tri-State: Union, La., 22-28.
- United States: (Fair) Belle Glade, Fla., 28-Dec. 4.
- Utah Expo.: Glendale, Ariz.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Clyde Bros.: Topeka, Kan., 22-24; Salina 25-27; Bartlesville, Okla., 29-Dec. 1; Tulsa 2-5.
- Davenport, Orrin: Wichita, Kan., 23-27.
- Gould, Jay: Davenport, Ia., 25; Galesburg, Ill., 26; Lincoln 27; Macomb 29; Muscatine, Ia., 30; Monmouth, Ill., Dec. 1; Ottawa 2; E. Chicago, Ind., 3; Indiana Harbor 4.
- Polack Bros. (Eastern): (Armory) Peoria, Ill., 24-30.
- Polack Bros. (Western): (Armory) Springfield, Ill., 23-28; (Auditorium) Terre Haute, Ind., Dec. 3-4.
- Ringling Bros. and Barnum & Bailey: West Palm Beach, Fla., 23-24, Miami 25-26; Sarasota 29, season ends.
- Spartan Bros.: Pearson, Ga., 35; Hoboken 28; Manor 27.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Evans, Harry Ike, Show: Chadron, Neb.
- Hente, Sonja, Hollywood Ice Revue (Coliseum) Indianapolis, Ind., thru Dec. 5.
- Pan-American Animal Exhibit: Chipley, Fla., 23; Blountstown 24-25; Wewahatchka 26-27.
- Plunkett's Stage Show: Sour Lake, Tex., 22-24; Daisetta 25-27.
- Skating Vanities of 1949 (Auditorium) Chattanooga, Tenn., 23-28; (Coliseum) Houston, Tex., Dec. 1-5.

Under the Marquee

Bess Dhotre, whose husband, Dammoo, is a cat trainer with the Big Show, is back in Sarasota, Fla., to supervise the building of their new home there. . . . The Sara-Circo Club will present a show in the Municipal Auditorium, Sarasota, Fla., December 17 and 18. Members are all former circus performers. . . . Jeannie Rockwell, novice aerialist, who first hit the headlines when she tumbled from her rigging while appearing this spring with the Ringling show in Madison Square Garden, is the cover girl on the December issues of *Pag-eant* and *True Experiences* magazines. Jeanne is now able to walk again after months of medical treatment. . . . A portrait of Sally Marlowe, Ringling equestrienne, painted by Elmer Harmes, Sarasota, Fla., artist, will be exhibited at the Florida Federation of Art's annual show. . . . Leonard Aylesworth, canvas superintendent on the Big Show, was operated on at Bradentown, Fla., General Hospital last week. He is expected to remain in the hospital three weeks.

Clyde Beatty this summer became the last circus to play the lot at Harrison and Grand in Butte, Mont. The tract will be used as a site for the erection of 110 houses, Frank A. Panisko writes from the Montana city.

Okay Biz in Finland

RIGA, Finland, Nov. 20. — Trolle Rhodin's Zoo Circus, one of Sweden's foremost circuses, is playing to good business at Helsingfors, Finland.

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M. A. SRADER

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Box 1895

Phone 42656

Wichita, Kansas

LIFE Convention Program

Sunday, November 28

1:30 P.M.—Annual Memorial Service, Showmen's League of America, Bal Tabarin, Hotel Sherman.

Monday, November 29

10:00 A.M.—Crystal Room, Annual Meeting, the Middle West Fair Circuit; Joseph T. Monsour, President.
 1:30 P.M.—Room 116, Annual Meeting, Officers and Directors, State Associations of Fairs; Allen J. Doran, Chairman.
 3:30 P.M.—IAFF Directors' Meeting.
 4:00 P.M.—Room 111, Annual Meeting, International Motor Contest Association; Raymond A. Lee, President; Frank Harris, Secretary.
 6:00 P.M.—Reception and Buffet Supper, open to fair men and their wives; Bligh Dodds, Chairman.

Tuesday, November 30

10:00 A.M.—Crystal Room, President Roy Rupard, presiding.

BUSINESS SESSION

Appeals Committee Report, Leon H. Harms, New Mexico State Fair.
 Auditing Committee Report, Mrs. Ethel Murray Simonds, Oklahoma Free State Fair.
 Board of Directors' Report, Frank H. Kingman, Secretary.
 Government Relations Committee Report, Bligh A. Dodds, New York State Fair.
 Live-stock Classification Committee Report, Charles A. Nash, Eastern States Exposition.
 Introduction and acceptance of new members.
 Appointment of nominating committee.
 Roll Call.
 Annual address by the president.

ADVERTISING—PUBLICITY

Newspaper Contest Pays Dividends, C. G. Baker, Oklahoma State Fair.
 Luring Crowds With Attendance Awards, Emery Boucher, Quebec Provincial Exposition; V. Ben Williams, Pacific National Exhibition.
 12 Noon—Past Presidents' Club Luncheon, Archie L. Putnam presiding.
 2:00 P.M.—Crystal Room.

EXHIBITS—ATTRACTIONS

The Future of Television at Fairs, Reinald Werrenrath, Program Director, Station WBKB, Chicago.
 Charles D. Scott, Supervisor of Exhibits, General Electric Company, Schenectady, N. Y.
 Skating Vanities, Our No. 1 Attraction, Emery Boucher, Quebec Provincial Exposition.
 Amusement Parks at Fairs, Pat W. Kerr, Tennessee Valley Fair.

THE SEASON'S REVIEW

We Wanted To Be Different, Jack Reynolds, Wisconsin State Fair.
 Our Year Around Operation, V. Ben Williams, Pacific National Exhibition.
 Building a New Fair, Ralph Ammon and L. R. Huckstead, Heart of Illinois Exposition.
 Fairs Have a Golden Opportunity, Bryan Blaylock, Vice-President, National Dairy Association.

Wednesday, December 1

10:00 A.M.—Crystal Room.

COMMERCIAL SPACE—CONCESSIONS

Alabama-Made Products Exposition, R. H. McIntosh, Alabama State Fair.
 Industrial Exhibits Sponsored by Junior Chamber of Commerce, Sheldon R. Brewster, Utah State Fair.
 Co-Operative Exhibits, Robert B. Trask, Chief, Division of Fairs, Massachusetts Department of Agriculture, Boston.
 Hobby Shows Produce Added Revenue, J. C. McLean, Pacific National Exhibition.
 All Food and Refreshments Handled by One Organization, Sheldon R. Brewster, Utah State Fair.
 Something New in Exhibit Buildings, Maurice Jencks, Kansas Free Fair.
 IAFE Farm Machinery Committee Report, Lloyd B. Cunningham, Iowa State Fair.
 2:00 P.M.—Crystal Room.

GRANDSTAND SHOWS

Name Talent, Raymond A. Lee, Minnesota State Fair; Elwood A. Hughes, Canadian National Exhibition.
 Midget Auto Racing, Jack Reynolds, Wisconsin State Fair.
 Motorcycle Racing, Joseph T. Monsour, Louisiana State Fair.
 Harness Racing, Lloyd B. Cunningham, Iowa State Fair; Harry B. Correll, Bloomsburg Fair.
 Features That Produce Results, Edwin J. Bath, Ohio State Fair; Orval C. Pratt, Indiana State Fair; Emery Boucher, Exposition Provinciale; William V. Ward, Illinois State Fair.
 No Refunds With a Covered Stage, George A. Hamid, New Jersey State Fair.

OUTLOOK FOR 1949

Open Discussion.

Report of Resolutions Committee.
 Election of Officers and Directors.

STATISTICAL DIRECTORY OF FAIRS

The following additional listings were received too late to be included in the Statistical Directory of Fairs, a feature of the Cavalcade of Fairs Supplement, which accompanies this issue.

ARIZONA

Arizona State Fair, Phoenix

ATTENDANCE: 161,000 paid, 15,000 free. Operated 10 days, 10 nights.
 WEATHER: Good, 10 days, 10 nights.
 RECEIPTS: Gate, \$175,000.
 AID, PREMIUMS: Premiums from State, \$55,000; county aid, \$8,000.
 CARNIVAL: Crafts 20 Big Shows.
 ADMINISTRATION: Secretary, Paul Jones.

ARKANSAS

Northeast Arkansas District Fair, Blytheville

ATTENDANCE: 14,798 paid; 29,000 free. Operated 5 days, 5 nights.
 WEATHER: Good 5 days, 2 nights; cold 3 nights.
 AID, PREMIUMS: State aid, \$5,000.
 CARNIVAL: Gooding Amusement Company.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 5 nights, at cost of \$2,625, and Roscoe Armstrong, at cost of \$125; fireworks, supplied by Paramount Fireworks Company, 5 nights, at cost of \$875.

STILL DATES: Midget auto races, 8 nights, staged by Dean and Callahan; hot rod races, 10 days, staged by group of hot rod owners; circus, 1 day, 1 night, staged by Clyde Beatty Circus; radio show, 5 days, 5 nights, staged by Robinson Enterprises; rodeo, 3 days, 3 nights.

ADMINISTRATION: President, L. H. Autrey; secretary, superintendent of concessions and commercial exhibits, publicity director, Robert E. Blaylock.

Pope County Fair, Russellville

ATTENDANCE: 12,500 paid; 8,000 free. Operated 5 days, 4 nights.
 WEATHER: Good 5 days, 4 nights.
 RECEIPTS: Gate, \$2,100.
 AID, PREMIUMS: State aid, \$535; other, \$600.

CARNIVAL: Model Shows, Inc.
 ATTRACTIONS: Circus acts, booked thru Michaels Attractions, 4 nights, at cost of \$350; rodeo, presented by Clyde S. Miller, 1 day, 4 nights.

ADMINISTRATION: President, C. A. Hughes; secretary, W. B. Langford; superintendent of commercial exhibits, J. C. Jones.

CALIFORNIA

California Mid-Winter Fair, Imperial

ATTENDANCE: 46,438, paid; 10,089, free. Operated 9 days, 9 nights.
 WEATHER: Good 4 days; strong winds 5 days; cold and windy 9 nights.
 RECEIPTS: Gate, \$14,157.25; grandstand, \$4,982.50; day grandstand, \$3,018.50; night grandstand, \$1,964.
 AID, PREMIUMS: State aid, \$20,000.

CARNIVAL: Crafts 20 Big Shows.
 ATTRACTIONS: Revue, booked thru Bert Levey Studio, 9 nights, at cost of \$6,000; harness and running horse races, 5 days, with purses of \$8,000; horse show, 3 days, with purses of \$6,000.

STILL DATES: Rodeo, 3 days, staged by Imperial Valley Rodeo Association.

ADMINISTRATION: President, J. R. Snyder; secretary, D. V. Stewart; superintendent of concessions, J. C. Archias; superintendent of exhibits, W. L. Townsend; publicity director, G. E. Bucklin.

Caruthers District Fair, Caruthers

ATTENDANCE: 12,550 (free gate). Operated 3 days, 3 nights.
 WEATHER: Good 3 days, 3 nights.
 AID, PREMIUMS: County aid, \$250.
 CARNIVAL: Foy Amusement Company.
 ATTRACTIONS: Rodeo, presented by Caruthers Saddle Club, 1 day, 2 nights.
 ADMINISTRATION: President, Elmer Haggmark; secretary, J. L. Edmons; superintendent of concessions, Alvin Edlund; superintendent of commercial

exhibits, J. Y. Hopwood; publicity director, Jack Cook.

Fresno District Fair, Fresno

ATTENDANCE: 200,000, paid. Operated 3 days, 6 nights.
 WEATHER: Good 6 days, 6 nights.
 AID, PREMIUMS: State aid, \$110,000.
 CARNIVAL: Crafts Shows.
 ATTRACTIONS: Revue, booked thru Fanchon & Marco, 6 days, 6 nights; fireworks, supplied by Shell Oil Company, 1 night; harness races, 5 days; running races, 5 days, with purses of \$30,000.

STILL DATES: Dog Shows, 4 days, staged by Dog Association; Rabbit Show, 6 days, staged by Rabbit Association; Pigeon Show, 3 days, staged by Pigeon Association; Horse Show, 2 days, staged by Horse Association; truck rodeo, 2 days, staged by Truck Owners' Association; cattle auctions, 4 days, staged by Breeders' Association.

ADMINISTRATION: President, A. J. Quist; secretary-manager, superintendent of commercial exhibits, T. A. Dodge; superintendent of concessions, Joe Olgard; publicity director, Roy Garman.

Great Western Livestock Show, Los Angeles

ATTENDANCE: Free.
 WEATHER: Good.
 AID, PREMIUMS: State aid, \$20,000; county aid, \$10,000.
 ADMINISTRATION: Secretary, William H. Byrnes.

Kern County Fair & Horse Show, Bakersfield

ATTENDANCE: 92,000, paid.
 WEATHER: Good 6 days, 6 nights.
 AID, PREMIUMS: State aid, \$65,000; county aid, \$2,500.
 CARNIVAL: Foley & Burk Shows.
 ATTRACTIONS: Fireworks, supplied by Golden State, 1 night.
 ADMINISTRATION: President, Albert S. Goode; secretary, Lee Clark; publicity director, Lisle Sheldon.

Madera District Fair, Madera

ATTENDANCE: 31,208, paid; 212, free. Outside gate admissions sold in advance, 3,100. Operated 4 days, 4 nights.
 WEATHER: Good 4 days, 4 nights.
 RECEIPTS: Gate, \$9,975; grandstand, total, \$10,500.

AID, PREMIUMS: State aid, \$12,700; county aid, \$3,100; other, \$50.
 CARNIVAL: West Coast Shows.

ATTRACTIONS: Revue, Horse Capades, booked direct, 2 nights, at cost of \$3,500; rodeo, presented by Del Re & Clay, 2 days.

STILL DATES: Rodeo, 2 days, staged by Del Re & Clay. Amateur racing, 5 days, staged by Madera Racing Association.

ADMINISTRATION: President, J. Wesley Smith.

Merced County Fair, Merced

ATTENDANCE: 45,000 paid, 15,000 free. Operated 6 days, 6 nights.
 WEATHER: Good 6 days, 6 nights.
 RECEIPTS: Gate, \$8,000; grandstand, \$30,000.

AID, PREMIUM: State aid, \$65,000.
 CARNIVAL: Foley & Burk Shows.

ATTRACTIONS: Free acts, booked thru Joe Bren, 6 nights, at cost of \$2,500; fireworks, supplied by Shell Oil, 1 night; harness races, 2 days, with purses of \$2,500; rodeo, presented by Harry Rowell, 1 day, 1 night.

STILL DATES: Circus, 2 days, 2 nights, staged by Shriners; horse show, 2 days, staged by Horsemen's Association; rodeo, 1 day, 1 night, staged by 35th District Agricultural Society.

ADMINISTRATION: President, J. E. McNamara; secretary, superintendent of concessions, W. C. Woxberg; superintendent of commercial exhibits, E. R. Ren; publicity director, Dwight Barnes.

Monterey County Fair & Horse Show, Monterey

ATTENDANCE: 34,751, paid; 16,000, free. Operated 4 days, 4 nights.
 WEATHER: Good 3 days, 4 nights; cold 1 day.

(See Statistical Directory, page 112)

GOODING SIGNED BY LOUISVILLE

SRO Likely For Annual NSA Frolic

10G Year Book Gross

NEW YORK, Nov. 20. — Last-minute scramble for tables for the National Showmen's Association's 11th annual banquet at the Commodore Hotel Thanksgiving Eve (24) assures a sellout.

As usual, the dais will be graced by officers of the NSA, representatives of various showmen's organizations and honored guests and speakers.

Toastmaster will be Alan Corelli, executive secretary of the Theater Authority. Speakers will be Harold Hoffman, former governor of New Jersey; Harry Hershfield, radio comedian, and Lt. Col. C. Sweeney.

10G Year Book

Sam Rothstein and his banquet committee are set to handle a crowd of 1,000 in the Grand Ballroom of the Commodore. Fred Murray, chairman, and Johnny J. Kline, editor of the 1948 year book, are turning out a book that will equal or top last year's, which grossed approximately \$10,000.

President Emeritus George A. Hamid is personally lining up the talent and music for the show and ball which will follow the banquet, and that part of the affair will be tops, as usual.

Coming week will be a strenuous one for members of the NSA, starting with the club's memorial services Sunday (21), election and installation of officers Monday night (22), open house in the clubrooms Tuesday night (23), and the banquet Wednesday.

Memorial Services

Memorial services of the NSA will be held in the clubrooms at 1:30 p.m. Sunday, presided over by Chaplin Fred C. Murray, assisted by the Rev. Allen Claxton, pastor of Broadway Temple, and Rabbi Gabriel Schulman. After close of services in the clubrooms buses will leave for Ferncliff Cemetery, Ardsley, N. Y., where brief services will be held at the NSA plot.

Monday night, in addition to the election of officers and their installation, awards to winning participants in the club's building fund drive will be presented.

Open house Tuesday night, with the auxiliary handling the buffet and refreshments, will draw a packed house, and Wednesday's banquet will provide a bang-up climax.

Prell Contracts Two So. Car. Annuals

GREENWOOD, S. C., Nov. 20.—Prell's Broadway Shows have been awarded the 1949 midway contract for the Greenwood County Fair here and the Greenville (S. C.) Fair, Allan A. Travers, general agent announces. Shows played both fairs this year.

The Prell shows garnered two of their best grosses at the South Carolina annuals. Travers and Owner Sam E. Prell will attend the Chicago outdoor meetings.

Peace, Quiet 'n' Baths:

Hot Springs Good for What Ails, or Doesn't Ail Showmen

By R. B. Shive

HOT SPRINGS, Nov. 20.—This town of peace, quiet and baths once again is proving a mecca for outdoor showfolk. Showmen from throughout the continent have been and will continue to swell the population here this winter.

The curative waters are the biggest attractions for showmen seeking to cure the real or imaginary ails they have contracted during a season of hard campaigning. But the town has other attractions in the form of a spring race meet at Oaklawn, 31 churches, 24 schools, 35 fraternal societies, 7 theaters, the Arkansas diamonds mines and what the Chamber of Commerce terms the world's largest peach orchard and the world's largest aluminum plant.

There also is an abundance of fish in near-by lakes, and wild game is plentiful in the surrounding hills.

Some Become Residents

Virtually everyone in outdoor show biz has at one time or another visited the town and several have purchased business property or homes and live here the year-round. Harry W. Hennies, owner of the shows bearing his name, has established winter quarters for his org here and, in addition, has a large home in the residential section. He recently purchased 600 acres of near by land and intends to start raising cattle. Noble and Viol Fairley still maintain their house on Cedar Street during the winter.

Altho some of the regulars seem a bit late in arriving this year, the following have been noted in the hotels, along the boulevards and in the baths: Whitey and Gertrude Weiss, Clint and Marion Shufford, Mr. and Mrs. Steve Parth, Sid Godall, Joey Goodman, Mrs. Daisy Hennies, now in her new house; Harry Zimdar,

Mickey Doolan, George (Red) Reader, Leona and Billy Crowe, Roy Goldstone, E. M. (Pat) Ford, Oscar Bloom, J. C. McCaffery, Mr. and Mrs. Flash Williams, Bobby Kline, Jack Baillie, Mr. and Mrs. Oscar Buck and baby, Hattie Wagner, Dave and Grace Picard, Mr. and Mrs. Dwight Bazinet, John, Ann and Frances Gallagan, Clayton and Caroline Holt and daughter, Sharon; Charlie and Grace Goss, Mr. and Mrs. Jimmy Bybee, Max and Sadie Goodman, Mose Epstein, Dutch Wilson and Charles Sheesley.

Dr. Black Popular

Most of the ailing make a beeline for the office of Dr. Black shortly after their arrival. By the time Dr. Black, with the aid of receptionist Tenny Marie Smith and laboratory technician Junita Smith, is thru with you, you are ready for the baths. The time spent in the baths depends upon the doc prescription, but it usually is around an hour or so.

Gin Rummy is, and has been for the past couple of seasons, the favorite pastime, but the spinning of tall tales still gets a heavy play among the non-card players.

Dodson, Weiss Buy Piece of Imperial Expo

Cowan Goes to Cavalcade

CHICAGO, Nov. 20.—Mel G. Dodson and O. J. (Whitey) Weiss have become associated in the ownership of Imperial Exposition and will take an active part in the operation of that show next year.

Bill Cowan, business manager this year on the John R. Ward Shows, has shifted to Cavalcade of Amusements and will go out next year in a similar capacity with that show.

These were the top shifts this week in the pre-convention developments in the carnival world.

Weiss, one time with the Beckmann & Gerety Shows, in recent years was with Cavalcade of Amusements as business manager. Dodson for many years was operator of Dodson Bros.' Shows. He was inactive this year in the carnival field, having spent much of his time supervising construction of a home in Miami.

Announcement that Dodson and Weiss had bought into Imperial Exposition and will be active in its management was made by J. C. McCaffery, of Amusement Corporation of America, parent owner of Imperial Exposition.

No announcement was made regarding Martin Arthur, who this season managed Imperial Exposition. However, conjecture is that he will go to Honolulu to supervise operation of Amusement Corporation equipment there.

Al Wagner, of Cavalcade of Amusements, and Cowan conferred Thursday (18) at the show's quarters in Mobile, Ala., with the announcement that Cowan would join Cavalcade following that meeting.

Tex Roberts Buys Interest in Dobson Org; 2 Pacts Inked

WILLERNIE, Minn., Nov. 20.—Millard (Tex) Roberts has purchased an interest in Dobson's United Shows and will have charge of all concessions, some of which will be office owned, show officials announced at local quarters this week.

Show execs also reported the org again has been awarded contracts for the 1949 Ramsey County and Washington County fairs. Org plans to carry six major rides and at least four kiddie rides next season.

The Jensen family and Mr. and Mrs. Neil Lanigan are wintering here. Pete Jensen is building kiddie rides. R. C. Patterson returned from a booking tour and plans to spend a few days visiting his home in Webster City, Ia., before attending the Chicago meetings with W. C. Dobson.

Recent visitors included Mr. and Mrs. W. J. Wolfe, Wolfe's Greater Shows; J. D. McDonald and Charles Carroll, Veterans United Shows, and Mr. and Mrs. William Schmolowski, kiddie ride operators. Schmolowski again will be in the Christmas tree business here.

Will Furnish Rides, Shows

Again gets Detroit midway — Ironton, O., centennial event also contracted

COLUMBUS, O., Nov. 20.—Gooding Amusement Company, headed by Floyd E. Gooding, has been signed to supply midway rides and shows at 1949 Kentucky State Fair, Louisville; is assured of the '49 Michigan State Fair (Detroit) contract, and contracted to furnish all rides, shows and concessions at the Ironton (O.) Centennial Celebration next year.

The Louisville contract is a new one to the huge list of fairs played by Gooding. In getting it, Gooding moves into another State fair which up to now has been played by railroad shows. Concessions at Louisville in 1949 again will be handled by luncheon service clubs as a continuation of a policy adopted this year.

Assurance of the Detroit contract was given this week at a meeting of the State fair board. In gaining the contract, the Gooding org will repeat for the third year at Detroit.

The 1949 Ironton Centennial Celebration recently closed, looms as a big event on the Gooding route. Scheduled for October 10-15, it will be held on the streets of that community. Business men who are sponsoring the celebration are underwriting the cost of approximately \$40,000 for free attractions, advertising, promotion, etc.

Lottridge Shows Ink 10-Wk. Pact In New Orleans

CAIRO, Ga., Nov. 20.—The Harry Lottridge Shows, which conclude a week's run here tonight and then move to Ashburn, Ga., will play a 10-week stand in New Orleans, starting December 4.

Owner Harry Lottridge announced he has signed a contract with American Legion Post No. 140 to play in that city. It marks the first time in three years a show has played within the city.

The first stand, Lottridge said, will open December 4 and run thru December 19 in Franklin Stadium.

"We will have varied programs, including free acts, rides, shows, fireworks and concessions, and also will feature kiddie matinees on Saturdays," Lottridge said.

Blue Grass Shows Close Okay Season

AUGUSTA, Ga., Nov. 20.—Blue Grass Shows closed the season Saturday (6) in Sylvester, Ga., and moved into winter quarters here. C. C. (Specks) Groscurth, owner-manager, arrived at his home in Owensboro, Ky., in time to welcome Mrs. Groscurth home from the hospital, where she had been confined for several weeks. Groscurth will attend the outdoor convention in Chicago. He said the season was successful, with the late fairs turning out big after a slow spring

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CARNIVALS

FAIRS

AMUSEMENT PARKS

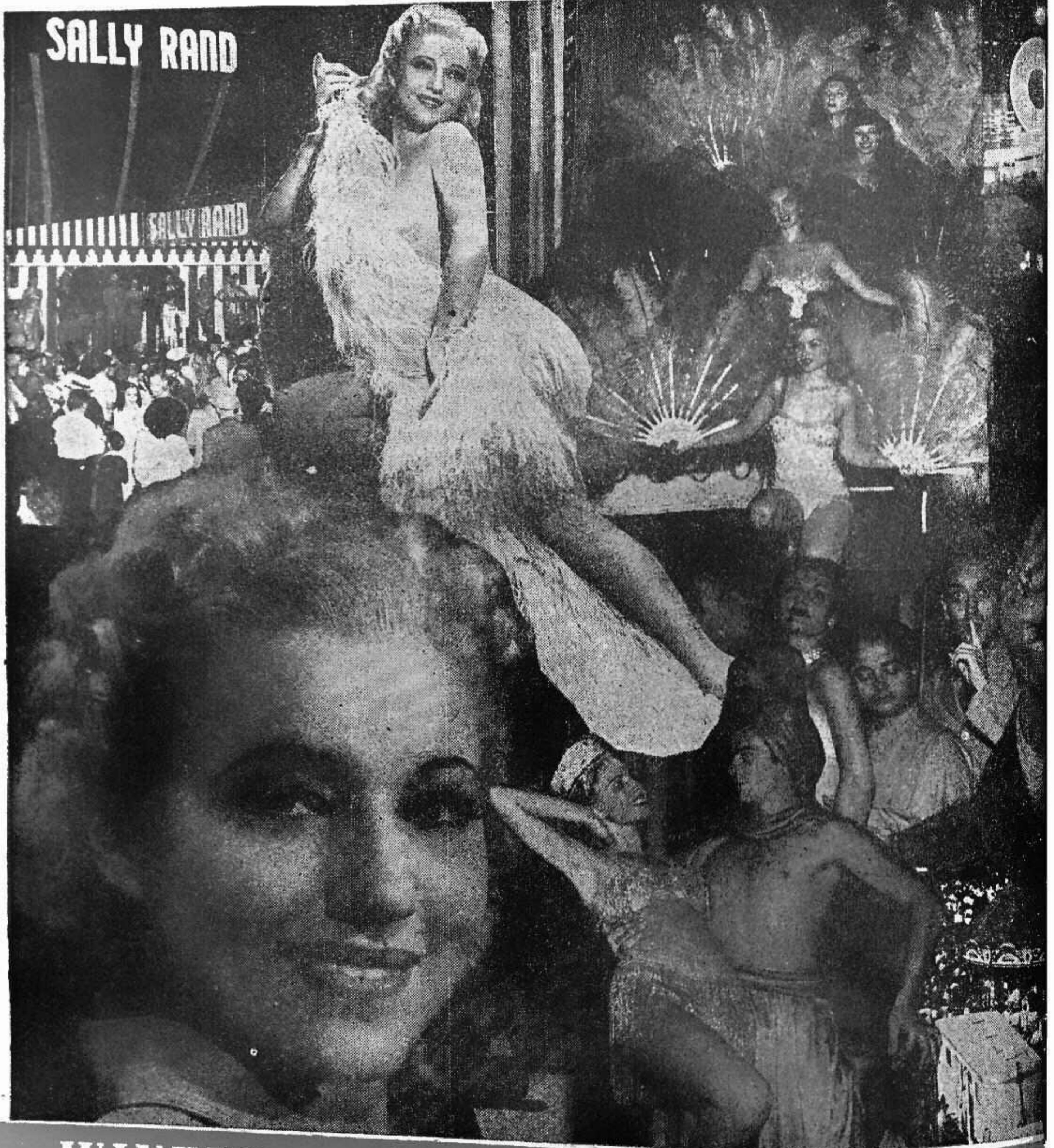
MY SINCERE THANKS
To My Many Valued Clients

I WILL CONTINUE TO GIVE
PERSONAL SERVICE and
COMPLETE COVERAGE.

See me at the Sherman Hotel,
Chicago, during the conventions
or contact me at any time at the
address below.

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World's Largest



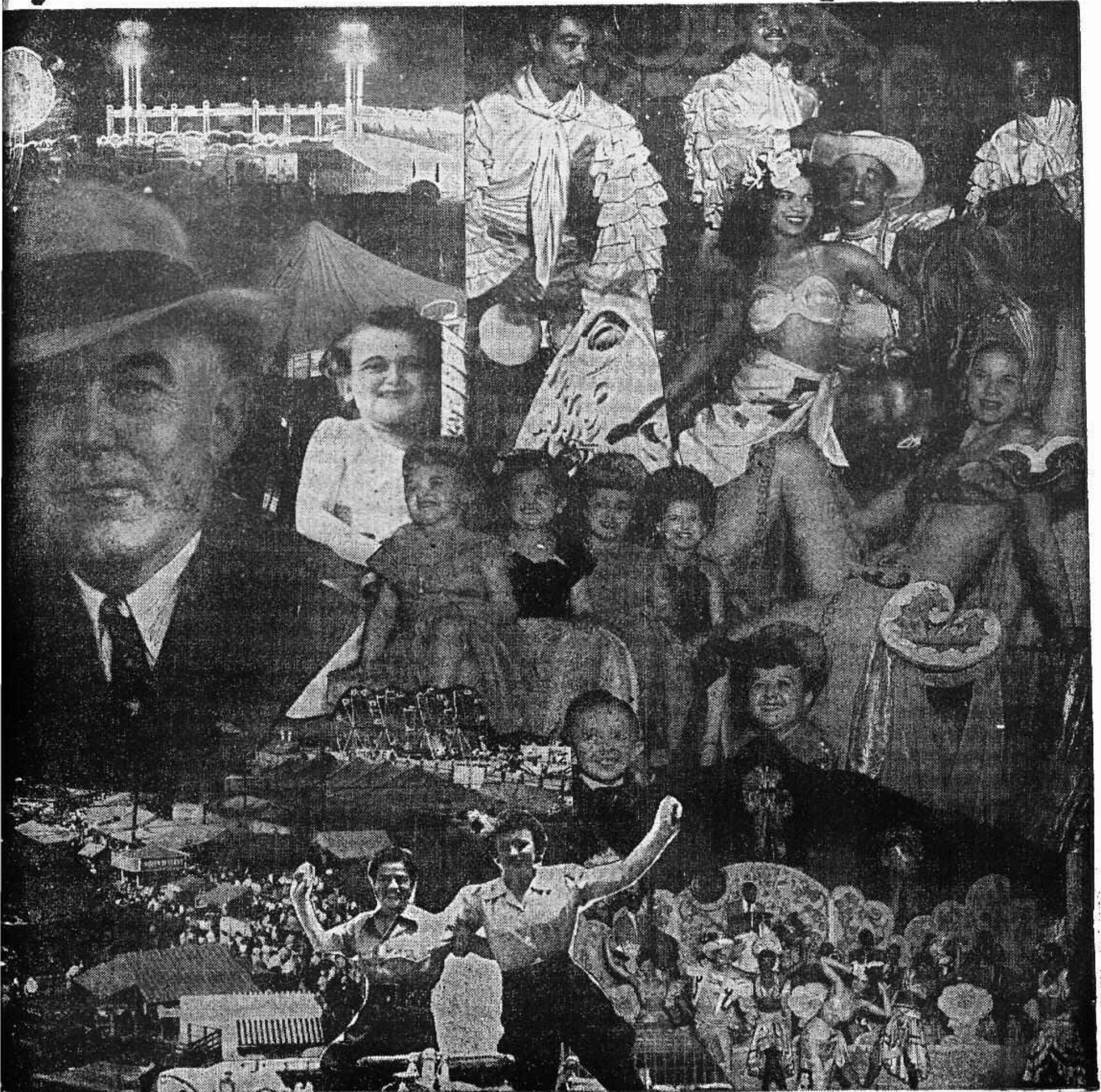
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WINTER QUARTERS - FLORIDA STATE

AMERICAN SHOWS

Biggest Midway



THE FAIR GROUNDS, TAMPA, FLORIDA

THANKS A MILLION!!!

In our new home we will be able to take care of the Concessionaires' needs with more accuracy, promptness and efficiency. Our aim is to give you better money-making games at the lowest possible prices. The following are a few of the games we manufacture.

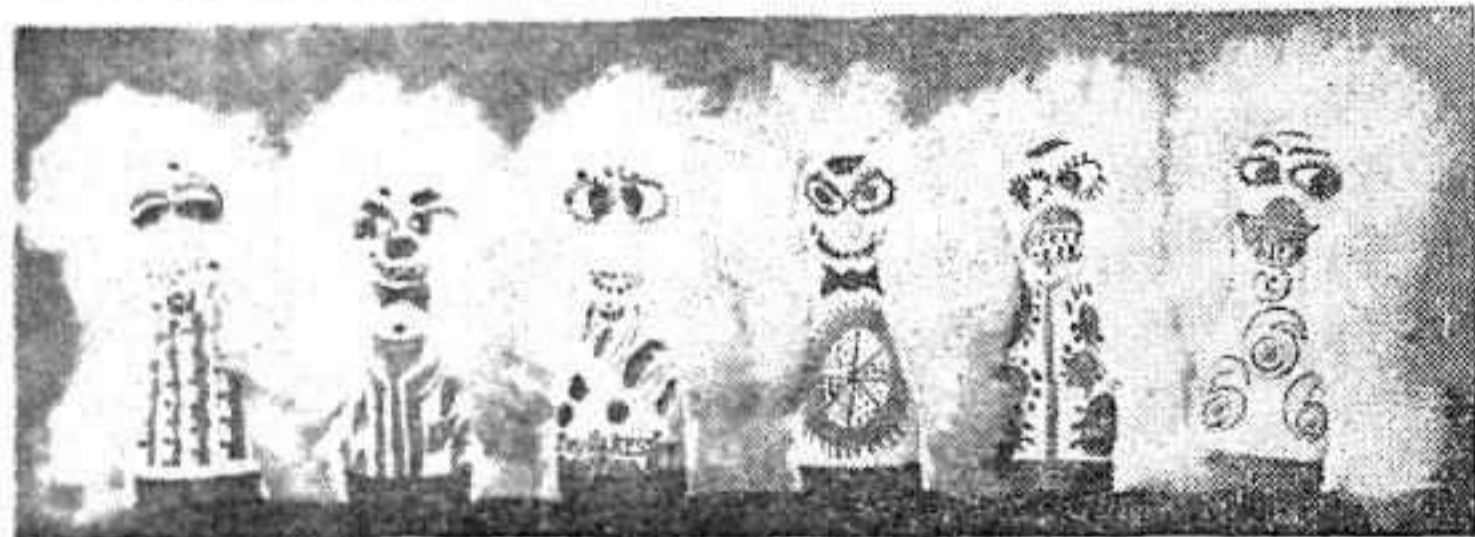
WHEELS 22" WHEELS 32" WHEELS 42"

Aluminum Hub Wheels with a beautiful outside wooden rim perfectly balanced on our new balancing machine. Ball bearing—a very fine paint job and any combination that you want. Remember, the larger the combination—the larger wheel it takes. We only use up to 180 pegs on 22" size wheel, up to 240 pegs on 32" size wheel. 42" wheel will be made with any amount of splices also in the chuck-luck and race horse combination with heavy brass and nickel plated pins.

We carry in stock at all times:

Penny Pitch Boards with 5 colors and 9 Jackpots
 Mucky Bench Sets
 Hoop La Boxes
 Lamp Hoop La Locks
 Aluminum and Wooden Bottles
 Bottle Game Stands
 Add-a-Egg Tables
 Pencil T-H-You-Win Blocks
 Warch-La Blocks
 Heart-Shaped Blocks
 Beer Blocks
 Sell Down Tables
 Puzzle Combination Tables also used as Count Stakes complete with Charts

Chuck-a-Luck Cages
 Chuck-a-Luck Wheels
 Race Horse Wheels
 120 Number Wheels
 Wheels made to order, any combination
 Add-'Em-Up Dart Game, Beaver Board or Sponge Rubber
 Pea Pool outfits
 Fish Ponds, with Centrifugal Pump and Motor; tank set in a cabinet
 All Bingo items
 Electric Bingo Flash Boards
 Electric Bingo Blowers
 Bingo Cards
 Punks or Cats



Big 6 Cats—New Design Stuffed As Hard As Rock.

Punks or 15" Cats. These are beautiful in extra loud colors that will not fade or wash out.

NEW NEW NEW NEW
 The Whole Dam Family. This is a Slop Ball Game designed to throw out more stock. This is a Pull-Up Game on Hinges. Illustration of prizes used: 3 down, small lei; 4 down, cone; 5 down, small plaster; 6 down, choice—or can be used with coupons, 3 down, 1 coupon; 4 down, 2 coupons; 5 down, 3 coupons; 6 down, 5 coupons. On our test location a pair of these games out-grossed 3 stands with Bottle Games complete.
 Our new catalogue is ready—38 pages of the hottest Hanky Punks!

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HAS ACQUIRED THE COMPLETE EQUIPMENT OF

"THE GLOBE OF DEATH"

AND WILL PRESENT IN 1949

AMERICA'S MOST SENSATIONAL AND TOP MONEY MAKING

MOTORCYCLE SHOW

WILL ALSO PRESENT IN 1949

"GILDA"

AMERICA'S NEWEST GIRL PRESENTATION

P.S. I'll See You at the Convention in Chicago.

FOR SALE FOR SALE RIDES, SEMI-TRAILERS AND TRACTORS

Eight-Car Octopus in perfect condition with new cars, new International model U-4 gasoline power engine mounted on wheels. Complete with ticket box and fence, and well lighted. This ride is as good as new. Price, \$4,500.00; with transportation, 24-ft. Fruehauf trailer and 1944 tractor with new motor, price \$5,750.00.
 Smith & Smith Chairplane, 24 seats. Complete with steel fence and ticket box, well lighted, crates and boxes, special steel gears, new Le Roi motor. Price, \$2,000.00.
 Office Truck, G.M.C. Beautifully constructed and well equipped office, private built rooms. Price, \$1,000.00.
 Trailer, 30 ft., special built for seven-car Tilt or any other ride. Excellent condition. Price, \$1,250.00.
 Trailer, 27 ft., specially built to carry any flat ride. Good as new. Price, \$1,100.00.
 Auto Car Truck, 20 ft., special built body to carry any ride on show. Price, \$1,250.00.
 Auto Car Truck, 18 ft., specially built to carry any ride on show. Price, \$1,000.00.

ALL THE ABOVE EQUIPMENT CAN BE SEEN IN PHILADELPHIA, PA.
 Reason for selling is that I am retiring from Carnival Business.

Write

MAX GRUBERG, P. O. Box 101, Philadelphia 5, Pa.

MIDWAY CONFAB

(Continued from page 96)

and the serious illness of their mother. The Courtneys last heard from Cecil two years ago when he was with the Vernon Shows, operating a ride, Wournel says.

Proper place to proposition a fair manager is the hotel lobby where there are enough jackpotting affidavits sitting around to spread the news.

Morris Lipsky, co-owner of the Johnny J. Jones Exposition, visited in St. Louis upon his return from a trip thru the Southwest. From St. Louis, he will go to Chicago for the outdoor conventions. Hal Eifort, secretary of the Jones Show, also was in St. Louis, then went to his Barberton, O., home, where he will remain until the time for the Chi confabs.

Frank (Scales and Age) Lewis is now on sales promotion of novelties and photos at the Sportsman's Arcade, Chicago, after closing with Jack Robinson's Model Shows, Inc. . . . Mickey Stark, owner of the Gold Bond Shows, infos that this year, his third with his own show, was his best. He recently purchased an Octopus, a tractor and trailer to haul it, a Kaiser, and a 27-foot house car.

Joe Rea, who has the popcorn and candy apples on the Bright Lights Exposition Shows, is recuperating from an operation in Mercy Hospital, Johnstown, Pa. His wife, Ann, reports she expects him home for Thanksgiving. Mr. and Mrs. Mike Lucas, grab stand operators with the same org, are building a home in Warren, O., and expect to move in February 1.

Mr. and Mrs. John Francis attended the recent 25th wedding anniversary party of Mr. and Mrs. Ted Hoisington at Chenoa, Ill. Hoisington is the brother of Mrs. Francis and, prior to entering business in Chenoa, had been with carnivals. . . . Ellery S. Reynolds recently spent several days in St. Louis on his way to Mayfield, Ky., his home town, from Muskogee,

Okla., where he had closed with World of Today Shows.

John Quinn, owner World of Pleasure Shows, and Mrs. Quinn left last week for St. Petersburg, Fla., on a combined business and pleasure trip. John Moran is in charge of the Detroit office during their absence. . . . Joe Frederick, owner of the new Motor State Shows, has taken his Penny Arcade south for a winter tour before getting his full scale organization under way in the spring.

Manager reported that last year his agent didn't get good results because he stayed busy slapping his own back and shaking hands with himself.

Ralph W. Smith, World of Mirth Shows' treasurer, has set up his winter offices in the William Byrd Hotel, Richmond, Va. . . . L. T. (Pete) Christian is confined to his Richmond, Va., home with grippe. Mrs. Christian is in St. Luke's Hospital, Richmond, convalescing from an arm injury. . . . Bill Briese, after closing with the Joseph J. Kirkwood Shows, is now general agenting for John H. Marks.

Ben Wolfe, whose Wolfe Amusement Company recently closed a successful season, advises that he and Mrs. Wolfe will attend the Chicago outdoor meeting. Wolfe said his 1948 staff will be with him next year, and reports he has re-signed for 1949 all fairs played by the show this year. . . . Mr. and Mrs. Scottie La Brake report from San Antonio that they will break in their new Pontiac on a trip thru Florida while their trailer undergoes factory redecorating.

Mrs. Goldie Fisher and Mrs. Ralph Goodin, Caruthersville, Mo., accompanied by Robert L. Heth, of Heth Exposition Shows, were in St. Louis recently to shop. Both will be in Chicago for the conventions. Other recent St. Louis visitors included Mr. and Mrs. Earl H. Hunting, ride and concession owners; Buff Hottle, Buff Hottle Shows; Jack Downs, general (See MIDWAY CONFAB, page 102)

HEY, CARNIVALS

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 AIR-CONDITIONED—Chrysler Air-Temp, 3-Ton Unit
 HEATED—Stewart-Warner Built-in Unit
 5 NEW TIRES—Less than 500 miles service
 EXHAUST FAN — DOUBLE SIDE DOORS — SCREENED WINDOWS
 ORIGINAL COST, \$10,000.00 — — SALE PRICE, \$3,200.00

SEARCHLIGHT PARTS (60" G.E. SEARCHLIGHT)
 NEG. & POS. FEED ROLLERS * NOSE CAPS * (FLASH PLATES)
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ALL AT 20% OFF THE CATALOGUE LIST PRICE

NEW * 12" SPOTLIGHTS (FOCUSING) ON TRIPODS * NEW
 400 Watt * 115 Volt * AC * Cable (50')
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 CONCESSIONS OPEN—Fish and Duck Ponds, Shooting Galleries (Lead and Cork), Hoop-La, American Palmistry, Photos, Arcade, Scales and Age, Frozen Custard and Novelties.
 SHOWS—Will book any Show not conflicting with Motordrome and Snakes. Good territory. Will furnish Tops for reputable Showmen.
 HELP—ASSISTANT SHOW MANAGER who can handle office-owned Concessions. Salary and Percentage. Manager-Rider for Motordrome. Man and wife to handle Candy Apples and Popcorn on PC basis; also couple for French Fries. Foremen for Wheel and Merry-Go-Round.
Write M. A. BEAM, Windber, Pa.
 OR CONTACT AT CHICAGO CONVENTION, HOTEL SHERMAN.

INSURANCE for CARNIVALS



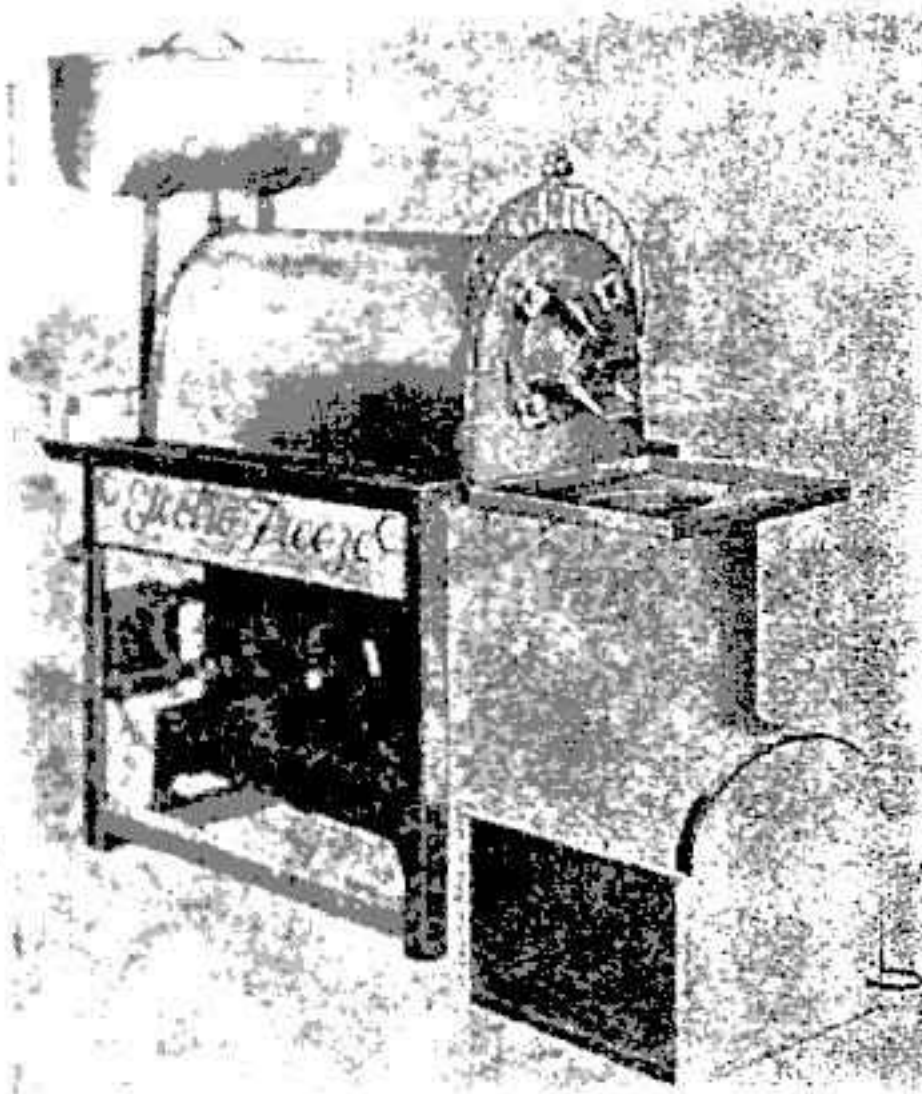
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Capacity
10 Gallons
per hour
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Capacity
20 Gallons
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ELECTRO FREEZE has proven to be an exceptional money maker over a period of years.
ELECTRO FREEZE is easy to operate, trouble free, full automatic and complies with health codes everywhere.
ELECTRO FREEZE is the ideal machine for Amusement Parks, Piers, Pools and Beaches.

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We Specialize in Custom Made Trailers
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Low finance rate—1 to 3 years to pay. Special Discounts to Show People.

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WORLD'S BEST TRUCK SHOW—STREAMLINED MIDWAY—8 NEW MODERN RIDES
WE THANK YOU ALL COMMITTEES, to the Concessionaires and our Local Working Men, all of you who helped us make the Show "The World's Best Truck Show." We are now located in our new Winter quarters at a new place, at work to make it a better Show in 1949.
CONCESSIONAIRES, SHOWMEN AND HIDE HELP, CONTACT US NOW FOR 1949.
WISHING EVERYONE A MERRY CHRISTMAS AND A HAPPY NEW YEAR.
Time is our AC War Radio Show. A Salute To Outdoor Show Business—Tatham Bros' Carnival of the Air. Address:

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operate in the State of Florida, 1948-'49, unless you comply with all State laws and secure license in advance for each location. Mix must be purchased from manufacturer in Florida. There will be no slicing of ice cream. No soft ice cream allowed at fairs, carnivals and such places. Such places must be some licensed ice cream manufacturing place of business.
NOTIFY JOHN M. SCOTT, Chief Dairy Supervisor
Florida Department of Agriculture, 408 Seagle Building, Gainesville, Florida, if you plan to operate in the State.

MIDWAY CONFAB

(Continued from page 100)

manager, Gem City Shows; Edgar (Red) Hart, concessionaire, Cetlin & Wilson Shows; Mr. and Mrs. Buford Nessler, Nessler's Shows; Sam Fidler, Fidler's United Shows; Eddie Riley, concessionaire, Gulf Coast Shows, and Paul Long, who had rotary merchandisers on Johnny J. Jones Exposition, en route to JJJ quarters at De Land, Fla.

Frank Westphal, general agent of Young's Amusement Company the past season, is in Elizabeth, Ill., visiting his parents and relatives. He says shows, rides and transportation and his bingo stand are being repainted and readied for next year. . . . Mr. and Mrs. Ky Archer have returned to St. Marks, Fla., where they plan to spend a few months fishing and hunting. Their daughter, Joan, is attending school in Pascagoula, Miss.

Reason for high prices of state rooms in show trains is probably because the cars have to support triple-barreled names in the style to which Pullman cars are accustomed.

John Goldie, veteran Halifax, N. S., concessionaire, is having a new fluorescent-lighted cookhouse built. Cookhouse will boast a soda fountain and bar, the latest in refrigeration and air conditioning, and storage facilities for a month's food supplies. A 50-foot trailer will be used in transporting the cookhouse. Goldie will have his cookhouse, along with his other concessions, back on the Bill Lynch Shows in '49, and Bill Martin again will be purchasing agent.

Joe Lemke writes he closed his Side Show in Tyler, Tex., and plans to head for Tampa by way of New Orleans. Destinations of personnel: Mr. and Mrs. Earl F. Byers, talker and ticket taker, respectively, Phoenix; Arthur Richard, inside lecturer, New Orleans; Evelyn (Dolly) Erkerson, sword box and electric chair, Tampa; Laverne Vreland, fire eater, Winona, Minn.; Zola, mentalist, California; Mr. and Mrs. Jerry Weidenhoff, illusions, West Allis, Wis.; Francine, annex attraction, Mid-Winter Fair, Harlingen, Tex.

En route to their home in Pittsburgh after closing a successful season with Royal American Shows, Mr. and Mrs. Harry Cohen were injured and their car destroyed November 15 when a truck forced the vehicle off the road and into a pole at Ocala, Fla. The Cohens were taken to Ocala's Munroe Memorial Hospital for treatment of body cuts and bruises and an X-ray disclosed that Mrs. Cohen sustained a double fracture of the arm. They are now resting in Tampa before resuming their journey in about 10 days.

fore resuming their journey in about 10 days.

Prof. J. (Bozo) Mansfield and wife, Princess Ruby, have close with the F. F. Bancroft Side Show on the AMP Shows, and are wintering in Clinchport, Va. They will return to the road in 1949 with the same org. . . . Jerrie Jackson, past season with Johnny J. Jones Exposition, is sporting a new car and will winter in Nashville. . . . Rita Raye is with the Side Show on the United States Shows, with Skippy Kirk handling the front.

Anyone knowing the whereabouts of Kenny Bugg is requested to have him contact his sister, Grace Bugg, who is located at 3437 N.W. 4 Terrace, Miami. . . . Mr. and Mrs. Bob (See MIDWAY CONFAB, page 104)

KIDDIE PLAYLAND EQUIPMENT FOR SALE

Two brand new Trains with streamlined, steam-type, gas-powered engines, 60 H.P. motors. Engine and tender length, 17 ft. Total length of train, 72 ft. (including cars). Passenger cap., 40 adults or 80 children. Built for 20-in. gauge track, designed for long life and beauty. Truly real money makers! One new 10-Car Auto Ride, a real beauty with large cars, including four Fire Trucks with latest Fluid Drive. Two used Rides. One, an Airplane Ride and one Auto. In good shape, nicely painted.

These rides may be seen in operation in Dallas, Texas

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THOS. A. JONES SHOWS

Now Booking for 1949 Season
Rides — Shows — Concessions
THOS. A. JONES
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CASH—CASH—CASH

For Carnival Equipment: Rides, Shows, Concessions or any kind of Show Merchandise. Money loaned on Show Property. For Sale: Bullet Ride, \$2,200.00. Trucks and Trailers. Will trade.

FAY & KENNY CARNIVAL MART
404 S. TROUPE ST., VALDOSTA, GA.

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Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1020 STEWART AVE., S.W., ATLANTA 3, GA. Fairfax 2826.

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6 NEW 16.2-KW. GASOLINE DRIVEN G.E. 110-125 VDC. MOBILE TYPE GENERATORS. COMPLETE WITH EXTRA WHEEL AND PARTS. PRICE: REASONABLE FOR QUICK SALE.

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CUSTOM MADE-TO-ORDER GABARDINE SHIRTS, TAILORED TO FIT YOU. Choice of ten new colors. TAILORED BY BOTT'S. \$7.50 each, three for \$20.00. Shank buttons, enameled buttons or PEARL SNAPS. GUARANTEED SATISFACTION. Write for samples. Also have embroidery work.

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4th Season

Satisfied

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MARY AND WOODY

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Best Deal

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The Taffy Apple Kids

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Fun House

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Kiddie Train and Auto Ride

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NOW BOOKING FOR OUR COMING SEASON

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HAVE FOR SALE—Spitfire and Super Roll-o-Plane, both in excellent condition.

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MR. FRANK ABRAMS' DE LUXE CONCESSIONS

Who wants for the season of 1949: Stock Wheel Operators that can stand a good season's work. P. C. Dealers for Big Sixes. Man to take charge of Hoop-La that knows what it is all about, as we play territory where this outfit gets it. Dealers for Pan Game, Grind Store Agents, also General Help to be paid from office, so if you are looking for a season's work, this is it. Aquators, booters and chasers, save your stamps as you will not last here.

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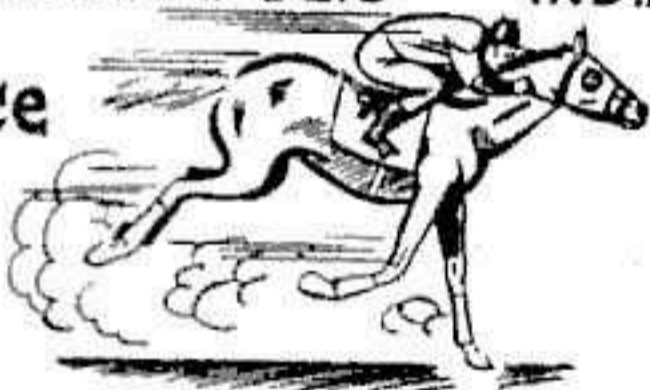
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HOME STATE SHOWS

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Midway Confab

(Continued from page 102)

Fisher, who are wintering in St. Petersburg, Fla., recently took delivery on a new car. . . . Doc Lusk, who closed with Marion Shows recently, has joined Palmetto Shows for the winter. . . . George Hurst, who booked his concessions and animal show with Pioneer Shows, is in Lyon Falls, N. Y., where he'll winter.

Attending the closing of S. H. Dudley's *Ebony Revue* on World of Mirth Shows November 6 in Rocky Mount, N. C., were Leon Long, magician; Irvin C. Miller, owner *Brown Skin Models Revue*, and Mr. and Mrs. James Simpson, owners *Hot Chocolate Revue*.

Harry C. Commodore is now sole owner of the Michigan Popcorn Company, Detroit. He purchased the interest of his partner, Burton A. Richmond.

Sighted at Hot Springs's Bath House Row last week by Harry Murphy were Joe and Max Goodman, Oscar C. Buck, Roy Blake, Harry Hoffman, Harry Mamas, Mr. and Mrs. Jimmie Tiernan, Frenchy Doughtney, Harry W. Hennies, Charley Goss and Dink McGuire. . . . Stan and Estelle Reed are wintering at the Hotel Jerome, Columbia, S. C. Reed was general agent of Harrison Greater Shows the past season. . . . Garland (Blackie) Lowe is in Ward No. 3, Veterans Hospital, Mountain Home, Tenn., recuperating from a recent gland operation.

Mad Cody Fleming In Hickox Barn; Season's Biz Okay

HICKOX, Ga., Nov. 20.—Mad Cody Fleming Shows are in the barn here after closing a successful season at Dawson, Ga. Frankie Shelton, Este Blount, Dad Davis, Clyde Dowdy, Mr. and Mrs. Jimmie Mercorn and Jack McCarty and family are wintering at local quarters. The Schillings headed for Pennsylvania, the Slatens to Cedar Keys, Fla., and Viers took his riding ponies to Wauseon, O.

The Hulls and their agents went to Swanton, O., the Deans to Columbus, Ga., and the Howays to Detroit. Grenade Dorsey and his agent joined the Jim McCall Shows, as did Fred Ward. Johnnie Burgess left for Atlanta as did Ditto Bill Briggs and Pap Davenport. The Sorrows and their families went to Aiken, S. C. Mr. and Mrs. Grady Welch are in Washington. Doc Pill and Sam Maddaloni joined Barney Bros' Shows.

Not one Monday was lost during the 28-week season. Early-season biz was off, but shows finished okay once they returned to their established route. Four rides were purchased during the season. Bill Briggs, Johnnie and Eddie Sorrow, Fred Ward and Jim Mercor became beneficiaries during the season. Dutch Schilling bought a panel truck.

Owner Mad Cody Fleming did some hunting and fishing after the close of the season. He visited James E. Strates Shows in Jacksonville, Fla., and while there, took delivery on a new car. His plans called for attendance at the inaugural of Gov.-elect Herman Talmadge of Georgia.

Heart of America Club's New Year's Banquet Set

KANSAS CITY, Mo., Nov. 20.—Plans are nearly complete for the Heart of America Showman's Club's annual banquet and ball New Year's Eve at the Continental Hotel here. Reservations are being taken for the event, it was announced by Sam Benjamin, chairman.

40th Anniversary Season

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BELL GLADE FAIR

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All wires to

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Belle Glade, Fla.

JAMES E. STRATES SHOWS

CAN PLACE FOR 1949 SEASON

Monkey Show and Illusion Show. Contact

JAMES E. STRATES

Hotel Sherman, Chicago, during meeting; after that Winter Quarters, Largo, Fla.

WANT TO CONTACT

Person interested in operating Trailer Park on U. S. Highway 301 during winter or year-round, 50/50 basis.

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High-Class, Modern SHOW ARTIST and Designer

At liberty for 1949 booking. Last season with Associated Independent Midway Operators. Spectacular, arresting, show fronts. Figures, scrolls, side show banners and lettering.

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WANT KIDDIE RIDES

Will buy for cash and come and get—within 500 miles: 1 Kiddie Merry-Go-Round, 1 Kiddie Ferris Wheel, 1 Boat Ride. Must be electric and no junk.

MEL COPELAND

22 South Illinois St. Indianapolis, Indiana

Tinsley Org Does OK Biz in Finale At Zebulon, Ga.

ZEBULON, Ga., Nov. 20. — The Johnny T. Tinsley Shows wound up the season here tonight at Pike County Fair and headed for quarters in Greenville, S. C. Owner Tinsley reported the stand here was okay.

A skeleton crew will be used in quarters until January 1, when it will be enlarged.

The final two weeks brought the season's only wrecks, but no one was injured seriously. In the first accident, the truck carrying the Illusion Show left the highway and landed in a cotton field. In the second, the Fun-house wagon and tractor overturned, but the driver escaped uninjured.

Personnel Destinations

Destinations of personnel follow: Mr. and Mrs. Danny Dorso, Joe Kirtner, Norman Page, George and Nancy Olchway, West Palm Beach, Fla.; Mr. and Mrs. Charles Emerson and Chester Malone, St. Petersburg, Fla.; Manual Sousza and E. H. (Tex) Smith, Jacksonville, Fla.; Mr. and Mrs. Joe Tuller, L. C. Scott, Eunice Wilson, Les Evans, C. A. Rousch and Doc Tierny, Tampa.

Mr. and Mrs. Mack McCaslin and Judy, Calhoun Falls, S. C.; Mr. and Mrs. A. C. Brown and Red, Birmingham; Mr. and Mrs. George O'Neal and son, Ruskin, Fla.; Mr. and Mrs. L. Spain, Atlanta; Joe Senter, San Antonio; Eric the Great and Family, Jacksonville, Fla.; Mr. and Mrs. Bob Young, Abbeville, S. C.; Karl Kalansky, Miami, where he plans to open a bologna factory; Mr. and Mrs. Gordon (Curly) Crandall, New Brunswick, N. J., and E. B. Forrester, Carnesville, Ga.; Elephant Red, Dallas; Mr. and Mrs. Fred Griffin, Jacksonville, Fla.

Staying in winter quarters will be Mr. and Mrs. Johnnie Major, Mr. and Mrs. Frank Sims, Jimmie Miller, Mr. and Mrs. Bob Brockaway and family.

Johnny J. Jones Awarded Atlanta

DE LAND, Fla., Nov. 20.—Morris Lipsky, general manager of the Johnny J. Jones Shows, announced at winter quarters here that he had been awarded the contract to furnish the midway attractions, including some concessions, at the Southeastern States Fair, Atlanta, by Mike Benton, general manager. The shows held the contract this year.

Ralph Lockett, shows' general agent, was in New York last week, en route to the Chicago meetings.

St. Louis Popcorn Firm Builds Crib in Illinois

ST. LOUIS, Nov. 20.—The Prunty Seed & Grain Company, with main offices here, has completed the building of a new crib in Southern Illinois which will hold approximately 1,500,000 pounds of ear popcorn. Crib is built of yellow pine and sprayed with aluminum paint to reflect light and heat.

Previously, purchases made in Southern Illinois had been brought into St. Louis for storage. Francis H. Barnedge is president of the Prunty org.

Charles Cuthbert, band leader on Dales Bros. this season, visited in Chicago last week, en route to Des Moines where he joins Clyde Bros. as band leader.

George Bennett, Jack Turner, Clarence Fair, P. W. Brown and Ralph Jones.

Combining business with pleasure, Owner and Mrs. John Tinsley are on a tour of Indiana and Kentucky. H. S. (Tommy) Thompson will spend the holidays in Greenville with his family.

MSA Okays Purchase Of Cemetery Plot For Members, Wives

DETROIT, Nov. 20.—Purchase of a hundred-grave plot as a final resting place for showmen was approved unanimously Monday (15) by the Michigan Showmen's Association (MSA). The move is the first of its kind in this State and in the purchase is included an option for the acquisition of additional space to double the plot size.

The Ladies' Auxiliary of the organization is buying the property jointly with the MSA. The burial plot, it is understood, will be unique among cemetery provisions for showmen and their wives may be buried together. The plan arranged for allotment of graves provides that when the first member of either organization dies, and is buried, the space adjoining will be set aside for the surviving spouse.

Site selected is in Forest Lawn Cemetery, in a new section of the grounds. This cemetery is non-sectarian, and is located close to the geographic center of the Greater Detroit area.

Provision for the erection later of a suitable monument to mark the plot as reserved for MSA and Auxiliary members is being made.

Burial in the site is to be free to members. This will be in addition to the usual death benefits which are being paid to the survivors of all deceased members by both groups.

FOR SALE FLY-O-PLANE
With or without transportation. Consisting of practically new International Tractor and 32 Ft. Semi-Trailer.
Ride in Perfect Condition
Contact at Chicago Fair Meeting, Sherman Hotel, Chicago.
B. H. BRETT or D. WADE

B. & L. AMUSEMENT COMPANY WILL BOOK
MERRY-GO-ROUND and ANY GRIND SHOWS not conflicting. ANY 10¢ HANKY PANKS (\$16.00 per week). Dolly Bailey wants Slum, Skillo and Count Store Agents.
All Address:
W. J. (HIGHPOCKETS) LINDSAY
POLLOCKSVILLE, N. CAR., this week; then South Carolina and Georgia all winter.

FROZEN CUSTARD TRAILER
All aluminum covered, complete with Custard King Freezer. Used one season. Sacrifice at 1/2 original cost.
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Must be A-1 equipment. Good opportunity for right operator. References required.
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1946 36-Ft. Allan Herschell Merry-Go-Round (in park), #12 Eli Ferris Wheel. Real Bargains.
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TOP-POP HYBRID POPCORN is unconditionally guaranteed to give you fullest satisfaction in every respect. Five sizes Cartons • Bags • Cones • Salt • Seasoning.

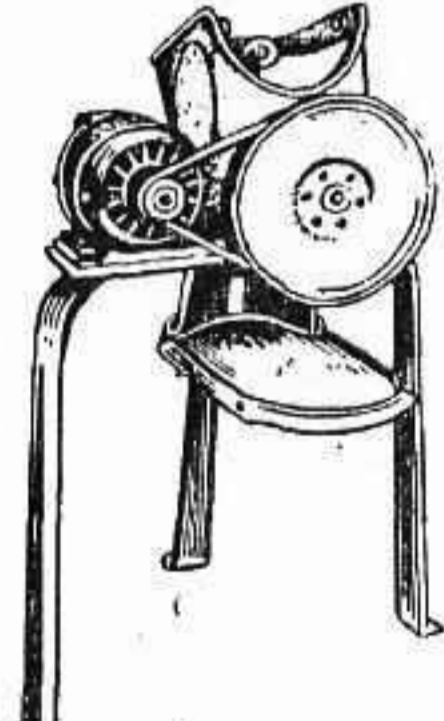
PEANUTS — Finest quality Virginia roasted in the shell • attractive Circus Bags • Snow Cones • Napkins • ready-to-use Flavors • Cups • Spoons • Floss Papers • Colors • Apple Sticks.

HEADQUARTERS FOR COMPLETE LINE CONCESSIONAIRES' SUPPLIES!

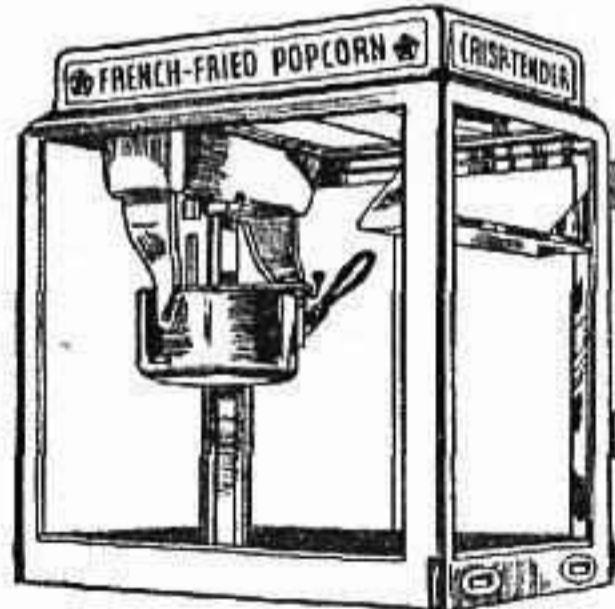
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All Machines Underwriter Laboratories Approved

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W. G. Wade Shows

DETROIT, Nov. 20.—At the end of the tour, both units of the org pulled into the fairgrounds at Coldwater, Mich., where most of the important repairing and painting was done by the regular crew. Some of the org's equipment was stored in Coldwater, some in Mount Clemens and the remainder here.

Owner-manager W. G. Wade is spending most of his time at the org's offices here. General Representatives D. Wade and C. D. Murray, No. 1 and 2 units, respectively, are booking 1949 dates.

Mrs. Mildred Miller and Mrs. Gladys Schaum planed to New Orleans to see Fred A. Miller, who has his stable at the race track there. Sam Hansen has a small crew doing repair work here. George and Kay Foth bagged a deer on a hunting trip north. Bill Wolf, Rollo foreman, is at home in Chicago. Findlay Clark, Frank Woznick and Shiek Hennessey are tramping thru the South. Bert Britt and Harry Beeches headed for Lake Charles, La., where they will stay until the Florida fairs.

Lloyd Burge is building rides in Kansas City. W. H. Wyble, of the Spitfire, is staying in Detroit, as are Peggy and Slim Pickett. Lela Nelson went to her farm up-State. Evelyn Findlay joined Homer, who has rides on a Southern show. Harry Mammas is in Hot Springs. Ruth Vitale is at home in Milan, Mich. Butch and Russell Ancil are at Lansing, Mich. Mat and Frances Gordon, of the Octopus, are in Milwaukee. Assistant electrician Shorty Hoover is in Elkhart, Ind. Floyd Samson, who has the tattoo parlor, is in Rockford, Ill. Jim Mulholland, of the Monkey Circus, is breaking in a new chimp at Columbus, O. Malcolm Lewis is on a jaunt to California.

The Jean Arveys and Bob Mackey are working on their rides at Hazel Park, Mich. Mom and Pop Burr are at their home here. George Kubat is at Garden City, Mich. C. D. Murray Jr. is taking things easy. The Curley Stevensons and the Smitty (Buckets) Frasers are fishing in Florida. W. Glenn Wade Jr. has his unit in operation in this area and recently made a stand in Hamtramck under auspices of the Optimists Club. He also is erecting his Merry-Go-Round and Ferris Wheel inside the Coliseum at the fairgrounds here.

Page Bros.

SPRINGFIELD, Tenn., Nov. 20.—All is quiet in winter quarters here and likely will remain so until after January 1. Manager W. E. Page says his new car and two new tractors are on the way. A. S. (Dud) Brewer has been signed as assistant manager and will assume his duties at the Chicago meetings.

Recent visitors included George Emerson, W. J. Willaims, Pete Hendrix, Phil Knight, Mr. and Mrs. Red Williams and F. Stafer. George Gaines returned from Chillicothe, O., where he obtained a truck for his kiddie ride. Owner Page and the Rogers Manufacturing Company are discussing the building of another Shooting Star Ride.

WANT SKOOTER OR DODGEM
 Portable building with or without cars, or will buy plates, cars and all other accessories. Contact F. A. Griffen at Sherman Hotel during convention, or write to
GRIFFEN AMUSEMENT COMPANY
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 Sober and reliable, for Beaumont and Port Arthur Texas. CLYDE BROS. CIRCUS deal. UPC tickets, program, banners, Chas. Melkenhaus and Steve Jordan, wire and come on. All winter's work. All answer:
L. F. STOLTZ
 Care Optimist Club Circus Office, Beaumont, Texas.

WINTER QUARTERS

Heart of Texas

BROWNWOOD, Tex., Nov. 20.—The season closed October 23 and equipment is stored here in quarters. Owner Harry Craig says a final tabulation shows a successful season. Work in quarters will get under way after January 1. At present, Mr. and Mrs. Craig and son are on a hunting and fishing trip in South Texas. They also plan to visit friends in Corpus Christi.

Greater Dickerson

SAINT GEORGE, S. C., Nov. 20.—Shows got a strong play at season's final date at the Dorchester County Fair, November 1-6. New Dixie Shows combined with the shows for the stand. The first three days saw overcast

Rogers Bros.

PELICAN RAPIDS, Minn., Nov. 20.—A shortage of cement and other necessary materials has delayed plans to enlarge the org's winter quarters here.

The org's new Tilt-a-Whirl added considerably to the grosses this season, and D. C. Rogers plans to add two more rides in 1949. The org's personnel will remain much the same for next season.

Mr. and Mrs. D. C. Rogers and daughter, Pat, are planning a trip South.

skies and light business. Children's Day, Thursday, however, got fair crowds. Friday, Negro Children's Day, proved a record-breaker.

Org was awarded the contract for the 1949 Dorchester annual. Shows have been moved into local winter quarters.—L. HAYNES.

American Carnival Association

Hotel Sherman, November 29-30

Monday, November 29, 1948

- 1 p.m., Room 118—Meeting of general counsel, associate counsel and assistant general counsel.
- 4 p.m., Room 118—Meeting of board of directors, officers and past presidents.
- Opening of meeting by President Oscar C. Buck.
- Notice of meeting.
- Roll call of directors and officers.
- Reading and approval of minutes of previous meetings.
- Reports of committees.
- Reports of officers.
- Annual report of general counsel-secretary-treasurer and approval thereof.
- Reports of associate counsel.
- Communications.
- Applications for memberships and action thereon.
- Unfinished business.
- New business.
- Memorial resolutions.
- Miscellaneous resolutions.
- Election of officers.
- Selection of next meeting place.
- Presentation of bills.
- Financial reports.
- Action relative delinquent dues.
- Discussion of association's policies for 1949.
- Appointment of associate counsel.
- Miscellaneous business.
- Adjournment.

Tuesday, November 30, 1948

- 10 a.m.—Meeting of railroad show owners with reference to transportation problems, costs, demurrage, etc.
- 2 p.m., West Room—Meeting of membership of association.
- Opening of meeting by president.
- Proof of notice of meeting.
- Roll call of member shows and individuals present.
- Reading of minutes of previous meetings.
- Report of directors.
- Approval of action taken at directors' meeting.
- Annual report of general counsel-secretary-treasurer Max Cohen and approval thereof.
- Annual reports of associate counsel and approval thereof.
- Financial reports.
- Unfinished business.
- New business.
- Election of directors until next annual meeting in 1949.
- Miscellaneous business.
- Discussion of association policies for 1949.
- Addresses by members and others present on subjects to be announced at the meeting.
- General conference on matters affecting the carnival industry:
 - (1) Public safety.
 - (2) ASA Outdoor Safety Code.
 - (3) Public relations.
 - (4) Labor matters.
 - (5) Reconversion.
 - (6) Unusual industry problems.
 - (7) Public welfare and patriotic activities in 1948.
 - (8) Taxation.
 - (9) Railroad transportation.
 - (10) Motorized transportation.
 - (11) Legislative program.
 - (12) Miscellaneous.
- Discussion of new products and materials available to the industry.
- Discussion and adoption of policies and legislative program for 1949.
- Discussion of further contributions which can be made by the carnival industry to its general progress.
- Open forum.
- Adjournment.

Bright Lights

PITTSBURGH, Nov. 20.—General Manager John Gecoma is running his booking office here. He has been kept especially busy during the time his partner in the theatrical attraction business, Frank Cervone, was hospitalized.

Bill Jones has booked one of his bingo stands with this org for next season. Ditto Theatoret Tennis with two concessions. The org plans adding two new rides next season. L. C. Heck, assistant manager, is fishing in Florida. Business Manager Harry Shreiber is playing a few spots in Florida before calling it a season. F. A. Norton is looking after winter quarters and getting the rides cleaned up and ready for scenic artist M. E. Baugnass. The latter, also the org's billposter, will report after January 1.

Recent visitors have included Clark Queer, Mount Pleasant, Pa., who has the Funhouse, and Mr. and Mrs. Harold Rumbaugh, recent purchasers of the James M. Cole Circus.

Home State

LINCOLN, Neb., Nov. 20.—A Tilt-a-Whirl has been purchased and Bob Atterbury, former Lee Bros.' Circus owner, has signed to present his three free attractions with the organization during the entire 1949 season, Don Trueblood, and Carl Larsen, shows' co-owners announced here.

Three men currently are at work in winter quarters in the Coliseum Building of the Nebraska State Fair.



Coming Events

CALIFORNIA

Glendale—Dog Show. Dec. 12. Mrs. Hugh Lewis, Pasadena, Calif.
 Los Angeles—Great Western Livestock Show. Nov. 27-Dec. 2. Wm. H. Byrnes.
 Turlock—Far West Turkey Show. Dec. 1-4. C. F. Dickinson

FLORIDA

Miami—Orange Bowl Festival. Dec. 28-Jan. 2. E. E. Sellar, 615 S. W. 2d Ave.
 Melbourne Beach—Sebastian Inlet Celebration. Dec. 17-19. Lennard Mallory.

ILLINOIS

Chicago—National Farm Show in Coliseum. Thru Dec. 4. Del Rhea, 1513 S. Wabash Ave.
 Chicago—International Livestock Expo. Nov. 27-Dec. 4. Wm. E. Ogilvie, Union Stock Yards.

IOWA

Ackley—Four-County Fair. Dec. 6-8. Joe W. Coble.

KANSAS

Wichita—Shrine Circus. Nov. 21-23. Jesse L. Moore, 115 N. Topeka Ave.

LOUISIANA

New Orleans—Shrine Circus. Nov. 26-Dec. 5. Dr. A. Mattie, 1137 St. Charles Ave.
 New Orleans—Poultry Show. Dec. 16-19. Milton J. Walsh, 510 Wilkinson Place.

MASSACHUSETTS

Worcester—Dog Show. Dec. 12. Foley, 2009 Ranstead St., Philadelphia.

MICHIGAN

Detroit—Michigan 4-H Club Show. Dec. 7-9. W. J. Chambers, 6750 Dix Ave.
 Detroit—Dog Show. Dec. 5. R. R. Calbeck, R. 4, Birmingham, Mich.

MINNESOTA

Alexandria—Northern States Turkey Show. Nov. 18-19. Fred J. Fosslen.

MISSISSIPPI

Greenwood—Band Festival & Carnival. Dec. 3. E. H. Blackstone, Box 348.

NEW YORK

Binghamton—Dog Show. Dec. 5. 2009 Ranstead St., Philadelphia.
 White Plains—Dog Show. Dec. 5. Foley, 2009 Ranstead St., Philadelphia.

SOUTH DAKOTA

Stoux Falls—Auto Show. Nov. 25-28. DeWalt T. Kleffer.

TEXAS

El Paso—Southwestern Sun Carnival. Dec. 28-Jan. 1. Howard Slutes, Hotel Cortez.
 Fort Worth—Shrine Circus. Nov. 23-28. John L. Andrew.
 Harlingen—Valley Mid-Winter Fair. Nov. 22-28.
 Sweetwater—Stock Show. Dec. 1-3.

WASHINGTON

Sunnyside—State Turkey Show. Dec. 1-3. O. T. Kenning, Box 277.

CANADA

Saskatoon, Sask.—Dressed Meat & Poultry Show. Dec. 8-9. S. N. MacEachern, Bessborough Hotel.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

At It, Ill.
November 27, 1948.

Dear Editor:

There is nothing conventional about a showmen's convention. They arrive in contingents, but never converge. If it's a dark horse manager entering the date race, he's accompanied by eight midway jockeys looking for the odds. The guy in the saddle isn't always the boss. He's apt to be an agent who came for the ride. Managers are the ones who don't make the most noise. It's the headless horsemen who are grooming him who keep whinnying for hay.

Last year agents back-slapped fairmen, but they didn't cough up. They even pump-handled their hands until they couldn't hold pens, and drank them under the furniture without turning the tables. One fairman asked for so much dough that the manager swapped his show for the fair. The greeter at the boss's door can't sign on the line. He lived in a berth car all season and was checked in for a bath. One showman, short of entertainers, brought along his geek, but failed in glomming a fair. Agents shook secretaries by both hands—thus eliminating a competitor who tried to come in for a left.

Don't sell the guy short who banquets his guests from a shoebox. He's saved enough lettuce from the salad to lay the hype on the line. When entering the big-time booking circles, first study diameters before racing the circle. Never figure your fair route as in good shape, because it may mold octonary. I met a manager who, since the depression, dined his guests with the spots on his vest and booked on the cuff. He always closes with his shirt. The guy who waits for them to hunt him in his room must not know that somebody else is stalking his prey. That old route may be your stamping grounds, but there are always a dozen road agents stampeding your herd. Setting a low booking scale is all right because they'll play it a couple of octaves higher, as all good fairmen make money out of second guessing. Getting away from a swarm of general agents is like recovering from a hangover; a secretary must do it by

It's President's Party and Dinner Now; Add Spread

CHICAGO, Nov. 20.—Something new will be added to the annual party tossed here in honor of the president of the Showmen's League of America. It's a dinner, full-scaled and served by waiters, as an improvement from the previous buffet. For this reason, the event, to be held in the ballroom of the Hotel Sherman Sunday night (28) is being called the President's Party and Dinner.

Bill Carsky and Maurice (Lefty) Ohren, co-chairmen, point out that the food will be better and that the event, while every bit as entertaining (and probably more so), will be minus distracting noises caused in the past by the buffet set-up.

Carsky and Ohren declined to disclose what stage and flicker stars had promised to show, but there are indications that some such luminaries will be on the bill. More than 25 acts are assured.

Admittance will be by ticket, one to each league member. Additional tickets may be purchased at the club-rooms or at the registration booth in the lobby of the Hotel Sherman.

himself. However, if you ask a secretary to reconsider your proposition—you're taking a long chance. Maybe fair managers and agents would get along better if they hadn't learned the facts of the biz from two different books.

Nice thing about letting managers sign the contracts is that the agents don't have to dodge the foul balls. Remember that everything is handed an agent except an occasional applause card. On account of inflation, no general agent should sell out his manager for less than a drink. If a manager can't attend, then he should send his agent with contracts that read, "The views expressed in this contract are those of the agent, and do not necessarily reflect the opinion of the management." Such is the thing they call, "Friendly booking competition."

MAJOR PRIVILEGE.

L. B. Lamb Closes 35-Week Jaunt; To Quarter in Dothan

APALACHICOLA, Fla., Nov. 20.—L. B. Lamb Shows wound up their 35-week season here Saturday night (13). Shows played 40 spots, 18 of which were fairs and not a single opening night was missed. Staff remained intact thruout the season. It included L. B. (Barney) Lamb, owner-manager; Imo Lamb, treasurer; Frank (Whitie) Vasulka, general agent and billposter; Ernie Murray, lot superintendent and publicity director; Whitie Gavitt, electrician, and Russell Lowe, master mechanic and searchlights.

Quarters will be established at Napier Field, Dothan, Ala. Al Masters, of the cookhouse, tossed a combination season's end and birthday party at the Gibson Hotel here Thursday (11). Owner Lamb's schedule calls for a trip to Des Moines, the Chicago convention and then back to Des Moines for the Iowa State fair meeting.

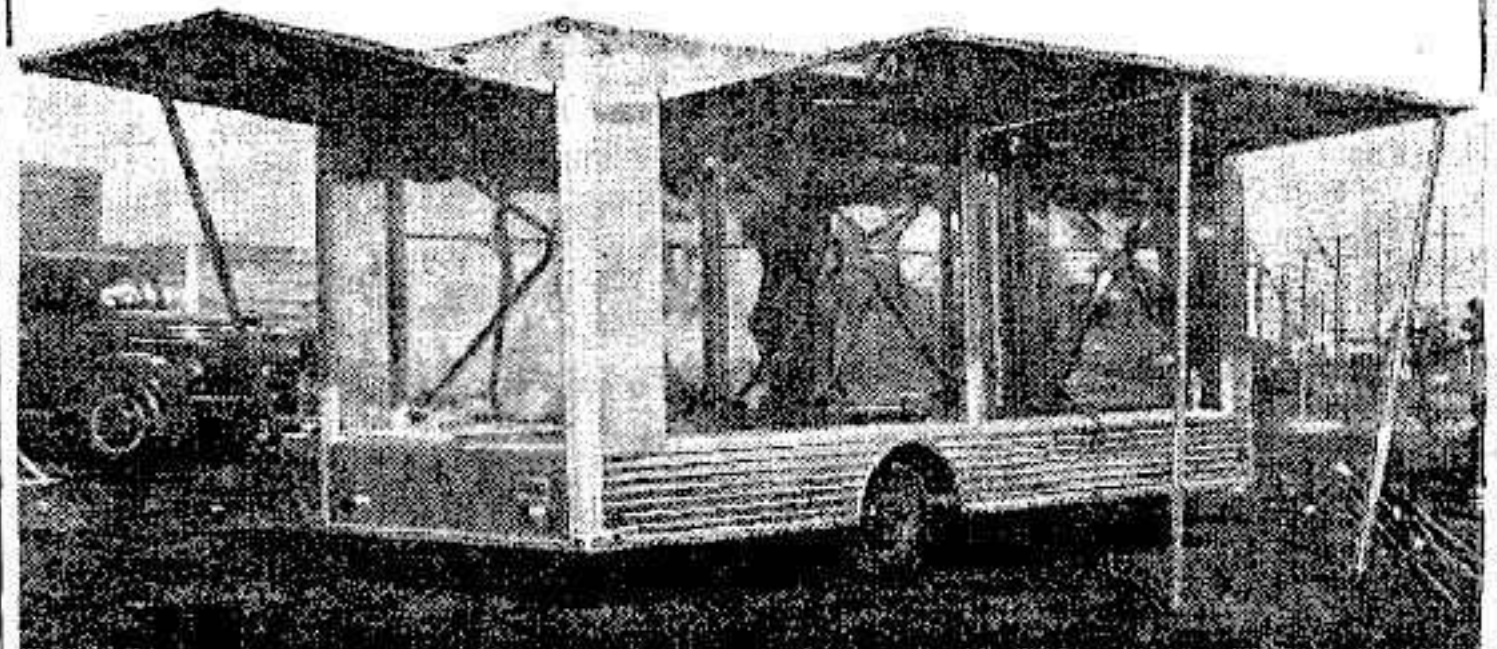
Winter plans of personnel follow: Bill Collier will store his Drome at winter quarters and head for Tarpon Springs, Fla. Maury Broad will visit relatives in Alabama, then head for Miami. Jo-Pete Bell and Marion will vacation at Key West, Fla., and then go to Camp Nebraska, Tampa. Joe Sparks will winter in Tavers, Fla. Fred Sklenar will visit relatives in Darien, Wis. Whitie Gavitt will be schooling and working at the Lewis Diesel Plant, Memphis. Frank Vasulka will make the Chi meets while his wife, Jerry, will divide her time between winter quarters and their home in Muscatine, Ia.

Andy and Ethel Knight will winter in Leesburg, Fla., and Bob LaRue will winter in Orlando, Fla. Bob Jackson will make the meetings with Barney Lamb until Christmas, when the Jacksons will visit friends in Texas. Al Masters will spend most of the winter in Tampa. William (Fingers) Randolph plans some fishing around Aransas, Tex. Harry and Betty Finch and family will go to Chicago to visit Andy Allen and then head for Hot Springs. Billy Neine-man will winter at Alhambra, Calif. Estell and Mary Barr will stay at winter quarters. Ike Eichorst again will be down in the Rio Grande Valley.

Twisto and Nicky McCormick will winter in Miami. Sondra Lee, Linda Lopez and Jimmy Farmer will work New Orleans night clubs. Buster and Helen Hayes, of the Monkey Show, are going to Thousand Oaks, Calif., to look over some new apes for next season. Mr. and Mrs. Ernie Murray will visit their son, whom they have not seen for two years, at his home in Pasadena, Calif.

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● YOU SAVE MONEY on every mile you travel with an all aluminum concession trailer van. The lightness of these units enables you to move your concession at less operating cost.

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For the Burial of Members of
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and

LADIES' AUXILIARY, MSA

NON-SECTARIAN

For MEN and WOMEN

See our Secretary, **BERNHARD ROBBINS**, at the
Convention, or Write 3153 Cass Avenue,
Detroit 1, Mich.

CLUB ACTIVITIES

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Nov. 20.—Hostesses at the last social were Jeanette Wall, Edith Streibich and Helen Wettour. Prizes were won by Thelma Edington, Mae Oakes, Mabel Davis, Violet Watson and Claire Sopenar. Donations came from Marge Fries, Walter Driver and Joe Streibich.

The regular meeting was held Tuesday (16), with President Lucille Hirsch presiding. Also on the rostrum were Edith Streibich, first vice-president; Mae Oakes, third vice-president; Claire Sopenar, treasurer, and Marianna Pope, financial secretary. Bessie Mossman read the invocation.

Corresponding secretary Josephine Glickman read letters from Jean Bernard, Maude H. Atwood, Morgan R. Ross and Hazel Lucas. Cards of thanks were received from the families of Gertrude Parker Allen and Regina Daniels.

Ann Young and Ann Sleyster were welcomed after absences. A congratulatory telegram was sent Mae Taylor on the opening of her Chicago floral business. Several members attended the opening.

The Ghost Ship, written and directed by Dorothee Bates, will be presented by the Carda Players December 3 and 4 in the Garfield Park Gold Dome building.

Ann Roth, of Miami, will be emcee at installation of officers, scheduled Monday (29) at 7 p.m., in the Louis XVI Room, Hotel Sherman. Molly Foster is in charge of table decorations, assisted by Josephine Glickman.

Open house starts Saturday (27) and runs thru Tuesday (30). It will be held in the Dog Fight Room of Hotel Sherman.

Caravans' press chairman extends apologies to Myrtle Hutt Beard for reporting the misinformation that her father had died. He is seriously ill.

Pacific Coast

Showmen's Association

1235 S. Hope Street, Los Angeles 16

LOS ANGELES, Nov. 20.—The Monday (15) meeting was cancelled in favor of the annual homecoming party. According to Executive-Secretary Al Flint, more than 300 members attended. Entertainment Chairman Ellis Zemansky brought 17 acts for the affair. Dance music was furnished by Raymond Aguilar, PCSA member, and his six-piece orchestra. After the Aguilar band quit at midnight, members danced to the juke box. Dinner was provided by the Ladies' Auxiliary.

Shows were well represented. Reps from the Silver Star, California, Douglas and West Coast shows were present.

Joe Steinberg planned for New York to represent the club at the National Showmen's Association ball. He will return in time for the PCSA banquet and ball.

It has been decided that Joe Algardt, of the Sacramento Fair Association, will emcee the PCSA event, with Walter Trask getting the booking assignment.

C. H. Allton, banquet and ball committee chairman, plans to attend the Showfolks of America ball in San Francisco.

Highlights of the homecoming party was dedication of the new bar.

**Heart of America
Showmen's Club**

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 20.—The club's second regular meeting of the winter season was held Friday (12) in the recently decorated clubrooms, with President Harold Elliott presiding.

Correspondence included a check of \$50 from Denny Pugh for the building fund. Chairman Sam Benjamin reported out-of-town reservations coming in nicely for the banquet and ball.

**INTERNATIONAL ASSOCIATION
OF SHOWMEN**

12TH ANNUAL

BANQUET AND BALL

TO BE HELD HOTEL STATLER

NEW YEAR'S EVE

RECEPTION 6:30 P.M. DINNER 7:30 P.M.
ENTERTAINMENT AND DANCING UNTIL ???

TICKETS \$10.00 EACH

MAKE YOUR RESERVATION NOW

DAVE PREVOST
Chairman

415A CHESTNUT ST.

GEORGE REGAN
Co-Chairman

ST. LOUIS, MO.

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To the **LADIES' AUXILIARY** of the
Showmen's League of America's
30th Annual

**OPEN HOUSE, INSTALLATION DINNER
AND BAZAAR**

Room 116, Sherman Hotel,
November 27 to November 30.
Mrs. Ralph Glick, Chairman of Bazaar

Make Your Reservation... Now for the
PACIFIC COAST SHOWMEN'S ASSN.

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CHARITY BANQUET AND BALL

Benefit Sick and Relief and Burial Fund

GOLD ROOM

BILTMORE HOTEL

Tuesday Evening, Dec. 14 \$10 Per Person, Including Tax

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One Deluxe 3-Car Ride One 3-Car Gas Engine Kiddie Ride. One 8-Chair Kiddie Swing. One day three year old Male and Female African Lions. One 20x30 Cook House, kitchen built on semi. butane gas system all modern conveniences, freeze box, steam table, large range, sets of equipment. Will pass any State inspection. The above rides and equipment are in excellent condition. Can be seen at our Winter Quarters, Wilmington, N. C.

Address **J. M. RAFTERY, Box 1047, Wilmington, N. C.**

National Showmen's Association
154 Broadway, New York

NEW YORK, Nov. 20.—Special meetings of the board of governors and the general membership were held Wednesday (17) night. Vice-President Jack Perry flew from Florida and presided at both meetings. On the dais with Perry were Counsellor Hofmann, Dr. Jacob Cohen and Executive Secretary Walter K. Sibley.

George A. Hamid, chairman of the banquet entertainment committee, announced that many star acts have been lined up for the show at the banquet, but names cannot be announced as program is subject to change.

Hamid also made a pitch for the building fund drive, expressing pleased surprise at some of the donations from NSA members and the Ladies' Auxiliary, one of whose members thru her own efforts turned in a sum of more than \$4,000. Hamid's talk resulted in a flood of contributions which will be listed as soon as tabulated.

Year Book chairman Fred Murray reported that this year's book would break all records. George Hamid, pinch-hitting for Sam Rothstein, chairman of the banquet committee, reported that while there were still a few seats left for the banquet the affair will be a sellout.

As the meeting was a special one the Ladies' Auxiliary was invited to participate and the officers, President Queenie Van Vliet, Vice-President Anita Goldie, Secretary Lillian Elkins and Assistant Treasurer Lillian Wallenstein, joined President Perry and the group on the dais.

Excellent addresses were delivered by President Van Vliet, Lillian Elkins, Dorothy Packman, Mrs. Bess Hamid and Lydia Nall, in regard the building fund drive and other club matters.

Ladies' Auxiliary

President Queenie Van Vliet presided over Wednesday (17) meeting. Welcomed back were Agnes Burke and Eleanor Rinaldi. Ann Gerard is in Roosevelt Hospital, New York.

The annual Christmas party for under-privileged children will be held in the clubrooms December 18.

New members sponsored by Jean Dellabate are Betty Hartwicj, Rita Cortez, L. D. Powers, K. W. McNair, Helen J. Lockhart, Henrietta De Marso, Vera Sykes and Georgia Sothorn Finklestein. Mollie Decker sponsored Nellie Rosania, Alice Matthews, Unise A. Demers, Ruth Cook, Winifred Edwards, Rosemarie Loler, Mildred I. Allen, Maxine Ludwig, Peggy Sullivan, Jean R. Beck, Mathilda M. Hastings, Betty C. Osten, Ethel Deal, Myrtle Sokalia, Ann Hudson, Mary A. Decker, Magarite Glickman, Biller Stone, Lillian O'Connor, Madge Thames and Julia O. Comes.

Regular Associated Troupers
106 E. Washington, Los Angeles

LOS ANGELES, Nov. 20.—Thursday (11) the nominating committee made its report at the board of governors meeting and the following are posted: For president, C. H. Allton and Jack Kent; first vice-president, Emily Bailey and Violet Sucher; second vice-president, Sam Brown and David Freidenheim; third vice-president, Lillian Eisenmann and Rely Burglon; fourth vice-president, Larry Nathan and Ted Leavitt; treasurer, Ethel Krug and Jennie Reigel, and secretary, Helen Brainerd Smith, unopposed.

Election will be held December 16 with installation New Year's Eve. The homecoming party and bazaar November 18 started with a ham dinner, with dancing and vaudeville following. It was chairmanned by C.H. Allton. For the New Year's Eve installation, President Marie Bailey has appointed Herb Sucher chairman.

Mr. and Mrs. Glen Loomis and

Showmen's League of America
400 So. State St., Chicago

CHICAGO, Nov. 20.—Vice-President Lou Keller presided at the meeting Thursday (18). Also on the rostrum were Walter F. Driver, treasurer; Joe Streibich, secretary, and Past Presidents Sam Levy and J. C. McCaffery.

Joseph Warburg, E. J. Floyd, Joseph Collier, E. W. Wells and William B. Greco were elected to membership.

Correspondence was received from Richard J. Coleman, Harry Modele, R. W. Hutchinson, Andy Markham, Ben Weiss and Morgan Ross.

The welfare committee reported Jack Oliver still in Charity Hospital, New Orleans; Mike Wright confined to his Lake Delavan, Wis., home, and Morry Haft, Walter Moffett, W. C. Deneke and Tom Vollmer still on the sick list. Everyone was shocked when the meeting was interrupted to announce the death of Edgar I. Schooley.

Roy McCarter, Chester A. Barker and Charles Teichner were at their first meeting. James Ferron, Ted Prockin and Hubert Schloss were in town but missed the meeting. Barney Lamb stopped in for a visit, en route to Des Moines. Back after absences were Ozy Breger, Tom Sharkey, Al Cherner, Hom Zolun, Sonny Berent and Lou Leonard.

Attention was called to the fact that next week's meeting will be held Saturday (27) instead of Thursday (25), which is Thanksgiving. The house committee reported it will serve Thanksgiving Day dinner in the clubrooms.

Ladies' Auxiliary

The Thursday (11) meeting was social night, with Elsie Miller and Carmelita Horan hostesses. Past president Phoebe Carsky, Nan Rankine and Margaret Hock made cash donations.

Mrs. Ralph Glick won a pair of pillow cases and Mrs. Grace Fox a carton of cigarettes in the raffle. The prizes were donated by Mrs. L. M. Brumleve and Mrs. Blanche Latto.

A board of governors' meeting followed the party, with First Vice-President Margaret Filograsso presiding. Other officers present included Elsie Miller, secretary, and Carmelita Horan, treasurer. Mrs. Sam Gluskin, president, is confined to her home because of illness. Also on the sick list are Mrs. Kate Murray and Mrs. Ora Miller.

Missouri Show Women's Club
415A Chestnut St., St. Louis

ST. LOUIS, Nov. 20.—The regular meeting Thursday (11) was presided over by President Lotis Francis. Also on the rostrum were Norma Lang, treasurer; Sally Prevost, secretary, and Peggy Grimm, social secretary. Arline Sidenberg served as sergeant-at-arms. Invocation was delivered by Chaplain Daisy Davis.

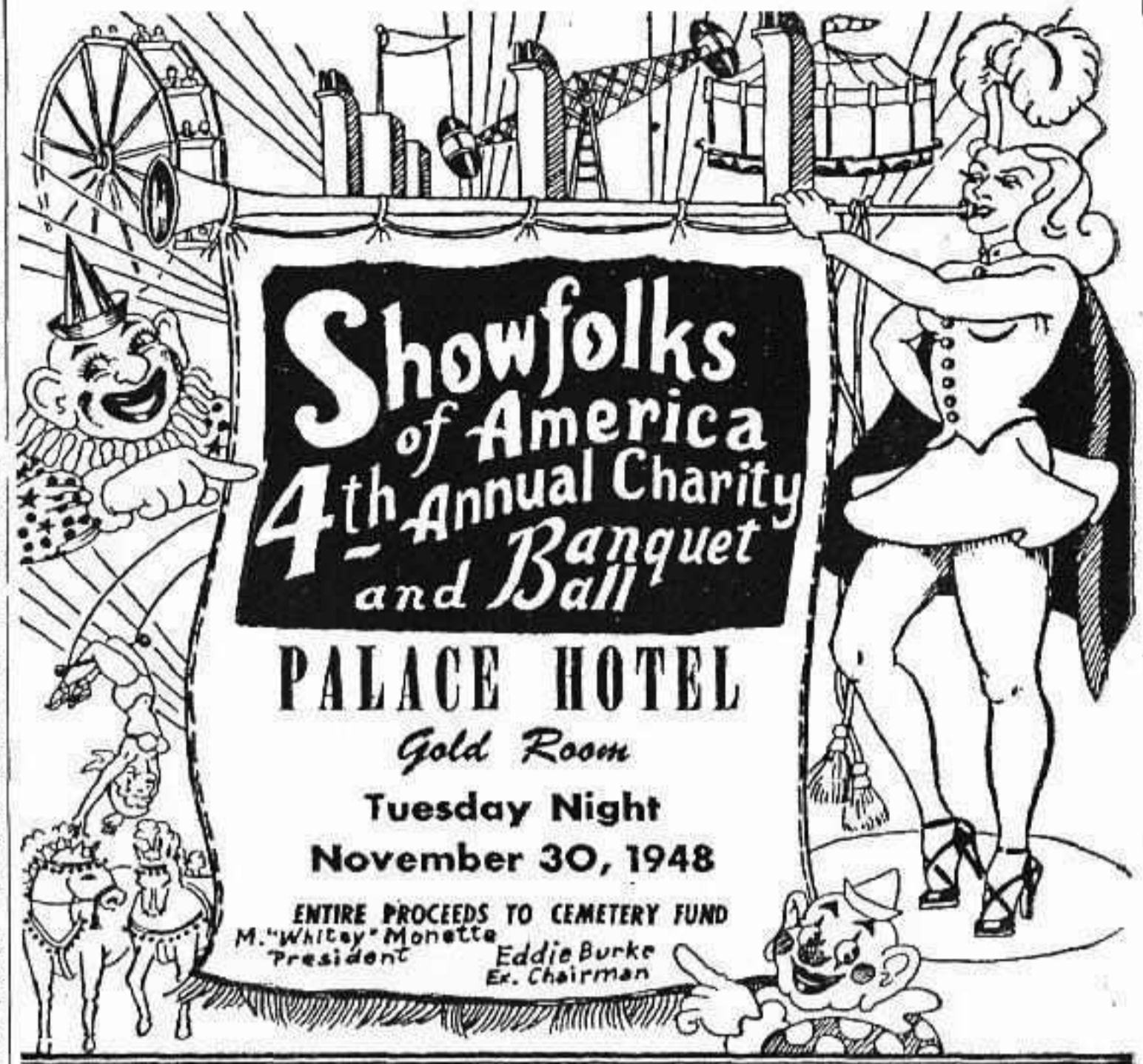
Esther Speroni and Kathryn Eutah are convalescing in hospitals.

Raffle and door prize awards, donated by Jane Bunting and Lela Graber, were won by Daisy Davis and Peggy Grimm. Jane Bunting donated \$10 to the club.

New members include Melberta Acker, Ruth Cratty, Helen Donahue, Kathryn Donahue, Beatrice Dunn, Rose Hawkins, Irene Murray, Darlene Macaluso, Phyllis Nelson, Mrs. Frank Schimnowski, Rosale Danielson, Flora Watkins, Elizabeth Mayer, Sally Rand, Wilda Van Curven, Lucille Wilkinson, Margaret Shelley, Alberta Lockwood, Edith Maxwell, Joene Hail, Lillian Chalkais, C. K. Santalone, Maxine Sterner, Gertrude Sterner, Rose Holman, Helen Elmore and Leva Vellois.

Rosemary Loomis were present after a summer's absence. Babe Miller expects to visit Gladys and Jerry Mackey in Portland, Ore. There will be no meeting Thanksgiving Day. The following week the box lunch party will be held.

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SAN FRANCISCO 3, CALIF.

HEART OF AMERICA

SHOWMEN'S CLUB

AND LADIES' AUXILIARY

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At The Hotel Continental, Kansas City, Mo.

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WE WILL SELL OUR COMPLETE MIDWAY TO A CONCESSIONAIRE WHO IS THOROUGHLY RELIABLE AND CAPABLE.

SHOWS—SIDE SHOW with Manager who knows his Business. We have Tops and Banner Line. GIRL SHOWS with Manager who is capable, we have Tops and all Fronts.

"We will Build and Finance Any Active and Outstanding Shows."

RIDE OWNERS—CAN USE ANY FLAT RIDE—TILT, MOON ROCKET, CATERPILLAR, HIGH BALL.

HAVE FOR SALE—FUN HOUSE, LIFE SHOW (Pickle Punk), with 20x60 TOP; CONCESSION TOPS and FRAMES; 10x12 LINE UP STORES; 16 Ft. BALL GAMES TOPS; CENTER TABLES, 12x12; P. C. TABLES and FLYS. ALL BLUE TOPS.

FOR SALE—SUN SHINE CHOO-CHOO, best condition, \$900.00

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Owner
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DOBSON'S UNITED SHOWS

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We are now booking for 1949 with a much improved and larger Midway, consisting of 12 Rides, 7 Shows and 40 Concessions.

We will be at the Chicago Convention. Make our headquarters yours while in Chicago.

FOR SALE: 1—40 kw. Transformer, 1—20 kw.

Permanent address: BOX 491, Willernie, Minn.

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OUR 1949 MESSAGE TO SHOW FOLKS AND SPONSORS

We will continue the same policy of FAIR DEALING, CLEAN ENTERTAINMENT and BETTER EQUIPMENT that has made us a factor in the Carnival Industry the past ten years.

ROUTE Indiana and surrounding States, including many of the very best Fairs and Celebrations in this territory.

TO SHOW FOLKS: Always openings for Clean, Ambitious Show and Concession Operators with something to offer the public and who are interested in a profitable and pleasant connection.

TO SPONSORING ORGANIZATIONS: If you are interested in presenting an amusement organization that will be a credit to your enterprise, we will be glad to check with you for open dates.

WE WILL BE AT HOTEL SHERMAN, CHICAGO, NOV. 27 TO DEC. 1

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Can Use Stock Stores, \$12.50. Only one of each. All P.C. open. No gift or gypsies. Will stock Kid Auto Rides. Need a Foreman for Chairplane. Address: Cash. Ark., this week; Hundred, Ark., to follow.

FOR SALE—CRIME CAR EXTRAORDINARY

An outstanding buy for a live-wire showman. 1931 Lincoln (8) custom-built bullet-proof town sedan in excellent running condition. 23,000 original miles. Must be seen to be appreciated. Just acquired from the estate of the late Mark Heilingert. This car has one inch thick bullet-proof steel in windows. I believe this to be one of the finest crime cars in America today. FULL PRICE \$1900—1/2 down plus storage charges. Will hold. Send for photo. No triflers, please.

F. J. BETTELLI

641 WALTMAN AVENUE LOS ANGELES 26, CALIF.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Nov. 20.—The regular meeting was held Monday (15), with President Harry Stahl presiding. Also on the rostrum were Ben Morrison, first vice-president; Nat Golden, third vice-president; Louis Rosenthal, treasurer; Bernhard Robbins, secretary; Jack Dickstein, past president, and Leonard Simons, club attorney.

Robert Dow Poole and Harry Goldstein were voted into membership.

Correspondence was read from Eddie Burger and Al Wagner.

Charles Indursky is on the sick list.

Secretary Robbins left for New York to attend the National Showmen's Association Thanksgiving banquet. From there he will go to Chicago for the convention.

Ladies' Auxiliary

The regular meeting was held in the Legion Hall of the club home Monday (15). On the rostrum were Bernice Stahl, president; Dot Miller, first vice-president; Peggy Cohen, second vice-president; Rose Lewiston, third vice-president; Dorothy Gold, treasurer, and Belle Frayne, secretary.

Correspondence was read from Ann Borker, Elsie Miller and Anna Rankine.

Elected to membership were Ethel Emerson, Marion Axell, Phyllis Blumberg, Anne Korvel, Barbara Ellen Jones and Mary Crane.

Miami Showmen's Association

236 W. Flager St., Miami

MIAMI, Nov. 20.—First regular meeting was held Sunday afternoon (7). Carl J. Sedlmayr, president, presided. On the rostrum were Leo Bistany, second vice-president, and Bill Cowan, third vice-president. Sedlmayr invited Past President Robert Parker and George Brautigan, attorney for the association, to the rostrum. Brautigan told of plans to purchase a new building.

Harry Modele, house committee chairman, said the clubrooms would be renovated within the next week or two. He said the reason this had not been done earlier was that plans called for a move into the new building. A report read by the secretary stated that the year book has met with favorable comments.

New members include Carl Parasiliti, Anthony N. Podsobinski, Orey Janssen, Ernest Bordman, Louis R. Rubin, Raymond S. Bona, Joseph (Spotsie) Motola, R. V. Dolan, Samuel Generallo, Tommy Scott, John Ryan, Patsy Callela, Stiney Shapoalus, Clifford Feller, Steve Pager, Jack Norman, Louis Kramer, Irving Sherman, Thomas L. Briggs, Bryan E. Griffin, William H. Harmon, Clyde Warbritton, Sam Weiner, Ralph E. Penney, Louis H. Natauson, Mike Roman, Jack Barth, Ep Glosser, Phil Cook, Leonard Ross and Jack Gilbert.

President Sedlmayr presented the secretary with checks from the following jamborees: Ray M. Brydon, \$701; Carl J. Sedlmayr, Royal American Shows, \$2,225; Frank Bergen, World of Mirth Shows, \$1,500.

William Cowan handed in a check for \$1,225, of which \$225 goes to the Ladies' Auxiliary.

Mike Roman prepared the lunch which was served after the meeting. The restaurant is open under management of Paul Ollis.

WANTS

Borderland Shows

For winter tour of South Texas: Concessions—All Hanky Panks except the following: Bingo, Penny Pitch, Grab, Bumper and Shooting Gallery.

Falfurrias, Texas, Nov. 24-Dec. 5. No Mitt Camp, no Girl Show. Have 3 Rides out.

Arizona Showmen's Association, Inc.

317 W. Washington, Phoenix

PHOENIX, Ariz., Nov. 20.—Second meeting of the season attracted 65 members. President Charles Denny presided. The body voted to have a Christmas dinner.

Guests and members introduced were Mr. and Mrs. Tony Spring; Sis Dyer, well known in auxiliaries of show clubs, who gave a talk and a donation to the relief fund; Percy M. Jones, manager of Victory United Shows; Mr. and Mrs. Harry Lucas; Andy Carson and Dave Friedenham, who donated to the relief fund; Frenchie LeMay and Arch Johnson, Clyde Beatty Circus; Bill Far and Bill Solomon, Folks Celebration Shows; Mr. and Mrs. Bill Goodman, Ely, Nev.; Ray Jasperson and Charles Greiner. Louis Wald left for New York to visit his folks.

There was plenty of entertainment at clubrooms for personnel of Craft Exposition Shows which played Arizona State Fair. Lou Klausen, Jamie Klausen and Mrs. Louise Moderly, of the Kansas City showmen's club, also visited. Bill Harper and Paul Pesicka, first vice-president, returned from a pheasant hunt in South Dakota. Ten applicants were elected to membership. Brownie Yeakle brought in five more, making his total 27. Mr. and Mrs. John Ritter, of the Seifer Shows, are the parents of a baby boy. Bill Siebrand won the pot of gold.

Tested Plans for Building

RIDES, CONCESSIONS and ILLUSIONS for PARKS and CARNIVALS

KIDDIE RIDE PLANS. Auto, Chairplane, 20-Passenger Airplane, Boat, Individual Airplane, \$5 each, 16-Pass. Ferris Wheel, \$8; Jeep or Toonerville Trolley for Auto Ride, \$3 each; with patterns, \$4 each; All 8, \$30; with patterns, \$32.

MAJOR RIDE PLAN: GREASED LIGHTNING. 24-Passenger, 6 Stage Coach, Gas Driven, 25 ft. Diameter, two Dips and Hills, \$15; With Kiddie Rides above, \$40.

CONCESSION PLANS: One-Way Shallow Concession Frame equipment, 23 Legitimate Games, 65 Drawings, 7,500 words, \$5; Four-Way Concession, 4 Frames, 11 Games, \$5; High Striker, \$3; All 3, \$12.

ILLUSION PLANS: Coffin Type Blade Box with full size Pattern, \$5; Less Pattern, 4; Turtle Girl, Spider Girl, Pit Show Frame, Pit, Banner Line, etc., and Full Course of Instructions on Banner Painting, All for \$8; Both \$12 with Pattern.

ALL 14 PLANS, \$60—FREE CATALOG

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228-B NORTH UNIVERSITY ST.
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W. G. WADE SHOWS

Now Contracting for 1949 Season

RIDES—SHOWS—CONCESSIONS

GOOD TERRITORY FOR SPITFIRE RIDE

With Own Transportation

G. P. O. Box 1488
Detroit 31, Michigan

COTTON STATE SHOWS WANT

For Abba Temple Shrine Carnival, 4 weeks—Mobile, Dec. 6-11; Foley, Dec. 13-18; Robertsdale, Dec. 20-25; Atmore, Dec. 27-Jan. 3; all Alabama.

Hanky Panks of all kinds. Place 3 Concession Wheels with office. Want Agents for Roll Downs, Razzies. Can place one Major Ride, two Kid Rides. Notice, Concessions work. Want A-1 Wheel Man for No. 12 Ell. Address: COTTON STATE SHOWS, J. Mill-sap, Richton, Miss.

DEL-MAR SHOWS

Now booking for 1949 season

RIDES—SHOWS—CONCESSIONS

Al DeFlore

1955 Shaw Ave. Youngstown, Ohio

Official NAAPPB Program

(Continued from page 93)

Report of Legislative Committee—Leonard Schloss, Chairman.
 Report from Washington—Melvin Sharpe, Washington, D. C.
 Report of Music Royalty Committee—Henry G. Bowen, Chairman.
 Discussion Period on Matters Covered by Above Two Reports, Including
 A. S. C. A. P.-B. M. I.-Cabaret Tax on Ballrooms.
 Presentation of Members 30 Years in Industry.
 Report of A. R. E. A. Awards Committee—R. M. Spangler, Chairman.
 Executive Session—Edward L. Schott, President, Presiding.
 Roll call
 Reading of Minutes
 Report of secretary
 Report of treasurer
 Report of finance committee
 Report of historians
 Report of nominating committee and election of directors
 Resolutions—R. S. Uzzell
 Unfinished business
 Announcements and communications

Penthouse Club, 10 P.M.-2 A.M.
 (House on the Roof)

Tuesday, November 30

Announcements and communications—Paul H. Huedepohl, Secretary.
 Forum No. 1—Ballroom Operations:
 John Dinneen, chairman, Hampton Beach Casino, Hampton Beach, N. H.
 From a Small Park Operator's Viewpoint, Don Dazey, LeSourdsville
 Lake, Middletown, O.
 From a Large Park Operator's Viewpoint, Representative of Coney
 Island, Cincinnati.
 Problems of a Booker, Representative of General Artists Corp.
 Problems of a Band Leader, by a Band Leader from Music Corp. of
 America.
 Introduction of New Officers—John L. Coleman, Chairman of Nominating
 Committee.
 Forum No. 2—Promotions and Their Value to Amusement Parks:
 William Hitzelberger, chairman, State Fair of Texas, Dallas.
 Joe P. Colihan, Excelsior Park, Excelsior, Minn.
 George Hamid Jr., Steel Pier, Atlantic City, N. J.
 Robert A. Reichardt, Riverview Park, Des Moines.
 Discussion of Other Promotions.
 Presentation of Harry J. Batt Award for Most Outstanding Promotion
 of 1948.
 Television and Its Use in Amusement Parks.
 Announcements and communications—Paul H. Huedepohl, Secretary.
 Banquet, Tuesday, 7:30 p.m., Grand Ballroom.

Penthouse Club, 10 P.M.-2 A.M.
 (House on the Roof)

Wednesday, December 1, 1948

Announcements and communications—Paul H. Huedepohl, Secretary.
 We Need 7½ and 12½-cent Coins—Edward W. Mehren, President, The
 Squirt Co., Beverly Hills, Calif.
 Forum No. 3—Kiddie Lands and Kiddie Parks:
 Harry A. Illions, Chairman, Celeron Park, Jamestown, N. Y.
 John S. Reynolds, Santa Cruz Beach, Santa Cruz, Calif.
 Carl Henninger, Kennywood Park, Pittsburgh.
 Forum No. 4—Mechanics of Securing Picnics:
 Question and Answer Forum Direct from Audience, led by Dr. L. H.
 Firestone, Flint Park, Flint, Mich., Covering Industrial Picnics, School
 Picnics and Community Picnics.
 Forum No. 5—Food and Refreshments:
 Alan MacNicol, Chairman, Playland, Rye, N. Y., with Discussion from
 Floor of Other Matters, including Use of Bottles, Value of Restaurants,
 Sale of Liquor and Many Others.
 Forum No. 6—Small Parks and Their Problems:
 Garvice D. Kincaid, Chairman, Joyland Park, Lexington, Ky.
 William W. Muar, Roseland Park, Canandaigua, N. Y.
 H. J. (Chief) Terrill, Silver Beach, St. Joseph, Mich.
 Report of Membership Committee—Irving Rosenthal, Chairman.
 Report of Service Awards Committee—Edward S. Sheek, Chairman.
 Announcements and Communications—Paul H. Huedepohl, Secretary.
 Movies from our Member Parks.
 Forum No. 7—Roller Skating:
 Irwin Rosee, Director, Institute of Roller Skating, New York.
 Fred R. Martin, Secretary, Roller Skating Rink Operators' Association
 of America, Detroit.

BEACH AND POOL ROUND TABLE DISCUSSIONS
 Monday, November 29

10:00 A.M.—Registration.
 10:30 A.M.-11:30 A.M.—Chicago Park District Sound Film. Covering Water
 Safety—Life Guard Training, etc.
 12:30 P.M.- 2:00 P.M.—Round Table Discussions. Questions and Answers.
 2:30 P.M.- 5:00 P.M.—Open House at Austin Town Hall Pool—Handi-
 capped Veterans. Exhibition by Adolph Kiefer—
 World Back Stroke Champion, et al.
 6:30 P.M.- 7:30 P.M.—Illinois Athletic Club—Exhibition of Water Polo
 by two outstanding teams. All players will wear
 Flippers. Plans are being made to televise this game.

Tuesday, November 30

10:30 A.M.-11:30 A.M.—Moving Pictures, "Clean Waters," General Electric.
 "Where America Swims."
 12:30 P.M.- 2:00 P.M.—Round Table Discussions. Questions and Answers.
 2:30 P.M.—Inspection of Diatomic Filter Installations at Divi-
 sion Y. M. C. A. (Bowser) and Independence Park
 Indoor Pool (Infilco).

Wednesday, December 1

10:30 A.M.-11:30 A.M.—"Outstanding Pools of the World." Kodachromes
 Slides and Sound furnished by Chauncey A. Hyatt.
 12:30 P.M.- 2:00 P.M.—Round Table Discussions. Questions and Answers.
 2:30 P.M.—Open—Inspections to be announced later.

MSA Honors Nine Deceased Members At Memorial Rites

DETROIT, Nov. 20.—Joint memo-
 rial services for deceased members
 were held here Sunday (14) by the
 Michigan Showmen's Association, the
 MSA Ladies' Auxiliary and the Joey
 Moss MSA American Legion Post.
 General arrangements were in
 charge of Ora A. (Pop) Baker. Rep-
 resenting the three groups on the
 rostrum were Harry Stahl, president,

and Bernhard Robbins, secretary,
 MSA; Bernice Stahl, president, and
 Belle Frayne, secretary, Auxiliary,
 and Arthur J. Frayne, commander,
 Joey Moss Post.

Services were conducted by Rev.
 Fred J. Clifford, pastor of Holmes
 Memorial Methodist Church, with F.
 Ulrich Bishop as organist, and Mrs.
 Robert Cave and Jean Gumore, sing-
 ers. Testimony to the nine members
 to whom tribute was specifically paid
 was symbolized by nine vacant chairs
 on the rostrum, on which the presi-
 dent of each organization placed a
 yellow chrysanthemum.

Harry Lottridge Shows

NEWEST AND BEST
 AMUSEMENT EQUIPMENT

YES, It is really TRUE

10 Weeks—City Locations—7 Days a Week

NEW ORLEANS

UNDER VERY STRONG SPONSORSHIP

Well Advertised—Sound Truck—Free Act

First Location—Franklin Stadium—Saturday, Dec. 4th, thru Sunday, Dec. 19th
 Get with it. Make money all winter.

WANTED

CONCESSIONS: Can place Strictly Merchandise Concessions of all kinds, Photo Gallery,
 Long and Short Range Galleries. No Flaties, Crift, Percentage or Gypsies. Have
 already booked Bingo, Grab, Custard, Candy Floss, Popcorn and Candy Apples.

SHOWS: Must be Clean and Entertaining, with good equipment. No Girl Shows.
 RIDES: Will book or lease late model Caterpillar, Tilt-a-Whirl, Octopus or Roll-o-Plane.
 Must be as good as my 4 Major Rides which all look as good as NEW.

Reliable, Sober SHOW PEOPLE in all Departments who mind their own business, get
 with a SHOW that is conducted on a business-like basis at all times and in every department.
 Do not need any "Know-It-Alls," "Midway Gamblers," "Has Beens" or "Assistant
 Managers." If you are in that class, get a Show of your own.

Right out of New Orleans into SPRING FAIRS and CELEBRATIONS. Money making
 territory. Only a limited number of Concessions wanted for New Orleans.

WIRE, DON'T WRITE WHAT YOU HAVE, AS TIME IS SHORT.

FOR SALE: 32-Ft. Merry-Go-Round, Olive Green Top with 8-ft. Sidewalls, very good
 condition, \$150.00. Spidora Girl Stairway Illusion, complete, \$100.00.
 4 Distorted Mirrors, nearly new, \$300.00. Mother, Father and Baby
 Rhesus Monkeys, healthy and chain broken, \$125.00.
 ONE-HALF DEPOSIT, BALANCE C. O. D.

ALL REPLIES TO

HARRY LOTTRIDGE, Manager

ASHBURN, GA., THIS WEEK

P. S.: SEE OUR ANNOUNCEMENT IN CAVALCADE OF FAIRS SUPPLEMENT

IB and ID SHOWS

WANT FOR ALL WINTER

Going south. Hanky Parks, come on, \$15. Frank Cooper, Red Clayton, come at once.
 Cowpens, S. C., this week; Chesnee, next; Greer to follow. All contact:
BILL REID, Business Mgr.
 Cowpens this week. People who know me, come on.

WANT FOR DAYTONA BEACH, FLA.

Week December 6 — Central Location

Concessions of all kinds, Shows and one more Flat Ride. Positively no other show will
 operate in Daytona until after the above date. All address:

STANLEY ROBERTS—PINE STATE SHOWS

Now playing Jacksonville Colored Fair, 712 West Duval Street, Jacksonville, Fla.

Attention, Independent Ride And Concession Owners!

We have openings for Rides and Concessions due to last-minute disappointment.
 Operating now and open year around.

R. A. DOUGAN, Mgr.

RALSTON BEACH AMUSEMENTS

TAMPA, FLA.

GIVE TO THE DAMON RUNYON CANCER FUND

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 94)
RECEIPTS: Gate, \$13,269.99; grandstand, \$2,885.
AID, PREMIUMS: State aid, \$60,000.
CARNIVAL: West Coast Shows.
ADMINISTRATION: President, J. F. Van Lobensek; secretary, Fred McCargar.
 1949 DATES: September 22-25.

Santa Cruz County Fair, Watsonville

ATTENDANCE: 13,575 paid; 7,000 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate, \$7,286; grandstand, \$1,820.56.
AID, PREMIUMS: State aid, \$21,000.
CARNIVAL: Golden West Shows.
ATTRACTIONS: Harness races, 3 days.
STILL DATES: Historical pageant, 2 nights, staged by Gellar Productions; horse show, 1 day, 1 night, staged by Carl Bosworth; harness races, 3 days, staged by George Crosby; folk dance, 1 night, staged by Jim Fonanta; band, 1 day, staged by Santa Cruz high school; band, 1 day, staged by Watsonville high school; Melody Rangers, 4 days, 4 nights, staged by Radio Station WSBW.
ADMINISTRATION: President, Ernest Kroenlein; secretary, E. P. Johnson.

San Diego County Fair, Del Mar

ATTENDANCE: 185,000 paid; 67,000 free. Operated 11 days, 11 nights.
WEATHER: Good 2 days, 2 nights; overcast and cool 9 days, 9 nights.
CARNIVAL: Ferris Greater Shows.
ATTRACTIONS: Revue, booked thru William Morris, 7 nights, at cost of \$17,000; circus acts, booked thru Polack Bros., 5 days, 5 nights, at cost of \$10,500; old car races, staged by Lindy Bothwell, 4 days, at cost of \$400; rodeo, presented by Andy Huerge, 4 days, 4 nights.
ADMINISTRATION: President, Ray Badger; manager, Paul T. Mannen; superintendent of concessions and commercial exhibits, Al Mulligan; publicity director, Head & Dauchy.
 1949 DATES: June 24-July 4.

Third District Fair, Chico

ATTENDANCE: 16,500 paid; 6,500 free. Operated 4 days and 4 nights.
WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night.
RECEIPTS: Gate, \$4,500; grandstand, total, \$10,250.
AID, PREMIUMS: State aid, \$13,600.
CARNIVAL: California Shows.
ATTRACTIONS: Big car races staged by Pacific, 1 day; rodeo, presented by Harry Rowell, 1 day, 1 night.
ADMINISTRATION: President, R. R. McEneasy; secretary, M. J. Hogan; superintendent of concessions, Jean Morony; superintendent of commercial exhibits, Bob Lewis; publicity director, Charles Randolph.

12th District Fair, Ukiah

ATTENDANCE: Free, 15,000 (estimated). Operated 3 days, 3 nights.
WEATHER: Good 2 days, 1 night; rain 1 day; cold or threatening, 2 nights.
AID, PREMIUMS: State aid, \$17,000.
CARNIVAL: Golden West Shows.
ATTRACTIONS: Revue, Cy Perkins Country Store, 3 nights, at cost of \$150; circus acts booked thru Jack Lewis.
STILL DATES: Cymkhana Riding Club, 1 day, staged by Ukiah Riding Club; Vintage celebration, 3 nights, staged by Ukiah Centennial Celebration.
ADMINISTRATION: President, F. P. Stipp; secretary, Mrs. W. C. Peters.

Yolo County Fair, Woodland

ATTENDANCE: 15,000 (free). Operated 3 days, 2 nights.
WEATHER: Good 3 days, 2 nights.
RECEIPTS: Day grandstand, \$500; night grandstand, \$4,800.
AID, PREMIUMS: State aid, \$7,500.
CARNIVAL: California Amusement Company.
ATTRACTIONS: Revue, booked thru

Eddie Burke Attractions, 1 night at cost of \$1,000. Rodeo, presented by J. M. Millerick, 2 nights.

COLORADO

Dodge County American Legion Fair, Eastman

ATTENDANCE: 6,949 paid, 10,000 free. Operated 6 days, 6 nights.
WEATHER: Good 6 days, cold 6 nights.
RECEIPTS: Gate, \$2,175.73.
AID, PREMIUMS: Premiums from county, \$1,025.25.
CARNIVAL: Shan Bros.
ATTRACTIONS: Acts, booked thru Shan Bros.
ADMINISTRATION: President, secretary, superintendent of concessions and commercial exhibits, publicity director, R. T. Ragan.

Larimer County Fair and Rodeo, Loveland

ATTENDANCE: 4,000 paid, 300 free. Outside gate admissions sold in advance, 4,230. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Night grandstand, \$4,259.43.
CARNIVAL: Forsythe and Dowis Rides.
ADMINISTRATION: President, Lane Duff; secretary, Don H. Moon; superintendent of concessions and commercial exhibits, Ben Naeve; publicity director, John Holden.

GEORGIA

Rockdale County American Legion Fair, Conyers

ATTENDANCE: 8,000, paid; 3,200, free. Operated 5 days, 5 nights.
WEATHER: Good 3 days, 4 nights; rain, 2 days, 1 night.
RECEIPTS: Gate, \$2,075.
CARNIVAL: Johnnie T. Tinsley Shows.
ADMINISTRATION: President, C. E. Vaughn Jr.; secretary, superintendent of concessions, W. U. Bowen Jr.; superintendent of commercial exhibits, Ed L. Cowan; publicity director, Hogan Ivey.

IDAHO

Bonner County Fair, Sandpoint

ATTENDANCE: 11,000 free. Operated 2½ days, 2 nights.
WEATHER: Good 2½ days, 2 nights.
ADMINISTRATION: President, C. W. Gresham; secretary, M. R. Samson.

ILLINOIS

Menard County Agricultural Fair, Petersburg

ATTENDANCE: 5,000 free. Operated 3 days.
WEATHER: Good 2 days; rain 1 day.

Mendon-Adams County Fair, Mendon

WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate, \$7,052.
AID, PREMIUMS: State aid, \$7,000.
ATTRACTIONS: Revue, booked thru Sidney Belmont, 4 nights, at cost of \$1,500.
ADMINISTRATION: President, V. E. O'Brien; secretary, I. M. Brumbost; superintendent of concessions, Wilbur Calvin; superintendent of commercial exhibits, Osten Parrot.

INDIANA

Delaware County Fair, Muncie

WEATHER: Good, 5 days, 5 nights; rain 1 day, 1 night.
RECEIPTS: Gate, \$13,780.85; grandstand, \$3,771.50; day grandstand, \$1,795.75; night grandstand, \$1,975.75.
CARNIVAL: John J. Jones Exposition.
ATTRACTIONS: W L W Midwestern Hayride, 1 day, 1 night.
ADMINISTRATION: President, John Hartmeyer; secretary, A. G. Norrick.

Lake County Fair, Crown Point

ATTENDANCE: 50,000 paid. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
RECEIPTS: Gate, \$27,000; grandstand, \$8,000.
AID, PREMIUMS: County aid, \$3,000.
CARNIVAL: Thomas Joyland Amusement Company.
ATTRACTIONS: Revue, booked thru Boyle Woolfolk, 3 days, 3 nights, at cost of \$5,000; B. Ward Beam thrill show, 1 day, 1 night; harness horse races, 3 days, with purses of \$4,500.

Starke County 4-H Club Fair, Hamlet

ATTENDANCE: Free gate, 10,000 (estimated). Operated 5 days, 4 nights.
WEATHER: Good 5 days, 3 nights; rain 1 night.
CARNIVAL: Cliff Thomas Enterprises.
ATTRACTIONS: Revue, booked thru Smythe, Fort Wayne, 1 night, at cost of \$260.
STILL DATES: Amateur show, 1 night, staged by fair association; balloon ascension, 1 day, staged by Colonel Heistand; stage review, 1 night, staged by WOWO, Fort Wayne; tractor pulling contest, 1 night, staged by fair association.
ADMINISTRATION: President, Richard Ferch; secretary, Tom Bell; superintendent of concessions, John Bluhm; superintendent of commercial exhibits, William Barbknecht; publicity director, Frank Black.

IOWA

Calhoun County Exposition, Rockwell City

ATTENDANCE: 7,500 paid. Outside gate admissions sold in advance, 481. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, \$1,628; grandstand, \$459.
AID, PREMIUMS: State aid, \$750.70; county aid, \$2,000; other, \$106.
CARNIVAL: Lamb's Shows.
STILL DATES: Circus, two days.
ADMINISTRATION: President, George S. Souders; secretary, A. C. Engel.
 1949 DATES: August 8-10.

Franklin County Fair, Hampton

ATTENDANCE: 7,227, paid; 7,000, free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, \$3,035.34; grandstand, \$1,943; day grandstand, \$398.44; night grandstand, \$644.56.
AID, PREMIUMS: State aid, \$2,000; county aid, \$3,000.
CARNIVAL: Merriam & Robinson Shows.
ATTRACTIONS: Revue, booked thru Williams & Lee, 3 nights, at cost of \$2,800.
ADMINISTRATION: President, Ira M. Miller; secretary, superintendent of concessions and commercial exhibits, Glenn D. Craighton; publicity director, Dwight Purcell.

Van Buren-Jefferson County Fair, Keosauqua

ATTENDANCE: 6,284 paid; 2,736 free. Outside gate admissions sold in advance, 830. Operated 4 days, 3 nights.
WEATHER: Good 4 days, 3 nights.
RECEIPTS: Total gates, \$4,607.30.
AID, PREMIUMS: Total, \$3,427.58.
CARNIVAL: American Beauty.
ATTRACTIONS: Revue, booked thru Charles Zemater; fireworks supplied by Star Company; harness races, 3 days, with purses of \$1,980.26.
STILL DATES: Running races, 1 day, staged by racing committee.
ADMINISTRATION: President, Clayton D. Sherod; secretary, Arthur J. Secor; superintendent of concessions and commercial exhibits, Kenneth Burnett; publicity director, William Baker.
 1949 DATES: August 9-12.

KANSAS

Conway Springs Fall Fair, Conway Springs

ATTENDANCE: 2,000 free. Operated 2 days, 2 nights.
WEATHER: Good 2 days, 2 nights.
AID, PREMIUMS: County air, \$298.35; other, \$648.32.
CARNIVAL: Nordbeck Shows.
ATTRACTIONS: Harness races, 2 days, with purses of \$400.
ADMINISTRATION: President, Homer

Hunt; secretary, publicity director, R. H. Cline; superintendent of concessions, O. E. Wheeler.
 1949 DATES: September 23-23.

Lyon County Fair Association, Inc., Emporia

ATTENDANCE: 15,000 (free). Operated 4 days, 4 nights.
RECEIPTS: Grandstand, total, \$6,108.73; day grandstand, \$1,685.24; night grandstand, \$4,423.49.
AID, PREMIUMS: County aid, \$1,500.
CARNIVAL: Friar's.
ATTRACTIONS: Revue, booked thru J. C. Michaels Attractions, 3 nights, at cost of \$2,025.
STILL DATES: Rotary Club of America, 1 day; thrill show, 1 night, staged by Midwest Attractions; thrill show, 1 night, staged by Crazy Kaiser; hot rod races, 3 days, 10 nights, staged by Sam Perdara.
ADMINISTRATION: President, Kenneth T. Anderson; secretary, Warren R. Jones.

Miami County Free Fair, Paola

ATTENDANCE: 10,000 free. Operated 3 days.
WEATHER: Good 2½ days, rain ½ day.
AID, PREMIUMS: County aid, \$2,000.
CARNIVAL: Parada Shows.
ADMINISTRATION: President, Ross W. Karr; secretary, Benjamin Atterbury; superintendent of concessions, George Whitaker; superintendent of commercial exhibits, Jim McKain; publicity director, Albert Durkee.

Trego County Free Fair, Wakeeney

ATTENDANCE: Free gate. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Grandstand, \$3,301.52; day grandstand, \$3,883.91; night grandstand, \$2,617.61.
AID, PREMIUMS: County aid, \$1,700.06.
CARNIVAL: 20th Century Shows.
ATTRACTIONS: Revue, booked thru Wheeler, Pittman, 3 nights, at cost of \$2,000; circus acts, booked thru Truex, 3 days, at cost of \$1,000; WIBW Round-Up, 1 night; fireworks supplied by Ben O. Truex, 1 night, at cost of \$400; motorcycle races, staged by AMA Association, 1 day, at cost of \$1,200; harness races, 3 days, with purses of \$2,100.
ADMINISTRATION: President, C. L. Pinney; secretary, Lew H. Galloway.
 1949 DATES: August 23-26.

LOUISIANA

Avoyelles Parish Free Fair, Marksville

WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night.
AID, PREMIUMS: State aid, \$1,000; county aid, \$500.
CARNIVAL: Groves Greater Shows.
ADMINISTRATION: President, L. A. Cayer; secretary, Paxton Smith; superintendent of concessions, Edgar A. Coco Jr.; superintendent of commercial exhibits, Kermit A. Ducote; publicity director, Carl Gremillion.
 1949 DATES: Oct. 7-10.

MAINE

Northern Maine Fair, Presque Isle

ATTENDANCE: 60,000, paid; 1,500, free. Operated 6 days, 6 nights.
WEATHER: Good 5 days, 5 nights; rain, 1 day, 1 night.
AID, PREMIUMS: State aid, \$900.
CARNIVAL: World of Mirth.
ATTRACTIONS: Revue, booked thru George A. Hamid, 6 nights, at cost of \$10,000; harness races, 6 days, with purses of \$25,000.
STILL DATES: Thrill show, 1 day, 1 night, staged by Jack Kochman.
ADMINISTRATION: President, C. Fred Grant; secretary, publicity director, Albert C. Brewer; superintendent of concessions, C. L. Stimpson.

MICHIGAN

Charlevoix County Fair, East Jordan

WEATHER: Good 5 days, 5 nights.
RECEIPTS: Gate, \$2,009.85; grandstand, \$771.69.

FOR SALE

New Khaki Tent, used one week only, size 40'x100'; 5 Sections 8 Ft. Wall, complete with poles and stakes; 4 Evans Automatic Roll Downs, like new, used five weeks. Will make a trade for Big Six Wheel. WANT TO BUY FOR CASH—Kiddie Rides, Merry-Go-Round, Roto Whip and Auto Ride.

MIKE PRUDENT
 Patchogue, N. Y.

AID, PREMIUMS: State aid, \$2,234.47; county aid, \$2,000.
CARNIVAL: Playland United Shows.
ATTRACTIONS: Revue, booked thru Gus Sun, at cost of \$1,000.
ADMINISTRATION: President, Claude Pearsall; secretary, Ed Rebman.

Lenawee County Agricultural Society, Adrian

WEATHER: Good 3 days, 4 nights; rain 3 days, 1 night; cold, 1 night.
RECEIPTS: Gate, \$34,000.
AID, PREMIUMS: State aid, \$7,000.
CARNIVAL: Gooding Amusement Company rides; independent concessions.
ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 5 days, 5 nights; Jimmie Lynch's Death Dodgers, 1 night; harness races, 4 days, with purses of \$12,220.
STILL DATES: July 4 celebration, 3 days, 3 nights, staged by DAV.
ADMINISTRATION: President, J. P. Witt; secretary, publicity director, H. H. Hungerford; superintendent of concessions, Jesse Suttle; superintendent of commercial exhibits, Faye Whelan.

Milford Fair, Milford

ATTENDANCE: 10,000 paid. Operated 4 days, 5 nights.
WEATHER: Good, 4 days, 5 nights.
AID, PREMIUMS: State aid, \$625.
CARNIVAL: Majestic Greater Shows.
ATTRACTIONS: Jack Raum's Thrill Show, 1 night; rodeo, presented by Cherokee Hammon Rodeo, at cost of \$2,750.
STILL DATES: Auto races, 3 days; motorcycle races, 2 days; thrill show, 1 night, all staged by Mel Moore.
ADMINISTRATION: President, Herschel L. Krebs; secretary, superintendent of concessions, Mel Moore; superintendent of commercial exhibits, William Knapp; publicity director, Robert Rowe.

Pinconing Homecoming and Fair, Pinconing

ATTENDANCE: Free gate. Operated 2 days, 2 nights.
WEATHER: Good 2 days, 2 nights.
CARNIVAL: Lee United Shows.
ATTRACTIONS: Revue, booked thru Gus Sun, at cost of \$650.
ADMINISTRATION: President, Charles Derocher; secretary, Meryl A. Bird; publicity director, Dr. F. Letchfield.

MINNESOTA

Clearwater County Agricultural Society, Bagley

ATTENDANCE: 5,997 paid; 1,000 free. Outside gate admissions sold in advance, 111. Operated 4 days, 4 nights.
WEATHER: Good 2 days, 2 nights; rain, 1 day, 1 night; cold, 1 day, 1 night.
RECEIPTS: Gate, \$2,736.65; grandstand, \$1,189.75.
AID, PREMIUMS: State aid, \$1,488.35; county aid, \$750; other, \$50.
CARNIVAL: Home State Shows.
ATTRACTIONS: Revue, booked thru Midwest Theatrical Attractions, at cost of \$1,200.
ADMINISTRATION: President, E. H. Raff; secretary, John Hulteen.

Freeborn County Agricultural Society, Albert Lea

ATTENDANCE: 50,000 paid; 5,000 free. Operated 5 days, 5 nights.
WEATHER: Good 4 days, 4 nights; rain, 1 day, 1 night.
RECEIPTS: Gate, \$5,574; grandstand, \$7,655.
AID, PREMIUMS: State aid, \$2,849; county aid, \$9,000; other, \$775.
CARNIVAL: Imperial Shows.
ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 4 nights, at cost of \$7,400; big car races, staged by Frank Winkley, 1 day; hot rod races, staged by Frank Winkley, 1 day.
ADMINISTRATION: President, Juel Nelson; secretary, superintendent of commercial exhibits, publicity director, Herman D. Jenson; superintendent of concessions, Henry Behr.
 1949 DATES: August 22-26.

Rice County Agricultural Society, Faribault

ATTENDANCE: 25,000, free gate. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 2 nights; cold, 2 nights.
AID, PREMIUMS: State aid, \$1,550; county aid, \$1,700; other, \$1,000.
CARNIVAL: World of Today Shows.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, at cost of \$4,250; Jole Chitwood's Thrill Show, 1 day; fireworks, supplied locally, 1 night, at cost of \$140; big car races, staged by John Sloan, 1 day.
STILL DATES: Hot rod races, 1 day, staged by Hoot Gibson.
ADMINISTRATION: President, Clarence Alberts; secretary, C. G. Adams; superintendent of concessions and commercial exhibits, Frank Duncan; publicity director, L. E. Swanberg.

Sherburne County Free Fair, Elk River

WEATHER: Good 3 days, 2 nights.
AID, PREMIUMS: State aid, \$782.50; county aid, \$403.20; other, \$50.
CARNIVAL: Worth Shows.
ADMINISTRATION: President, Lawrence Nordwall; secretary, superintendent of concessions, E. E. Bjngs.

Wilkin County Fair, Breckenridge

ATTENDANCE: 8,500, paid (estimated). Operated 3 days, 3 nights.
WEATHER: Good 2 days, 2 nights; rain, 1 day, 1 night.
RECEIPTS: Gate, \$1,186.31; grandstand, \$356.75.
AID, PREMIUMS: State aid, \$1,500.
CARNIVAL: Art Thomas Shows.
ATTRACTIONS: Acts, booked thru Art B. Thomas and Williams & Lee, 2 nights, at cost of \$1,150.
ADMINISTRATION: President, W. B. Hart; secretary, superintendent of concessions and commercial exhibits, Cy Wenner; publicity director, R. J. Walte.

MISSISSIPPI

Mississippi State Fair, Jackson

ATTENDANCE: 325,000 free (estimated). Operated 6 days, 6 nights.
WEATHER: Good 5 days, 5 nights; threatening, 1 day, 1 night.
RECEIPTS: Night grandstand, \$24,500.
AID, PREMIUMS: County aid, \$1,000; other, \$2,000.
CARNIVAL: Royal American Shows.
ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 6 nights.
ADMINISTRATION: Secretary, J. M. Dean; superintendent of concessions, M. M. Bedeubaugh.
 1949 DATES: October 10-15.

MISSOURI

Macon County Fair, Macon

ATTENDANCE: 22,000, paid; 200, free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate, \$6,648.50; grandstand, \$4,210.05; day grandstand, \$1,800; night grandstand, \$3,410.05.
AID, PREMIUMS: State aid, \$1,491.
CARNIVAL: American Beauty Shows.
ATTRACTIONS: Circus acts, booked thru Boyle Woolfolk, 4 days, 4 nights, at cost of \$1,050; Jimmie Lynch's Death Dodgers, 1 day; running horse races, 4 days, with purses of \$2,185.50.
ADMINISTRATION: President, Stanley Roebuck; secretary, Mildred Sanford; superintendent of concessions, E. E. Sanford; superintendent of commercial exhibits, Dude Miller; publicity director, Dick Wright.
 1949 DATES: July 25-28.

MONTANA

Phillips County Fair, Dodson

ATTENDANCE: 11,000 paid. Operated 2 days, 2 nights.
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Gate, \$6,500.
AID, PREMIUMS: County aid, \$11,900.
CARNIVAL: Northern Exposition Shows.
ATTRACTIONS: Revue, booked thru Williams & Lee, 2 nights, at cost of \$2,500; circus acts, booked thru Williams & Lee, 2 nights, 2 days; fireworks supplied by Thearle-Duffield, 2 nights, at cost of \$550; hot rod races, staged by local owners, 2 days, at cost of \$1,000; rodeo, presented by Johnny Hagan, 2 days.
ADMINISTRATION: President, Edgar Lee; secretary, superintendent of concessions and commercial exhibits, publicity director, William B. Black.

NEBRASKA

Burt County Fair Association, Oakland

WEATHER: Good, 2 days, 2 nights; rain, 1 day, 1 night.
RECEIPTS: Grandstand, \$2,600; day grandstand, \$950; night grandstand, \$1,650.
AID, PREMIUMS: County aid, \$2,900.
CARNIVAL: Richman Independent.
ATTRACTIONS: Revue, booked thru Gus Sun, 3 nights, at cost of \$2,400.
ADMINISTRATION: President, Eugene Pultquist; secretary, superintendent of concessions and commercial exhibits, publicity director, Edgar Pansen.

Pierce County Agricultural Society, Pierce

WEATHER: Good, 3 days, 3 nights.
AID, PREMIUMS: County aid, \$2,000.
CARNIVAL: John Davis Amusement Company.
ATTRACTIONS: Revue, booked thru De Waldo.
STILL DATES: Dance, 3 nights, staged by local lessee.
ADMINISTRATION: President, David Wolf; secretary, Herman Scheer.

Kimball County Fair, Kimball

ATTENDANCE: 3,658 paid. Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Gate, \$2,259.80.
AID, PREMIUMS: State aid, \$238; county aid, \$2,000; other, \$123.
CARNIVAL: George Rapp Shows.
ATTRACTIONS: Rodeo, presented by fair, 1 day; horse show, 1 day; variety horse races and skill events, 1 day.
ADMINISTRATION: President, S. E. Torgeson; secretary, A. M. Henrickson.

NEW HAMPSHIRE

Deerfield Fair, Deerfield

ATTENDANCE: 14,259 paid; 5,000 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, \$8,474.78.
AID, PREMIUMS: State aid, \$4,526.12.
ATTRACTIONS: Fireworks, supplied by Walter Williams, 1 night, at cost of \$300.

NEW YORK

Afton Fair & Agricultural Show, Afton

ATTENDANCE: 12,882 paid. Outside gate admissions sold in advance, 588. Operated 5 days, 5 nights.
WEATHER: Good 4 days, 3 nights; rain, 2 nights; cold, 1 day.
RECEIPTS: Gate, \$5,893.48; grandstand, \$2,210.09; day grandstand, \$1,212.12; night grandstand, \$997.92.
AID, PREMIUMS: State aid, \$10,000.
CARNIVAL: Belthoffer rides.
ATTRACTIONS: Revue, booked thru Al Martin, 5 nights; fireworks, supplied by Buttino, 2 nights; harness races, 3 days, with purses of \$3,600.
STILL DATES: Carnival and harness races, 1 day, 1 night; carnival and donkey basketball, 1 day, 1 night; carnival, horse pulling contest, fireworks, 1 day, 1 night, all staged by fair; big car races, 2 days, staged by Don Strong.
ADMINISTRATION: President, Fred Drochler; secretary, superintendent of concessions and commercial exhibits, Frederick Crane; publicity director, Kenneth Eldred.

Dutchess County Agricultural Society, Rhinebeck

ATTENDANCE: 45,000 paid; 1,500 free. Operated 5 days, 5 nights.
WEATHER: Good, 5 days, 5 nights.
AID, PREMIUMS: State aid, \$10,000; county aid, \$4,500.
CARNIVAL: King Reid.
ATTRACTIONS: Revue, booked thru George A. Hamid, at cost of \$8,500.
STILL DATES: Midget Auto Races, 1 day.
ADMINISTRATION: President, Malcolm Graham; secretary, L. F. Winne; superintendent of concessions and commercial exhibits, R. C. Murray; publicity directors, E. I. Hatfield and L. F. Winne.

NORTH CAROLINA

Golden Belt Fair, Henderson

ATTENDANCE: 3,500 total. Operated 3 days, 3 nights.
WEATHER: Rain, 3 days, 3 nights.
CARNIVAL: Prell's Broadway Shows.
ATTRACTIONS: Revue, booked thru George A. Hamid; circus acts, booked thru George A. Hamid; fireworks, supplied by Federal Fireworks Company.
ADMINISTRATION: President, E. C. Huff; secretary, superintendent of concessions, commercial exhibits and publicity director, C. M. Hight.

OHIO

Allen County Agricultural Society, Delphos

WEATHER: Good, 5 days, 5 nights.
AID, PREMIUMS: State aid, \$800; county aid, \$500.
ADMINISTRATION: Superintendent of concessions, Art Bonafis.

Andover Street Fair, Andover

ATTENDANCE: Free gate. Operated 2 days, 2 nights.
WEATHER: Good 2 days, 2 nights.
CARNIVAL: Gid Fallon.
ATTRACTIONS: Revue, booked thru Klein's Attractions, 1 night at cost of \$250.
ADMINISTRATION: Secretary, William S. Grabert.
 1949 DATES: Sept. 9-10.

Athens County Agricultural Assn., Athens

ATTENDANCE: 21,000, paid; 2,400 free; outside gate admissions sold in advance, 500. Operated 5 days, 5 nights.
WEATHER: Good, 5 days, 5 nights.
RECEIPTS: Gate, \$9,234.15; grandstand, \$2,293.35.
AID, PREMIUMS: State aid, \$500; county aid, \$3,100; other, \$1,697.40.
ATTRACTIONS: Revue, booked thru WLW, 1 night, at cost of \$995.30; circus acts, booked thru WLW, 1 night, at cost of \$375; fireworks, supplied by Tri-State Fireworks Company, 3 nights, at cost of \$365; harness horse races, 3 days, with purses of \$5,200; horse show, 1 day, 1 night, with purses \$2,000.
ADMINISTRATION: Secretary, L. C. Baker; superintendent of concessions, Russ Maples.

Lawrence County Fair, Proctorville

ATTENDANCE: 9,864 paid. Operated 4 days, 4 nights.
RECEIPTS: Gate, \$3,873.00; grandstand, \$1,481.60.
AID, PREMIUMS: State aid, \$500; county aid, \$5,850.
CARNIVAL: Gooding Amusement Company.
ATTRACTIONS: Revue, booked thru Gus Sun, 3 nights, at cost of \$1,740; circus acts, booked thru Rotroff Attractions, 3 days, 3 nights, at cost of \$515; Uncle Charlie-Al Ross Thrill Show; harness races, 3 days, with purses of \$4,656.11.
STILL DATES: Midget auto races, 2 days, staged by Jim Pinkerman Jr.; thrill show, 1 day, staged by Chesapeake American Legion.
ADMINISTRATION: President, Harold Felter; secretary, Owen Griffith; superintendent of concessions and commercial exhibits, Edwin Shafer; publicity director, Min Mauch Schachleiter.

OREGON

Curry County Fair, Gold Beach

WEATHER: Good, 2 days.
ATTRACTIONS: Rodeo, presented locally, 2 days.
ADMINISTRATION: President, Leo Lucas; superintendent of concessions and commercial exhibits, publicity director, Tom Ayres.

Tillamook County Fair, Tillamook

WEATHER: Good, 3 days, 4 nights; rain, 1 day.
CARNIVAL: Douglas Greater Shows.
ATTRACTIONS: Revue, booked thru Monte Brooks, 4 nights; fireworks, supplied by Monte Brooks, 1 night.
ADMINISTRATION: President, J. M. Williams; secretary, publicity director, (See Statistical Directory, page 114)

Calaveras County's Annual Literally Jumps With Publicity

(Continued from page 93)

West's first and greatest press agent, and those of us who follow in his footsteps can pen only pale echoes of the words and phrases of the old master, who with one brief story made the world aware of frog jumping as a top-notch sporting event.

Shortly before his death, Arthur Brisbane, the great Hearst columnist, wrote:

"Today on a sun-baked hillside in Calaveras County, 25,000 persons will gather to watch frogs jump. Less than 2,500 gathered recently in Carnegie Hall to hear a lecture by Albert Einstein. This could be proof that man is closer to the frog than Einstein."

And to the everlasting credit of the people of Calaveras County and Angels Camp, they have maintained all of the splendid traditions and practices which go with competitive frog jumping.

Merchants in Angels Camp decorate their letterheads and bill heads with green frogs. There are few homes that do not have frog ash trays and candle sticks. Main Street store fronts are decorated with huge frogs, many of them neon-lighted. The Calaveras County Fairgrounds is appropriately called Frog Town. The high school football players are called the Bullfrogs and the proposed county hospital will be known as Mark Twain Hospital.

On the outskirts of Angels Camp is the Mark Twain Frog Farms with over seven acres of rearing ponds for the amphibians which have brought fame to the town.

(Note: The frogs are raised, however, for out-of-town consumption. Most Angels Camp residents would consider frog-eating cannibalism.)

But with such a spirit and such a background, press agenting the Frog Jubilee is an easy and pleasurable task. The hilarious spirit which prevailed here in 1865 still bursts forth annually in mid-May known locally as Jubilee Time.

Altho the event is held under the auspices of the Calaveras County Fair, the emphasis has always been placed on frog jumping. In short, the event is the perfect example of a county fair with a perfect theme.

Many fair managers from various parts of the State have enviously pointed out:

"But you folks have a natural."

But what they fail to take into consideration is that any county or community, with proper research, could also build up a theme upon which to hang their publicity.

Local community leaders lie awake night figuring out new frog angles. The jubilee committee keeps late hours studying new ways to use the frog for publicity purposes. They have developed here an esprit de corps that should be an important part of building every fair and celebration in the nation.

An example of things that happen in a publicity-conscious community occurred before one of the Jubilee celebrations in the early '30s.

Several of the young bucks of Angels Camp, complete with red shirts and black whiskers, climbed in a car for a good-will tour of the surrounding communities. Behind them came the sheriff and a carload of deputies. With much shouting and firing of blank cartridges they sped thru the hills. A rancher, hunting coyotes, recognized the sheriff's car and believed that the affair was a real bandit chase. He fired four shots into the outlaw conveyance before it sped out of range. None of the "robbers" was hit but all major wire services used the story in elaborate form. Note: A Bay area reporter hinted that the coyote hunter was part of the "act" but he was not able to prove it.)

A few years later a Jubilee featured "the lynching of a sluice box robber." A local man, wearing an ingenious harness under his clothes intended to support him in the "hanging," was captured, tried and "lynched" on a high tree on Main Street. But when he was hauled aloft he choked and gurgled entirely too realistically. He was cut down and a doctor called. The harness slipped, according to penitent committeemen. A few hours later the doctor announced that the "robber" was out of danger but had narrowly escaped death. Again the wire services made a big play of the fake hanging that had almost resulted in tragedy.

(Note: A reporter of *The Sacramento Bee* still thinks that the "robber" and doctor were in on the act.)

A few weeks before one of the prewar Jubilees, one of the favored frog contestants swallowed a safety pin. Again the doctor was called. X-ray pictures were taken and accepted by the wire photo services. The pictures clearly showed the safety pin in the frog.

(Note: Actually the pin was placed on the X-ray plate and the frog placed above the pin. But in the picture it looked like the real McCoy.)

In 1946, Robert Barkley, a veteran discharged from the armed forces, attempted to buy a jumping frog in Angels Camp. He was told that the price was \$5. He pointed out that the prewar price had been \$1 and that this was another example of what was being done to the returning serviceman who again sought to take up his former way of life. He formally petitioned the Office of Price Administration to place a ceiling on the price of jumping frogs. The OPA was officially sympathetic and outlined the course for Barkley to follow. Jubilee committeemen received nasty letters, some of them from organizations of servicemen. Bay section newspaper columnists leaped into the rumpus.

(Note: It was all a gag and Barkley was in on it.)

In 1946, Sen. Jess Mayo, a legislator with a sense of humor, introduced a bill in Sacramento which sought to legalize pari-mutuel wagering on frogs jumping. Sports writers of leading dailies in the West had a field day with this unique item.

Frog Eyes State Flag

Last year the State Legislature was startled when Calaveras County attempted to officially remove the bear from the State flag and replace it with a frog. Again the usually-cynical wire service boys teed off with yards of copy. Pictures of the proposed new State flag were carried in 88 dailies and weeklies in the West. Several parlors of Native Sons passed savage resolutions and wrote pointed letters to Jubilee leaders, but it all added up to more publicity.

Citing of such incidents as the above could go on for several additional columns, but it all boils down to this one point:

The Calaveras County Fair and Jumping Frog Jubilee is a near-perfect example of taking advantage of a good theme. What they have done can be done by leaders of any fair or celebration. They have publicized their county because they still have the same sense of humor and the local pride that inspired Ross Coon and Jim Smiley in 1865.

They are not lucky to have the jumping frog, but they are to be complimented because they have exploited the jumping frog for all it is worth. Any community planning a celebration or a fair can dig down in the archives and come up with an idea just as good as the jumping frog, perhaps better.

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 113)

H. C. Smith; manager of concessions and superintendent of commercial exhibits, W. H. Paynter.

PENNSYLVANIA

Harford Agricultural Society, Harford

ATTENDANCE: 4,000 paid; 6,000 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights. RECEIPTS: Gate, \$1,790.43; grandstand, \$176.20; day grandstand, \$123.80; night grandstand, \$52.40.

AID, PREMIUMS: State aid, \$1,000; county aid, \$100.

CARNIVAL: Relthoffer's United Shows. ATTRACTIONS: Revue, booked thru Polly Jenkins; team-pulling contests with purses of \$600.

ADMINISTRATION: President, G. C. Pritchard; secretary, superintendent of concessions, commercial exhibits and publicity director, Elton Robbins.

Fulton County Fair, McConnellsburg

ATTENDANCE: 5,384, paid. Operated 4 days, 4 nights.

WEATHER: Good, 4 days, 4 nights. RECEIPTS: Gate, \$3,227; grandstand, \$850; day grandstand, \$350; night grandstand, \$500.

AID, PREMIUMS: State aid, \$790. CARNIVAL: Pioneer Shows.

ATTRACTIONS: Circus acts, booked thru Cooke & Rose, 4 days, 4 nights, at cost of \$1,250.

STILL DATES: Lalubelle and Scottle, 1 night, staged by WLS Artists Bureau. ADMINISTRATION: President, George E. Gladfelder; secretary, publicity director, Elwood J. Mellott; superintendent of concessions, F. H. Johnston; superintendent of commercial exhibits, C. W. Earley.

Gratz Agricultural & Horticultural Assn., Gratz

ATTENDANCE: 12,171, paid; 3,000, free. Operated 5 days, 5 nights.

WEATHER: Cold, 5 days, 5 nights. RECEIPTS: Grandstand, \$5,631; day and night grandstand, \$3,601.30.

AID, PREMIUMS: State aid, \$1,000; county aid, \$600.

CARNIVAL: Caravella Amusements. ATTRACTIONS: Revue, booked thru Cook & Rose, 4 nights; circus acts, booked thru Cook & Rose, 4 days, 4 nights, at cost of \$2,350 (revue included in this cost); Lucky Lee Crosby, 1 day, 1 night; fireworks, supplied by Lombardi, 1 night, at cost of \$200; WLS acts; harness races, 3 days, with purses of \$1,200.

ADMINISTRATION: President, Nalden Leitzel; superintendents of concessions, Nalden Leitzel and Harry Henninger; publicity director, Ford Leitzel.

1949 DATES: September 20-24.

Oswayo Valley Rural Community Fair, Millport

WEATHER: Good, 2 days, 2 nights; rain, 2 days; cold, 2 nights.

AID, PREMIUMS: State aid, \$1,097.90. CARNIVAL: Eastman.

ATTRACTIONS: Fireworks, supplied by Olean Fireworks Company, 1 night, at cost of \$125.

ADMINISTRATION: President, Ernest Rathbun; secretary, Nina H. Van Derhoof.

Wayne County Fair, Honesdale

ATTENDANCE: 18,400 paid, 7,000 free. Operated 4 days, 3 nights.

WEATHER: Cold, 4 days, 3 nights. RECEIPTS: Gate, \$7,500; grandstand, \$5,540; day grandstand, \$4,020; night grandstand, \$1,560.

AID, PREMIUMS: State aid, \$1,000; county aid, \$100.

CARNIVAL: Independent. ATTRACTIONS: Revue, booked thru George A. Hamid, at cost of \$1,200; B. Ward Beam thrill show, 1 day, 1 night; harness races, 2 days, with purses of \$3,150.

ADMINISTRATION: President, W. J. Perkins; secretary, publicity director, R. W. Gammell; superintendent of concessions and commercial exhibits, Edmond Finerty.

West Alexander Agricultural Assn., West Alexander

ATTENDANCE: 7,035, paid; 1,000, free. Operated 4 days, 4 nights.

WEATHER: Good, 4 days, 4 nights. RECEIPTS: Gate, \$4,641.78; grandstand, \$292.10.

AID, PREMIUMS: State aid, \$610.51; county aid, \$300.

CARNIVAL: Eddie's Exposition Shows. ATTRACTIONS: Revue, booked thru D'Carlo Entertainment Service and Cook & Rose, 4 nights, at cost of \$518.75.

ADMINISTRATION: President, J. W. McMurray; secretary, Paul Rogers; superintendent of concessions, John F. McMurray.

SOUTH CAROLINA

Anderson Fair, Anderson

ATTENDANCE: 200,000 (estimated). Operated 6 days, 6 nights.

WEATHER: Good, 6 days, 6 nights. CARNIVAL: Ceilin & Wilson Shows.

ATTRACTIONS: Revue, booked thru George A. Hamid.

Kershaw County Fair, Camden

ATTENDANCE: 16,000 paid, 6,000 free. Operated 5 days, 5 nights.

WEATHER: Good 5 days, 5 nights. AID, PREMIUMS: County aid, \$1,452 in premiums.

CARNIVAL: Caravella Amusements. ADMINISTRATION: President, J. R. West; secretary, J. D. Crawford.

1949 DATES: October 10-15.

TEXAS

East Texas Fair, Tyler

ATTENDANCE: 75,000 paid; 30,000 free; operated 6 days, 6 nights.

WEATHER: Good, 5 days; 5 nights; rain, 1 day, 1 night.

RECEIPTS: Gate, \$11,000; grandstand, \$800; night grandstand, \$800.

CARNIVAL: Bill Hames Shows. ATTRACTIONS: Revue, booked thru Bill Bowers, 6 nights, at cost of \$1,000; fireworks, supplied by Peerless, 3 nights, at cost of \$1,000.

ADMINISTRATION: O. M. Boren; secretary, superintendent of concessions and commercial exhibits, publicity director, C. R. Heaton.

Little World's Fair, Yorktown

ATTENDANCE: 10,000 paid, 1,000 free. Operated 3 days, 4 nights.

WEATHER: Good 3 days, 4 nights. RECEIPTS: Gate, \$5,316.95; grandstand, \$1,750.

CARNIVAL: J. George Loos' Greater United Shows.

ATTRACTIONS: Historical pageant, staged by John B. Rogers Producing Company, 2 nights, at cost of \$2,500; fireworks, supplied by Paramount Fireworks Company, 1 night, at cost of \$285.

ADMINISTRATION: President, E. G. Schwetz; secretary, Paul A. Schmidt; superintendent of concessions and commercial exhibits, Charles F. Hoff; publicity director, H. A. Kraege.

Polk County Fair, Livingston

ATTENDANCE: 5,000 paid, 3,000 free. Operated 4 days, 5 nights.

WEATHER: Good 4 days, 5 nights. RECEIPTS: Gate, \$1,387.

CARNIVAL: Lyn Attractions. ATTRACTIONS: Booked thru Pauline Sternberg; fireworks, supplied by Vitale, 2 nights, at cost of \$164.30.

ADMINISTRATION: Secretary, John Etheredge.

UTAH

Duchesne County Fair, Duchesne

ATTENDANCE: 1,540 paid, 120 free. Operated 1 day.

WEATHER: Good, 1 day. ADMINISTRATION: President, Joe W. Rozzelle; secretary, C. C. Mickelson.

More Statistical Directory of Fairs information will appear in the next issue of *The Billboard*.

STRONG PROGRAM FOR NAAPPB

Longer Hours Skedded for Trade Show

Spangler Heads Awards

CHICAGO, Nov. 20.—Longer hours will be put into effect this year at the annual trade show of the National Association of Amusement Parks, Pools and Beaches during the outdoor conventions in Hotel Sherman here, November 28-December 1.

Paul H. Huedepohl, executive secretary of the NAAPPB, who is handling all details for the show, listed these hours:

Sunday (28)—10 a.m. to 7 p.m.

Monday (29)—9 a.m. to 1:15 p.m. and 4 p.m. to 10.

Tuesday (30)—9 a.m. to 1:15 p.m. and 4 p.m. to 7.

Wednesday (1)—9 a.m. to 1:15 p.m. and 4 p.m. to 9.

"This is the time set-up," Huedepohl said, "but there may be some changes. Some exhibitors feel the hours for Monday are longer than necessary, altho many carnival and park owners favor the idea."

Larger This Year

The trade show this year will be slightly larger than last year, Huedepohl said. All told, there will be 75 exhibitors occupying 130 booths. This is a slight increase over last year and was made possible by squeezing in additional exhibitors who wanted to get in on the show after all space had been sold.

A committee has been named to judge the exhibits, and winners will receive the awards offered in the various departments. Chairman of the American Recreational Equipment Association jury of awards is R. M. Spangler, Rolling Green Park, Sunbury, Pa. Members of his committee are Mrs. Minette Dixon, co-chairman, Lake Winnepesaupee, Chattanooga, Tenn.; Dr. L. H. Firestone, Flint Park, Flint, Mich.; W. H. Hitzelberger, State Fair Park, Dallas, and J. R. Singhiser, Fontaine Ferry Park, Louisville.

The exhibitor judged to have "the most meritorious exhibit of a device or equipment or supplies" will receive the John R. Davis award. This is the sweepstakes award and was won last year by the Miniature Train & Railroad Company, Rensselaer, Ind.

The A. W. Ketcham award, won last year by the Blevins Popcorn Company, Nashville, will go to the concern judged for "the most meritorious exhibit of equipment or supplies."

The N. S. Alexander award goes to the exhibitor judged to have "the most meritorious device or ride exhibit." This was won last year by the Allan Herschell Company, North Tonawanda, N. Y.

The L. B. Schloss award is for the exhibitor having "the most meritorious exhibit dealing with pools and beach equipment or service." This was won last year by Electric Air Engraving Company, Chicago.

Boiler Explosion Causes

5G Damage at L. A. Pool

LOS ANGELES, Nov. 20.—The explosion of a boiler used for heating water in the swimming pool at the Bantam Boys' and Girls' Club caused an estimated \$5,000 damage. The club is an athletic organization for youngsters 4 to 13. Fortunately, no one was using the pool at the time of the blast.

A Message From the President

By Edward L. Schott

IT IS my pleasant privilege to extend a cordial welcome to all our members and friends attending the 30th annual National Association of Amusement Parks, Pools and Beaches convention.

Our conventions have been particularly well-attended and very successful in recent years. There is every indication that our meeting this year, too, will duplicate the success of previous sessions, both in attendance and constructive value to those who take part.

It is during the off-season months that we find time to formulate our



By EDWARD L. SCHOTT

plans, policies and philosophy for the 1949 operating season. The purpose of the convention is for a mutual exchange of ideas that will help us all with the job of getting ready for a new season.

It is our opportunity to familiarize ourselves with the latest in amusement devices, equipment and supplies. To this end, the largest and newest exhibits in recent years, staged in connection with the convention, should prove worth while to every one in the park, pool and beach industry.

The programs at our meetings, to be directed this year by Henry G.

Bowen, program chairman, will feature many stimulating subjects pertaining to all phases of our business. In particular, some tax problems of the greatest importance will be discussed and an elaborate and expensive large-screen television demonstration is scheduled.

There will be many planned social festivities including the parties at the penthouse and concluding with the annual banquet. The floorshow to be presented at this function promises to be "the greatest," according to Chairman George A. Hamid, of the reception and banquet committee.

Your participation in all these functions will be of personal benefit to you and will add to the esprit de corps of the association. You are cordially invited to take part in every phase of the convention, both the business and social events.

Executive Secretary Paul H. Huedepohl has devoted tremendous effort to make the convention an outstanding one.

Plant Workers, Navy Personnel Hypo S. D. Biz

MISSION BEACH, Calif., Nov. 20.—The best beach season since VJ Day is anticipated for 1949 due to the influx of naval personnel to the San Diego area, of which this community is a part. Altho the 1948 season was 35 per cent off, as was the case with most beach zones up and down the Coast, it generally is conceded Mission Beach will get a play that should make it be one of the big grossers next year.

No figures are available as to the exact number of sailors now in San Diego, but it is figured the number has doubled in the past 12 months. Naval personnel, which has furnished the bulk of free spending in San Diego, once again is dumping money into the hands of amusement zone owners.

As an example of the increased activity, the naval training school was only half filled six months ago. Today it is running at wartime capacity, and there is little possibility it will taper off before next summer.

Plane Plants Busy

Another factor which should play into the hands of Mission Beach operators is resumption of activity in a number of airplane plants. Some of the plants which have been operating with skeleton crews since VJ Day now are rehiring. During the war, plane plant personnel contributed a goodly portion of cash during summer months.

In downtown San Diego, taverns that catered to sailors during the war and felt the resultant pinch after VJ Day are confident the drought is over. While there is not the wild spending of the war years, it is consistent and beach concessionaires feel they are going to get their share.

Two amusement zones in metropolitan San Diego are getting a good play, with most rides busy well past midnight. On week-ends, the streets are crowded until early morning.

While housing is still fairly easy to obtain, hotel reservations are tightening. Paradoxically, it is the week-ends that are the best for hotels. (See San Diego Biz Up on page 123)

Forums Again To Be Feature

TV demonstration planned—record 1947 attendance may be equaled this year

CHICAGO, Nov. 20.—Record attendance chalked up at the annual convention of the National Association of Amusement Parks, Pools and Beaches last year will be at least equaled if not bettered this year, according to Paul H. Huedepohl, executive secretary of the NAAPPB.

"All signs point to a record attendance at the annual banquet. Early this week our records showed that convention attendance reservations were keeping up with last year and a last-minute rush in this department may break the record attendance of last year," Huedepohl said.

Strong Program

A strong program has been lined up this year by Henry G. Bowen, program committee chairman. As was the case last year, forums again will feature the program and important subjects such as ballroom operations, promotions, kiddie parks, manner of securing large picnics, small parks and their problems are included. These are just a few of the subjects to be aired.

While plans were not complete in midweek, Huedepohl had high hopes that a television demonstration, as applicable to parks, would be included on the program. Several parkmen used television in their spots this year with varying success and Huedepohl believes an actual demonstration would be welcomed by those attending the annual NAAPPB con-fab.

Banquet Moved Up

Org's annual banquet has been moved up one day. It will be held the night of November 30, at 7:30 p.m. in the Grand Ballroom of Hotel Sherman, instead of on the final night of the convention. This was done, Huedepohl said, so as not to conflict with the annual banquet and ball of the Showmen's League of America, which will hold its annual affair on Wednesday night, December 1.

Last year a total of 400 attended the NAAPPB banquet. That this number will be at least equaled was shown by the list of advance reservations. Huedepohl said advance reservations hit the 200 mark over a week ago. "We always get a flood of reservations the day before the convention opens and on opening day and this year will be no exception. Right now it's a good bet that we will go (See Strong Program on page 123)

Cat Injures Mass. Zoo Man

STONEHAM, Mass., Nov. 20.—James McCarthy, assistant curator of Middlesex Falls Zoo here, sustained a compound fracture of the arm and several deep claw and fang wounds Sunday (15) attempting to prevent escape of a tiger from its cage. After breaking loose, the tiger attacked a nearby lion cage, enabling more than 150 persons to escape from the building. Failing in a four-hour attempt to force the animal back into its cage with water hoses, police and zoo officials shot the tiger.

Larger Parking Acreage Sought For Calif. Spot

LONG BEACH, Calif., Nov. 20.—The new look on the pike is spreading to Virginia Park where negotiations are under way with the city for additional land, according to Manager, H. A. (Pop) Ludwig, who recently resumed his post upon the resignation of L. P. (Pat) Murphy.

At present, the park firm is dickering with the city for space that would give it parking for 500 cars at the end of Magnolia Avenue. Parking has been one of the hazards at the park, and Ludwig claims business has been lost because of poor facilities.

Ludwig says another thing his company intends to have is parking. (See California Funspot on page 123)

PALISADES PLANS 220G SPREE

Rosenthals See Big 1949

Contract for major rides, complete face-lifting — plan April 16 preem

By Jim McHugh

NEW YORK, Nov. 20.—“You've got to spend money to make money” is an old cliché sometimes loosely handled by the outdoor showbiz fraternity. But the Rosenthal brothers, Irving and Jack, co-owners-operators of Palisades Amusement Park located on the Jersey side of the Hudson between two lifelines, the 125th Street Ferry and George Washington Bridge, which connect it with Manhattan's free spenders, are again about to practice this elementary rule of their business acumen.

The Rosenthal purse strings have already been loosened and the first of an estimated \$220,000 outlay has started to flow. This year's gross, which was 14 per cent ahead of 1947, and the voiced belief that next year will be even better, provided the stimulants for the ambitious program which will include complete refurbishing, spokesman Irving said.

New rides already contracted for include a Hurricane from the Allan Herschell Company, the new Bish-Rocco Flying Disc, and a new dark ride which will feature 40 to 50 new stunts. Also on order are 40 new

Clean Advertising

NEW YORK, Nov. 20.—Jack and Irving Rosenthal, of Palisades (N. J.) Park, have hit upon a unique way of advertising their funspot. Pool patrons are issued towels for a 10-cent charge plus a 35-cent deposit and encouraged to swipe them, since the Rosenthals stand to make a dime on the exchange and it lessens their laundry problems. More important, however, is the fact that each towel has the name of the park woven thru the middle and Irving estimates that thousands of them are hanging from clothes lines thruout New Jersey and New York and so providing year-round advertising that money couldn't buy.

Lusse Scooter cars and new water scooter boats.

McKee To Build Rides

Joe McKee, superintendent, will supervise the winter construction of new kiddie rides, including a Roller Coaster, boat ride, fire engine, and miniature railroad. McKee and his assistant, Joe Rinaldi, have already completed drawings for the proposed units.

Eye-appeal, always held in high regard by the Rosenthals, will be enhanced with the completion of their announced plans for repainting. They have given their okay to a varicolored paint job which will be billed and advertised as rivaling the vivid- (See Palisades On a 220G, page 120)

Batt Offers New Trophy

Pontchartrain owner offers award for best promotion by park during '48 season

CHICAGO, Nov. 20.—Something new will be added this year in the way of awards to park owners at the annual convention of the National Association of Amusement Parks, Pools and Beaches, November 28-December 1 in the Hotel Sherman here, Paul H. Huedepohl, executive secretary of the NAAAPPB, announced this week.

“Harry Batt, owner of Pontchartrain Beach Park, New Orleans, is offering a trophy for the best park promotion during the 1948 season. This is in addition to the regular service awards made each year,” Huedepohl said.

The other awards are the Andrew S. McSwigan award, D. S. Humphrey award and the A. R. Hodge award.

Scheck Is Chairman

Edward S. Scheck, Summit Beach Park, Akron, is chairman of the service awards committee, which will do the judging on the McSwigan, Humphrey and Scheck awards. Other members of the committee are Benjamin Krasner, Fred W. Pearce, Carl A. Sinclair and Henry A. Guenther.

A special committee, Huedepohl said, has been set up to judge the contestants for the Batt award. This committee will be chairmanned by



HARRY J. BATT

Batt, assisted by Fred L. Markey, owner of the Dodgem Corporation, Exeter, N. H., and Hank Hurley of The Billboard.

The McSwigan award goes to the person judged to have given the most outstanding service to the park industry for the '48 season, Huedepohl said.

Appearance Important

For the finest program appearance on the subject dealing with amusement parks or piers goes the D. S. Humphrey award.

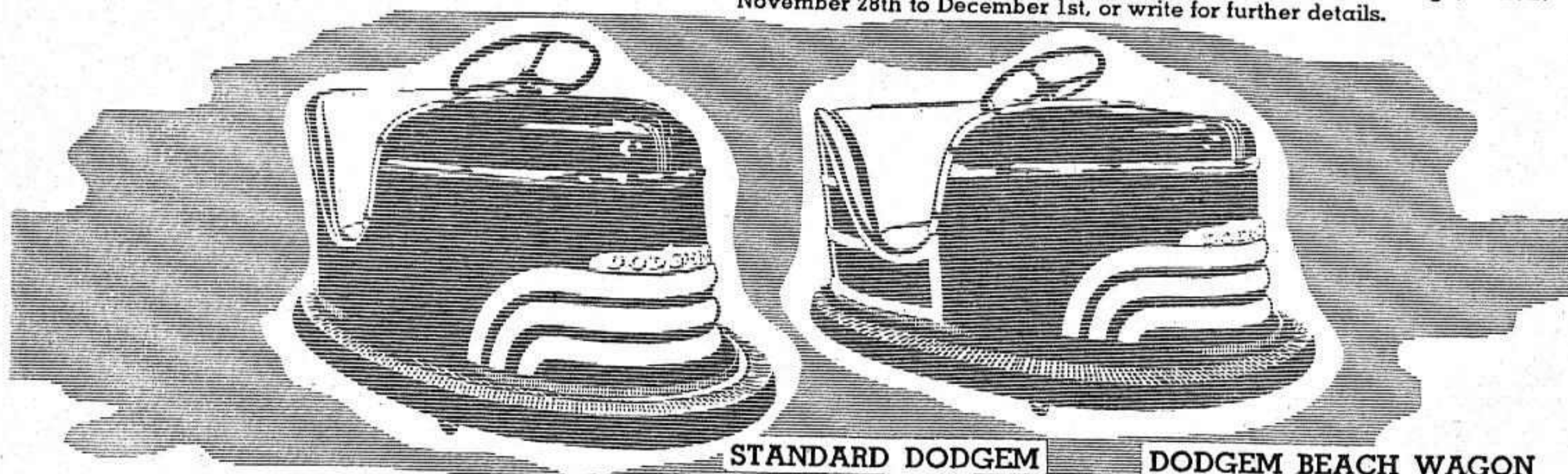
The Hodge award goes to the person making the finest program appearance on a subject dealing with pools and beaches. Participants in open discussion, who speak extemporaneously on a given topic, are eligible for the award, Huedepohl reported.

DODGEM *the best investment in the amusement industry*

“keyed to a new thrill in engineering and performance.”

The new Dodgem models are keyed to a new thrill in engineering and performance to give you truly fine amusement cars . . . luxurious, powerful and beautiful . . . yet easy to handle . . . easy to operate . . . easy to maintain.

Every feature from the sturdy body construction to the mighty driving unit has been designed and built for patron appeal, smooth operation and minimum maintenance. We shall be pleased to show you the many new features of Dodgem at the National Association of Amusement Parks, Pools and Beaches Convention, Hotel Sherman, Chicago, Illinois, November 28th to December 1st, or write for further details.



STANDARD DODGEM

DODGEM BEACH WAGON

THESE TWO FINE DODGEM CARS ARE IN SEPARATE PRICE RANGES

DODGEM THE NAME AMUSEMENT PARK PATRONS KNOW **DODGEM**

DODGEM CORPORATION — LAWRENCE, MASSACHUSETTS

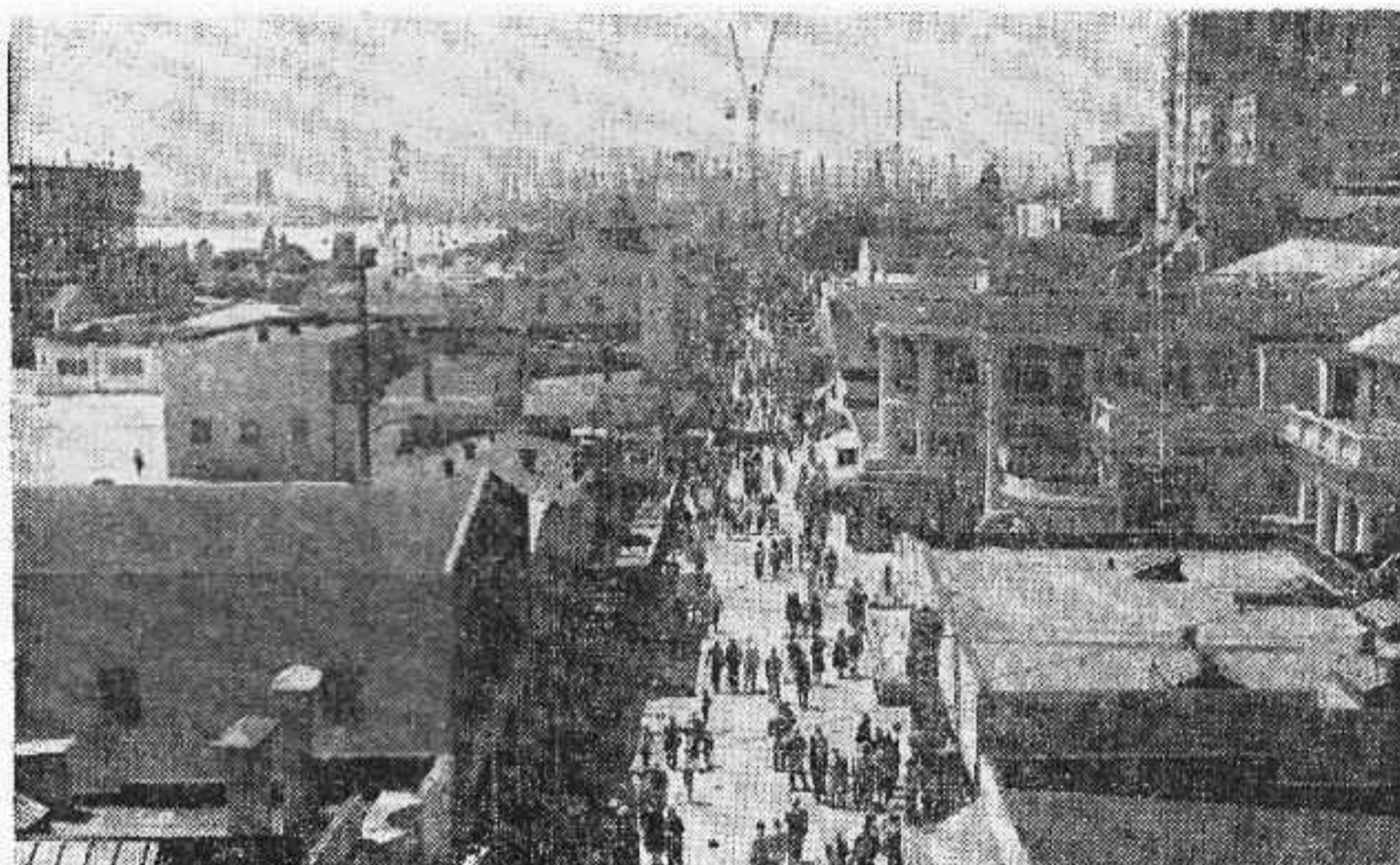
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Good Weather

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GIGANTIC EXPANSION PROGRAM

ADDITIONAL FIVE ACRES ACQUIRED
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MIDWAY AND PARKING AREA

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RIDES { Giant Ferris Wheel, Tilt-a-Whirl, Caterpillar, Looper, Fly-o-Plane, Hi-Ball, Octopus, any other worth-while Major Rides. Interested in Chute-the-Chutes or large Gravity Ride.

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**LONG BEACH BATH HOUSE
AND AMUSEMENT COMPANY**
201 WEST PIKE, LONG BEACH 2, CALIF.

WRITE!
Do Not Phone or Wire

Kiddielands Need "Tools of Promotion"

By
William de L'horbe

It's easy to publicize and develop spots if proper "tools" are incorporated into design, de L'horbe says

IT'S EASY to publicize and develop Kiddieland promotions if the tools of promotion are incorporated in the design. Otherwise, you will have to dig for your "breaks."

Most Kiddielands consist of a few small rides on a plot of ground that is much too small for promotional facilities. On the other hand, a number of Kiddielands are a part of a large amusement park or one of the larger Kiddielands with picnic groves, ample parking, plentiful landscaping and brilliant lighting which makes promotion easier.

For years, Kiddielands were few and far between. Today, however, with hundreds of new parks in the planning and building stage, publicity and promotion become an important item.

Consider Your Park

Consider for a moment the kiddie park you own, and those in your neighborhood. What features of your park are worth talking about? What of special interest to the children and adults is included in its design? Ask yourself what tools of promotion it contains.

The writer believes these unusual elements must be included to bring about the ultimate in promotional possibilities.

The following paragraphs contain some of the features and promotional ideas being incorporated in a combination Kiddieland and Kidde-Zoo

we are designing for Joe Malec, Peony Park, Omaha.

As an introduction, Peony Park includes a large swim pool, spacious ballroom and outdoor gardens seating over 3,000 for summertime dancing, and beautifully landscaped picnic groves. Rock gardens, fountains and thousands of flowering plants abound. Even the parking lots are shaded by tree lined landscaped islands between the rows of cars.

Picnic Grounds a Must

Located just outside the city and adjacent to a substantial residential area, the park has beautiful picnic grounds which are a must for full Kiddieland promotion.

Water, an extremely valuable asset to a Kiddieland, is present in the form of a creek, the scenic swimming pool and various fountains, pools and rock gardens. To augment this, a large lagoon is being excavated, the displaced earth being used to build a

The Author

William (Bill) de L'horbe, sales manager of the National Amusement Device Company, Dayton, O., wrote this article on Kiddieland operations at the invitation of *The Billboard*. The article includes excerpts from a manual on Kiddieland design, promotion and procedure currently being prepared by the author. The manual is copyrighted, but de L'horbe has given *The Billboard* permission to reproduce this article.

large island in the center of the lagoon. Additional acreage has been acquired to augment the present layout, bringing the total acreage to 45.

Calls In Experts

Since the most essential item in such a development is to know where you are going; to have an over-all plan and picture of the grounds, and the best architectural design guidance, Jack Ray (designer of the noted midway fronts at the Canadian National Exhibition) and his associate, Vernon Trigger, were called in to survey the property and develop a third-dimensional scale picture of the proposed Kiddieland and feature attractions.

Ray and Trigger will contribute the design of the special structures and, with the writer, select and place all rides and feature attractions.

Rides fall into three categories:

1.—Capacity, major income rides. These are rides that are large enough to accommodate adults as well as children. They include the largest type of Miniature Train, a large Merry-Go-Round, a large channel boat ride and a kiddie Roller Coaster. Records show that in Kiddielands, over 70 per cent of the patrons on such rides are adults. It is important to include this type of kiddie ride to satisfy the older people who attend your park and want a little activity themselves.

2.—Strictly juvenile rides of a self-controlled nature such as the kiddie boat ride, kiddie auto and pony cart ride. These rides are good capacity and excellent income rides.

3.—Nuisance rides of limited capacity with pictorial value. They pay for themselves and are a must to make a park complete. They do not, however, earn great returns.

Provisions are being provided for expansion to include new rides being turned out.

Nature Gives Assist

Great care is being taken to be sure that one ride leads into another, without apparent effort in such direction. Nature is being used to perform this service and the rides will seem to grow out of the ground along with the shrubbery and flowers.

This Kiddieland is being dedicated by Malec to the children of Omaha. We are trying to see thru their eyes. The rides, signs, entrances, building and stand fronts, zoo, lighting and even the landscaping are being designed to their plane of thinking.

We are not, however, losing sight of the fact that the impression of the parents is a vital factor in attendance. To this end we are blending a little adult appeal with the Buck Rogers and Mother Goose approach to the youngsters.

A kiddie zoo is being constructed on the island in the lagoon. It will contain 10 to 12 built-up scenic sets, each depicting a Mother Goose story. One particular set will be a replica of Noah's Ark perched on the top of a mountain, surrounded by water. The children will be permitted to go thru the ark to see the various animals, two of a kind, in keeping with Bible history.

Tame Animals

Much of the sets will be suggestive of the story and all live animals will

be tame and gentle enough that children can pet them. A petting ring is being provided for this purpose and at stated times during the day the children will have the privilege of holding Peter Rabbit, the Tortoise, Bambi and the other animals.

The kiddie-zoo is especially powerful from the public relations standpoint.

The pony ride will be presented in the form of a dude ranch. Recalling the huge success of Bob Plarr's Dorney Park duck ponds, we are including provisions for two or more sizable



WILLIAM DE L'HORBE

ponds for ducks, a monkey island and several fish ponds. Food will be available so children may feed these animals.

The Century Flyer Miniature Train will circle the major portion of the park and will wind thru the zoo and Kiddieland areas. The right of way is being dramatized with miniature towns, tunnels, trestles across the lagoon and ponds. This will not be just a train ride for the kiddies but a special kind of an excursion.

Boats To Circle Lagoon

The Midget Speedboats will circle the lagoon and will be patron operated. The lagoon will be shallow enough for safety and large enough so the ride is over a quarter of a mile long.

Since the small children can't read, the concession stands, which will be limited, will be built in suggestive design to represent the product sold within.

An amphitheater is being provided for the use of child groups, for playlets and for any free attraction such as a dog or pony act. A public address system, to broadcast children's music and stories in the picnic grove at set times, is being built.

Special attention is being accorded children's comfort rooms and to provisions for mothers with babies who frequently must bring their older children.

Attractions will be so arranged that the Kiddieland can be maintained by a skeleton force during slow hours and still operate efficiently with capacity crowds. Rain shelter is provided so that threatening weather will not hamper any promotions or possible park attendance.

Has the "Tools"

Without a doubt, Malec's Kiddieland will be one of the finest in the world. It is being designed to have the greatest possible tools of promotion (*Nation's Kiddie Funspots, page 122*)

Increase Your Receipts

PURCHASE THE UP-TO-THE-MINUTE GET-BEHIND-THE-WHEEL LUSSE AUTO SKOOTER RIDE



The U-Drive-It Feature, Firecracker Performance and Outstanding Appearance of Lusse Auto Skooter Cars will put New Life and Greater Appeal in your Fun Spot.

Win your Patrons' Support, provide Greater Fun and Thrills, and you'll wind up completely satisfied you invested in a Lusse Auto Skooter.

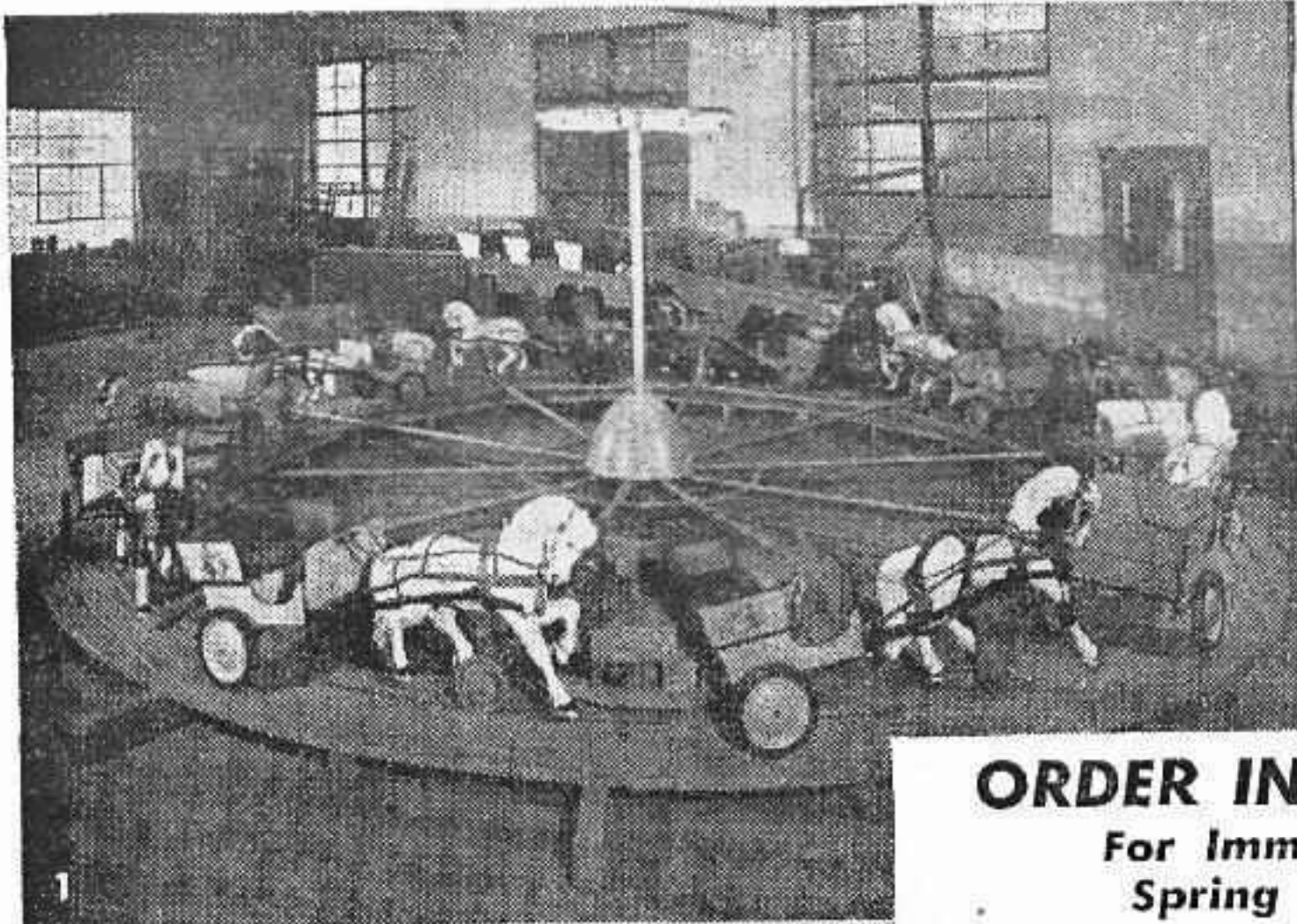
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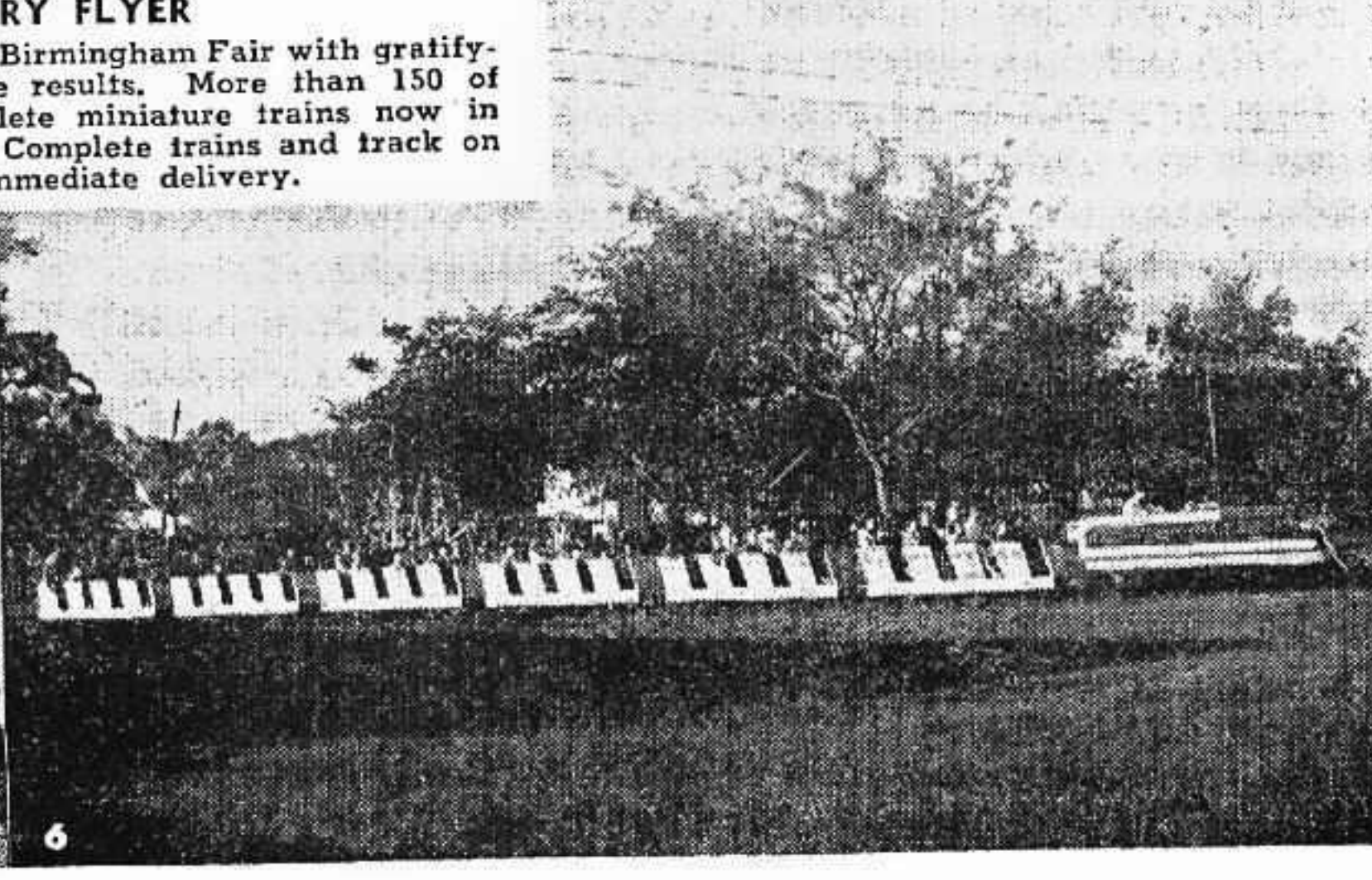
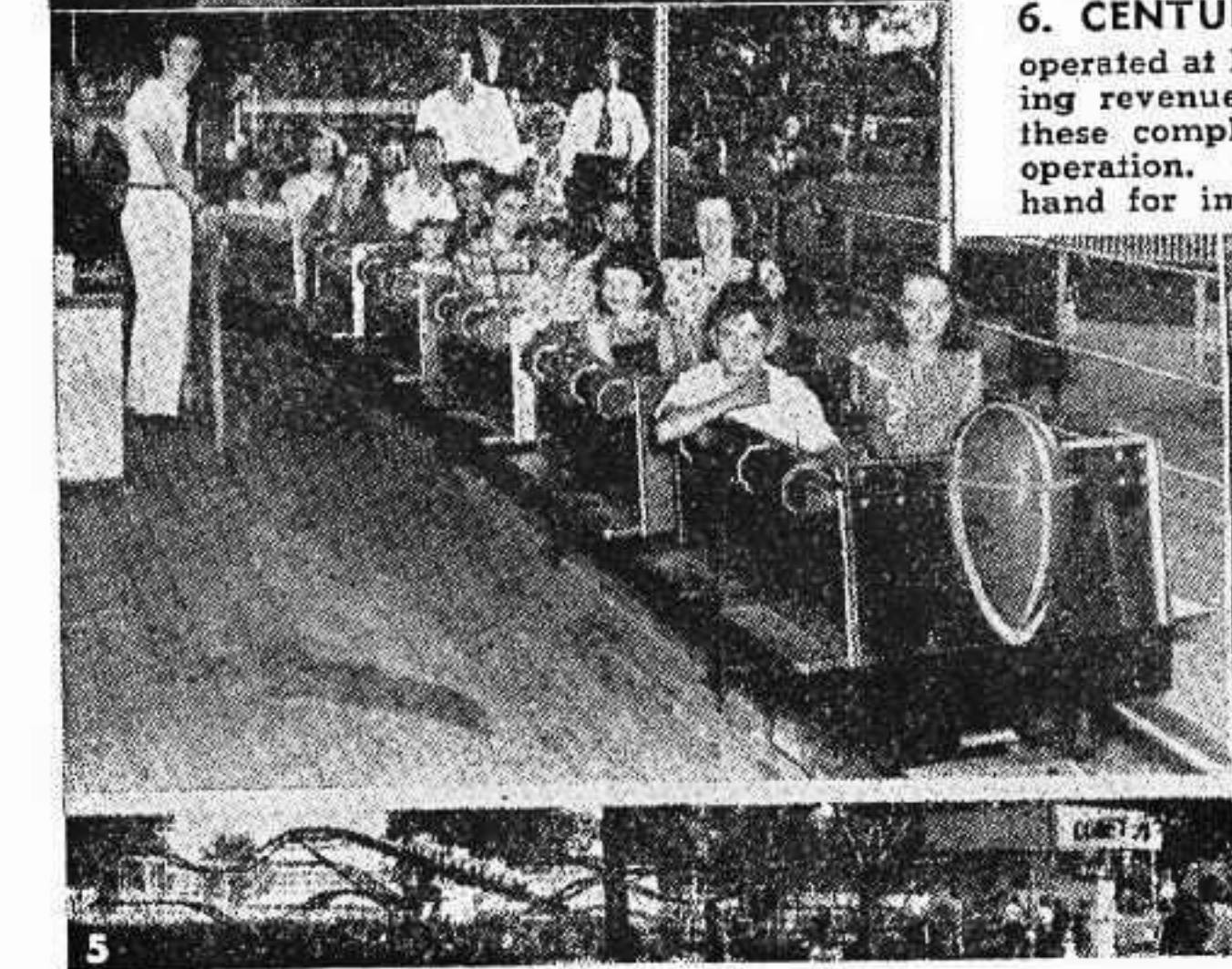
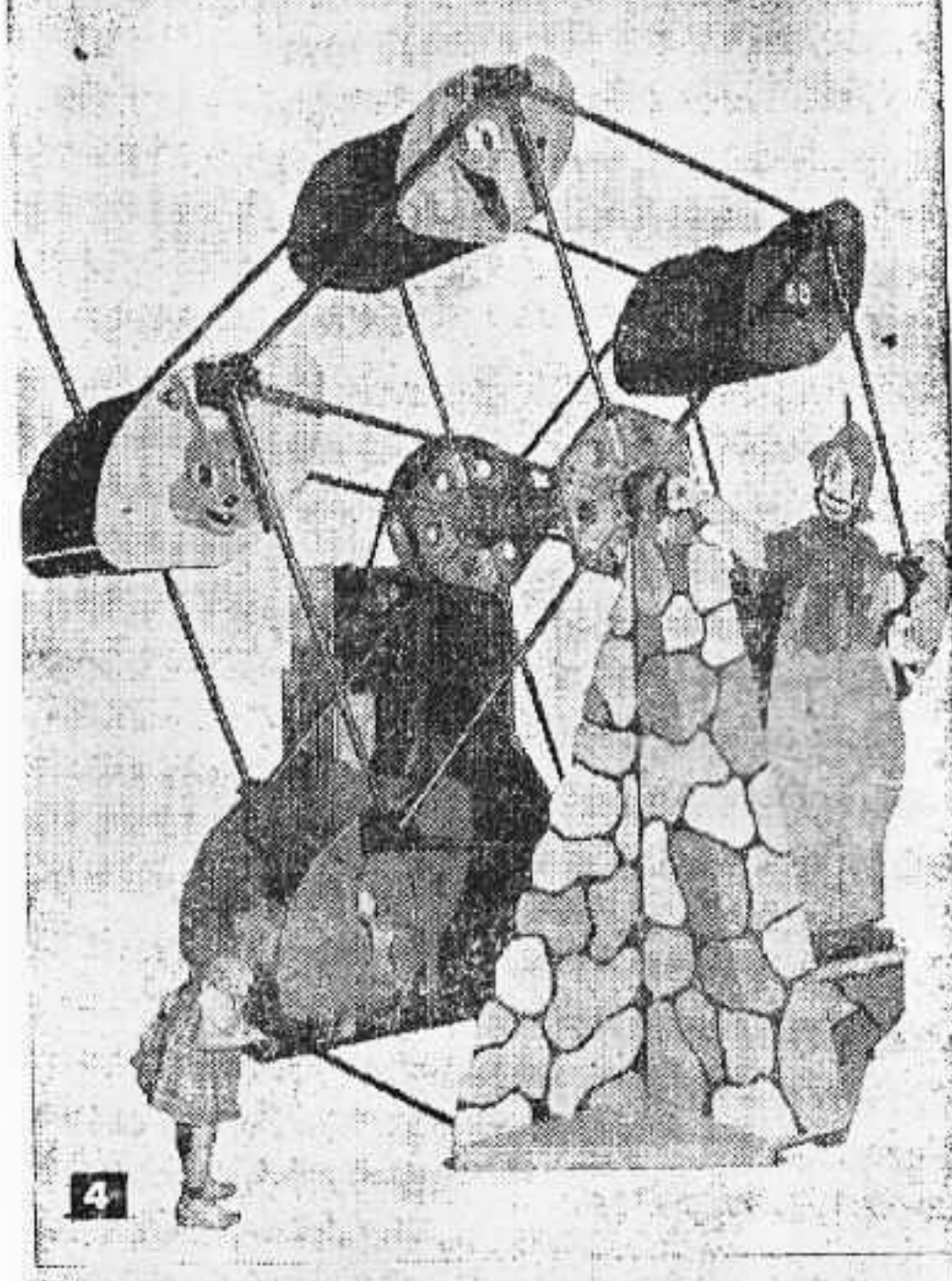
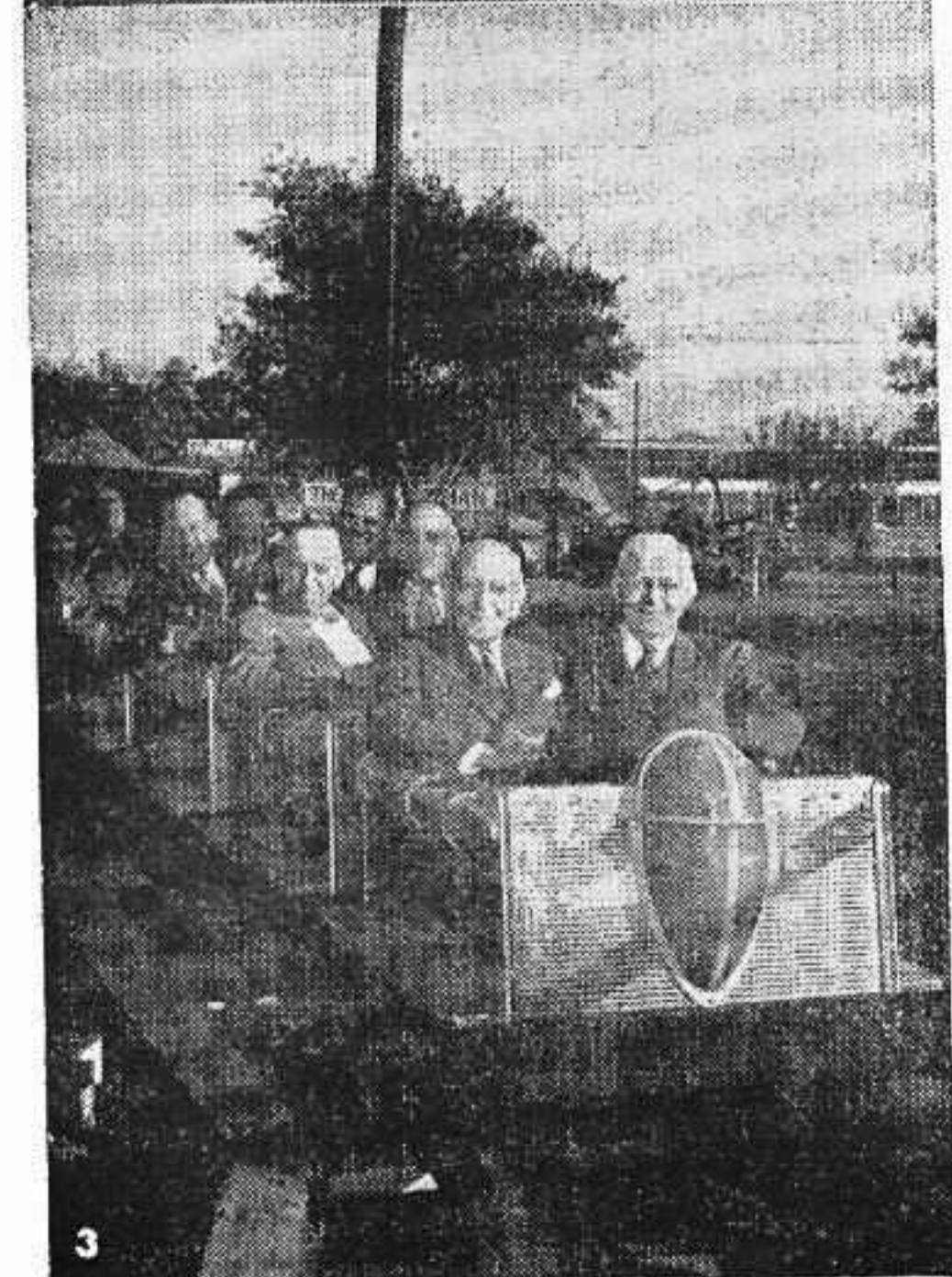
1. 1949 MODEL BUGGY RIDE
 now in production and ready for delivery. This ride has proven the largest revenue producer of all flat rides in Kiddie Lands. Manufactured for and sold by **TRAVER ENGINEERING CO., PAINESVILLE, OHIO**

2. STREAMLINED COASTER CARS
 that have all the appeal needed to pep up your Coaster revenue. Custom built to fit any structure. More than 100 of these cars now in use.

3-5. KIDDIE ROLLER COASTER
 The NEW coaster that handles children from 8 to 80. See photos number 3 and 5 taken at Birmingham, Ala., Fair where it was operated by Alabama Engineering Associates with unexpected revenue results. Coaster grossed over \$1,000.00 in one day during this fair. Another Coaster owned by Sam Burt was operated successfully at the Dallas Fair. A third Coaster is now under construction for Mike Doolan, Green Oaks Park. Spring Delivery Only. Built with 2" tubular construction, 750 ft. of track, streamlined cars with automatic safety lock bars installed, and underslung track construction. Cars actually locked on track.

4. JUNIOR FERRIS WHEEL
 The Kiddie Ride that catches the eye of every kiddie. Now in operation in Parks thruout the country.

6. CENTURY FLYER
 operated at Birmingham Fair with gratifying revenue results. More than 150 of these complete miniature trains now in operation. Complete trains and track on hand for immediate delivery.



We Are the World's Largest Manufacturer and Builder of Coasters.

If You Want a Good Coaster Let Us Engineer It for You.

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Write for literature describing these rides

NATIONAL AMUSEMENT DEVICES CO., Box 488, VAF, Dayton 7, Ohio

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IN LARGE PARK**

IDEAL CITY LOCATION
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**KIDDIE RIDES
SHOOTING GALLERY
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and many Non-Conflicting Major Rides
Communicate With
GEORGE J. JOSEPH
200 W. Main St. Allentown, Penna.

FOR SALE

One 11" Electric Taffy Puffer,
one King's Large Popper, one Dunbar 25
one King's Large Popper, one large Copper
one King's Large Popper, one large Copper
one King's Large Popper, one large Copper
one King's Large Popper, one large Copper

CHARLES E. WALLACE
24 E. High St. Union City, Pa.

**Palisades on a 220G Spree
As Rosenthals See a Fat 1949**

(Continued from page 116)

ness of the motion picture industry's technicolor. There is nothing hazardous in the painting of Palisades. The painting of each unit is correlated in plans drawn in advance by color engineers. Irving said that the painting will be twice as costly as in the past since all units will have to be painted out with a white undercoating.

To Add More Lights

New lighting features are planned for the several midways which already rival Broadway's brilliance. New neon will cost an estimated \$18,000. Cold cathode lighting, used experimentally this year, will be expanded for the 1949 season. The advantages of cold cathode lighting,

which resembles neon, include lower maintenance costs, uniformity, and the fact that it will remain lighted in any weather, Irving said. The new lighting was used to embellish the California Fortune concession this season and is credited with doubling the gross of this unit.

There is no budget on the use of electricity at Palisades. The owners feel that they are in direct competition with Broadway and must offer at least the equal in color lure if they are to continue to draw the estimated 60 per cent of their patronage from New York. As a result there is scarcely a square foot of park area or buildings that is not brilliantly illuminated.

Flash Boosts Grosses

By way of example, Irving pointed out that the addition of a \$7,000 sign this year to a Funhouse that had been in operation for many seasons, with only inside additions being a barrel and a chute, boosted the gross of that unit by 25 per cent. This, notwithstanding the fact that the admission was cut from a quarter to 20 cents.

New cars are on order for the Flying Scooter and the tower will be changed to give it a new and different appearance. New cars are also planned for the circle swing. Patterned after jet planes, they will feature live steam flowing from exhaust pipes.

The old Bob Sled, defunct for several seasons, is slated for removal to make room for a contemplated ice or water show, patterned after those presented at the Canadian National Exhibition. They will also provide room for the future installation of a Virginia Reel.

Purtles Set for 1949

Earl and Ethel Purtle and their Lion Motordrome will be back next season. Irving said that Earl is breaking a lion cub to ride a motorcycle, an act he featured several seasons ago. Ethel will continue to feature her automobile riding lion, King.

Approximately \$10,000 will be spent to erect and flash the Hurricane which will be used to draw patrons thru to the end of one of the branch midways.

The restaurant has been taken over by the park and there is a possibility that a deal will be consummated with the Howard Johnson chain, Irving said. Also planned is a cafeteria for park employees which will feature 30 or 40-cent lunches.

Additional comfort facilities will be provided for patrons, including the installation of many new benches, additional toilet and drinking facilities. Approximately \$3,000 was spent this season to install toilet seats treated with violet ray. Irving said that this cost, as well as an estimated \$10,000 spent annually on horticultural endeavors, earned many times that in good will.

New Ticket Booths

All of the ticket booths will be rebuilt, principally to forestall the possibility of patrons regarding it as the "same old park." The beach at the bathing pool is being expanded.

Negotiations are already under way to tie up choice billboards and snipe spots in Manhattan since the Rosenthals are mindful that their planned April 16 opening will be vying for publicity, as always, with the preem Madison Square Garden performance of the Ringling circus. Two painted boards in the Times Square area are already contracted for. A corps of girls will be busy thruout the winter sending out mailing pieces soliciting picnic business and general patronage.

Anna Halpin, general manager and a niece of the Rosenthals, recently returned with Jack from a short vacation in Mexico.

Fire Damages C. I. Greyhound Factory

NEW YORK, Nov. 20.—Fire, which broke out in the Greyhound Amusement Device Corporation's plant on Surf Avenue, Coney Island, Tuesday (16) night, badly damaged the one-story frame building of the game company and an adjoining one-story building housing a Venetian blind factory. Flames also spread to a luncheonette but damage to the latter was negligible.

Greyhound corporation, which turns out the Greyhound Race game, is run by a group of Coney Island showmen, including E. N. Florimont, Leo Stober and Isadore Rubenstein. Burnt-out plant is located on the outskirts of Coney Island's amusement area. Origin of fire undetermined.

Concession Fee Rate Study at Wildwood

WILDWOOD, N. J., Nov. 20.—The final meeting of the five-man committee recently named to study changes in the resort's present mercantile ordinance will be held next week, it was announced by Leonard Byrne, city clerk and a committee member. Byrne said additional classifications have been agreed upon to be included in the amended ordinance, which he said would result in a more equitable plan of fee arrangement—particularly for the Boardwalk concessionaires.

The committee, since Labor Day, has been holding meetings, securing recommendations from various business and amusement men as to the suggested changes. Mayor W. Harry Steele Jr., who also operates a concession on the Boardwalk in addition to a resort hotel, said a general revision of assessments is also under way, with Edward Baker, assessor, receiving information from property owners concerning the value of property.

Boardwalk concessionaires, in particular, have been complaining about the injustices inherent in the resort's mercantile tax ordinance, concessionaires have to pay additional levies of \$100 for every game operated at their stand. In earlier years, concessionaires paid a reduced tax for all additional games at their stands.

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November 28th to December 1st

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FOR SALE

15 SCOOTA BOATS

\$200 EACH

Singly or All

GOOD CONDITION

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WILDWOOD, NEW JERSEY

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CHOICE SEPARATE LOCATIONS IN
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Established for 30 Years
Excellent References

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STREAMLINERS

From Boston, Mass., to Honolulu; from Toronto, Canada, to Medellin, Colombia, So. America, profit-wise operators choose Miniature Train Streamliners as their top money-getting ride.

Faster Customer Turnover!

Turnover in customers is the key to a successful ride operation. Watch Miniature Train Streamliners take off . . . note how smooth and fast, watch them come to a safe, sure, smooth stop . . . you'll agree that here is a ride that really gets the "Net" money.



SAM BORNSTEIN

Veteran ride-wise operator who now has four Miniature Trains in operation and has more on order.

WILLIAM B. SCHMIDT

RIVERVIEW PARK, CHICAGO
Mr. Schmidt wrote: "403,309 customers rode our two new model G-16 Streamliners. This was a 30% increase over the steam trains we formerly operated. Your courteous, prompt response to our infrequent service needs enabled us to operate without a shutdown all season."

FRANCISCO CARDENAS

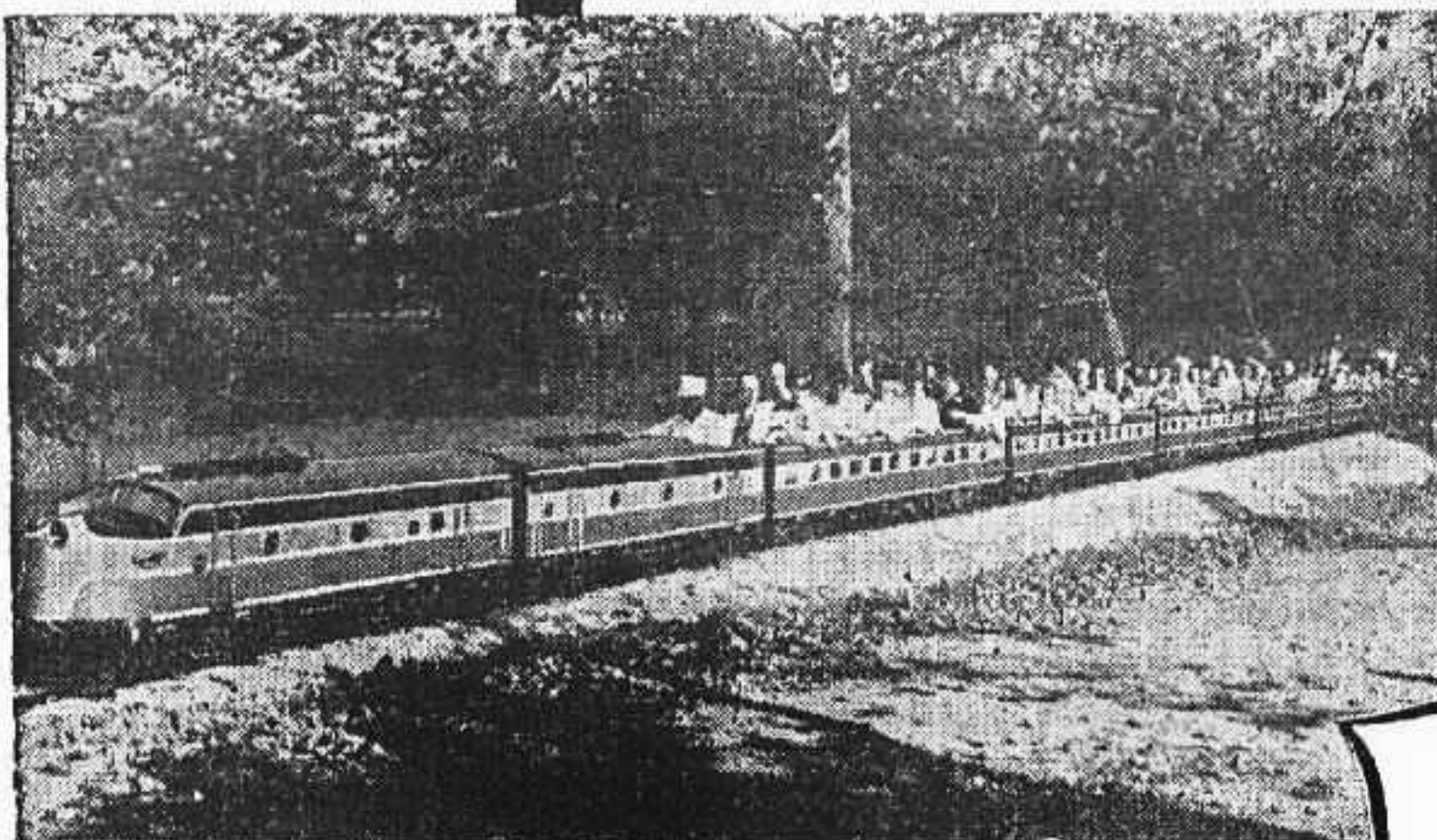
MEXICO CITY, D. F.
Bought his first G-12 unit in 1944, second in 1945, and to take care of the increased customer demand, installed a THIRD G-12 in 1947.

These are but three of over 250 successful operators of AUTHENTIC M. T. STREAMLINERS who can tell you how and more important "why" M. T. Streamliners "Get the Money."

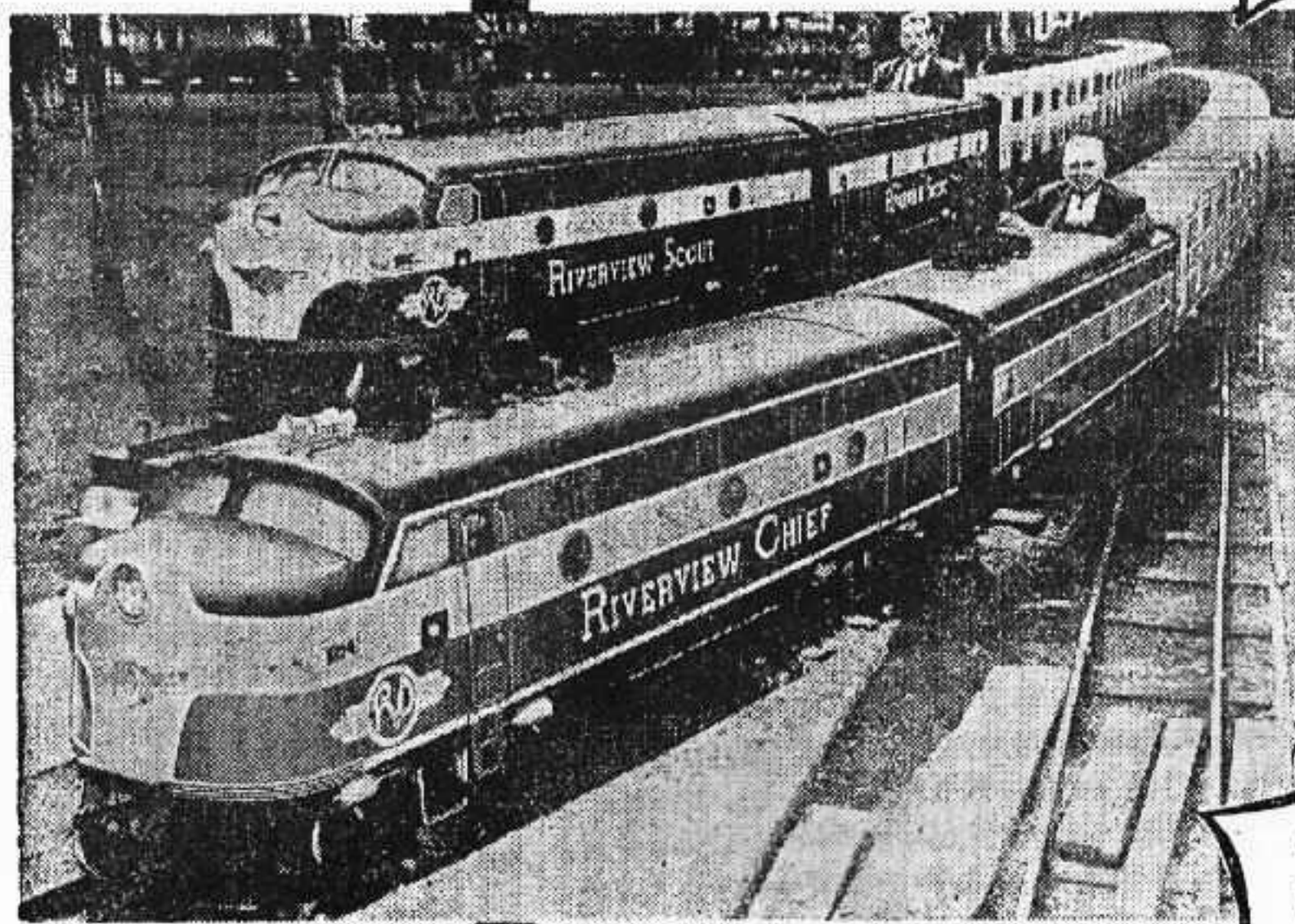
MINIATURE TRAIN & RAILROAD CO.

BIG NEW FACTORY—RENSSELAER, INDIANA

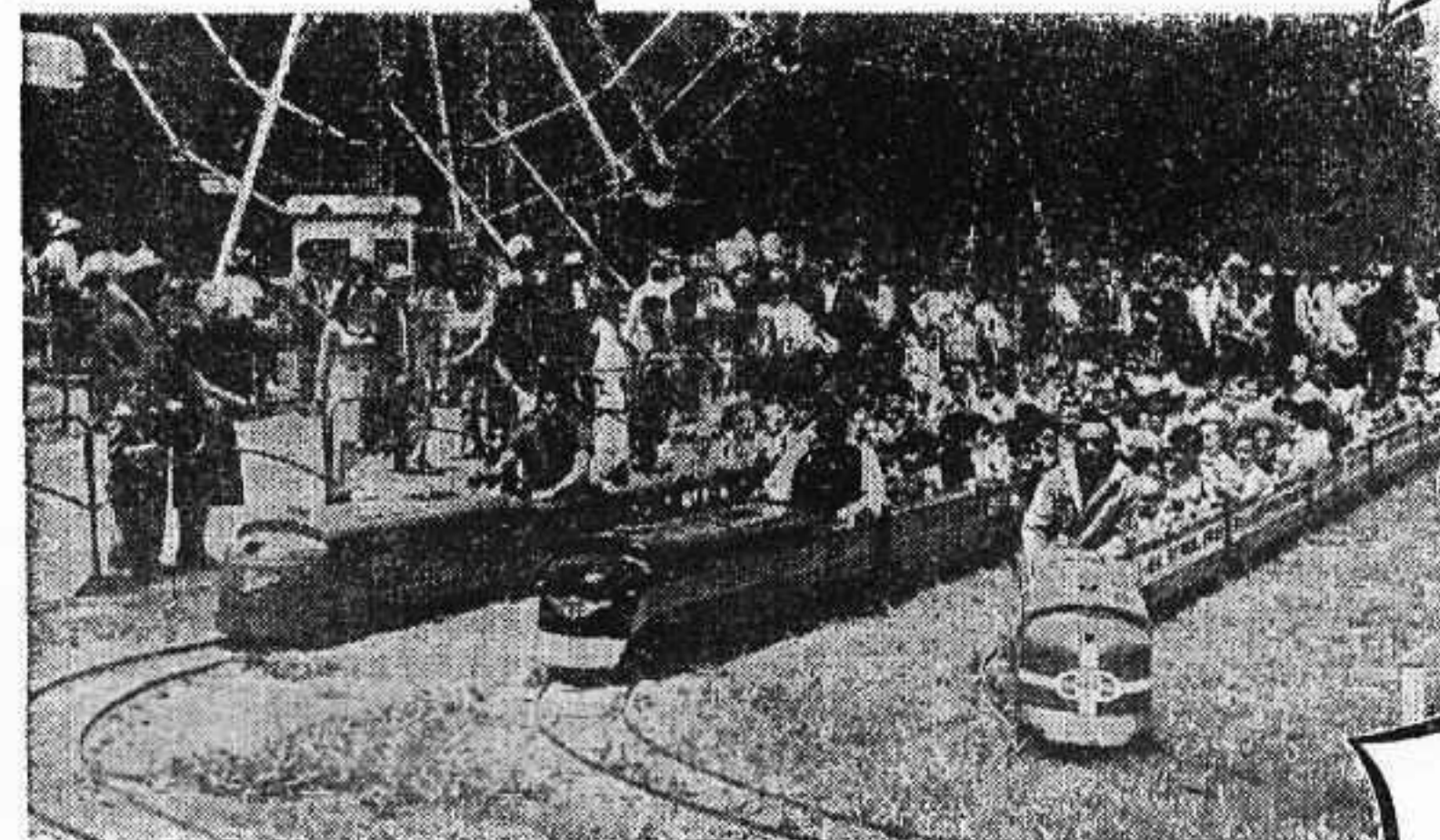
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1



2



3



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MUNVES GAMES AND ARCADE EQUIPMENT



JUST PURCHASED FROM JOE CALCUTT ESTATE

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CLOSEOUT PRICE \$95.00 EACH

Astrology Tickets, \$4.75 for 3 M

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Multiscope Photomatic	Write
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Walrus Tom Thumb #200 Scale	Write
Mercury Grip Scale, Standard, 15 Plays	\$145.00
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Ball A Ball	22.50
Gottlieb 3-Way Grip	22.50
David Skill Thrill	24.50

RECONDITIONED SCALES

Waiting Horoscope	\$ 95.00
Kirk's Guess	125.00

RECONDITIONED AMUSEMENT TYPE

Multiscope Fishing Well	\$195.00
Chicago Coin Hockey	75.00
Chester Pollard or Hoot Mon Golf	85.00
Chicago Coin Basketball	275.00
Exhibit Hi-Ball	100.00
Greenhorn Skill Jump, Improved Ball Lift, Clown Base Cabinet	60.00

RECONDITIONED FORTUNE TELLING

Grandmother Solar Horoscope	\$150.00
Cupid Wheel	75.00
Career Pilot	175.00
Magic Heart	175.00
Wheel Gem Mystic	125.00

RECONDITIONED BASEBALL AND BASKETBALL

All American Baseball	\$100.00
Atlas Baseball	75.00
Bally Basketball	100.00
Blowball	125.00
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GUNS (SHOOTING GAMES)
Greatly Reduced Prices

Ace Bomber	\$145.00
Exhibit Bull's Eye	75.00
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Exhibit Automatic Pistol Range (2 Players)	125.00
Keeney Air Raider	125.00
Keeney Anti Aircraft	50.00
Keeney Submarine	125.00
Liberator	75.00
Night Bombers	145.00
Periscope	75.00
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Super Bomber	145.00
Seeburg Shoot the Chutes—Parachute	125.00
Super Torpedo	125.00
Skyfighter (Auto)	125.00
Seeburg Chicken Sam	125.00
Thunderbolt—Sensational Airplane Shooting Game	175.00

RECONDITIONED ATHLETIC

Wall Grip Exhibit and Others	\$125.00
Standard Goal Surfer	125.00
Exhibit Shoulder Puncher (Punching Bag)	150.00
Exhibit Goal Surfer	145.00
Exhibit Kickout Puncher (Punching Bag)	185.00
Exhibit Kick Surfer	115.00
Exhibit Punching Bag Trainer	150.00
Foot Kicker Victor	85.00
Knockout Fighters (2 Players)	185.00
Light House Grip Very Attractive	125.00

RECONDITIONED COMPETITIVE

Chicago Pollard Football (2 Players)	\$150.00
Chicago Pollard Bowler (2 Players)	150.00
Quaker Chicago Game	145.00
Wizards—Sensory or Mute, Thoroughly Reconditioned with New Men	75.00
Play-Pong Exhibit (2 Players)	100.00
Super Bally (2 Players)	85.00
Super Spinner (2 Players)	95.00
Super K-A-R Handicap (2 Players)	145.00

COUNTER GAMES

A & Y Challenge	\$ 25.00
Keeney's Totals League	45.00
Pinball Post	20.00

WE ALSO STOCK A COMPLETE LINE OF POKER TABLES AND SKEE BALL ALLEYS

MEET JOE AND MIKE MUNVES AT THE PARK SHOW
OUR BOOTH NUMBERS ARE 36 AND 37. WE WILL HAVE ON DISPLAY A NUMBER OF NEW MACHINES WHICH WE ARE SURE WILL MAKE MONEY FOR YOU.

FREE 8 PAGE, 52 ILLUSTRATIONS, CATALOG

Now at Factory Rebuilt Amusement Machines—Any Make or Model—Parts, Supplies & Cards—Munves Has Them All
1/3 With Order—Balance C. O. D.



575 11th Ave. (at 43d)
New York 19, N. Y. (Bryant 9-6677)

Nation's Kiddie Funspots Need 'Tools of Promotion'

(Continued from page 118)

tion. It's added cost will be slight compared to the unusual amount of attention and business it attracts.

For those not able to afford such an expensive outlay, it will be interesting to know this park is so designed it can be installed in its entirety in one year, or in stages over a three to five-year period.

It is felt this Kiddieland offers such promotion possibilities that a full time promotion director will be engaged.

Promotional Activities

A few of the promotional activities and policies planned are:

A cameraman will be present around the grounds much of the time. His efforts will be amortized by the sale of the pictures of the children taken on different rides, etc. Emphasis will be placed on the low sale price of the picture. We are now thinking in terms of 8 by 10 enlargements because they are then sure to be displayed in the children's homes, a constant advertisement for the park.

A yearly camera contest for patrons is being considered with various prizes awarded for the best pictures of children taken in the park. A heavy number of honorable mentions will be made in the form of engraved certificates containing a copy of the picture; just another item for framing for the patrons' home walls.

An effort will be made to start a "Kiddie's Corner" in the local papers, and the better pictures of the children, plus stories of their parties and activities at the park, will be submitted for use in this section. Particular effort will be made to send pictures of visiting patrons to their home town papers in surrounding cities.

To Use Clown Suits

Attendants of the park will be dressed in clown suits and other apparel in keeping with the kiddieland spirit, and the children will be urged to dress up in their cowboy and soldier suits when they come to the park.

A birthday department will be established and a file of birth dates will be secured from public records so that special invitations, with a book of free tickets, can be mailed to the children prior to their birthdays. It will be possible for the parents to arrange conducted birthday parties for the children, at special rates, with all arrangements included and a sliding scale to cover most pocketbooks. Publicity of the birthday parties will be featured.

Tie-ins with local department stores on children's fashion shows and toy parades will be sought as well as the usual co-operative connections with local radio programs and newspapers.

May Have Circus

All the usual baby parades and other children promotions common to our industry will be given consideration and an effort will be made to develop a children's circus in the amphitheater as a yearly charity attraction.

School and Sunday School picnics will be cultivated with several new approaches being planned in this direction.

Script books will be printed for purchase by the public as gifts to children.

A free play area is being provided in the picnic groves with sand boxes, slides and swings. The thinking behind the planning is to make it possible for the parent to come often, without spending too much money each time. To this end issuance of special books of tickets is being considered to enable parents to sell Junior on the idea that they use three or four tickets at a time and come more often. These books can be sold

at a discount if desired and set up for the slower days of operation.

9-Cent Policy

A price policy of 9 cents per ride is being considered, and a publicity campaign is being planned to be built around the theme that the park is the kiddies' own. He will be able to bring his parents and buy their ride tickets for them, at his 9-cent price (plus tax, of course).

Contests to select a king and queen of the Kiddieland will be staged from time to time.

Consideration is being given to arrangements for daily story-telling hours in the amphitheater. A dramatic reader will be employed for this purpose and efforts will be made to dramatize the Mother Goose stories from time to time with the children taking the parts of the characters and the zoo animals being used.

Radio coverage for this program will be sought with the possibility that the Sunday funnies also will be read over the air from the amphitheater.

Souvenir booklets are being considered showing the Kiddieland and zoo in colors . . . with a provision for the child's picture, taken with one of the zoo animals, inserted on the cover.

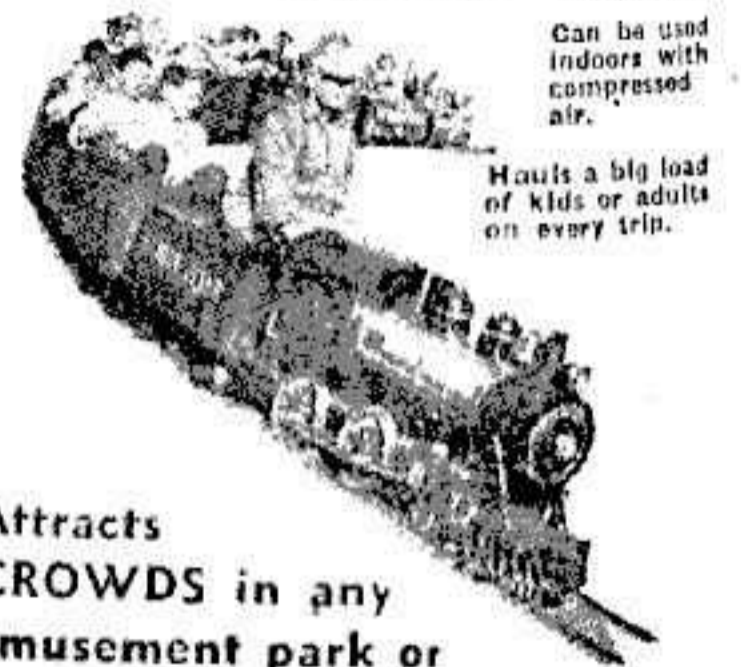
Theater Is Possibility

A small movie theater in inexpensive form is being included for the showing of Walt Disney color cartoons and other children's pictures. This feature alone will attract much repeat business, and should be highly profitable.

At no time will too many rides be permitted in the park. Currently set for inclusion are Allan-Herschell's Merry-Go-Round and Kiddie Auto Ride, Mangles Kiddie Whip, Bisch-Rocco's Kiddie Jet Ride, Traver's Kiddie Buggy Ride and National Amusement's Century Flyer Miniature Train, Kiddie Roller Coaster, Midget Speed Boats and Kiddie Ferris Wheel.

These are but a few of the many promotional possibilities available with the "Tools of Promotion" being designed into this combination Kiddieland and Kiddie-Zoo for Malec.

STEAM TRAIN BURNS COAL



Can be used indoors with compressed air.

Hauls a big load of kids or adults on every trip.

Attracts CROWDS in any amusement park or civic recreation center

You need a steam train to make real money. These trains are grossing \$2,500 to \$12,000 a season; you can do it too in any town over 10,000. Many park officials give rent-free concession just because of the crowd pull.

OTTAWAY AMUSEMENT COMPANY
Mfrs. Steam Trains and Kiddie Auto Rides
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FOR SALE LAKE MICHIGAN SUMMER RESORT
At Grand Haven, Michigan. Sleeps 93 guests—10 week season. Rates \$3.50 per day. Investigate this exceptional opportunity.
E. R. OLSEN
Grand Haven, Mich.

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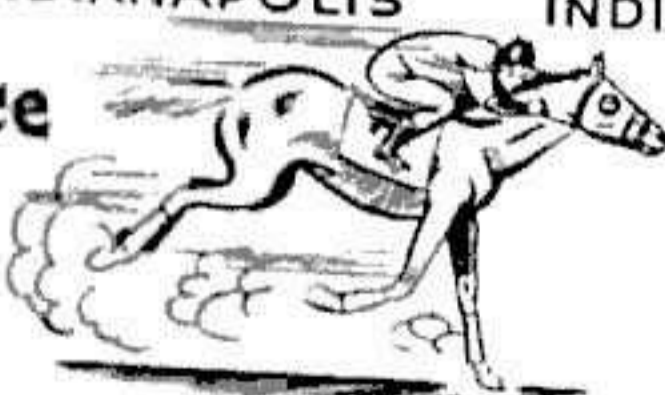
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Science & Skill



Science & Skill

LEASE — SELL* — BOOK

*Terms to Reliable Concessionaires

- ★ All Games Custom Built
- ★ Order Early To Assure Delivery
- ★ See At Exhibit Booth 101-102

California Funspot Improves Parking

(Continued from page 115)

at a fair price. He believes low-cost parking essential in this area where 90 per cent of transportation is by auto.

Another plan in the offing is to take over land that formerly was an auto park. This area has been rezoned for amusement, Ludwig said, and will be set aside for additional rides.

The park is operating with eight rides and approximately 40 concessions. Rides include a Sky Ride from Golden Gate Exposition, San Francisco; Sky Fighter, boat ride, pony ride and three kiddie rides.

Virginia Park always has catered to family trade and will continue that policy. The company acts as a rental agency and owns no rides or concessions.

Ludwig Is Veteran

Ludwig returned to the managerial post some weeks ago when Murphy bowed out to take over as front man for the Long Beach Bath House & Amusement Company. Aside from a short time when he planned to retire, Ludwig has been with the park company since the amusement zone was opened 11 years ago.

The perennial rumor that an amusement park will be established in the Hermosa-Manhattan Beach area has cropped up again. Those close to the picture say there is a definite move to bring some rides and concessions to the Hermosa Pier district.

Possibility of the establishment of

SAN DIEGO BIZ UP

(Continued from page 115)

tel accommodations, week-days being booked mostly by traveling salesmen in town to make their pitch to plane plants.

One of the boom towns of World War II, San Diego seems set for a comeback, and any improved business conditions will be reflected at Mission Beach.

Even tho there is a prime summer anticipated here, there are no major improvements scheduled for the beach area. The government is now in the midst of establishing a new yacht harbor, which will bring many boat enthusiasts here and thus help swell the over-all gross.

The municipal pool started out with a good weekly average, but the mid-summer polio epidemic forced city health officials to close it. However, there was talk that it might reopen on a limited basis, but pool operators and the health department could not come to terms. As a result, it was deemed advisable to cancel any plans to reopen this year, but to help bring up the revenue the pool will unshutter in 1949 one month earlier than usual.

such a zone is feasible, it is reported, due to the proximity of Los Angeles. Since the war, population of the district, which includes Manhattan, Hermosa and Redondo Beach, has doubled, it is claimed.

At present there is a move to merge the three towns into one in order to cut taxes.

Hermosa Beach, the middle town of the three, has been picked as the logical choice for a new amusement zone. For years its neighbor, Redondo, supported such a park, but in those days it was almost solely patronized by Los Angeles patrons.

Strong Program for NAAPPB; Forum Will Again Be Feature

(Continued from page 115)

over the 400 mark in total reservations," he said.

Hamid Is Chairman

Chairman of the banquet is George A. Hamid. Serving with him are Arnold B. Gurtler, as co-chairman, DeArve G. Barton, Russ Facchine, F. W. A. Moeller and Fred C. Williamson. Acts for the floorshow are being booked by General Artists Corporation, Music Corporation of America and Associated Booking Corporation.

The traffic light, which proved such a success at last year's convention, will be used again this year, Huedepohl said. This is a stop and go light, placed at the speakers' table during the convention. Each speaker is limited to the time he may use for his particular speech. Once he starts his talk a green light is flashed. Two minutes before his time is up a yellow light will flash and then the red light flashes, accompanied by a buzzer. This means the speaker's time is up and he must stop at that point.

The American Recreational Equipment Association will hold its dinner meeting Sunday night (28) in the West Room of Hotel Sherman at 7:30 p.m. Main talks will be given by Floyd E. Gooding, who will speak on *How Ride Manufacturers Can Best Serve the Amusement Industry*, and by Frank McGuire Jr., division service engineer of the Linde Air Products Company, who will speak on *Modern Welding of Aluminum, Stainless Steel and Magnesium*. He

will use slides to demonstrate his talk.

Members of the various committees follow:

- AREA Awards—R. M. Spangler, Mrs. Minette Dixon, Dr. L. H. Prestone, W. H. Hitzelberger, J. R. Singhiser.
- Banquet—George A. Hamid, Arnold B. Gurtler, DeArve G. Barton, Russ Facchine, F. W. A. Moeller, Fred C. Williamson.
- Executive—Henry G. Bowen, George A. Hamid, Paul H. Huedepohl, Irving Rosenthal, Edward L. Schott.
- Finance—A. W. Ketchum, N. S. Alexander, Arnold B. Gurtler.
- Historians—W. F. Mangels, R. S. Uzzell.
- Insurance—N. S. Alexander, H. P. Schmeck, Edward J. Carroll, Leonard B. Schloss, Edward L. Schott.
- Legislative—Leonard B. Schloss, Edward J. Carroll, Henry G. Bowen, John J. Carlin, Henry A. Guenther, C. Melvin Sharpe.
- Location and Exhibit Arrangements—A. B. McSwigan, George A. Hamid, Harold K. Barr, Paul H. Huedepohl, Fred L. Markey, William B. Schmidt.
- Membership—Irving Rosenthal, W. H. Hitzelberger, Harry J. Batt, John Lagan Campbell, Henry A. Guenther, Louis W. Jenkins Jr.
- Music Royalty—Henry G. Bowen, John L. Coleman, E. E. Foehl, Louis W. Jenkins Jr., F. W. A. Moeller, R. M. Spangler.
- Nominating—John L. Coleman, A. B. Gurtler, A. M. Brown, William W. Muar, Robert L. Piarr, L. B. Schloss.
- Program—Henry G. Bowen, Don Dazey, Harold K. Barr, A. M. Brown.
- Program—Chauncey A. Hyatt, Vernon D. Platt, Harry A. Ackley, C. A. Bryant, Henry A. Guenther, R. N. Perkins.
- Publicity—Joe Colihan, Roger S. Littleford Jr., Harry J. Batt, Harry Storm.
- Reception—George A. Hamid, Arnold B. Gurtler, Richard J. Batt, Mrs. Edward J. Carroll, A. L. Filigrasso, Mrs. A. W. Ketchum, Mrs. H. P. Schmeck, George H. Lauerman.
- Resolutions—R. S. Uzzell, Julian H. Norton, Edward S. Scheck.
- Service Awards—Edward S. Scheck, Benjamin Krasner, Fred W. Pearce, Carl A. Sinclair, Henry A. Guenther.
- Museum—Fred W. Pearce, Harvey J. Humphrey, Henry A. Guenther, A. W. Ketchum.

**At the Show
BE SURE TO VISIT
the
EXHIBIT
DISPLAY**

Booth No's. 93-94-95-96

This year marks the 30th Anniversary of the NATIONAL ASSOCIATION of AMUSEMENT PARKS, POOLS and BEACHES Convention.

During these many years, 'EXHIBIT' participated in the convention halls to show its products to serve the fun-loving crowds.

'CONGRATULATIONS'
to this Anniversary, with good wishes for many years ahead.

HOTEL SHERMAN
Nov. 28-29-30
and Dec. 1st

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PRESENTING A NEW IMPROVED
STEAM ENGINE

EXPERTLY BUILT
PRECISION ENGINEERED



**BUILT FOR SERVICE
DETAILED TO PERFECTION**

IMMEDIATE DELIVERY

CHECK THESE FEATURES

- Coal Fired Steam Boiler, 140-Lb. Operating Pressure.
- Length 17 ft. 6 inches Weight: Approx. 3500 Lbs.
- 30 Inches Wide, 34 Inches High. Track Gauge 14-Inch.
- All Steel Frame and Side Rods.
- Bronze Journals. Draw Bar Pull: 35 Tons.
- Ball Bearing Tender Trucks.
- Safety Valves, Soft Plugs, Whistle and Injectors.
- Electric Head Lamp and Cab Light.
- Tender Capacity: Approx. 200 Lbs. of Coal, 65 Gals. Water.

**RIDE OPERATORS—SEE IT IN OPERATION AT
MIDWEST MACHINE CO.**

2826-2828 WALNUT ST. PHONE SACRAMENTO 2-1258 CHICAGO, ILLINOIS

Ocean View, Seaside Tab Big Seasons

Optimistic Outlook

NEW YORK, Nov. 20.—Ocean View Park, Norfolk, Va., this year grossed 10 per cent more than it did in 1947, while Seaside Park at Virginia Beach handled money about on a par with last year, Jack Greenspoon announced here this week.

Money was plentiful and should remain so thru next season, Greenspoon said. However, he added, patrons were looking for value and wouldn't throw their money around promiscuously.

The record gross at Ocean View resulted from a 25 per cent jump in the food concessions gross and a 10 per cent increase in game concessions. Ride grosses were down as the result of a 20 per cent slash in prices.

Greenspoon said the cut in ride prices resulted in increased attendance which helped over-all operation despite the smaller gross on these units.

At Seaside the gross equaled that of last year despite the shuttering of the bath house and dance hall. Both were losing propositions in 1947.

The increase in gross of food concessions resulted from the addition this year of many small units, Greenspoon said. Paying off handsomely were cotton candy, French fries, candy apples and new ice cream stands. The operation of these and similar units had to be put off until this year when help was more plentiful.

The little units contribute a sizable part of the gross and require only a



EDWARD S. SCHECK, Summit Beach Park, Akron, is chairman of the service awards committee, National Association of Amusement Parks, Pools and Beaches, which will do the program judging at the NAAPPB convention in Chicago, November 29-December 1.

small capital investment and not much space. Food costs were considerably higher this season, but merchandise was in plentiful supply and of better quality, Greenspoon said.

Fireworks and free acts were presented at both Ocean View and Seaside with good results. Next season's promotion may feature the giving away of an automobile once a month.

Greenspoon, after many years of park, fair and carnival operation, is concentrating on real estate. At Virginia Beach he is contemplating erection of a 435-unit apartment building, including eight pent houses and four elevators.

After attending the National Showmen's Association banquet here Thanksgiving Eve, and the outdoor conventions in Chicago, Greenspoon will go to Miami, where he has leased one of Bob Morton's apartments.

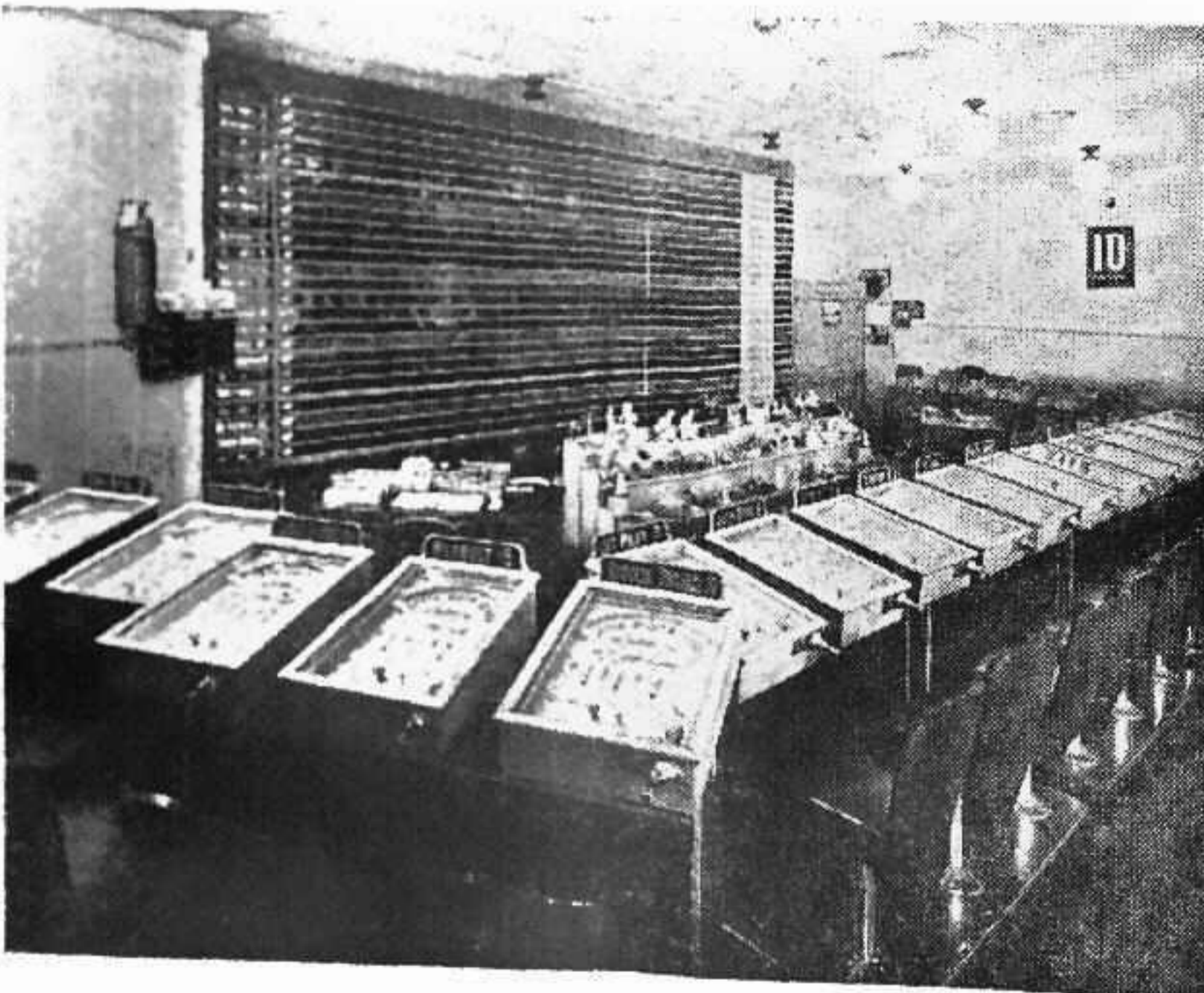
DOUG WISER has it . . .

DERBY RACE[★]

The **ONLY** game with

- automatic win, place, show
- electric starting gate
- equalizing commutator
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*Limited number of DERBY RACES
available for park Operation*



Patents Pending

★ ON DISPLAY AT BOOTHS #57 AND #58 AT THE PARK SHOW, SHERMAN HOTEL, CHICAGO

PACIFIC ELECTRO PRODUCTS CO.

1914 6th Avenue, Los Angeles, California

Four St. Louis Kiddielands Planned; One Already Started

ST. LOUIS, Nov. 20.—Kiddieland, Inc., a Missouri corporation with David Litvag, Sol Kopelowitz and Marvin Weitzman as chief stockholders, plans four kiddielands for St. Louis, with work on one already begun.

Under construction is the one in West St. Louis, on a three-acre site. Plans call for expenditure of \$90,000 and will include 10 kiddie rides, a miniature train, and adult Merry-Go-Round, a modern concession stand, a brick storage building and modern restrooms. The midway will be paved thruout and there will be plenty of landscaping. The corporation hopes to have the park in operation April 15.

Six acres have been acquired for

Need Heavy Outlay To Save N. J. Beaches

ATLANTIC CITY, Nov. 20.—New Jersey Governor Driscoll's erosion committee, recently appointed to make recommendations to the Legislature, heard during its organization meeting here that New Jersey seashore resorts need millions of additional dollars to win the fight against the sea. Atlantic City, which has so far spent hundreds of thousands of dollars to fight beach erosion, will need to spend another \$4,500,000 before it has won the battle, the committee was told.

Reviewing immediate needs for the four seashore counties (Atlantic, Monmouth, Ocea and Cape May), it was reported that \$785,000 was needed. In addition, Seabright Seawall needs fronting, Long Branch needs general erosion funds, Deal needs \$300,000, Ocean Grove needs \$200,000, Asbury Park needs \$300,000, Longport has erosion problems too big to finance alone, Cape May county resorts need special co-operation, Ocean City is already faced with a beachfront that is being washed away, and the 10 miles of beach at Long Island is in danger.

The committee explained that the State may have to fix some system of priority in awarding funds based on the resort's state of emergency. Moreover, some resorts do not have the ability to pay as others and it might be necessary for the State to finance more than 50 per cent of the costs. It was pointed out that the \$300,000 appropriated by the Legislature for beach erosion this year was hardly enough to meet immediate needs.

**NEW FROZEN CUSTARD MACHINES
GOOD USED RIDES**
Or Have You Any To Sell?
BERTHA GREENBURG
Hotel Kimberly, 74th St. & B'way, New York

a second park in South St. Louis. A layout similar to the one on the West Side is planned. Among its facilities will be a National Amusement Device Company Roller Coaster and a kiddie zoo. Construction will start next spring and hopes are to have it in operation by mid-summer. Cost, officials say, will run around \$150,000.

The corporation is now dickering for a six-acre site in North St. Louis and plans to purchase a like amount of land on the East Side for a fourth park.

Illions Plans New Funspot For Buffalo

Virgin Territory

JAMESTOWN, N. Y., Nov. 20.—Harry A. Illions, owner-operator of Celoron Park here, yesterday (19) confirmed reports that he will build a new funspot in Buffalo in time for the 1949 season. Buffalo has been without a park for a number of years.

Illions said the park will be built on a 12-acre site at Williams Street and Union Road. The location was said to have attracted 50 unsolicited picnics last year. The name of the resort will be New Liberty Park, Inc.

About 1,000,000 people reside in the Buffalo area, Illions said. This, plus the fact that they will have easy access to the funspot, which fronts on a four-lane highway, and will have parking accommodation for 20,000 cars, will assure plenty of patronage and ultimate success, he said.

Utilities Set

Arrangements are already completed for the installation of all necessary public utilities, including electricity. Illions said that the park would not be operated as a promotion, but would be permanent in every sense, and feature the best units and equipment.

Illions said that he will contract several of the rides and other units that will be included in the operation. He plans to buy some new units and, possibly, to transfer some from his park here, which features 20 rides.

Mr. and Mrs. Illions are leaving here Thanksgiving Day to attend the Chicago outdoor meetings, where he is scheduled to preside over a forum on kiddie rides in conjunction with the meeting of the National Association of Amusement Parks, Pools and Beaches (NAAPPB).

Illions said he will make further announcements on the Buffalo venture in Chicago.

LINE-M
up at your park and amusement arcade... and you'll be sitting on top of the world with this coin-operated-single play Money-Maker



LINE-M

Proven and Tested at

See them in Action at

CASINO ARCADE PARK
Wildwood, N. J.

Irving Fischelberg's
"FUNCADE"
on the Boardwalk in
Atlantic City

- ★ Brand New
- ★ Legal
- ★ Fast Play
- ★ Holds Interest
- ★ Profit Proved
- ★ Everybody Plays
- ★ LINE-M

Don't Delay!
Act Now!
Write



See us at the
NAAPPB Con-
vention, Hotel
Sherman, Chi-
cago, in the
booth next to
Shoot-a-Photo.

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CASINO ARCADE PARK
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Philadelphia Representative

MATHEW FERIN

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ON THE BOARDWALK—JACKSONVILLE BEACH, FLORIDA.

We are expanding our Park for next summer. This Resort City is located 18 miles from Jacksonville; area population, 300,000. Excellent bus facilities and additional new 4-lane highway to be completed this summer. Have openings for large Portable Skating Rink, Rides not to conflict (no Kiddie Rides, we have our own), Motordrome, Fun House, Concessions in Trucks or Trailers. No canvas; Contact F. A. GRIFFEN at the Sherman Hotel during Showman's Convention, or write to:

GRIFFEN AMUSEMENT COMPANY

FOR SALE

One 6-Car TUMBLE BUG RIDE, complete with structure, track and with 4 10-H.P. 220V. 60 cycle 3-phase motors. Loaded on cars for \$3,500.00.

One BOOMERANG (Waltzer), complete with signs, ticket office, etc. Price, \$3,500.00, F. O. B. Indianapolis, Ind. For particulars write

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CUSTOM-BUILT MINIATURE TRAINS

Due to lack of exhibit space required for our "king size" adult rider, magnetizing miniature trains, we will not exhibit at show. However, when "on the road" make a circle tour to our plant before deciding on ANY miniature train, or failing this, mail \$1.00 bill for catalog and large glossy photos of the "Bluebloods of Miniature Railroads." Up to 200-passenger capacity. Equipment and rail available now.

IRON HORSE LINES

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WONDERFUL OPPORTUNITY IN FLORIDA

For Sale or Lease—Well-established Wild Fowl Farm, suitable for park or tourist attraction. 70 varieties: Swans, Wild Ducks, Wild Geese, Pheasants, Peafowl, including large breeding flock of Black Swans. On shore of large fresh water lake, ample room for expansion. Steel and wire display pens. Dwelling and other buildings.

DAVIS & GIST

BOX #7, McINTOSH, FLORIDA

Entries in Six Stock Classes At Int'l Show

U. S. Man To Judge Fat Stock

CHICAGO, Nov. 20.—Six of the 29 cattle breeds at the 49th International Live Stock Exposition, which opens November 27 for eight days in the Chicago Stock Yards, will have larger classes than last year, W. E. Ogilvie, manager, announced.

Increases have been registered in Aberdeen - Angus cattle; Poland China, Hampshire and Tamworth barrows; and Shropshire and Cheviot sheep classes. The over-all figure for the open barrow show is larger than last year.

Aberdeen-Angus Hits High

The largest Aberdeen-Angus show in the history of the breed is promised in the cattle department. Over a thousand head have been registered for exhibition at the show, exclusive of carlots. The breeding classes have 423 head; the open fat cattle classes, 177. Junior Angus steers number 346, and 63 head of that breed have been entered for the carcass classes.

Entries for the fat carlot classes do not close until Saturday, November 20, but a total of 57 loads of fat Aberdeen-Angus cattle have been registered for exhibition to date. Closing date should bring the total to exceed several thousand head of Angus in the show.

There are also huge entries of Herefords and Shorthorns in all divisions, and the showing of Shorthorns and Polled Shorthorns will be the largest of the year.

Hampshire Hogs Up 40 Per Cent

Hampshire hogs have recorded a significant gain in entries this year over last year—40 per cent greater. Tamworths have increased 35 per cent over last year.

The breeding classes of Shropshire sheep show an increase of 44 per cent over last year, and large increases are noted for breeding and fat Cheviot classes.

The Junior Livestock Feeding Contest of the show will have boys and girls from 15 States showing over 800 head of baby beeves, 71 head of barrows and 20 pens of lambs.

Livestock entries for the show together with registrations for the In- (See ENTRIES IN SIX on page 130)

Ohio Assn. Skeds Banquet Jan. 13

COLUMBUS, O., Nov. 20.—The two-day annual convention of the Ohio Fair Managers' Association will be held in the Deshler-Wallick Hotel here January 12-13. President E. W. Lampson, Jefferson, O., publisher, will preside.

The banquet, highlight of the annual meeting, is scheduled January 13, with Myers Y. Cooper, honorary president of the org and former Ohio governor, the toastmaster. Gov.-Elect Frank J. Lausche, who at the time of the banquet will be governor, will be guest of honor. Mayor James Rhodes of Columbus will give the address of welcome.

The program, which will include a number of national speakers, will bring to the members of fair boards and others interested in Ohio's agricultural expositions, a general discussion of fair problems and fair improvement from junior fairs to the increasing costs of operating fairs.

One session will be held jointly with the Ohio Department of Agriculture when Director of Agriculture Frank Farnsworth will introduce the incoming director, who will preside.

Morristown, N. J., Gets Out of Red for Debts Incurred in '47

MORRISTOWN, N. J., Nov. 20.—Profits from the 1948 Morris County Fair here enabled that organization to erase all indebtedness incurred in 1947, at which time comparatively heavy investments were made in permanent improvements. County banks assisted in meeting these payments and, at the close of the 1948 fair, these loans were paid.

In a recent letter of appreciation to volunteer department chairmen, the board of trustees outlined the following accomplishments which all who took part in the fair shared in consummating:

1. Provided opportunity for 32 Morris County religious and service

organizations to earn between \$10,000 and \$15,000 for their own requirements.

2. Gave nearly 150 other organizations an opportunity to show the manner in which they serve.

3. Thru more than 500 classes in a dozen departments, challenged several thousand exhibitors to strive for perfection.

4. Emphasized the basic principles of free enterprises.

5. Paid out large sums to local individuals and stores for labor and materials.

6. Produced new business for more than 100 commercial exhibitors.

7. Gave the public opportunity for people of all ages, backgrounds and interests to meet on common grounds.

8. Provided an ideal setting for a better understanding of food costs and other group problems.

Developments, which appear likely to come before the board in the near future, include the increasing of livestock exhibits, erection of a combination exhibit and storage building, further land clearance and increased drainage for better parking.

Old Sol Shines On Phoenix; Top 1947 by 30,060

PHOENIX, Ariz., Nov. 20.—With ideal weather prevailing each of the event's 10 days, the Arizona State Fair here chalked up a paid attendance of 162,934, or 30,060 more than last year's paid figure.

An Armistice Day turnout of 40,206 topped the daily figures, with 14,473 filing thru the turnstiles closing day, Sunday (14).

Altho complete reports of the auditors and of fair Secretary Paul Jones were not available, it appeared probable this year's event wound up with a profit.

Over 8,000 packed the grandstand for the auto races Armistice Day and the night grandstand attraction, *Hollywood Star Revue*, also did good biz. The night show, under the auspices of the VFW, was staged six nights.

Crafts 20 Big Shows, sparked by the play received by the 9-cent kiddie rides, attracted better than satisfactory biz on the midway.

Judge E. H. Beck Named President At Texarkana, Tex.

TEXARKANA, Tex., Nov. 20.—Judge E. Harold Beck was elected president of the Four States Fair here at meeting of the board of directors. Beck, who succeeded J. A. Whyte, was president of the association when it was organized in 1945, serving two years.

Others elected were J. A. Whyte, Leon Kuhn and Phil Hardy, vice-presidents; James R. Bryant, treasurer, and L. E. Gilliland, secretary.

Plans for 1949 call for the construction of two permanent buildings, an office building and 44 permanent horse stalls.

Roy Schultz Named Boss At Weyburn, Sask.

WEYBURN, Sask., Nov. 20.—Roy Schultz was elected manager of the Weyburn Exhibition, succeeding Fred Zabel, and will serve as secretary-manager.

Zabel served the Weyburn Agricultural Society as manager of the fair board for 25 years and secretary for 24 years. He retired last year.

Les G. Holdstock was elected president, succeeding Reg Saunders, who had held the post for three years. Vice-presidents are J. H. Warren, W. Keefe and M. Adolphe.

During the past year the society built a third cattle barn, a house for the caretaker and renovated the exhibition hall.

Plans Completed For Extension of Arena in Edmonton

EDMONTON, Alta., Nov. 20.—Plans for extension of Edmonton's arena, providing an additional 1,300 seats, have been completed, according to James Paul, newly appointed manager of the exhibition association. Main addition will be started in the spring, but many changes and improvements are now being made.

The revival of an opening day parade for the summer fair here will be considered by a four-man committee of the Edmonton Exhibition Association. The event, announced as an annual feature, was dropped several years ago.

All buildings on the grounds will be painted next spring, all thoroughfares will be oiled, parking grounds have been graded and leveled and lights have been installed for use of crowds attending hockey games.

William Muir was elected vice-president to succeed James Paul.

E. H. Rae Renamed Estevan President

ESTEVAN, Sask., Nov. 20.—E. H. Rae was re-elected president of the Estevan Agricultural Society. Vice-presidents are Walter Gates, H. Carlberg and M. Davidson. The secretary will be appointed later by the directors.

The financial statement showed gross revenue this year was \$21,411, compared with \$13,522 in 1947; but the 1948 expenses were higher, being \$12,692, compared with \$9,362 in 1947.

Directors considered a proposal that chuck wagon races or a thrill show supplant horse racing in 1949 but it was decided to retain horse racing.

Plans for '49 include changes in the grounds and buildings. The caretaker's house will be moved, the grounds will be refenced, the horse show ring will be built in a new place and the poultry sheds will be rebuilt. Concrete floors will be put in the swine sheds, stock sheds may be enlarged and the grandstand may get additional seats.

A building at the airport has been bought by the society and when moved to the grounds probably will be used for agricultural short courses when not in use during the fair.

WFA Program For San Jose Meeting Set

Confab Slated Dec. 6-10

SAN JOSE, Calif., Nov. 20.—The program for the 26th annual meeting of the Western Fairs Association and the second Fairman's Fair here, December 6-10, has been released by Lou Merrill, association director. Following the registration of delegates in the lobby of the Municipal Auditorium, publicity-advertising, premium books and photo contest material will be arranged. This will be under the direction of Nic Huddleston, manager of the Placer County Fair; Ted Rosequist, assistant manager, California State Fair; Lee Clark, manager Kern County Fair and Horse Show, and Al Bahot, publicity director of the Santa Clara County Fair.

Opening day activities will be capped by Gum and Chum Night at the Hotel Sainte Claire.

Judging of the publicity-advertising, premium book and photo contest material begins the following day. Judges include John Long, general manager, California Newspaper Publishers Association; E. L. Hayes, co-publisher of *The San Jose Mercury-Herald*, and John Knezevich, publisher of *The Palos Verdes News* and public relations director of Hollywood Park. Next on the agenda is the showmanship contest, under the direction of Chairman E. G. Vollmann, secretary-manager of the San Joaquin Fair.

Roll Call Set

Official association business gets under way in the Montgomery Theater with President C. B. Afflerbaugh officiating. The order of business will be the roll call of fairs and associations, committee introductions and preliminary reports. The reports are broken into the following headings: Appeals and grievances, dates, dues-memberships, banquets, constitution and by-laws, resolutions, entertainment, publicity and showmanship.

Reports will include directors' recommendations, public opinion survey of 1948, and reports by area chairmen, Dr. J. N. D. Hindley, Dolph Young, D. V. Saeltzer, William Randall, Carl Mills, W. C. Wosberg, Norvel Gillespie and John Lagomarsino. Final report will be on horse racing revenues, as they pertain to fairs.

Plan Motion Picture

Motion pictures of *Fairs of the West* will be shown to acquaint delegates with the best features of each expo.

Those delegates interested in having pari-mutuel wagering will meet with Chairman T. A. Dodge, secretary-manager of the Fresno District Fair, to work out details.

A panel consisting of Clifford (See WFA Program Set on page 130)

Sked Four Buildings For Weymouth, Mass.

WEYMOUTH, Mass., Nov. 20.—An improvement program will soon get under way at Weymouth Fair, Milton Danziger, general manager, announces.

A new building to house the racing commission and the race secretary will be erected. Also, three buildings to take care of grange exhibits, and the fruit, vegetable and flower shows which previously had been under the canvas.

Work this fall included caring for lawns and shrubs and conditioning roads and walks for a hard-top coating next spring.

Hellza POPS Again!

OLSEN and JOHNSON



Those Laff Riot Zanies. Olsen and Johnson and their mirth filled antics at the Canadian National Exhibition had the grandstand really poppin' to an overflow during their 14 day stay. Ole and Chic played to 322,000 howling customers. This figure is 14,000 more than the actual seating capacity of the grandstand. For the 14 nights, the overflow having sold out night after night. Something new for grandstand, auditorium and stadium overflow audiences...

- At the Canadian National Exhibition—
Toronto
- Fat Stock Show—Fort Worth
- Auditorium—Kansas City
- Casino Theatre—London
- Flamingo—Las Vegas
- Carnival—New York City

OLSEN & JOHNSON OVERSEAS PRODUCTIONS
 In England—"Hellzapoppin" now playing under direction of Delfont and Montague.
 In Australia—"Hellzapoppin" opening December 25, 1948, under direction of Harry Wren.
 In Paris, France—"Hellzapoppin" opening A.B.C. Theatre April, 1949, under direction of Clifford Fisher.

OLSEN & JOHNSON PRODUCTIONS
 Week commencing

- ... Dec. 23—Latin Quarter, Miami Beach, Fla.
- ... Dec. 30—Latin Quarter, Miami Beach, Fla.
- ... Jan. 6—Latin Quarter, Miami Beach, Fla.
- ... Jan. 13—Auditorium
- ... Jan. 20—Auditorium
- ... Jan. 28—Fat Stock Show, Fort Worth, Texas
- ... Feb. 3—Fat Stock Show, Fort Worth, Texas
- ... Feb. 10—Auditorium
- ... Feb. 17—Auditorium
- ... Feb. 24—Auditorium
- ... Mar. 3—Auditorium
- ... Mar. 10—Auditorium
- ... Mar. 17—Auditorium
- ... Mar. 24—Auditorium
- ... Mar. 31—Auditorium
- ... Apr. 7—Auditorium
- ... Apr. 14—Auditorium

Opening May 13, at Chicago Stadium
 (in association with Arthur M. Wirtz)
"FUNZA POPPIN"
 Followed by Detroit Stadium and Madison Square Garden

Direction **WILLIAM MORRIS AGENCY** XXX



FAIRS-EXPOSITIONS

William Jones New Prez
 Of Mo. Valley, Ia., Annual
 MISSOURI VALLEY, Ia., Nov. 20.
 - William H. Jones, Missouri Valley,
 was elected president of the Harrison
 County Fair Association, succeeding

D. A. Van Cleave, Charles J. Sehlke,
 Magnolia, was named vice-president,
 and Fred C. Behm, Missouri Valley,
 secretary-treasurer.
 Tentative dates for the 1949 fair are
 September 7-9.

★ ★ ★

INDIANA STATE FAIR

★ ★ ★

452,886

↓ PAID ATTENDANCE

5,588

EXHIBITORS

\$295,000

PREMIUMS & PURSES

IN 1949—OUR 93rd ANNUAL
SEPT. 2nd to 9th

CONTRACT NEGOTIATIONS
 begin at the meeting of Indiana Association of County and District Fairs
 and State Fair Board, January 4-5-6, Claypool Hotel, Indianapolis.

LT. GOV. DICK JAMES
Com. of Agriculture

ORVAL C. PRATT
Secretary-Manager of Fair

Hello, Everybody

These are your old friends

WILLIAMS AND LEE

Saying

**THANKS AGAIN AND BEST WISHES TO ALL THOSE THAT
 HELPED MAKE 1948 OUR BEST SEASON**

WHY not join the throng of satisfied customers? Get on the
 Band Wagon of WILLIAMS & LEE for your
 1949 Grandstand Show.

3 Big Night Revues—All White Modern Minstrel Show—
 Acts—Thrill Shows.

Sherman Hotel, Chicago, November 28 to December 1

YES, we can use more circus acts for 1949

WILLIAMS & LEE ATTRACTIONS

454 HOLLY AVENUE ST. PAUL 2, MINNESOTA

CHRISTMAS GREETINGS

TO ALL OUR FRIENDS

WHEELER PITTMAN AGENCY

DENVER, COLORADO

Featuring Elaborate Grandstand Reviews 1949

Tips on Centennials:
**Lessons Learned at Milwaukee
 Are Briefed by Expo Manager**

By Ralph Ammon

(The writer concluded his long stay as manager of the Wisconsin State Fair, Milwaukee, to direct the 1948 Wisconsin Centennial Exposition. He carried out his early-announced intention to resign from the Wisconsin State Fair post after the completion of the exposition and since has been named manager of the Heart of Illinois Exposition, Peoria, Ill.)

A WELL-KNOWN public speaker once remarked that he had three speeches for every engagement: The one he prepared, the one he made and the one he wished he had made.

A fair secretary or an exposition manager is likely to find himself in the same mood of thought and regardless of how long and how carefully he plans a fair or an exposition and regardless of how well he carries out those plans, there are always a few things he would do differently if he had the opportunity.

One of the few reasons that may justify this story on the Wisconsin Centennial Exposition is our intention of telling what we would do differently.

We spent about three years planning the Wisconsin Centennial Exposition and carrying out the plans. Its purpose was the commemoration of Wisconsin's first century of Statehood. The exposition was held at State Fair Park, Milwaukee, August 7-29.

Self-Supporting

The State Legislature of 1945 designated the State fairgrounds as the official site of a proposed exposition. The resolution provided for a centennial committee of 20 and authorized all State departments to cooperate in the exposition.

No funds, however, were provided by the Legislature for the exposition. Funds were made available to the State centennial committee for activities thruout the State and eventually more than \$100,000 of these funds benefited the exposition thru various committees.

It therefore became the job of the manager of the exposition to plan and operate a self-supporting show.

There was some sentiment thruout the State for an exposition to last all summer. Some suggested opening Decoration Day and closing Labor Day. It was our opinion that a long show could not pay out.

To have our opinion prevail we began to do a little guessing on probable attendance. We were somewhat more fortunate in our guesses than were the political pollsters.

Doing our guessing early in the spring of 1946 we estimated that our attendance should be one-half the population within a 100-mile radius of Milwaukee (excluding Chicago). There were approximately 3,000,000 people in the area, so we were guessing at a 1,500,000 attendance.

We knew that it required about 50,000 people per day at the State fair to pay out. So dividing 1,500,000 by 50,000 we arrived at 30 days as the maximum length of the exposition.

We wanted to play it carefully, however, and reduced the running time to 23 days with four week-ends.

Early Guess on Income

Having guessed at an attendance of 1,500,000, we could proceed to do some guessing on income. Our estimated income, as written down in February, 1946, was as follows:

Outside gate	\$ 520,000
Grandstand	300,000
Inside space	75,000
Outside space	55,000
Percentage concessions..	110,000
Advertising	50,000
Miscellaneous	50,000

Total\$1,160,000

We had at that time \$250,000 in the treasury from profits on previous

State fairs. We decided to use that entirely for capital improvements and make the exposition operate entirely on its own income.

60G "Bad-Guess" Margin

So, exclusive of capital improvement, we planned our expenditures with a budget of \$1,100,000 leaving only a margin of \$60,000 for bad guessing. That is one thing we would not do again, namely, spend so close to our expected income.

As contrasted to the estimated budget our actual income was:

Outside gate	\$376,000
Grandstand	321,000
Inside space	78,500
Outside space	51,000
Percentage concessions ..	123,000
Advertising	48,000
Miscellaneous	57,000

Total\$1,254,500

Total outside gate attendance was 1,787,000 for the 23 days.

So our guess on attendance and income was not so bad, but we did some bad guessing on the details.

Grandstand Disappoints

The worst guessing was on grandstand attendance. Altho the final income was above our estimate it took some big Sunday afternoons to put it over. One rainy Sunday would have dropped us below our estimate and two rainy Sunday afternoons would have wrecked the entire budget.

Income from weekday afternoon grandstand programs was hardly worth carrying to the office. That was true regardless of the kind of program.

At first we could not understand this because we had enjoyed moderately fair afternoon crowds during our annual State fairs.

We soon discovered the cause, however. The exhibits, as prepared by the several centennial committees and by industries, were so much better than our usual State fair exhibits that folks preferred to spend the day seeing the exhibits.

The usual remark was, "We saw horse races or auto races last year and can see them again next year."

It was only the feature races like the 100-mile and 200-mile championships Sunday afternoons that drew crowds to the afternoon grandstand shows.

If I were doing it again, I would not have a grandstand program every afternoon but would skip at least Monday and Tuesday.

We also missed badly in guessing which of the three weeks would be the big week. Some said the first week and some the third. No one to my knowledge guessed the middle week as the big one. It was. The second Sunday brought out the all-time record crowd of 151,000 people, and the third Sunday the second all-time record of 134,000.

Final net profit on the exposition was \$171,026.73. If our Sunday crowds had have been stopped by rain there would have been no profit.

Attendance dwindled the third week for three reasons: A heat wave, polio and possibly from reaching a saturation point. When we were well into the third week we were convinced that 23 days were enough.

ACTS WANTED

We are contracting first-class Acts for our 1949 Fairs.

Give full details, photos and salary.

MARLO SHOW PRODUCTIONS
 Wesley, Iowa



**TOP FEATURE FOR YOUR WOMEN'S DEPARTMENT
AT NO COST TO YOUR FAIR!**

NATIONWIDE CROCHET CONTEST

This year hundreds of thousands of women and girls in over 500 Local, County and State Fairs participated in the Nationwide Crochet Contest. In fact, the interest generated by these Fair exhibitors has already prompted 95% of these Fairs to advise us of their intention to participate in the 1949 event.

The 8th Annual Nationwide Crochet Contest will be bigger and better than ever. Plans are already under way for large-scale newspaper, magazine and radio publicity.

More Cash Prizes for national winners! A handsomely engraved trophy for each participating Fair to be awarded to the crocheted piece judged "Best of Fair"! A complete Fair Promotion and Publicity Portfolio for local use to insure outstanding success of the Crochet Contest at your Fair!

A few of the Premium Books from Fairs participating in 1948

\$2,500 IN CASH PRIZES!

Cash Awards will be made at the National Finals to outstanding crocheters in 12 general classifications and 4 special classifications.

In Addition, \$800. will be paid to Fair Secretaries and Women's Department Superintendents who are represented by the 16 National Winners. (\$25. each to the Fair Secretary and the Women's Department Superintendent.)

ENTER YOUR FAIR IN THIS NATIONAL CONTEST TODAY! PARTICIPATION IS ABSOLUTELY FREE! Write us for complete Contest details on your official Fair stationery.

NATIONAL NEEDLECRAFT BUREAU, INC.
385 Fifth Avenue, New York 16, N. Y.



—ACTS— OUTSTANDING ATTRACTIONS

WANTED

FOR 1949 FAIRS

SHORT JUMPS

LONG SEASON

Will be at Sherman Hotel, Chicago,
November 27 to December 1 to
interview acts.

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Sun's Regent Theatre Bldg.
SPRINGFIELD 3, OHIO

ACTS WANTED

for
OUTDOOR CELEBRATIONS, PARKS
AND FAIR DATES FOR 1949!

RAY S. KNEELAND

AMUSEMENT BOOKING SERVICE

75 1/2 WEST CHIPPEWA ST.
BUFFALO 2, N. Y.

★ ATTENTION, FAIR SECRETARIES
for New York, Ohio, Pennsylvania
and Canada: Have a complete
show for your 1949 FAIR!

★★ ATTENTION, PARK MANAGERS:
Contact me now for 1949 season!

"BIG BEN" WORLD'S BIGGEST PIG



Arranging now for
1949 INDOOR AND OUTDOOR DATES
Only interested in the "Biggest of the Big" Fairs,
Expositions, Etc.
AL RANDALL
Independent Showman
117 1/2 Union St. BOSTON, MASS.

ACTS WANTED

High-Class Acts for our 1949 Fair. Send
photos, salary and description immedi-
ately. Old Friends, let's hear from you.

CLYDE SNYDER
PRODUCTIONS

1518 Aldrich, South Minneapolis, Minn.

Entries in Six Stock Classes at Internat'l Show

(Continued from page 126)

International Grain and Hay Show, which is held in conjunction with the exposition, represent a vast territorial area of 35 States and five Canadian provinces.

400 Horse Show Entries

The list of participating teams for the collegiate and junior livestock judging contests is incomplete, but a record number of teams have been recorded for the Collegiate Meat Judging Contest. Twenty-one teams, compared to the previous record of 16 last year, will compete in the contest.

Over 400 saddle and harness horses and ponies have been entered for the International Horse Show which will have nightly performances and give matinees.

The first classes for "cutting" horses ever held in Chicago are a sensational new feature of the horse show. They will be called the Cutting Horse Contest and are scheduled for every horse show performance. A list of Texas and Colorado quarter horses have already been registered for the competition.

79 Judges To Serve

A panel of 79 experts comprises the judges' list. Judges will come from 20 States, Canada, Argentina and the District of Columbia.

Heading the list will be Dr. A. D. Weber, cattleman and judge of Kansas State College, Manhattan, who will judge all of the individual steer classes, both in the Junior Live Stock Feeding Contest for boys and girls and in the open classes for all exhibitors of fat steers. It is the first time in the 48-year history of the show that an American has been selected for this high honor. A foreign stockman, Enrique Santamarina, of Argentina, a Shorthorn breeder, will judge the breeding classes.

J. C. Holbert, Washington, Ia., will judge all of the open class wethers of all breeds and select the grand champion fat lamb, and L. A. Weaver, University of Missouri, Columbia, will act as a co-judge with Knox of the champion hog classes.

Canadian To Judge Crops

A Canadian, G. I. Christie, former president of Ontario Agricultural College, will supervise the 26th annual Grain and Hay Show, world's largest crops competition held in conjunction with the stock show.

Some prominent Canadians have been chosen to pass judgment on the classes of the exposition. Arnold Guardhouse, Weston, Ont., will judge Lincoln sheep; Keith Henderson, Guelph, Ont., Suffolk sheep; R. J. Knox, Ontario Agricultural College, Guelph, champion barrows and sweepstakes 10 barrows, and J. Laughland, also of the Ontario college.

A. E. Darlow, of Oklahoma A. & M. College, Stillwater, will judge Herefords; Otto V. Battles, Los Olivos, Calif., and P. S. Shearer, Iowa State College, Ames, will place Aberdeen-Angus; Herman Purdy, Ohio State University, Columbus, Polled Shorthorn cattle, and Enrique Santamarina, Shorthorns.

Draft horse judges include John MacAllan, Lansing, Mich., who will pass on Clydesdales; Peter Templeton, Evansville, Wis., Percherons; Michael Meyer Jr., Elwood, Ind., Belgians, and Harry Linn, Des Moines, Suffolks. MacAllan and Linn will together judge the draft geldings of all breeds and the team classes.

Slight Profit Shown

BROKEN BOW, Neb., Nov. 27.—Custer County Fair wound up in the black this year, the board of directors reported. Receipts were \$5,298 compared to expenses of \$5,041.

Most '49 Features Closed by Atlanta

ATLANTA, Nov. 20.—Most major attractions for 1949 Southeastern World's Fair here already have been signed, Mike Benton, manager, announced. Johnny J. Jones Exposition again will be on the midway and Jack Kochman's Thrill Show will repeat in front of the grandstand.

The Southern States Dahlia Association will hold a three-day show, starting September 30, in the National Poultry Building, and the National Poultry Show will follow in that building, October 3-9.

It was also announced that the Sam Nunis Speedways will conduct all the race events next year at the fairgrounds.

WFA Program Set For San Jose Meet

(Continued from page 126)

Clower, California Department of Agriculture, and A. E. Mahoney, county agricultural commissioner for the San Joaquin County Fair, will discuss agricultural and community displays. The subject of tickets, admissions, revenue control and parking will be handled by Ted Rosquist; Hector Mackenzie, manager of operations for Hollywood Park; Everett Nevin, assistant manager of the Alameda County Fair, and B. C. Sheppard, secretary-treasurer of the Los Angeles County Fair.

Wednesday, December 8, will feature *Holiday From Things* at the cow barn on the Santa Clara County fairgrounds. The evening will be given over to the opening of Fairman's Fair and Wanderland, with 6,500 feet of commercial displays for fair needs. The awards for advertising-publicity, premium book and photo contests will be made the following day by a committee composed of Al Buhot; Paul Mannen, president of the San Diego County Fair; Max P. Schonfeld, president of the San Fernando Valley Fair, and Fred Bruderlin, manager of Farmers Fair and Festival.

Presentations Slated

Order of business for Thursday will include presentation of showmanship awards. The following day's discussion will feature special events, free attractions, contests, special days, and Sunday events. Panel includes Lowell Edington, manager of the Napa County Fair; D. R. Jaqua, manager of the Antelope Valley Fair; Lawrence Lewin, manager of the 16th District Fair; A. J. Elliott, manager of Tulare County Fair; E. P. Johnson, manager of Santa Cruz County Fair; Fred Bruderlin, and Ken Fry, director of exhibits, California State Fair.

This day also will feature discussion on concessionaires, carnivals and the relationships between the fair and the concessionaire and the public.

The affair will be climaxed by the annual Fairman's Frolic.

Directors whose terms expire or who stand for re-election are T. A. Dodge, Fresno; E. G. Vollman, Stockton; Link Peckinpah, Quincy, and J. G. McMurray, Puyallup, Wash.

\$1,100 Added to Prizes In NNB Crochet Contest

NEW YORK, Nov. 20.—The nationwide crochet contest promoted by the National Needlecraft Bureau, Inc., with the co-operation of more than 500 State, district and county fairs, this year attracted more entrants than ever before, it was announced here this week. As a result, the bureau said that national prizes will be increased to \$2,500 in 1949, \$1,100 more than was distributed this year.

The national judging and exhibition will be held at the Hotel McAlpin here November 29-December 3.

Shore Club in Court To Avoid Payment of Eastern States Levy

SPRINGFIELD, Mass., Nov. 20.—Eddie Shore, owner of the Springfield Indians hockey club, has opened a fight in Superior Court, civil sitting, to prevent the Eastern States Exposition from collecting, thru him, a \$6,500 tax bill levied by the town of West Springfield.

The civil court fight against the tax bill bears out previous reports that the tax—first to be levied on any of the exposition's property in its history—would be passed along to the hockey club which rents the Coliseum for its games.

The exposition passed the bill on to Shore, claiming he agreed in a lease to pay any taxes levied on the property. Hitherto, the exposition had been exempted from taxes as a welfare or educational organization.

Asks Legality Ruling

Shore asked in a bill of equity both temporary and permanent restraining orders to prevent the exposition from collecting the taxes from him, and also asked the court to rule on the legality of a tax levy by West Springfield on the exposition.

In still another clause, Shore requests the court to order the exposition to live up to the terms of its lease with him.

Shore's appearance in court promises to bring to a head the growing controversy between the exposition and the town of West Springfield over taxes.

The assessors have placed a \$200,000 tax valuation on the Coliseum, maintaining that it is being used for profit by Shore, and therefore is not tax-exempt within the meaning of the statute applying to non-profit agricultural fairs.

Webster City, Ia., Ponders Shifting of Dates for '49

WEBSTER CITY, Ia., Nov. 20.—Hamilton County Fair Board is studying a plan to hold its next annual event before the State fair, according to L. L. Lyle, president of the board.

Hamilton County Fair traditionally has been held the first week in September but this coincides with the opening of school. State fair experienced the same difficulty this year, with school opening hurting attendance during the second week of the exposition.

No date as yet has been set for the Hamilton County Fair.

Delamater Oak River Prez

OAK RIVER, Man., Nov. 20.—Officers of the Oak River Agricultural Society, elected at the annual meeting, are: President, R. E. Delamater; vice-president, A. H. Black; secretary-treasurer, Harvey Barr, and assistant, Stan Henry.

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Michigan VD Tent Exhibit Big Success

Strong Show Front Pulls 'Em

LANSING, Mich., Nov. 20.—The Michigan Department of Health this year adopted carnival technique at fairs to push its educational program on venereal disease, and it was rated a top success.

The Michigan department framed a show with a front typical of carnival units and placed the tent show at fairs. So closely did the show front follow carnival style that it looked much like an Unborn Show set-up.

Signs emblazoned "The Undiscovered," "Forbidden Facts Revealed . . . Frankly Shown . . . Uncensored" and "For Adults Only" were displayed. Missing was any indication on the show front that the unit was put out by the health department.

Thus presented, the show pulled approximately 21,000 persons. This attendance was termed very successful by Dr. Albert E. Eustis, Michigan Health Commissioner, who pointed out that the size of the tent (a 20 by 40) precluded "any considerable number" in excess of that total.

Dr. Eustis said the idea for showing at fairs was arrived at because fairs drew so many in the 16-25 age group, one in which there is the highest incidence of venereal disease. Moreover, he explained, it was believed that many persons in that age group had less than a 10th grade education and thus had not been subjected to the usual educational devices.

"Further thought revealed that this particular group of population was comprised of industrial workers and farm laborers," Dr. Eustis said. "Further, it is this group that attends carnivals and fairs."

Michigan Meeting Skedded Jan. 16-18

DETROIT, Nov. 20.—The 1949 meeting of the Michigan Association of Fairs will be held January 16-18 in the Hotel Fort Shelby here, Harry B. Kelley, Hillsdale, secretary-treasurer, announced. The Michigan Standard Bred Horse Association will hold parallel sessions with the fair.

The fair meeting will be opened with a buffet supper and floor show at the Michigan Showmen's Association clubrooms, Sunday night, January 16. All fairmen and their families are invited.

Business sessions will be held Monday and Tuesday, January 17-18. The horse association banquet is scheduled Monday night, with the fair banquet scheduled Tuesday. All sessions, except the Sunday night affair, will be held in the Fort Shelby Hotel.

ACTS WANTED

Am Now Contracting
FEATURE ACTS

FOR MY
INDOOR CIRCUS DATES

AND
1949 FAIRS

ERNIE YOUNG

155 N. Clark St. Chicago, Ill.

FAIR SECRETARIES CELEBRATION COMMITTEES

ARRANGE FOR

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- WRITE FOR SPECIAL DISPLAY PROGRAMS
- JOBBERS, ATTENTION ALL KINDS IMPORTED AND DOMESTIC FIREWORKS
- WRITE FOR DISCOUNTS

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DILAPIDATED TAILSPIN CAR AND FLAME THROWER CLOWNING

THEY SAID "It Stole the Show"

Courtesy to Agents

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Suitable ACTS WANTED

For Our
1949 FAIRS

PETEY'S ENTERTAINMENT ENTERPRISE

3617 Bryant Ave., S., Minneapolis 5, Minn.
 Can Always Use Standard Acts

ANNUAL CONVENTIONS

THE WESTERN CANADA ASSOCIATION OF EXHIBITIONS
 ("A" Circuit)

L. S. Williams, President
 Edmonton, Alta.
 Canada

Mrs. Letta Walsh, Secretary
 Saskatoon, Sask.
 Canada

Also

THE WESTERN CANADA FAIRS' ASSOCIATION
 ("B" Circuit)

Keith Stewart, Secretary
 Portage la Prairie, Man.
 Canada

Place: Fort Garry Hotel, Winnipeg, Man., Canada.
 Time: January 17th, 18th and 19th, 1949.

COOKE & ROSE

THEATRICAL ENTERPRISES

HARRY COOKE H. P. "TEX" ROSE

SAY

Thanks

TO THE MANY

PARKS—FAIRS—CELEBRATIONS

WE WERE PRIVILEGED TO SERVICE IN 1948

NEW AND DIFFERENT

HIGH ACTS, PLATFORM ACTS, THRILL SHOWS, RODEOS, REVUES, WITH OUR OWN STAGE, LIGHTS, SCENERY, AVAILABLE FOR 1949.

THE MOST OF THE BEST FOR THE LEAST

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PARAMOUNT FIREWORKS CO.

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FAIR SECRETARIES

Write Today for Our Fireworks' Folder No. 2-B

IT INCLUDES

- ★ A DIFFERENT SHOW EACH NIGHT.
- ★ ANIMATED COMICS, "A NIGHT AT THE CIRCUS," FLORAL FANTASIES, THE ARABIAN NIGHTS, PATRIOTIC SPECTACLES, BOTH COLOR AND THUNDER AERIAL BOMBS.
- ★ THE SERVICES OF OUR EXPERT OPERATORS.
- ★ PUBLIC AND PROPERTY LIABILITY INSURANCE.
- ★ POSTER ADVERTISING.
- ★ BACKGROUND MUSIC DURING EACH DISPLAY BY THE HAMMOND ELECTRIC ORGAN.
- ★ NO CHARGE FOR ANY DISPLAY RAINED OUT.
- ★ PROGRAM NO 2-B COSTS LESS THAN MOST FREE ACTS.

FRED HERRIN JR., General Manager

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SOMETHING NEW UNDER THE SUN

CAPT. ROY SIMMS

WALKING ON THE SKY

100 FEET HIGH
 THE HUMAN FLY

"THE WONDER OF WONDERS"

EXCLUSIVE REPRESENTATIVE

CHARLES ZEMATER, 54 West Randolph Street, Chicago

ACTS WANTED—1949 FAIRS

Novelties—Family Acts—Features
 Long Season—Short Jumps
 Give Full Details—Photos—Salary

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935 MARKET ST. SAN FRANCISCO, CALIF.

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FRANK WIRTH

Booking Assoc.

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- FAIRS

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Meetings of Fair Assns.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 29-December 1. Frank H. Kingman, Brockton, Mass., secretary.

Iowa Fair Managers Association, Hotel Fort Des Moines, Des Moines, December 6-7. E. W. Williams, Manchester, secretary.

Western Fairs Association, Annual Meeting and Second Annual Fairman's Fair, Municipal Auditorium, San Jose, Calif., Decemebr 6-10.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 3-4. William H. Clark, Franklin, secretary.

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 5-6. Douglas J. Curran, Black River Falls, secretary.

Kentucky Association of Fairs, Brown Hotel, Louisville, January 6-7. L. (Doc) Cassidy, Louisville, acting secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 11-12. R. M. Sawhill, Glasco, secretary.

Association of Tennessee Fairs, Noel Hotel, Nashville, January 11-12. Henry W. Beaudoin, Memphis, secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 12-13. Mrs. Don. A. Detrick, Bellefontaine, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, January 13-14, Missouri Hotel, Jefferson City. Rollo E. Singleton, secretary.

Minnesota Federation of Fairs, January 13-15, Lowry Hotel, St. Paul. Allen Dorn, Grand Rapids, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, Jan-

uary 16-18. Harry B. Kelley, Hillsdale, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Man., January 17-19. Mrs. Letta Walsh, Saskatoon, Sask., secretary.

Massachusetts Agricultural Fairs Association, Parker House, Boston, January 23-24. Robert P. Trask, Boston, secretary-treasurer.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 23-25. C. C. Hunter, Taylorville, secretary-treasurer.

Rocky Mountain Association of Fairs, January 23-25, Northern Hotel, Billings, Mont. J. M. Suckstorff, Sidney, Mont., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 24-25. C. B. Ralston, Staunton, secretary.

Nebraska State Board of Agriculture, Cornhusker Hotel, Lincoln, January 24-26. Edwin Schultz, Lincoln, secretary.

Pennsylvania State Association of County Fairs, January 26-28, Penn Harris Hotel, Harrisburg. Charles W. Swoyer, Reading, secretary.

Texas Association of Fairs, Expositions and Rodeos, Baker Hotel, Dallas, January 27-29.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 7-8. James A. Carey, State Office Building, Albany, secretary.

North Carolina State Fair Association, Sir Walter Hotel, Raleigh, January 21. Dr. A. H. Fleming, Louisburg, secretary.

Secretaries of State associations are urged to send in their convention dates.

AAA Big Cars Show L. A. First Time in 12 Years

LOS ANGELES, Nov. 20.—Big car auto racing, under the American Automobile Association (AAA) banner, appeared here for the first time in 12 years when a six-event card drew a capacity 15,000 to Carrell Speedway. Johnny Mantz won the 30-lap feature.

This marked the first attempt of the AAA to stage a big car race here since the closing of the Legion Ascot Speedway in 1936. The Carrell track has been resurfaced and cut to a half mile.

A line-up of AAA drivers, who have not competed here since the Ascot days, was the prime lure for the record crowd. Drivers included Rex Mays, Frank McGurk, Mel Han-

sen, Johnny McDowell, Tex Petersen, Chick Barbo, Hal Robson and Sam Hanks.

It is planned to hold the big car events thruout the winter, weather permitting.

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SEPT. 25-OCT. 1, 1949

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COLE, DAILEY MAY BE SOLD

Rain Forces R-B To Pass Montgomery

Sellout Houses Loomed

COLUMBUS, Ga., Nov. 20.—Ringling Bros. and Barnum & Bailey hoped for a break in the weather as it pulled in here today after a three-inch rain had forced cancellation of both the matinee and evening shows Friday (19) in Montgomery, Ala. Advance sale for both Montgomery shows was terrific and, in all probability, both performances would have sold out.

Rain also hit the R-B org its second day in Atlanta and hurt the night crowd after a strong house caught the matinee. Opening day, the show enjoyed perfect weather and business was good, despite day and dating of the Hamid-Morton show which was playing Municipal Auditorium. Matinee drew a three-quarter house and it was a full one at night. Second day, the matinee was near capacity but night crowd, because of the rain, was light.

Poor weather was the rule, too, in Birmingham, but the show did good business. Despite a light rain, the matinee was three-quarters. At night the rain was heavier, accompanied by strong winds. Because of an early evening storm warning, with predicted high winds, R-B officials cut 45 minutes from the running time of the night show. The big top was down before the wind struck.

A late arrival in Gadsden, Ala., hurt the matinee draw, but the night house was near capacity. Greenville, S. C., proved a red one, both shows playing to overflows. John Knapper, 26, roustabout with the show, suffered pelvic contusions when caught between two circus cars as the show prepared to move out after the night show. He was taken to a hospital where doctors said he would be able to rejoin the show in a few days.

In Charlotte, N. C., the show had a sellout at the matinee and a straw at night. At Greensboro, N. C., it was the same, with a full matinee and a straw at night.

McCracken Planning Winter Circus Unit

OSWEGO, N. Y., Nov. 20.—Walter G. McCracken, animal trainer, announced here this week he will put out an indoor circus unit, under the title of Walter G. McCracken's Indoor Circus. The show, according to McCracken, now is being booked for theaters, clubs and schools. A complete concession department, he said, also is being organized.

Line-up will include Little Cheeta Jr., working a chimpanzee; the McCracken monkey circus, Mabel Moss's dogs, Captain Mack's bears and Gordini, magician.

Mr. and Mrs. McCracken are well known in outdoor show business. During the summer months their animal show has played the O. C. Buck, James E. Strates and Coleman Bros. midways.

McCracken says his winter circus acts are separate from his carnival set-up and that next summer he will be back with a tented show with an Eastern carnival.

Spiller Tells About Circus Biz in S. A.

CHICAGO, Nov. 20.—Albert Spiller, appearing with Circo Aguilas Humanas in South America, writes the following about the show:

"The circus is owned and directed by Senor Enrique Venturino Soto. The show consists of a round top, 120 by 120 feet, with one ring and one stage. Seating capacity is about 3,500.

"This circus came to life seven years ago in Santiago, Chile. Soto himself began his career in the building of Teatro Caupolican, which is somewhat like Madison Square Garden, only much smaller. It has a seating capacity of 8,500 and is 110 feet high—sufficient for any high act. In this building is where the show starts its summer tour, playing here four weeks. This year it was lengthened to seven weeks.

"From Santiago the circus goes to the port city, Valparaiso, for a three-week stand. It is in Valparaiso where the show really begins its tent tour thruout Chile, going from Punta Arenas to Antofagasta and then to Lima, Peru, for a four-week stand. In all, the season lasts about 30 weeks.

"Transportation is handled by a fleet of four-ton International and Chevrolet trucks and one especially built truck to carry the seals which, incidentally, are a tremendous drawing card. The show has a combination of vaudeville and circus acts, 18 all told. Five acts are American importations, with the others being Argentinean, Colombian and Mexican. Most of the clowns are from Chile."

Young Says K. C. Date Tops 1947

KANSAS CITY, Mo., Nov. 20.—Ernie Young, who produced the circus date in City Arena here for the Ararat Shrine (8-14), reports the show grossed \$8,000 more than in '47.

"For the first time in history (Young has promoted the date for five consecutive years and has signed again for '49), we had to close the box office on two successive nights, Saturday and Sunday (13-14) because of sellouts," Young said.

A new stunt was tried Sunday night and it proved a winner. A public wedding, held in the lion cage, increased attendance that night by 2,500, Young said.

The line-up:

Display 1—Overture. Display 2—National anthem. Display 3—Tournament. Display 4—Professor Keller's Wild Animals. Display 5—Miss Lona, Jimmy Troy, the Hannefords, balancing. Display 6—Miss Rietta, high act. Display 7—Clowns. Display 8—The Hannefords, Snyder and Zucchini, trampoline. Display 9—Clowns. Display 10—Blomberg's Liberty horses. Display 11—Marcus Troupe, Willys Troupe and the Ten Karrels, balancing ladders. Display 12—The Aerial Snyder. Display 13—Frisco's Seals and Blomberg's dogs and ponies. Display 14—Clowns. Display 15—The Five Eltons, high act. Display 16—Jack Meyand, the Shyretos, Lott and Joe, bicycles. Display 17—Sonny Moore's dogs. Display 18—Jimmy Trou, web, and aerial ballet. Display 19—The Kelly-Miller elephants. Display 20—George Hanneford Family, riding. Display 21—Silver Condors, high act. Display 22—Siegist and Zucchini troupes, flying acts. Display 23—Wallendas, high wire. Display 24—The Misses Victory, cannon act. Display 25—Finale march.

EUFAULA, Ala., Nov. 20.—Threatening weather in the afternoon and rain at night hurt Rogers Bros. here. Matinee drew a three-quarter house, but at night crowd was on the light side.

Tavlin, Terrell Confer; Texans Seek Davenport Org

Indianapolis is seat for Cole transaction—Ben Davenport reportedly asking \$250,000 for his show—Texas bankrollers would like to get both

By Hank Hurley

CHICAGO, Nov. 20.—The biggest circus sale stories in recent years may break at any moment. It is known that Zack Terrell, owner of Cole Bros., and Jack (Abie) Tavlin, who have been dickering for months over sale of the Cole show, met in Indianapolis Thursday (18) to iron out details of the transaction. The meetings are expected to continue thru the week-end. While the Terrell-Tavlin negotiations were in progress, two unnamed Texas millionaires were reported anxious to purchase the Dailey Bros. and Cole shows and combine them into a 50-car

Floyd King Puts Org on Sales Block

Cites Press of Other Biz

KENEDY, Tex., Nov. 20.—Floyd King, owner of King Bros.' Circus, who has been actively associated with white tops for 35 years, this week announced he is offering his show for sale at the close of the season.

King gave the press of other business interests as his reason for selling and retiring from the field of circus owners.

According to those close to the situation, the King org, still on the road, is enjoying a fair season.

Since 1919, King and his brother, Howard, have owned and operated such shows as Walter L. Main, Gentry Bros. and King Bros., among others. Floyd King has operated King Bros. for the last three seasons. Last winter he purchased the interest of H. H. Rumbaugh in the King org, which is one of the largest motorized circus units in the country.

King said he was interested only in selling the entire show and would not, under any circumstances, break it up by selling various pieces of equipment.

Show traveled this year on 30 tractors, 30 custom-built semi-trailers and 8 straight jobs. Stock includes three elephants in addition to the regular run. The big top is a 110-foot round top with three 40's, a 12-foot side wall, 30-foot round menagerie top with two 30's, and one 40 and a 50-foot round top side show with three 30's.

Packs Grosses 32G On Birmingham Date

BIRMINGHAM, Nov. 20.—The Tom Packs Circus, presented by Moila Temple Shrine at Municipal Auditorium here November 5-14, grossed approximately \$32,000, according to Shrine officials.

The estimated attendance was 23,000 and Shrine officials said a total of about \$5,000 was raised for Shrine activities. General admission was \$1.25, tax included.

Weather and football competition held the show to a slow start, but at-

tenance picked up the latter part of the week with capacity houses. After 12 performances in 10 days here, Packs moved to Macon, Ga., for a four-day stand.

Davenport, according to reliable informants, has put a price of \$250,000 on his show. This price, it's said, is agreeable to the Texans, who will meet Davenport in Gonzales, Tex., within a week to iron out details.

Will Meet Reasonable Price

While overtures by the Texans have been made to Terrell regarding sale of his show, no definite price was set by the Cole owner. It is reported, however, that if the Texans purchase the Dailey show they will meet any reasonable price asked by Terrell.

It is reported that three years ago Davenport, along with one of the Texans involved, sought to buy Terrell out. At that time, it is said, Terrell asked \$275,000, but when Davenport and his partner produced a certified check for that amount Terrell hiked the price to \$300,000. After a few weeks Davenport and his partner agreed to the 300G price, but then Terrell decided not to sell.

That is what may happen in the Tavlin-Terrell negotiations, altho indications are the sale will take place.

"While Davenport has put a \$250,000 price on his show and the Texans are ready to pay that price, Davenport may decide, like Terrell, to up his price or decide not to sell," a reliable source told *The Billboard*. "In all probability, tho, if the Texans are successful in purchasing Dailey and Tavlin is unsuccessful in buying Cole, the Texans will not let money stand in their way of buying the Cole show," it was said.

Recently Terrell issued a statement to the effect that "You have my word for it that Cole Bros. positively will take to the road in '49, opening in Louisville about the usual time." While Terrell, in that statement, did not say he was contemplating selling, his statement inferred the show would go out under his ownership next year. He evidently made the statement to quiet sales rumors about his show. It is doubtful, however, if the statement had that effect, as rumors became more widespread and fantastic.

Those who profess to know say Terrell will sell if he gets his price, and he's not particular whether it's to Tavlin or the Texans.

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COMPLETE IN EVERY DETAIL AS OPERATED DURING 1948

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Announcement

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In Chicago for 30 Years. Has Now Opened New Offices in

PANTAGES THEATER BUILDING

HOLLYWOOD 28, CALIF.

Lynn Stewart, daughter of Dan and Bobbie Stewart, celebrated her fourth birthday with a party Sunday (14).

"Let's be troupers," shouted a manager, meaning that he has run out of money.

Buffalo Ben, who headed the Wild West concert on Mills Bros., recently closed his fourth season with the org.

We all hurrah the workmen as the backbone of circuses, but cheered as they are, nobody leaves the cheering stand to be one of them.

Leon Long, magician, visited Arthur Wright on the Ringling show at Raleigh, N. C., and attended the performance.

The reason boss canvasmen stopped cursing workmen is that they don't know whether it's a canvasman or a ballet gal in the dungarees.

Charles Cuthbert, band leader on Dales Bros. this season, visited the Chicago office of *The Billboard*, en route to Des Moines, where he will join Clyde Bros. for a few weeks.

When asked what were the happiest days of his trouping life, a properly man answered, "When I was young and foolish enough to say 'Yes mam' and 'No mam' to a first of May ballet gal."

Claude R. Slockman, Terre Haute, Ind., circus fan, was a recent visitor at Terre Haute headquarters of Polack Bros.' Circus which plays that town December 2-4 under Shrine auspices, reports Ernie Hastings, of the Polack office.

Dailey Bros.' Circus was visited in Weatherford, Tex., by Mr. and Mrs. Alex Murrell, Mr. and Mrs. T. J. Finnie, Mr. and Mrs. Portis Sims, Mrs. Betty Ward and son, D. D., and Mr. and Mrs. Arthur Henry of Gainesville, Tex. Ben Davenport, Butch Cohn, Jack Knight and Mrs. Bertha Drane entertained the visitors. . . . Billy Alexander has closed with the Poodles Hanneford riding act and returned to his home in Gainesville, Tex. Alexander also was with Dailey Bros. and the Dutton riding act during the 1948 season.

What makes a local man stand out above his fellow townsmen is his ability to read the adjectives in circus ads and understand what they mean.

Visitors from Gainesville, Tex., to the Houston Shrine Circus included Mr. and Mrs. Arthur Henry, A. Morton Smith and F. E. Schmitz. Smith and Schmitz, of the Gainesville Community Circus, were spotlighted and introduced by Producer John Andrew. . . . Roy A. Stamps, president, and Alex Murrell, of the Gainesville Community Circus, were in Little Rock, Sunday (7) in conferences on a proposed engagement of the show there next April. Murrell went on to Evanston, Ill., to confer with a committee on a proposed July 4 appearance of the Gainesville show.

Harold J. Rumbaugh, who recently bought the James M. Cole Circus, accompanied by Mrs. Rumbaugh and Harry Anderson, of the Enquirer Printing Company, Cincinnati, were callers at *The Billboard* offices Friday (12). Rumbaugh placed an order for paper with Anderson. The Rumbaughs left late Friday for Joplin, Mo., to pick up their house trailer and answer their mail. They expect to be in Penn Yan, N. Y., their winter quarters, in a week or so. The Rumbaughs made a flying trip thru the Midwest last week to launch preparations for the 1949 season. In Chicago they purchased canvas from the O. Henry Tent & Awning Company. . . . Bernie Mendelson, O. Henry Tent & Awning exec, returned to Chicago

from a five-week tour of the South, which included attendance at the American Legion convention in Miami and a two-week vacation in Havana.

Edward H. Howe, who has been with circuses and carnivals, is in the Orange Memorial Hospital, Orlando, Fla. He was in the press department of the Ringling show in 1947 and the early part of this season was press agent for the World of Mirth Shows. His wife, May, who was secretary to John Ringling North, recently resigned owing to ill health. She is residing at a rest home in Orlando. Says Howe: "I expect to be hospitalized by the Veterans Administration at this hospital for a period of time to receive an abdominal operation for disabilities incurred while a prisoner of war in Japan. I was taken prisoner on Corregidor May 6, 1942, while serving with the 4th Marines there. Mrs. Howe and I both hope to be back in the fold next season."

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Lady and Gent Whip, Knife and Shooting Act or Rope Spinning. All winter's work in Theatres. Must be young. Send photo, state lowest salary. Can play Accordion, Electric Guitar and Bass; also Girl Western Singer.

TEX RANGER
Union, S. C.

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1609 Turner Street Allentown, Penna.

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Set of Aerial Bars with Leapers' Platform. Must be good condition. No net required. Also Side Saddle for working rearing Menage Horse.

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Clean, Legitimate Deals, Michigan, Indiana and Ohio, Arizona and Texas during winter months. Must be top class men. NO DRINKING ON JOB. Write:

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We buy old Show Bills, Letters, Photos, Routes.

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BOX 891, FRANKLIN, PA.
We sell or swap all kinds old Show Souvenirs. Send dollar bill for 4 big lists, 2 big photos. Xmas special: 12 5x7 4-Paw-Sells Lot Scenes, \$5.00.

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Write for Complete List of Birds and Animals

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HIGH DIVE RIGGING FOR SALE

All steel ladders, eight sections and flagpole with guy lines and pulley blocks with chain operation instead of rope, height ninety feet, gin pole, but don't need it, switchbox, lead-in cable, light stringers with all the bulbs, stakes (steel), six feet deep, fifteen feet diameter steel tank, eight sections with steel swords and spears around the top, don't leak: steel fence post with chain for around whole act: everything just as I used it.

\$800.00 CASH

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Phone: 861-W-2, London, Ohio, or write

STEELE'S ATTRACTIONS
London, Ohio

DRESSING ROOM GOSSIP

Ringling-Barnum

We day and dated Hamid-Morton in Atlanta. Many of our folks took advantage of the Sunday off and saw the Shrine show.

The 100 Per Cent Club held its second annual dinner at the Robert Fulton Hotel in Atlanta. Forty guests attended and a gala time was had.

Habiba Robenis, Francis Brunn and Buddy North celebrated birthdays. Buddy was serenaded by Merle Evans and the band.

The Saro-Circo Club raffled off a silver set. Winner was Habiba Robenis. The ladies of the show gave a shower for Jeannie Krause.

Visitors: Mr. and Mrs. Underhill, Arnold and Esma Maley, Richard Shipley, Mr. and Mrs. Al Tucker, Bob Stevens, the Flying Romas, the Therons, Steig Erickson, June, Lucio, Marian, Oscar, Ortans, Corky, Pete, Belmonte, Louise and Daviso Cristiani and Bogonghi.

Back yard scenes: Joe Babetti joined. Paul Horompo acting as assistant to Fifi in her beauty shop. Merle Evans counting out the dimes he has saved all season for Mr. Boots. Andre Gould wearing a bandage over his eye and nose as the result of a recent accident during the act. Anna Delmonte making costumes on her sewing machine. Copenhagen and Mike, the water boys, always on hand with the buckets. Whitey, Phil, and the waiters always giving courteous service in the cookhouse. All the suitcases getting ready to be packed now that it's almost the end of another season.—MARY JANE MILLER.

Polack Bros. Western

Big grosses were chalked up for the six shows in Harlingen, Tex. Org was signed for a longer run next season.

Trailers were parked in an orange and grapefruit grove alongside the Auditorium and every table displayed much fruit for breakfasts. The old "hanging tree" of the lawless era still stands at the stage door and movie addicts, Ernie Wiswell and Walter Majyeski, tried to persuade the Shriners to hang someone so that they could record it on movie film.

Once again Barney (Soldier) Longsdorf and his crew proved nothing was impossible by hanging the entire show on a stage hardly big enough to stage a high school minstrel. Hats off also to Bee Carsey, Rex Ronstrom and Wally Newbury, whose three musical instruments put out more music than many large bands. Newbury also displayed his versatility on the Hammond organ by playing any requested numbers from Bach to boogie.

Mrs. Jo Ann Webb, wife of Charley Webb, has returned to the fold after a successful season on fairs. Gus and Betty Bell, en route to Wichita Falls, Tex., stopped in Dallas to bring offspring, Niki and Roddie, and relatives, Rene and Lavern, on for a visit. Mrs. Roger Barnes, Lois Barnes and Doris Davis (Beers-Barnes Circus) returned home to Miami after a short visit on this show.

George Paige screened the new Grantland Rice Sportlight film *Acrobatic Illini*, which features the flying act of the Ward-Bell Flyers, for the personnel. Betty Bell walked out during the pic with the remark, "I see this act every day."

Tex Reppert reports that since purchasing a ukulele for Reggie, sleep is next to impossible. He should know musicians are made, not born.

Recent visitors included Mr. and Mrs. Charles Zemater, Manuel King, well-known juvenile lion trainer of a few years back, and Mrs. King; (See Polack Western on page 136)

Hamid-Morton

Final stand of the season, Atlanta, found this show day and dating Ringling-Barnum on two of our 10 days. Acts and staff from the Tom Packs' Birmingham date, en route to Macon, Ga., visited backstage and made our building look like a circus convention.

Receiving praise from press and patrons here were Roberta's dog and ponies and the barbershop gag with Bozo Cozmo, Say So and Roy Barrett. (We sometimes wonder who gets most of the suds.) New acts for Atlanta were Bushbaum's Drama Scene horse act with narration by Col. Bob Morton. Athos' one finger balancer, and the Therons' new red and green lighted bicycle wheels were other additions here.

Visitors here included Johnny and Helene Hartzell and family; Vernon McReevey, Bob Stevens, Art Concello, Pat Valdo, Art Springer, Art Cooksey, Smokey Rouse, Jerry Bangs, Charles Bell, Toby Jorio, Johanna Patterson, Prince Paul, Buzzy Potts, Lou Jacobs, the Wallendas, Jimmy Armstrong, Vince Dohr, Sue Fox, Irene Bell, Unus and family, the Egony troupe, the Cristiani family, including Pete, just back from Hollywood; Emmett Kelley, Ernie White, Chesty, Paul Jerome, Paul Jung, Ira Millette, Bogonghi, Merle Evans, Felix Adler, Herb Taylor, Les Kimris, Lee Wallenda, Tommy Jenedes, Bob Reynolds, Willie Krause and Jeannie, Jack Burslem, Justino Loyal, Prince Damoo, Bones Brown, Jim Crocker, Jean Sleeter, Earl and China Durbin, Toughie and Grace Genders, Eddie Cole, Les Thomas, Frank Jansley and Harry Green.—GEORGE HUBLER.

Kansas City Shrine

Orchids to Sonny Moore and his dogs for a great act. Funniest sight of the week was Whitey Harris working in drag, arm and arm with the Duchess. It was a pleasure for the writer to be working again with the Zaccinis, the Wallendas, the Willys Troupe and the Condons, with whom I worked last summer on the Tom Packs Circus.

Professor Kellar and Karl Wallenda were interviewed over the radio in Kansas City. June Breckenbridge did a great job in her debut, working Bill Blomberg's dogs and ponies. The Hannefords certainly garnered plenty of applause. The Shryettos had the center ring with their bicycles. Balancing the show were Meyand on one side and Lolt and Joe on the other. Mickey Ivanoff doubled out of the reducing box and worked in Sonny Moore's ring.

The Eltons gave us a scare when the rigging, which was hung on this date, slipped and dropped several feet. Fred Stein, who doubled as equestrian director and announcer, did a swell job. Frank Furette was band leader and Lois Swaney did the vocals.

Lezay Wallenda has recovered from her recent operation and is working ladders. Mrs. Miller and Mary Rossi did a grand job working the Kelly-Miller bulls. Yetty Wallenda still frightens us with her sway pole.

Clowns on the show entertained at two hospitals and in turn were entertained by the Shriners. The entire cast was entertained by the Shriners at the Continental Hotel after Friday night's (12) performance.

The Wallendas, Bozo Harrell and company and several other acts went to Macon from here. Bill Blomberg's Liberty horses go to Des Moines. Whitey Harris, George LaSalle and Al Ross go to Wichita, Kan., for Orrin Davenport. Bill Griffin, Roy Allen and several other acts go to Evansville, Ind.—BOZO LAMONT.

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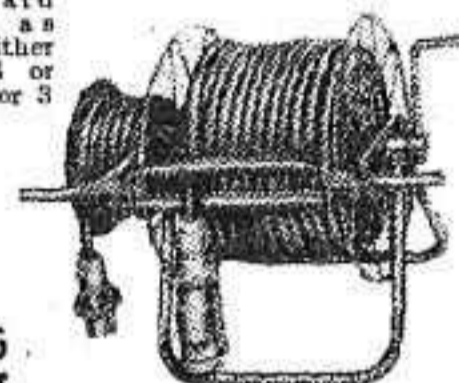
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Hollingsworth To Launch New Show Next Year

LAMAR, Mo., Nov. 20.—Bert Hollingsworth, general agent for Jarmes Bros. this past season and who also was with Robinson Bros., announced here this week he will launch a show of his own next season.

The show, according to Hollingsworth, will be known as Holly Bros. Circus. He reports he already has purchased a big top, 60 by 100, with two center poles 40 feet high. One oversized ring will be placed between the two poles where all ground acts will be presented.

"The seating will be different from any circus on the road," Hollingsworth said. "Special seats are being built and will be in the form of a bowl, 12 rows high. One side will be reserves with covered chairs." The show will seat around 1,200 persons.

A small Side Show will be carried, but in all probability will be leased out, Hollingsworth said. Show will carry four trucks with trailers. A house trailer is being specially built for Hollingsworth. This also will be used as the ticket wagon.

At present Hollingsworth is spending the winter here where he is advertising manager for The Lamar Republican. Building of the show, however, will take place in Denver.

New Marks Set by 14-Day Houston Run

HOUSTON, Nov. 20.—The 14-day run of the Houston Shrine Circus, which ended Tuesday night (16), set new attendance and gross records this year. Attendance, officials said, was 10,000 over last year. Ticket sales also were far ahead of last year, even with all sales not reported.

Weather was ideal the first 11 days but cold and rainy the final three.

Acts moved from here to Fort Worth.

POLACK WESTERN

(Continued from page 135)
Chubby Guilfoyle from the Snake King Animal Farm in Brownsville; Art (Bum) and Marie Henry, who motored from their winter quarters in Gainesville, Tex., with officials of the Gainesville Community Circus, including A. Morton Smith, Mr. and Mrs. Portis Sims, Mr. and Mrs. Elec Merle, Mr. and Mrs. T. J. Finnie, and Verne Brewer, and Joe Ward, who spends his vacations in clown alley of any visiting circus.—HAROLD BARNES.

Packs Unit Scores Early at Macon

MACON, Ga., Nov. 20.—The Al Sihah Temple Shrine Circus, featuring the Tom Packs unit in co-operation with the Wallendas, played to capacity opening day here Wednesday (17) and did turnaway business Thursday (18).

J. P. Kennington, chairman of the circus committee, estimated more than 4,000 persons were turned away the second day. The auditorium's capacity is 4,100 persons.

Mrs. Pagel Pilots So. African Show

PRETORIA, S. A., Nov. 20.—Mrs. C. Pagel is assuming the management of Pagel's Circus, South Africa's leading railroad show. Herman Pagel and a nephew, Joachim, are expected to assist her.

Her husband, the late William Pagel, South Africa's foremost showman, died at Kenya October 15. He was 70 years old and was interred on his farm near Pretoria, circus headquarters. Pagel's last appearance was on the anniversary of his 70th birthday when he put his group of lions thru their paces.

A native of Pomerania, Pagel's first try at show business was in Australia where he appeared as a strong man and wrestler of lions. He came to South Africa in 1905 and saw his circus develop into the Continent's top show. It featured big animal acts, but also brought in good circus acts from Europe and Australia.

Dales Winds Up Successful Sked

UNION, S. C., Nov. 20.—Dales Bros., owned by Mickey Dales and A.D. and Dave McIntosh, moved into the barn here after closing what the owners termed a successful season Tuesday (16) at Chester, S. C.

Prior to the Chester date, the org played to a full matinee and a near-capacity at night in Hamlet, N. C., despite cold weather, and light matinee and capacity night in Reidsville, N. C.

Biz Light for Stevens

GREEN FOREST, Ark., Nov. 20.—Stevens Bros. played to only light business here, the matinee being extremely light, with night show drawing a three-quarter house.

B-C, Blomberg Set '49 Circus

CHICAGO, Nov. 20.—A circus unit to play anywhere from a day to a week at a fair or sponsored event will be put out next year jointly by Barnes-Carruthers Theatrical Enterprises here and Bill Blomberg, of Wabasha, Minn. A complete bill of circus acts, including elephants, is planned.

Barnes-Carruthers also has closed to handle the booking of a Blomberg 12-unit spotted Liberty horse act. Blomberg has been working an eight-horse act and is to add four horses to it in 1949. First date for the enlarged act will be the Barnes Bros. Circus, slated for April 27-May 8 at the Chicago Stadium.

Medrano Using Club, Circus Acts in Paris

PARIS, Nov. 20.—Cirque Medrano, one-ring indoor circus arena in the Montmartre night club belt, is presenting a combination of circus-floorshow bills this season. Policy stems from the dearth of available circus acts and necessity of tightening up the operating budget. Programs are changed monthly.

The second program of the season featured the Fratellini Trio of clowns and equestrian numbers of Yves de la Cour, including high-school, double tandem and wild horse displays.

Other circus acts on the bill were Jose Moreno, wire-walker; the Amantags, Arab tumblers; Massetys, Danish bike act; the Silvas, equilibrists; Two Toldys, Hungarian acrobats, and the Marandons, Risley act. Jacqueline Figus, neat toe-tap hooper, heads the floorshow half of the program.

Belfast Christmas Show Features Strong Program

BELFAST, Nov. 20.—Feature act of the ninth Christmas Circus, which opens December 24 for a five-week run at the Royal Hippodrome, will be Gilbert Houcke and his six Royal Bengal Tigers. Circus runs thru January 24, with two shows daily.

Act line-up includes Maximillian's Sea-Lions; Duffy's Elephants; Chapman's Bears and Ponies; Valesco's high school horse; Dandy Mery, trapeze; Skating Typhoons; Alex & Nico, clowns; Accordeon Maids, Olga & Frederico, the Internationals; Two Dalwigs, Three Lesters, Molliere Bros., Sheik Ben Ali, Eddie O'Doherty, Harry Paulo and Billie Mann, Henri Vadden and Girls and the Ace Girls.

G. L. Birch, Royal Hippodrome owner, has brought in Dr. R. H. Hunter to produce the show and act as ringmaster. Ronnie Brohn is musical director and Victor O'Mara, stage director.

Davenport Again To Produce Show In Chi Coliseum

CHICAGO, Nov. 20.—Orrin Davenport again will produce the Chicago Coliseum Circus. Dates are December 25-January 2.

This will be the third annual holiday show in the Coliseum. First year was a loser but, according to Leo Seltzer, manager of the Coliseum, last year's event was a winner.

"It was just a problem of educating people to circus entertainment during the holiday season," Seltzer says, "and it took us a year to do it. Last year's receipts demonstrate we gained our objective and I believe this year's show will prove a big winner."

Buck Owens' 1949 Unit Will Feature Liberty Act

MANSFIELD, La., Nov. 20.—Irma Lee, sister-in-law of Buck Owens, reports the Buck Owens circus will be all new next year and will provide a complete unit for fairs, circuses and Wild West Shows, featuring the new eight-Cremola Liberty act. Show will carry 15 persons and have 22 circus and wild west acts, she said.

Owens is in Hollywood making a movie, Miss Lee reported, but he is expected to attend the Chi outdoor meetings.

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CORRECTION!

Due to typographical error in the Nov. 13, 1948, issue of Billboard, the ad for **L & L PRODUCTS** carried incorrect prices on the All-Aluminum Case. Prices shown in this issue's ad are the correct ones.

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Operators Turn Thumbs Up By 9-0 Count on Proposal For Merger of RSROA, URO

Voters Sound Off, But Tally Indicates Disinterest

CINCINNATI, Nov. 20.—Nine roller rink operators, a surprisingly small number in view of the importance of the question involved, have voted on the proposal for merger of the United Rink Operators and the Roller Skating Rink Operators' Association of the United States, with all indicating approval of amalgamation. However, the light vote means little in determining whether operators, generally, are in favor of merger, and points to a lack of interest in the proposal.

When halted Thursday afternoon (18) because of publishing dead lines, the tabulation of votes sent to The Billboard by RSROA, URO and independent operators, stood as follows:

RSROA Members.....	9
URO Members.....	0
Independents.....	1

The vote stems from proposals for such action advanced by John C. Hoffman, an RSROA member and operator of Hoffman's Skateland, Albany, N. Y., and William Schmitz, general manager of America on Wheels and former URO secretary.

Hoffman Starts Ball Rolling

In The Billboard of October 23 Hoffman urged that the organizations bury their differences and join hands for the mutual benefit of operators and the promotion of amateur roller skating. He expressed the belief that if the matter were brought to a vote by all operators, it would show a large majority in favor of merger. He also declared that a merged organization would gain strength and many new members from the ranks of independents who, it is believed, have declined membership in the associations because they do not wish to become involved in controversies that have existed between the organizations.

Schmitz continued the discussion in the November 6, edition, calling for a secret vote to be conducted by The Billboard. He suggested that negotiations for merger under the same terms discussed at a meeting between the organizations in 1945 be reopened in an effort to bring harmony to the industry.

At the 1945 meeting, Schmitz said, the terms discussed included merger of the operator associations under the title of Roller Skating Rink Operators of America, with the United States Amateur Roller Skating Association title to remain unchanged. "However," he reported, "it was left up to the RSROA representatives to discard

both names and form two new organizations, if they so desired." When RSROA representatives insisted, tho, that their organization should survive and that the USARSA should be replaced with a new amateur body, the meeting broke up in disagreement, according to Schmitz.

Voters Give Opinions

Some operators sent brief messages, such as the following, along with their votes:

"... Tho a newcomer to the business and non-affiliated, I can see (See RINK OPS VOTE on page 154)

Club Contests Held At Centralia Drome

CENTRALIA, Wash., Nov. 20.—Dolores Cook and Dean Brown won October finals of a graceful skating contest conducted Sunday (31) in Centralia Roller-drome. Mr. and Mrs. Walter Anderson, Roller-drome operators, awarding trophies to the winners. Participants were members of the Walter Anderson Junior Skating and Safety Club. Each of the winners won over four competitors. Contestants for the monthly contests are drawn from eliminations held each Saturday morning.

Judging was done by Donna Benedict, Wayne McDonald and Mitchell Kershaw, who also officiated in bronze figure and dance proficiency tests conducted the same day by the Walter Anderson Dance and Figure Skating Club. Seven skaters passed the tests, bringing to 30 the number of members who hold bronze medals.

Deuback Contest a Winner

DALLAS, Nov. 20.—An October 31 Halloween party at Deuback Skating Rink here marked the close of a successful sweetheart contest conducted the six preceding nights, according to Victor L. Deuback, rink business manager. Each ticket sold during the week was good for a vote for one of the 10 contestants entered, the winner receiving four months' free skating. Second place winner received a month's free skating. Third place winner received passes for three nights, with remaining competitors receiving two passes.

AOW Alexandria Arena Bow To Feature Speed Contest

WASHINGTON, Nov. 20. — Alice Williams, local 13-year-old national women's junior speed-skating champion of the United States Amateur Roller Skating Association, will appear in a special contest at the opening of the new Alexandria (Va.) Roller Skating Arena Tuesday night (23).

This newest link in the America on Wheels chain accommodates 3,000 skaters. Reggie Opie, 19, of Ossining, N. Y., who won the 1948 senior free-championship, will be the professional at the rink.

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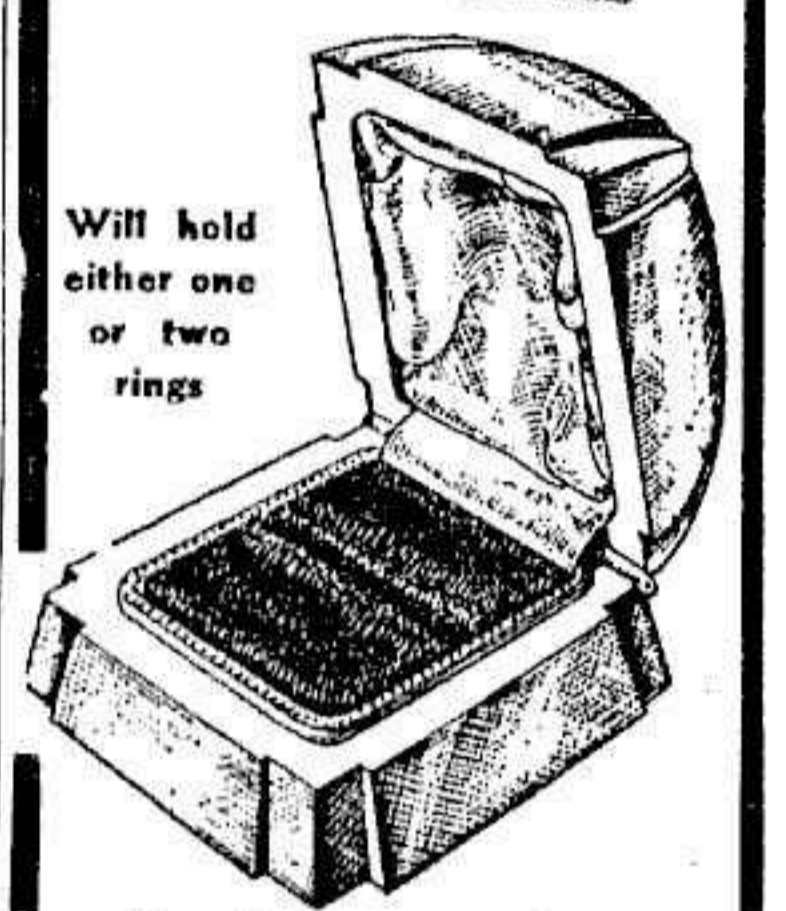
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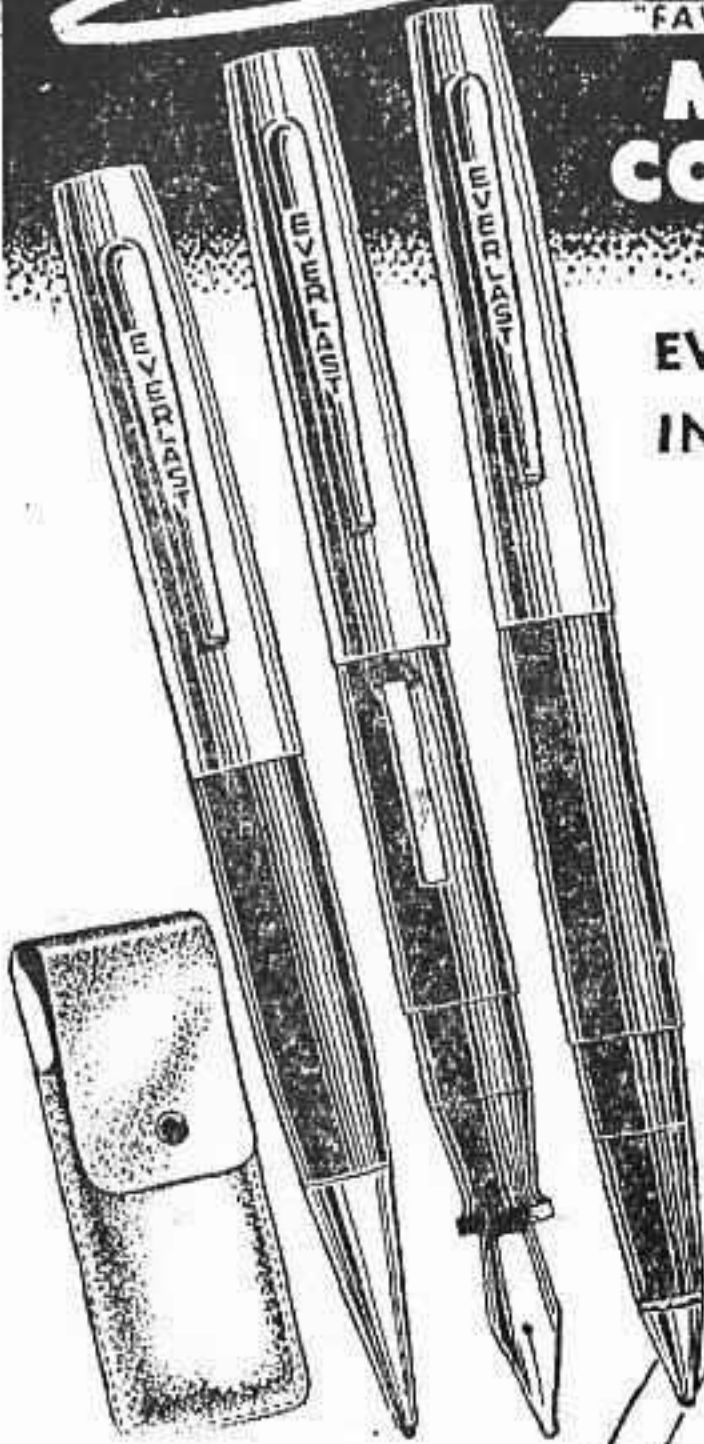
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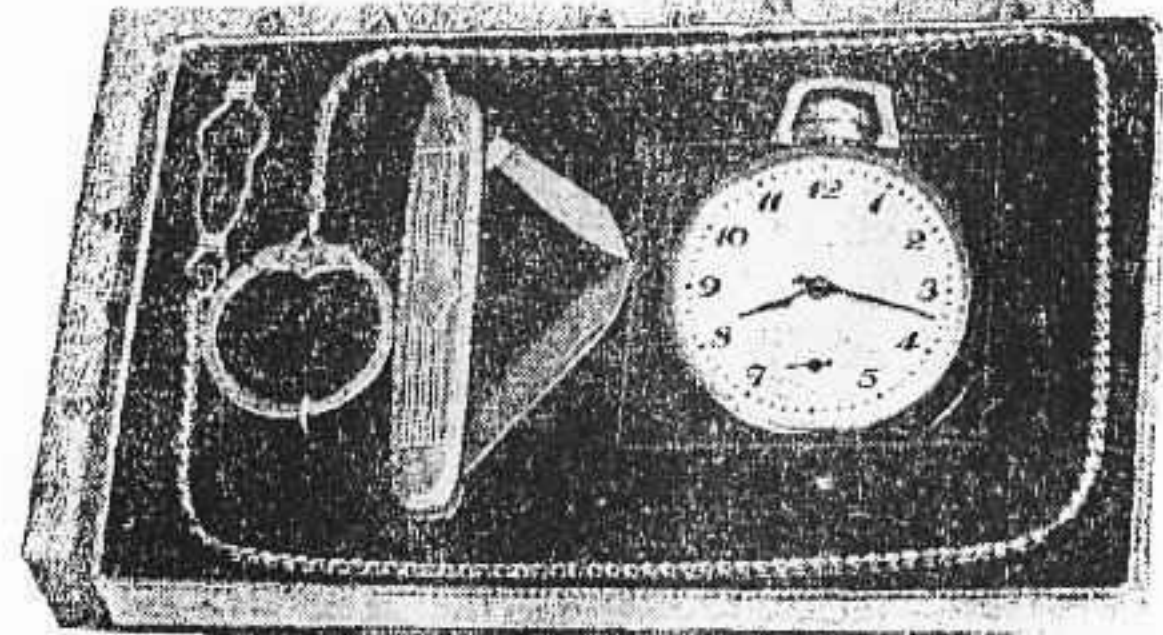
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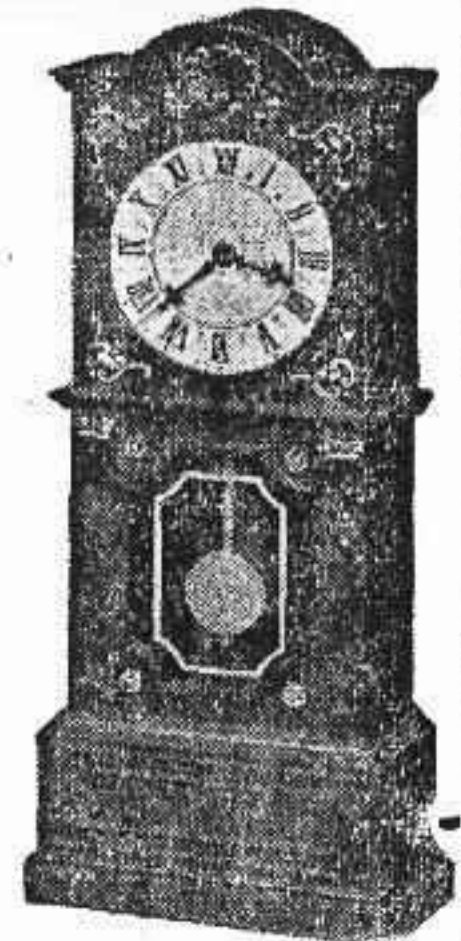
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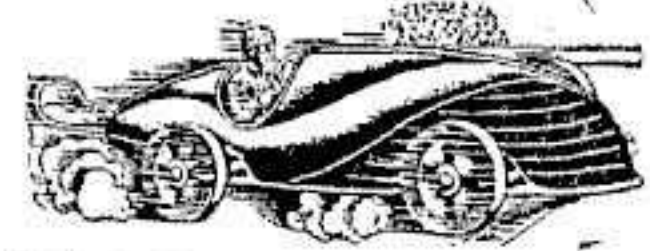
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SELL \$1.50 VALUE FOR \$1 AND MAKE 95¢ profit on every dollar sale. Rush name for facts. Terrill, Board 9, Mo. no27

SENSATIONALLY NEW—MAKE LOOK-THRU Mirrors, wonderful opportunity. Formula, One Dollar, R. Beebe, Fern St., Dover, N. H.

SPECIAL—INCH DISPLAY ADVERTISEMENT "Mail Order World," year, \$24. World's Popular Advertising Service, Atlantic City, N. J.

SPLENDID MAIL ORDER BUSINESS AS- sured. Supplying cloth remnants to women who sew to save. Particulars free. Young's, Kent 4, Ohio.

TRADE MAGAZINES HELP YOU GET AHEAD. Latest single copies. Over 1,000 covering every trade, business and interest. List of publications with prices free. Commercial Engraving Publishing Co., 344 North Ritter, Indianapolis 19, Ind.

WOULD YOU PAY 3¢ FIRST \$250 MADE? Color-illustrated book "505 Old Successful Enterprises." Free! Haven't? Work at home, office. Expect something odd! Pacific 1, Oceanside, Calif.

90¢ PROFIT ON EACH DOLLAR ORDER— Pleasant home business. Particulars for a stamp. George Nemitz, Thionville, Wis. no

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 156 of this issue.

COSTUMES, UNIFORMS, WARDROBES

ALL-BRAYED CELLOPHANE WAISTRANO Ruda Skirts, \$7.50; Ribbed Stone G-Strings, \$7.50; complete Strip Outfits in stock, Orientals, etc. C. Guyette, 346 W. 45th St., New York 19, N. Y. Tel. Circle 6-4137.

CLOWN GOODS AND ACCESSORIES—SEND for circulars. The Costumer, 238 State St., Schenectady, N. Y. de18

CLOWNS' AND BURLESQUE COMIC'S PROPS, Wigs, Accessories. Free lists (Assortments, \$5). "Happy" Morgan's Clown Headquarters, 2104 N. Fifteenth, Philadelphia. no27

COSTUMES, DRESSES, BRAIDS, TRIMMINGS, Fringes, assorted lots. Free lists. Klein Costume Co., 66 Shawmut Ave., Boston 16, Mass.

GLAMOUR, HYGIENE, SPORTS MOVIES— Viewers, Slide Films, Projectors, Screens. New merchandise. Free catalog. Home Pix, 1674 Broadway, New York 19.

SANTA CLAUS HEADQUARTERS—COSTUMES, Wigs, Beards and Accessories. The Costumer, 238 State St., Schenectady, N. Y. de18

MINSTREL MEN—SEND FOR CIRCULARS ON Minstrel Goods. The Costumer, 238 State St., Schenectady, N. Y. de18

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; principals, three up. No catalog. State wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. fe5

FOR SALE SECONDHAND GOODS

BURCH ELECTRIC, ALSO KINGERY ROTARY Corn Poppers, Automatic Donut Machine, Candy Floss Machines, James Rosetter, Albany, Ohio.

CONCESSION TRAILER—16x6 GLASS EN- closed. Work either side. Also Peanut Roaster and Blower. Port Bretznus, 659 Westpahl Ave., Columbus 9, Ohio.

FOR SALE OR WILL TRADE—50 SKEE BALL Alloys, all makes and sizes. Also 50 Seeburg Ray Guns with Mother-in-Law conversions. Priced very, very low for immediate disposal. Write immediately as we need the room. Reliable Skee Ball Co., 2512 Irving Park Rd., Chicago 18, Ill. de4

JEEP—ALL WHEEL STEERING, ALL wheels pull. Convenient for moving heavy objects in minimum space. Original mileage, 22,000. Price reasonable. George J. Konczik, 124 S. Leonard, Chicago, Ill. de4

SHOOTING GALLERY—15-SHELL LOADING Tubes, 75¢ Gross; \$6 100. Deposit on C.O.D.'s. H. B. Sherbahn, Wayne, Neb.

STEREOPTICON ELECTRIC CARBON POWER- ful Light Condensers, 2 Rheostats, 2 brass mounted adjustable Lenses, complete. First \$60 gets it. Gordon, 298 Bay Street, Station Island, N. Y.

IT'S BRAND NEW A TERRIFIC PREMIUM ITEM

16MM. MOVIE PROJECTOR

JOBBER'S PRICE ONLY \$18.50



WRITE FOR OUR CATALOGUE ON OUTSTANDING PREMIUM ASSORTMENTS

SPECIALTY SALES CO.
278 Sexton Bldg. Minneapolis, Minn.

FILIGREE BALL PEN

Jeweled 24-Kt. Gold Plated Filigree on polished brass cover. Stud-ded with imported rhinestones. Each with brass key chain attached. Cellophane wrapped.

Refills \$1.80 dozen

Dozen \$ 3.75
Gross 42.00

EACH TO A GOLD-COLORED GIFT BOX, 75¢ DOZ. EXTRA

Filigree Cigarette Holder, Doz. . . \$ 7.20
Filigree Cigarette Lighter, Doz. . . 4.25
Filigree 3-Pc. Compact Set, Doz. . . 30.00

Minimum order, 2 doz.
25% Dep. with all C. O. D. orders.
Send for free Xmas catalog.

BENGOR PRODUCTS CO.
119 5th Ave., New York 3, N. Y.

Talking CHRISTMAS CARDS
actually says 'MERRY CHRISTMAS'



Plastic Sound Tape Recording attached to card . . . Clear Voice Reproduction.

SELLS ON SIGHT!
\$1.80 Doz. \$18.50 Gr.
1/3 Deposit, Balance C. O. D.

Also "HAPPY BIRTHDAY" Cards and "HELLO, SWEETHEART" Cards
Send \$1.00 for 4 Assorted Samples.

Address: **HARRIS**
722 S. Bonnie Brae
Los Angeles 5, Calif.

Store Route Plan PAYS BIG MONEY

SELL COUNTER GOODS
Build good-paying business of your own. Fall on dealers of all kinds; show nationally advertised Aspirin, Composites, Razor Blades—200 other necessities. Big 6¢ and 10¢ retail packages. Free book gives facts.

World's Products Co., Dept. S-K, Spoor, Ind.

ELECTRIFYING VALUES
Squeeze & the Eyes
Light Up!



ELECTRIC EYE DOG "WINKIE"
#403—
8" High,
8" Long.
\$18.00 per doz.
(Samples: \$2.00 ea.)



ELECTRIC EYE BEAR
#402—11" High.
\$18.00 per doz.
(Samples: \$2.00 ea.)

Write for new 1948 catalog illustrating many other new items of our complete line. Automatic Displays Available at Mfg. Cost. 25% Deposit, Balance C. O. D. Telephone: ORegon 3-6330

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.



WESTERN CHARM BRACELET

Massive weight throughout. Hand polished and silver plated. \$9.00 Doz. Send \$1.00 for sample.

Direct Mfg. Co.

P. O. Box 832 Pawtucket, R. I.

WRITE FOR NEW FREE CATALOG

over 2,000 items for
JOBBER-SALESMEN-SPECIALTY WORKERS

Listing Our Entire Holiday Line

GEM SALES CO.
533 Woodward Avenue
Detroit 26, Mich.

12 GAUGE SHOTGUN

ONLY \$9.95

New, Heavy-Duty, Manual Operated, 1948 Single-Shot 36" LONG

Maximum accuracy. Minimum recoil. Government Tested! NEVER BEFORE a shotgun at this price!

COMPACT, 6 1/2 LBS.

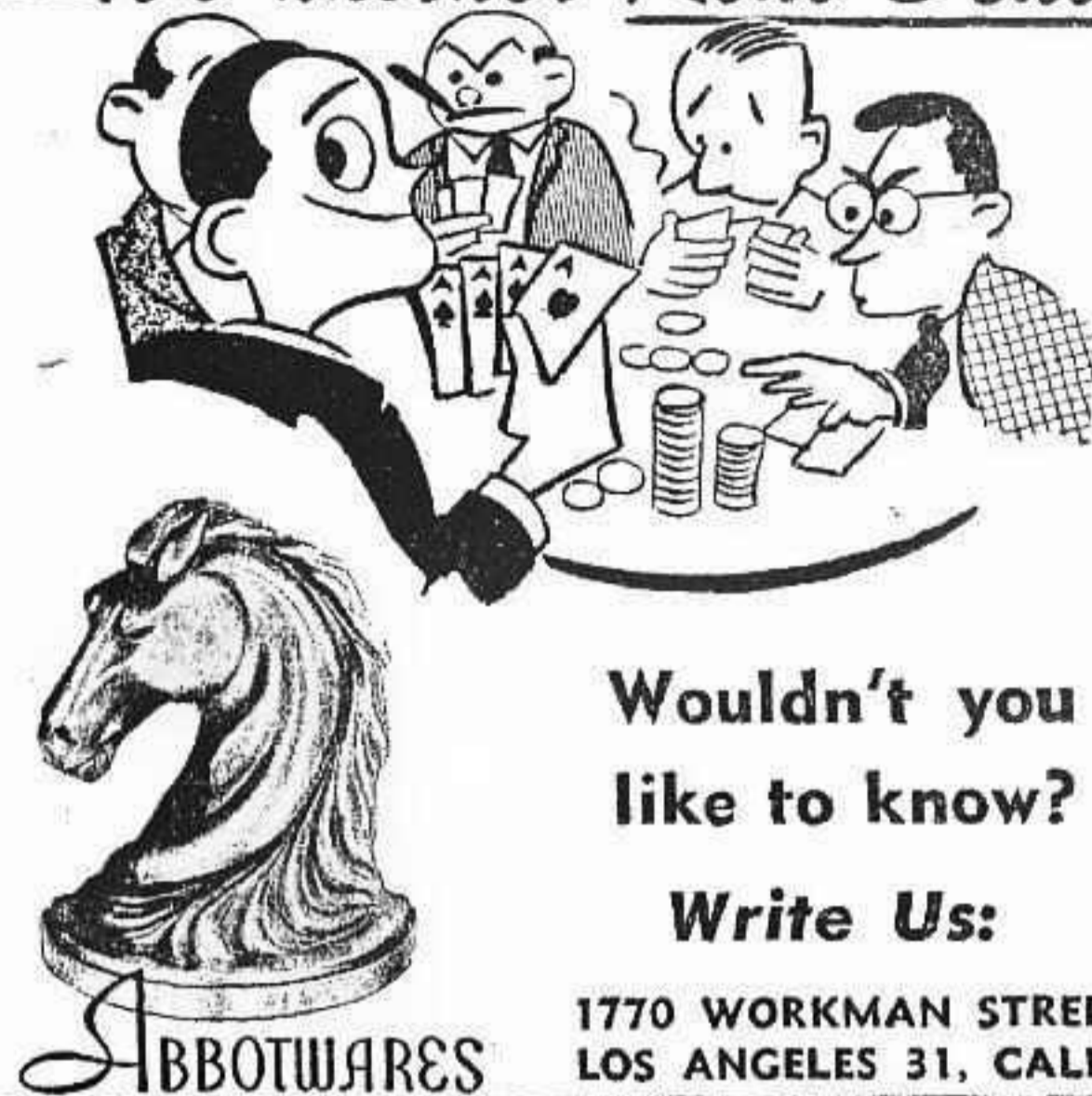
GREENGLASS SALES

National Distributors
50-11 40th St.
L. I. C. 4, N. Y.



Territories open
JOBBER WRITE

It's another Real Deal

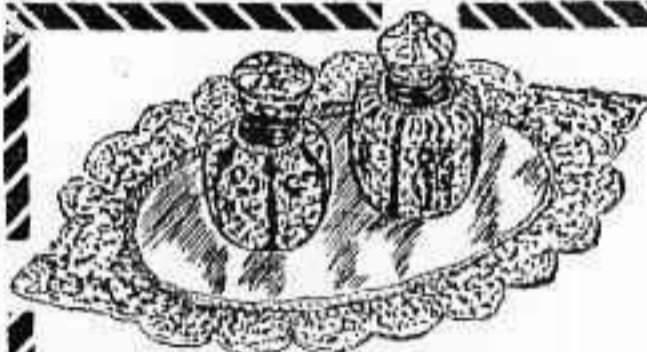


Wouldn't you like to know?

Write Us:

1770 WORKMAN STREET
LOS ANGELES 31, CALIF.

ABBOTWARES



SENSATIONAL NOVELTY

#6145K Three Piece Goldplated Filigree Perfume Set

Non-tarnishable perfume bottles, 1 3/4 inches high, on mirrored gold-plated filigree tray, 6x4 inches. Each set packed in individual GIFT BOX. 1/2 doz. sets in masterbox.

\$13.50 Per Doz. SETS

SALESMEN WANTED TO SELL TO STOREKEEPERS EXTREMELY PROFITABLE SIDELINE
Sample sent on receipt of \$2.00, refundable as soon as orders are sent in for 1 gross. One sideline salesman averages 5 gross a week, as showing it means a sale.

LEO KAUL IMPORTING AGENCY, Inc.

333 & 335 K SOUTH MARKET ST.
CHICAGO 6, ILL.



HOLIDAY SPECIALS
RAYON PLUSH PANDA and 2 TOY BEARS

All moving eyes with silk bow ribbon attached. All sizes. Priced from \$39.00 to \$44.00 per doz. We ship from factory in quantities of 6 doz. or more at lower prices than quoted from Eastern sources. State your business.

OUR NEW SENSATION SNOW MAN BANK

Hand painted features in contrasting colors, make this number a stand out wherever displayed as a novelty bank. Overall height 12 in. Each wrapped in corrugated paper, 12 to shipping container (no less sold). Per Doz. \$4.60.



Complete Line of Plush Toys.

WISCONSIN DE LUXE CO.
1802 N. Third St. Milwaukee 12, Wis.

GIANT SIZE WESTERN SADDLE HORSES

Formerly advertised at \$15.00 • New price \$10.00 • Cheaper in dozen lots • Height, 14 inches; length, 17 1/2 inches; weight, 9 1/2 pounds • You fellows in the Far West, jump on this one • Will open a new field • Bars, grills and taverns buy them for display • Plenty on display here in the East • Retail at \$25.00 • Order sample only • Watch results • Please note: We first introduced the 10 1/2 inch horse in The Billboard last May, 1947 • Was the hit of the year • New, low prices • Now \$35.00 dozen • Sample \$4.00 • Also have 8 other sizes at reduced prices • We give you a square deal • Nice horses and prompt shipments or your money back • From factory direct to you • No post cards • Notice to our patrons • Keep in touch with us • Will have another hot number very shortly that you will thank us • Please note: Our smaller size horses have been improved 100 per cent since last year • Has a beautiful bright finish that is a knockout—will repeat money-back guarantee—don't by-pass our giant horses • Our patrons going to town • Be convinced.

C. GAMEISER

250 WEST 88TH STREET

NEW YORK CITY 24

AMAZING VALUES DIRECT FROM MANUFACTURERS

14" Latex rubber body Doll, moving eye, swivel head, eye lashes, WITH GOOING VOICE when pressed in any part of body. Beautifully dressed in permanent finished organdy dress, pastel rayon braided trim, hat, undergarment, shoes, socks. \$28.80 doz. Sample PP. \$9.50.
24" Soft body BIG BABY DOLL. Latex rubber arms, legs, beautiful moving eye head, eye lashes, open mouth, teeth and tongue showing. Voice, wig. Dressed in gorgeous full cut permanent finish organdy dress, pastel rayon braided trim, hat, slip, rubber panties, shoes, socks. \$50.00 doz. Sample, \$6.50 PP. with wig. \$47.00 doz. without wig. Sample, \$5.00. Other Dolls, \$3.50 doz. up.
1/3 deposit with order, balance C. O. D.

JARNELL INDUSTRIES

1107 BROADWAY

NEW YORK CITY 10

TREMENDOUS FACTORY CLOSEOUT

At prices that are much lower than the lowest

PIN AND EARRING SETS & COCKTAIL BRACELETS

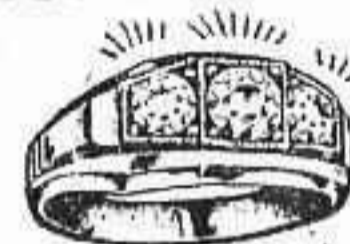
In a variety of styles, 14K Gold Plated, Individually boxed in neat gift boxes. \$51.00 Gross, Assorted \$1, \$2 and \$3 Sellers.

Sample Order consisting of:
4 Assorted Cocktail Bracelets and 8 Assorted Pin and Earring Sets. \$5.25
Less Than a Gross, \$4.50 a Dozen
Send 25% Deposit—No Catalogue.

HOWARD SALES CO.

Manufacturers of Quality Costume Jewelry

744 E. 138th St., New York 54, N. Y.



FAST SELLING RINGS

NO. SW5 Gold Filled, Center Stone Red or White. \$22.00 DOZEN



NO. SW6 Gold Filled. \$22.00 DOZEN



NO. SW7 Wedding and Engagement Rings. Sterling: \$4.50 Doz. Rings Gold Filled: \$5.75 Doz. Rings 25% With Order, Balance C. O. D.

SAMPLE ASSORTMENT \$10.00.
FREE ILLUSTRATED CATALOGUE.

STAR WHOLESALE JEWELRY CO.

294 Washington St. Boston 8, Mass.

PENNSYLVANIA DUTCH TURKEYS, BACON, SAUSAGE, ETC.

Hickory Smoked

Hams studded with aromatic cloves and basted in Rare Sherry Wine. Baked and glazed. Ready to eat.

Turkeys cooked to perfection over glowing hickory embers. Ready to eat and serve. Packed in gleaming white stockinette. Over wrapped in Golden Cellophane and bedded in strong colorful carton.

Advertised in Fortune, Holiday and other leading magazines. Served at Waldorf Astoria, Statler and leading hotels, restaurants and clubs.

A gift to delight the eye and palate. All orders shipped postpaid and insured.

SAMPLE ORDER

2# Package Pork Sausage... \$ 2.40

10# Ham 15.00

Suitable for Sales Cards, Gifts, Premiums, etc. 10c for price list with order. No C. O. D.

B. A. HOFFMAN

DISTRIBUTOR

WICONISCO, Pennsylvania



ATTENTION: DEALERS

Stock this Sharp-Edge knife set. The lowest priced cleaver set on the market. Housewives clamor for it. ALSO AVAILABLE at same price the Miracle-Edge 5-piece cutlery set with the serrated edge—the edge that's always sharp. All stainless steel.

Sample set: \$2.25 prepaid; per doz., \$24.00. F. O. B. Chicago.

Write for further information on other outstanding products.
EARL PRODUCTS CO., Dept. B
221 N. Cicero Ave. Chicago 44, Ill.



HORSESHOE Monel Rings

Hand-made, hand engraved. Mother of Pearl inlaid—for lifetime wear. Ladies or Gents. \$18.00 Dozen. Sample, \$2. National Jewelry Co., Dept. T-38, Wheeling, W. Va.

YOU CAN SELL PLUG-A-LITE

TO 30,000,000 MOTORISTS
An Excellent
Christmas Item!



Sample \$1.00 repaid
or C. O. D.

Order your sample today on our absolute money-back guarantee. Regular list price \$2.50.

SELLS ON SIGHT

Most amazing Utility and Trouble Lamp on the market. Plug into cigarette lighter socket. Always ready for night driving emergencies. To warn approaching motorists and to illuminate the trouble spot. Individually boxed, fits in glove compartment.

AMAZING PROFITS

A nationally advertised product never before offered at such low prices! Over 200% profit on direct sales. Large profits on repeat sales to auto accessory, hardware, garages and gas stations. 1 doz.—\$5.00 ea. 3 doz.—\$12.00 ea. 6 doz.—\$24.00 ea. Prices F. O. B. Chicago—FREE Advertising Material.

ORDER NOW!

Don't waste a day. Your territory is loaded with ready-made buyers. A simple demonstration is a sure SELL NOW! Will rush full details.

REELITE MFG. CO.

798 W. Madison St. Chicago 5, Ill.
Dept. B-11



XMAS TREE LIGHTS

IMMEDIATE DELIVERY

These lights are made in the American occupied zone of Japan and are of extra high quality.

C&L Series \$ 6.25 per 100
\$60.20 per 1000

C7 1/2 Multiple... \$16.60

TERMS: Cash 25% With Order
BERTRAM NOVELTY CO.
MILWAUKEE 2, WIS.

The Makers of "JACKIE BOY" Now Offer "SAMMY BOY"

"Sammy Boy" is a black counterpart of "Jackie Boy". Both are packed in a 2" by 3" prescription box. Both are brand new novelties, guaranteed to Out-sell Man in Barrel and all kindred novelties. Sample of both, \$1.00 prepaid.

\$1.90 DOZ.

\$20.00 GROSS

Immediate delivery. No C. O. D., please. Jobbers, write. Sole manufacturer

ALLEN NOVELTY MFG. CO.
EUREKA SPRINGS, ARK.



BIG PROFITS

Give your own dual nose stamping key-chains, name plates, social security tags. Sample with name and address 25c

HART MFG. CO.
311 Degraw St.
Brooklyn, New York

FOR SALE—SECOND-HAND SHOW PROPERTY

A PRIME CAR EXTRAORDINARY—FORMERLY the late Mark Hellinger's. See Carnival ad.

1941 ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Coolers, 225; complete set, 50 All-Electric from \$155. Graves Kern, 129 S. Halsted, Chicago, Ill. no27

AMPRO SOUND PROJECTOR—1,000W, 12" Speaker, 70' Cable, Beaded Screen, Perfect. \$245. Jerome Press, 1949 Jerome, N.Y. 53.

BALLROOM, STAGE, RINK AND NITE CLUB Lighting Effects. New only. Newton, 253 W. 149th, New York, N.Y. de11

BARGAINS GALORE—THEATER AND SOUND Projectors, 8 1/2, 35mm. Arcs, Reelifiers, Chairs, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp. Dept. L, 402 W. 52nd St. N.Y. 19. nno27

BARGAIN—\$150 TAKES ALL. SINGLE LOOP Motor, Loop Case, Loop separated Chains, Penny Hitch Stand, Ticket Office, Pan Game, Everything A-1. Palmer, 512 Otterbrien St., Baltimore, Md.

BIG BARGAIN—35MM. SOUND AND SILENT Film, Projectors, Sound Heads. Free lists. Frank Hutchinson, 211 McMillan Ave., Nashville, Tenn.

COMPLETE EQUIPMENT FOR 500 SEAT movie theater. Excellent condition. Movie Supply Co., 1318 Wabash Ave., Chicago. de11

COMPLETE LONG-EAKINS CARAMEL CORN outfit, 3 lb. rotary popper, kettle, furnace, trays, etc., \$85. 219 W. Eleventh, Houston, Tex.

FACTORY BUILT ROAD RIDE—PORTABLE metal tank, 16x32, 8' sections. Power unit and 8 seats, 16 kiddies. New paint, \$2,000. R. Berkshire, P. O. Box 491, Walla Walla, Wash.

FOR SALE—TRUCK TRAILERS VAN AND open type, new and used. Also Trailers and other truck equipment. Nicholas Trailer & Equipment Co., P. O. Box 737, Dothan, Ala. no27

FOR SALE—ECONOMICAL OPERATING, completely equipped, A-1 condition thruout. Dodge 2 ton all steel Steeper Bus, 12 full size single beds, running water, 2 sinks, 3 clothes closets, spacious luggage and instrument compartment, only \$5,000. Vic Schroeder Agency, 848 Insurance Bldg., Omaha, Neb.

FOR SALE—SWINGAROO, NEW IN 1947 Seats 16 adults. Loads on 25 ft. semi and 1941 Diamond T Tractor, or will trade for Outpost. Clarence Aldrich, 183 Rockwell Ave., Pontiac, Mich.

FOR SALE OR TRADE—MINI POP POPCORN Machine. Operated 3 months, will sell for \$200. Car-bond will not tolerate popcorn smell. Will trade for Pin Ball Machine. City News Stand, Salmon, Idaho.

AUCTIONEER

MUST LIQUIDATE AT ONCE BY ORDER OF MFR. 500,000 PC. ASST.

JEWELRY (Mostly Boxed)

PINS • NECKLACES • BRACELETS
EARRINGS • IDENT'S • ETC.
Retail Value up to \$5.00 Ea.

1,000 Pc. Assf. 15c ea.
500 Pc. Assf. 20c ea.
100 Pc. Assf. 25c ea.

10,000 ASST. Reptile Skin, All Colors.
WALLETS Cowhide, All Colors.
Originally retailed for \$5.00 ea.

\$6.00 Doz. in 6-Doz. Lots
Sample Dz., \$7.00

Send 25% deposit and make plenty money on deal.

LOUIS H. GINSBURG, Auctioneer
19 E. 16 ST. N. Y. C.

NICKEL SILVER SIGNET RINGS

TOPS THEM ALL #NS445
2.25
Dozen 24.00
Gross

Send \$2.00 for Assf. Samples Postpaid.
THE SALPRO CO.
3824 Arthington St. Chicago 24, Ill.

BUY THE E-Z WAY 5 DRESSES \$3.00

YOU CAN MAKE BIG MONEY HANDLING THIS LINE
Used Fall and Winter Styles. Assorted sizes, 12-20 40-52; Large sizes \$1.25 each. We mail C.O.D. Return within 5 days if not delighted or refund of purchase price. FREE clothing catalog for entire family. E-Z SALES CO., Dept. B1148
303 E. Houston St., N. Y. 2, N. Y.

FOR SALE—TRAIN, 8 WHEEL DRIVE ENGINE, Tender Cars, Truck, Bargain, \$700. Ray Yarham, Newton, Iowa.

FOR SALE—ONE MUSCLE GRIND RIGGING complete with Rigging Box and Main Falls. One Bar Pad 4x21 ft., 2 inches thick. One One Bar Pad 4x8 ft., One Carrying Perch with Landing Pad, 4x8 ft., One Tubing, 5 ft. section. Belt and Shoulder Pad, 2 in. Tubing, 5 ft. section, 30 ft. high. One Wicker Fall Suit with Trunk. New 3/8 in. Guying Cable, 20 ft. length. 12 6 in. Wooden Star Pully Blocks. J. Alex. Brock, Route 3, Box 1169, Tampa, Fla.

FOR SALE—30 x 60 TENT, LIKE NEW, FIRE and rain proof, iron stakes, all poles. Six hundred and fifty dollars. Being sold on account of sickness. N. H. Way, Humnoke, Ark.

GABARDINE SHIRTS, MADE TO ORDER, ten colors. Write for Samples. Style. Select Gabardine Co., 30 1/2 So. Main Street, Council Bluffs, Iowa.

GIRL IN FISH BOWL ILLUSION—LENS, with direction to make, \$20. M.O. Two Portable Sound 35mm. Picture Machines, with ampt. \$775. Home Co., 97 Arch St., Butler, N. J.

KIDDY CHAIRPLANE, MINIATURE VENETIAN Swings, prewar Stock and Percentage Wheels, Booth, Tents and Wiring, Laydowns, Tickets, Mrs. M. E. Berstrom, Box 82, Swanson, Mass.

KIDDIE BOAT RIDE—NINE METAL BOATS, five flashy colors, 21 foot diameter Canvas Channel Tank and Frame, Switches, Wiring, Motor, Lightweight and portable. Used one week, excellent condition. Price complete, \$1,475. Also 10 used Bike Boats, reasonably priced. Telephone or write Robert Shaw, Clarence, N. Y. (12 miles east of Buffalo, N. Y.)

LORD'S PRAYER MACHINE—(W. W. Oliver make), Two Dies, total of 7 cuts and perfect. Also Stamping Outfit for oval initial bracelets. \$175 cash takes all. Otto Ohly, 1837 Fulton St., Brooklyn, N.Y.

MANLEY POPCORN MACHINE AND TABLE Model Soda Fountain. Fine condition. Bennett, 416 So. 18th St., Mattoon, Ill.

NEW FIRE PROOF KHAKI TENT, 50'x100' Will seat 1,000 people. Two new 10' x 14' Concession Tents, 20 Douglas Fir Tent Poles, 48' long, 8' butt, 1 Int. 1/2 ton Panel Truck, 1 Int. 1 1/2 ton Stake Body Truck, 1 Chev. 1 1/2 ton Stake Body Truck, 1 Ticket Box Trailer, 1 A.C. Light Plant, 1 Twin P.A. System, 1 Sound Truck P.A. System. This show is complete and ready to go. Cash price, \$8,000 F.O.B. Mobile, Ala. F. Stanford, 959 Texas St., Mobile, Ala.

NEW 500 WATT SLIDE PROJECTORS, \$28; 100 watts, \$23. Both take 3 1/2 x 4 and 2 x 2 1/2 slide. Buralar Alarms, \$2.50, from factory. Circulars. Gronberg Projector Works, Sycamore, Ill.

POWERS 6-B 35MM. SOUND PROJECTOR, Amplifier and Speaker, \$150 complete. Powers 6-A Silent, \$25. Breakhill, Republic, Mo.

SHOOTING GALLERY—LONG RANGE, BUILT on 1939 International Truck. Truck and Gallery rebuilt thruout. Plenty moving Targets, Steel Side Walls, Neon Sign, 9 new Rifles, 30,000 Shorts, Tubes and Loading Machine, \$2,250. Will sell separate. Rush, Pop Waters, Anniston, Ala.

SHOOTING GALLERY DUCK POND—ONLY ducks move in water. New motor, \$275. Also have Bus, '41 model Ford, perfect condition. \$1,400 spent for repairs, will take \$1,100. Needs painting. Eldred Smith, Liverville, Ala.

SHORT-RANGE TARGETS—MADE RIGHT, priced right, 15 kinds. Free samples. Woolley, 115 Donald, Peoria, Ill.

SKATING RINK FOR SALE—2 PORTABLE floors, 40x100 each, No. 1 Northern maple; 125 Pairs Chicago Skates, music system, complete with Mike, Pop Box, one now in operation, choice of either or both. Contact Manager Skateland Roller Rink, Fort Smith, Ark. Tel. 0886.

SLIGHTLY USED 16MM. SOUND MUSICALS—Featuring famous dance orchestras. Free Hat. Adair Co., 6026 Roosevelt, Oak Park, Ill. de4

THEATER SEATS, SCREENS, BENCHES, Folding Chairs, Tents, 16mm. Film, Blues, Projectors. Lone Star Film Co., Dallas, Tex. no27

UNIVERSAL LIGHT PLANT ON 2 WHEEL Trailer, A.C., 16x20 Stage on 4 wheel Trailer, 8x20 Cook Trailer, Pop Corn outfit, all in one box. Evans Bldg 6 Wheel, one ton and half A Model Ford, rebuilt, good shape, can build you a small show in three months. Gaines Tent Rental, 439 Josephine Ave., Columbus, Ohio.

4 BOWLING LEAGUE SKEE BALL ALLEYS—9 ft. long, 10x14 tent and frame, lot stock, two wheel trailer to haul it, \$500 complete. Costuma Jewelry Engraving Outfit, 8x6 frame and top, velvet sides, 3 glass covered display cases, engraver. Enough stock to pay for entire outfit \$175. Kortonic, 4353 Warner Rd., Cleveland 5, Ohio.

6 COMPLETE SHOWS FOR CARNIVAL—NEW twenty foot Pictorial Hammers, Ticket Boxes, \$100 each. Astarte Girl walking, dancing, turning somersault in waist, \$150. Gerbil, 2246 Glencoe, Venice, Calif.

7x14 TRAILER, TANDEM WHEELS—TWO 60 lb. Bottle Gas Tanks, one Jumbo Star Popcorn Machine, reversible for Grab, 16 Seats, 3 Griddles, 2 Urns, 70 gal. Water Tank, large Ice Box, Apple Furnace and many other accessories. Send for Hat. Fitzpatrick, 14 Ravine Ave., Caldwell, N. J.

30x60 TENT, 16x30 STAGE, SCENERY, Switchboards, Maskings, Ticket Boxes, Costumes, Band Coats, Displays, Drums, Cables, Prosceniums, Middle, other equipment. Ludwig, Carroll, Iowa.

INSTRUCTIONS BOOKS & CARTOONS

CARTOONS DRAWN TO YOUR ORDER, \$1—Crackerjack professional artwork. Just send description of cartoon desired. Samples 10c. Ross, 111-14 16th Ave., Forest Hills, N. Y.

MYSTERY DREAM BOOK AND NUMBER Guide, 50c postpaid. Vine, Hill & Co., Dept. B.B., Swanton, Ohio.

NOW YOU CAN HAVE AN OFFICE—LEARN credit-collection business by new home study course. Many earn up to \$5,000-\$15,000 annually. Free bulletin. Franklin Credit School, Dept. 220-M, Roanoke 7, Va.

SHORT CUT PROCESSING DIRECT POSITIVE. Save two operations. Simple, best work, \$1. Guaranteed or refunded. Dewey Studio, Dewey, Okla.

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures. Catalog, 10c. Balda, The Lightning Cartoonist, Oshkosh, Wis. de18

15 MINUTES MASTERS SIGN AND ADVERTISING Lettering. Complete system including Sign Painters' Secrets and Cartooning Book. All 3 only \$1. Free circular. ABEEnterprises, Box 875-B, Peoria, Ill.

(Continued on page 144)

GUARANTEED WRIST WATCHES

BRAND NEW! Fast Sellers!



- Written Guarantee
- Precision Swiss Movement
- Radium & Assorted Colored Dials
- Water Resistant
- Polished Chrome Case, Unbreakable Crystal
- Waterproof Duraplast Strap
- Individually Gift Boxed

(With Swoon Second Hand, 35c Additional)

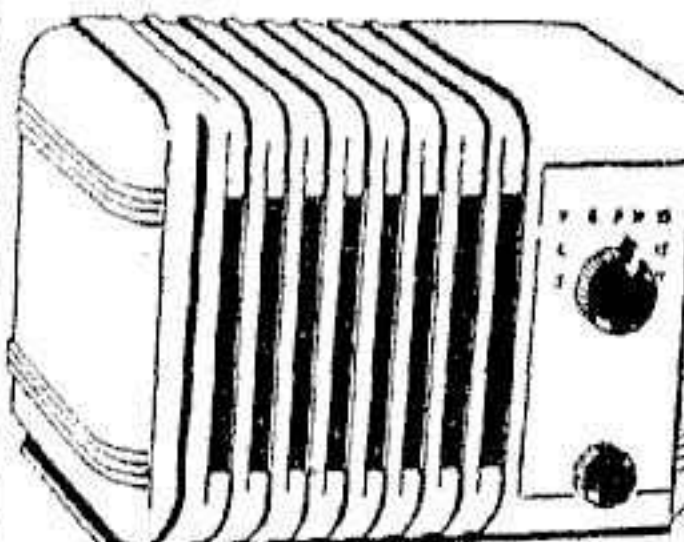


- For the LADIES
- with 100% PROFIT APPEAL
- Featuring:
- Written Guarantee
 - 14K Gold Plated Case & Silver Chrome Back
 - 14K Gold Plated Basket Weave Band
 - Beautiful 2-tone dial with small sec. hand
 - Precision 4 Jewel Swiss Movement
 - Unbreakable Crystal
 - Looks and performs like \$50 watch
 - Individually Gift Boxed

Above prices for orders of 6 or more watches. \$1.00 ea. extra on orders under 6.

25% with order, balance C.O.D.
DUNHALL Imports Co.
101 Cedar St. New York 6, N. Y.

RCA Licensed RADIO



NEW! 1949 MODEL

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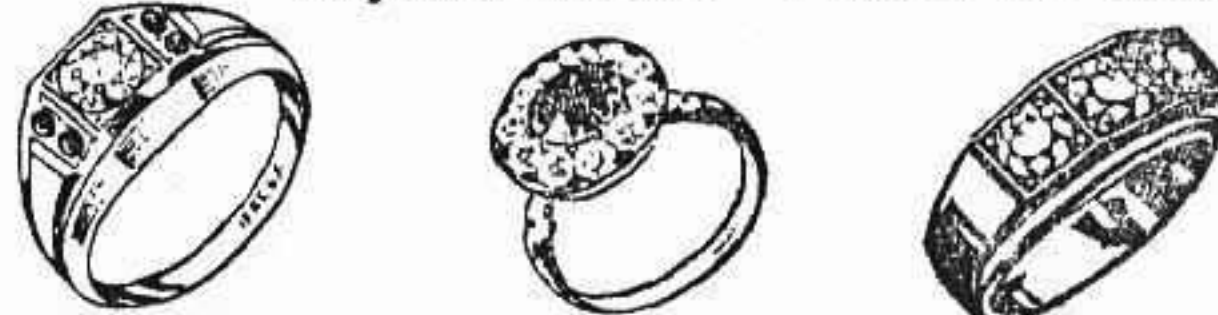
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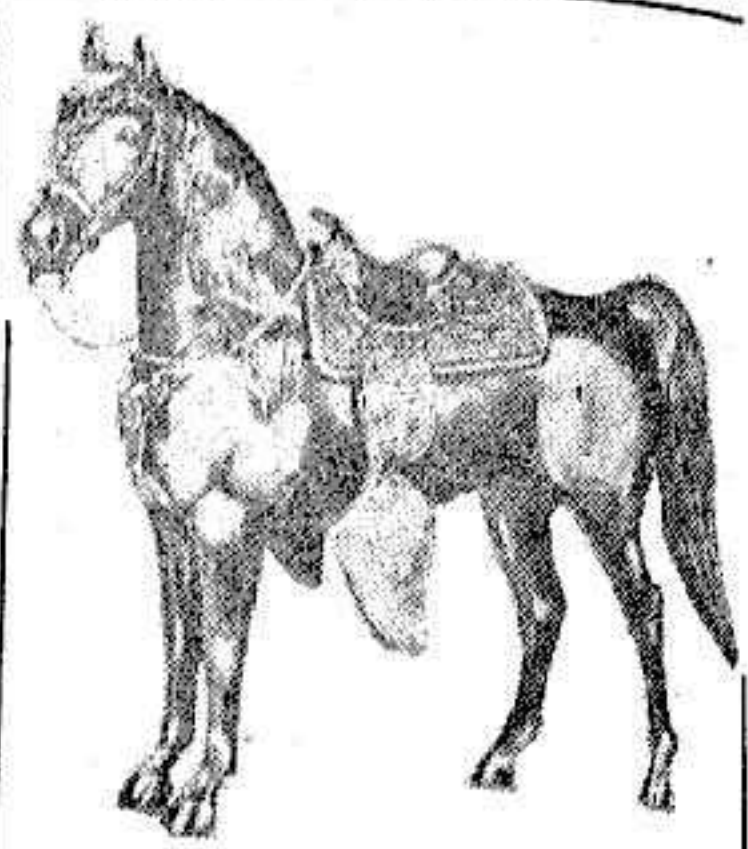
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TERRE HAUTE, INDIANA

A MOST UNUSUAL GIFT

Large bronze plated 10-in. Horse with genuine leather saddle. Trimmed in bright colors.



A breath-taking ornament.
A good \$25.00 retailer.

AGENTS' SAMPLE, \$9.00 POSTPAID
5-IN. HORSE WITH BRONZE SADDLE, \$2.00
Write for Gross Price.

RUNYAN MFG. CO.

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First Time Since Before the War!

ANSCO CAMERAS For Immediate Delivery!



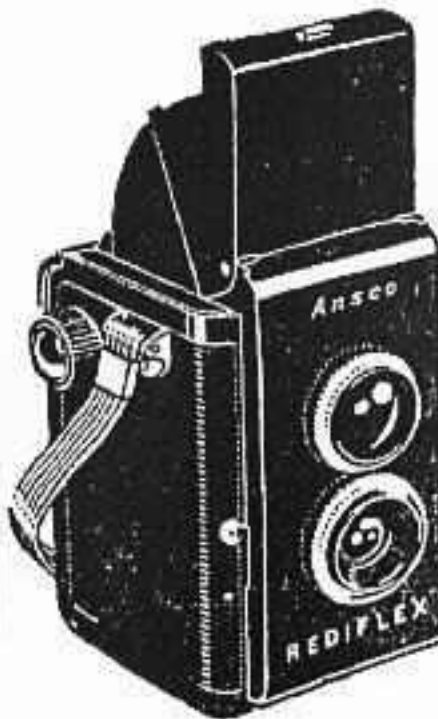
The PANDA

Only camera in its price class with large reflex viewfinder. Very easy to load.



The SHUR-SHOT

An all-purpose camera that takes indoor snapshots as well as outdoor.



The REDIFLEX

Gives fixed focus at all distances from 6 feet to infinity.

Camera buyers! Here's the biggest camera news since the start of the war—when genuine ANSCO cameras practically disappeared from the market. At long last we now again have stocks of these ANSCO models shown here—and all are now available for immediate delivery! —Ready for you to make a quick clean up.

Best Buy for PUNCHBOARD OPERATORS AND PREMIUM BUYERS

ANSCO is the oldest and one of the most famous names in the photographic world. Now that you can once more get them in quantity—for quick delivery—don't delay ordering at the rock-bottom prices shown below.

ANSCO Shur-Shot, \$3.83 each, tax included. (Uses 126 film.)
ANSCO Rediflex Reflex, \$11.51 each, tax included. (Uses 620 film.)

ANSCO PANDA: Packed 4 to deal in Christmas Gift Package. Minimum order, one deal of 4 Pandas at \$14.33.

FILM TOO!

Film is also available for those who act promptly. Check these prices and get your order in at once.

120 \$3.14 per dozen
620 3.14 per dozen
127 2.00 per dozen
116 4.04 per dozen
616 4.04 per dozen

NOTE: All prices F. O. B. Memphis, Tenn. Cash with order except to well rated accounts. Get order in NOW for extra Christmas business.

ALLIANCE SPECIALTY COMPANY

Falls Building, Dept. B-1
Memphis, Tennessee



FUZZY WUZZY SCOTTIE DOG

Beautifully made of rich fur in assorted colors

8" High \$15.00 Doz. Samples, \$1.75 Ea.
12" long

Other items immediately available:

BLACK FUR SCOTTIE DOG 16" High, 19" long \$39.50 Doz. Samples, \$3.75 Ea.
LONG HAIR WHITE FUR SCOTTIE and PEKE DOGS 18" High, 19" long \$42.00 Doz. Samples, \$4.00 Ea.

PLACE YOUR ORDER NOW!

25% deposit with order, balance C.O.D.

Joe End & Co.

INCORPORATED
435 W. B'WAY, N. Y. 12, N. Y. WA 5-8280

PRICE CORRECTION!

The famous H & R "922" Revolver advertised in the Nov. 6th issue of The Billboard should be

\$22.95

DE FOUR SALES CO.

Wholesale Distributors
1519 W. Devon Chicago 26, Ill.
Phone: AMBassador 2-5690



FIREWORKS and 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.

Flashlight Ball Pens

FLASHLIGHT BALL PEN (#40), Flashlight at one end and Ball Pen at other end. All metal, beautiful GOLD finish, each cellophane wrapped. GROSS, \$69.00; less than gross, \$7.20 dozen. FILIGREE GOLD PLATED BALL PENS with key chain, studded with jewels, \$44.00 GROSS; less than gross at \$5.90 doz. FILIGREE LIGHTERS, same as pen except contains lighter, \$5.00 doz. TWO-COLOR BALL PENS, all metal, ring design in beautiful GOLD finish, outside COLOR INDICATOR, GROSS, \$56.00; Doz., \$5.00. Complete sample line, one of each, \$2.00. 1/3 deposit required on C. O. D.'s. Terms: Net cash.

SPECIALTY COMPANY

Box 1080 COLUMBUS, OHIO

FIREWORKS

ATTENTION, DEALERS AND JOBBERS
For Lowest Prices write Today for complete Price List

MID-WEST FIREWORKS

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CHAIRS

Folding, Non-Folding
Many Styles
Steel, Wood, Bridge.

ADIRONDACK CHAIR CO.
Dept. 5, 1140 Bway., New York 1, N. Y.

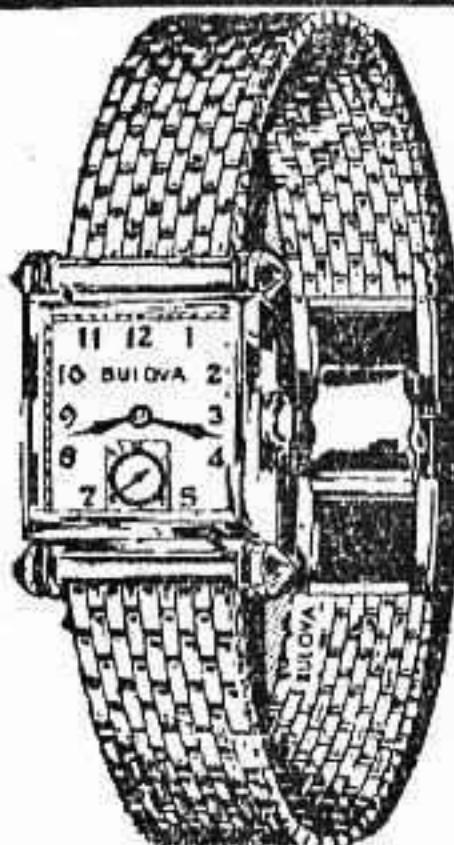
The Best Money Maker Out!.

Fast Selling Men's and Ladies' FAMOUS WRIST WATCHES

- ELGIN
- BULOVA
- GRUEN
- BENRUS
- WALTHAM

Round Case only—
\$9.50

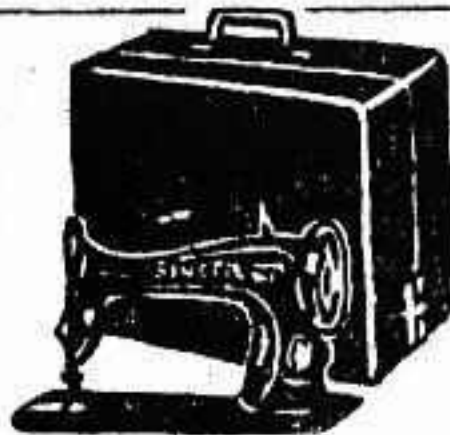
All watches are rebuilt and guaranteed like new. 10-Kt. R. G. P. case. Complete with leather strap.



Square & Rectangular Case \$10.95
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Write, Phone or Wire for Our NEW 32-PAGE XMAS CATALOG
Just off the press... filled with proven money-making, fast-selling watches, rings and watch bands.

(3 Watches Minimum) 25% with order, balance C. O. D. Wholesale Only! None Sold Retail!
JOSEPH BROS.
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PRICE \$68.50 EACH
3 OR MORE 65.00 EACH

REBUILT SINGER PORTABLE ELECTRIC SEWING MACHINE, with new electric motor, controls, electric wheel, luggage carrying case and equipment. All nickel parts chrome plated and new crinkle paint finish on the head. Every machine a perfect stitcher, ready to do your sewing in comfort.

F. O. B. New York. 25% With Order. Balance C. O. D. Ideal for renting out or resale because they'll stand up and do the work. Prompt shipment.

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SENSATIONAL VALUE NATIONALLY ADVERTISED

3 PEN AND PENCIL SET

DOZ. LOTS OR MORE 95c PER SET

Consisting of: Fine quality Fountain Pen—Sparkling gold tone cellophane cap—Band to match—Fitted with 14K Gold plated stainless steel smooth writing point—Ball Point Pen—Propel, Repl and Expel Pencil to match. It makes a fine gift and excellent Premium. Send \$1.50 for sample.

Large variety of premium and gift merchandise. Send for price list. 25% Deposit with order, balance C. O. D.

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Funny Business NOVELTY FUN CARDS

Trick Stores, Newsstands, Arcades, Park Stands, etc. Sell our Novelty Card Sets, Novelties, etc. Fast sellers. Big profits. Samples and list, 10¢. 25 sets for \$1.00, or 100 sets for \$3.75. All postpaid. Don't delay. Send now.

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FULLY GUARANTEED BULOVA

Gents, reconditioned mov., new 10 Kt. RGP case, gilt figure dial. strap, boxed.
15 JEWELS .. \$14.50
17 JEWELS .. 17.50
with rhinstone dial \$2.00 extra. Minimum. 3 watches, 25% dep. bal. C. O. D. 184¢ Catalog on req. Elgin & Walthams ready. Sample watch, \$3 extra.



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145 W. 45th St. New York City

TINSELED XMAS SIGNS

To Stores, Homes, Offices, Clubs. Made of heavy cardboard with sparkling silver tinsel. Fast, easy sellers. Make Xmas money. 75¢ to \$2.00 sellers.
100 Tinselled Xmas Signs, 11x14 \$12.00
100 Tinselled Xmas Signs, 14x22 25.00
100 Tinselled Xmas Signs, 7x22 15.00
100 Tinselled Metallic Xmas Signs, 12 1/2 x 14 1/2 20.00
100 Tinselled Metallic Xmas Signs, 14 1/2 x 25 1/2 40.00
100 Ultra Blue Xmas Comedy Signs, 7x11 6.00
100 Ultra Blue Stock Signs, 7x11 6.00
6 Sample Tinselled Xmas Signs, 11x14 1.00
L. LOWY, 2 W. Broadway, N. Y. C. Dept. 438



6,000 SMASH HITS—IN 388 PAGE WHOLESALE BOOK

Dealers, agents, salesmen and jobbers, you will find this book bulging with Tented Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1922 our money-back guarantee is a source of confidence to all buyers. Get your copy now before supply is depleted.

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11-48 LAMONT LE CENTER, MINN.

CHRISTMAS BULBS

C-6 Assort. Colors \$7.50 per C—\$65.00 per M
PAPER DANCING SANTA
Packaged w/Directions, \$8.50 Gross

PLASTIC SANTA CLAUS

Attached to Elastic Cord with Jingle Bell. Fast Moving Item.

THE S. & P. NOVELTY CO.
428 6th St., N.W. Washington 1, D. C.

ATTENTION, WHOLESALE GROCERY & WAGON JOBBERS

Styrene Clip Pocket Combs, packed 4 assorted colors to a beautiful display card of 12, @ \$2.75 per gross. 15-20-30 Amps Fuse Plugs, pyrex. 24 to a nice display card, @ 85¢ per card. Burkhead Hemstitched 18x18 Handkerchief, 24 to a display card, \$2.00 per card. Patching Rubber Kits, 3x6, rubber, 4 bevels and cement. 9¢ a can. Terms: Net 10 days to rated firms; all others cash with order. All merchandise F. O. B. Winston-Salem, N. C. Sold to wholesale jobbers only.

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ELECTRIC BOW TIES

\$7.20 dozen (\$6.00 dozen in gross lots only)
G. E. Bulbs. Write for catalog.
DIANCO PRODUCTS CO.
3128 Edgemont St., Philadelphia 34, Pa.
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They said... it couldn't be done!

HUBBARD DOES IT



\$100 for this DELUXE SET

Yes, only HUBBARD can offer this attractive 3-piece set in smart gift box.

- Long lasting ball point pen
Custom built hooded fountain pen
Proper-repel mechanical pencil

A Superb Low Priced Gift Item for Every Man, Woman and Child.

\$1.00 per set in gross lots
1.20 per set in dozen lots
1.35 per set for samples

Colors: Black, Maroon, Grey, Blue. Write for special literature. Dept. BB 11-26

Hubbard Products Co. MANUFACTURERS - DISTRIBUTORS 2554 HUBBARD STREET - BROOKLYN 23, N. Y.

FIREWORKS

Chinese Firecrackers

1 Bundle or 1280 1 1/2" Crackers \$3.50
1 Bundle or 1600 1 1/2" Crackers 4.35

BALLOONS

Latex Rubber

NO. K10 - PER GROSS..... 1.25
NO. K20 - PER GROSS..... 2.50

Cash With Order

United Fireworks Mfg. Company, Inc. DAYTON 7, OHIO

CHAIRS

- FOLDING • NON-FOLDING
HARDWOOD • STEEL
FACTORY PRICES!

U. S. SEATING CO. LONGACRE 5-0028 450 7TH AVE. (34 ST.) - N.Y. 1, 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.

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ACTION ADVERTISING CARDS-POST CARD size, colored stock, 125 word copy limit. Special! \$2.95 per 1,000 in 5,000 lots. Millions printed; many uses. Business Builder Press, 812 Main, Kansas City 6, Mo.

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS and 6 1/2 Envelopes. Hammermill Bond, four lines copy, \$2 postpaid. Samples, Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. fe12

BUSINESS CARDS, 1,000 FOR \$5-LETTERHEADS, Envelopes, etc. Circular free. Diehl, 112 Allee St. Sunbury, Pa. de11

CHRISTMAS CARD CALENDARS, IMPRINTED with name and business, \$4.00 per 100. Free samples. Ace Press, Clearwater, Fla. de4

CHRISTMAS CARD SPECIAL!-50 LARGE beautiful Folders with Envelopes only \$1. Name printed on every card. Also business and personal stationery. R. Cook, 730 West Gift (Dept. 4118), Peoria 5, Ill.

PERSONALIZED CHRISTMAS CARDS-Beautiful selection of 21 exquisite cards, each printed with your name. A dollar value for only 49c postpaid. Johnson, 239 Smith St., Brooklyn 2, N. Y.

PERSONALIZED CHRISTMAS CARDS-OUTSTANDING designs for midways, shows, concessions! In beautiful sparkling colors. Showy Embossed Letterheads. Samples, dime. 14x22" non-bending Window Cards, flashy 2-color, 100, \$10 cash. Solidays Colorprint, Knox, Ind.

WINDOW CARDS-THE BELL PRESS, Winton, Pa.

100 WINDOW CARDS, 11x14", POSTPAID, \$6. If you need Letterheads, Envelopes, Cards, Headers, Comps, Tickets, Tags, etc., write for price list. Olinger's Printery, Manorville, Pa.

250 6 1/2 ENVELOPES AND 250 WHITEBOND Letterheads, 8 1/2 x 11, 5 lines copy, \$3 postpaid. Webster's Printshop, Farmland, Ind. de4

2,000 WHITE VELLUM BUSINESS CARDS for \$3.45, postpaid. Six lines copy, black ink. Archie Thorpe, Box 981, Columbia, S. C.

EXTRA



VALUES

Nickel Plated, Exclusive New Haven compensating hair spring makes it keep better time under extreme of heat or cold.

No. 775BB.....\$1.70 Each

Same as above, but has luminous hands and numerals.

No. 776BB.....\$2.35 Each

Plated in beautiful color of natural gold. Exclusive New Haven compensating hair spring makes it keep better time under extremes of hot and cold.

No. 777BB.....\$2.96 Each

ROHDE-SPENCER CO. 223-225 W. MADISON STREET CHICAGO 6, ILLINOIS

BE THE FIRST IN YOUR TERRITORY!



CUTIE TELESCOPE Key Chain Novelty

The Hottest Novelty Creation ever sold. Most attractive Hollywood models. Sells on sight - Packed 12 to display card.

Dozen--\$4.20 Minimum order 2 dozen 25% deposit with C. O. D. orders. Send for Free Xmas Catalog.

Bengor Products Co. 119 Fifth Ave. N. Y. C. 3, N. Y.

WE MANUFACTURE SHRINE CIRCUS FEZ

Perfectly Blocked-Looks like real Fez. Also PENNANTS for All Occasions. THE G. B. FELD COMPANY 2137 E. 90th St. Chicago 17, Ill Phone: BAYport 8429

SALESMEN WANTED

ALUMINUM GEARED POPPING KETTLES All electric Popping Units, Peanut Roasters, Cop per Caramel, Candy Kettles, Display Cases. North side Co., Indianola, Iowa. dec18

BIG MONEY-QUICKLY AND EASILY, TAK- ing orders for complete line Personalized Initialed Buckles, Belts, Cap Badges; 2,000 emblems. Fast repeats. Write today. Hook-Fast Co., Box 480-BB, Roanoke, Va. npro27

BIG MONEY-QUICKLY AND EASILY, TAK- ing orders for complete line Personalized Initialed Buckles, Belts, Cap Badges; 2,000 emblems. Fast repeats. Write today. Hook-Fast Co., Box 480-BB, Roanoke, Va. npro27

IMPRINTED ADVERTISING ON SCREW drivers, cigarette holders, etc. Men's names on items makes them proud and easy to sell. A. I. I. Mfg. Co., Hartington, Neb.

SELL TAILORED MADE-TO-ORDER GARBA- dine Shirts, the showman's shirt. Bonus plan. Write Style-Select Mfg. Co., Council Bluffs, Iowa. no27

"YOU'LL BE RICHER WITH A RAND LINE"- Real profits for all sincere salespeople. You start right away! For everything write Rand Sales, Box 363, Willmar, Minn. de11

SCENERY AND BANNERS

BANNER SIGNS-72x32", BOUND WITH SIX Grommets, beautiful flashy red or gold fluores- cent nylon material, waterproof enamel lettering, \$15 three lines; \$17.50 four lines. Deposit 1/3, balance C.O.D. Burnside, 14915 Telegraph, De- troit 23.

BEST CARNIVAL AND CIRCUS BANNERS-Positively no disappointment. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. CA. 6-2544. no27

CARNIVAL AND CIRCUS BANNERS, ETC.-The best high grade, high class, fine art in made to order 10 oz. white duck webbed rein- forced. Tailored price, 47 1/2 c per square ft. 50% down with order. Rings, 25c each. Wagner's Flint Hills Studio, Clements, Kan.

CIRCUS SIDE SHOW BANNERS PAINTED AT winter rates. Don Luton Studio, 534 Harria, Kansas City, Mo. de4

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FOUR BEST TATTOOING MACHINES, COM- plete, \$10. Charlie Wagner, Chatham Square, N. Y.

MY PERSONAL ELECTRIC TATTOO OUTFIT complete with 45 sheets of designs and stencils Itemized list Free. Mill Zeis, 728 Lealey, Rock- ford, Ill. no27

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A-1 CIGARETTE AND CANDY VENDING MA- chines, all other coin equipment. Mac Postal, 6416 N. Newgard Ave., Chicago. ja8

SEVERAL RECORDS OF "SIX LESSONS FROM Madame La Zonga" by Dorsey or Lombardo. Write Jack Tadych, Empire Bldg., Two Rivers, Wis

CAVALIER STEEL PORTABLE SANDWICH Shop, manufactured by Valentine Manufacturing Co.; or Aristocrat Steel Portable Sandwich Shop, manufactured by Valentine Industries, Inc., Wichita, Kan. Contact Virginia H. Burrows, 1124 N. Konlworth St., Arlington, Va.

WANT SOLO VIEW PANORAMS, STATE serial number and condition. Will buy Arcade Equipment. Arcade, 317 C, Lawton, Okla.

IBM, SOUND FILM AND EQUIPMENT- Give full details first letter. Midlet Mart En- terprises, Box 1154, Vero Beach, Fla.

(Continued on page 148)

SENSATIONAL LOW PRICES



Newest Designs! Over 500 Styles in Men's and Ladies' Gold Filled and Sterling Silver for Immediate Delivery.



Fast Sellers! SEND FOR ILLU- STRATED CIRCULAR AND COMPARE OUR PRICES.

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MINIATURE JUKE BOX



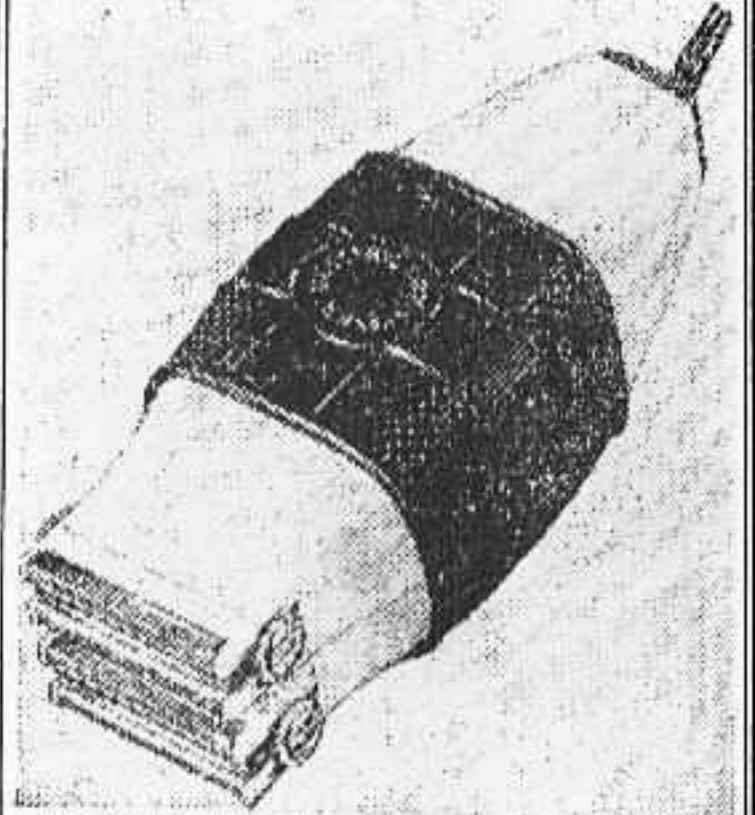
A bright plastic mini- ature of the juke boxes seen in funspots. To play a tune place coin in slot. This new Musical Juke Box Bank has nat- ural sales appeal and has been found to be excel- lent for the premium user.

Price, \$49.80 per doz. Less than doz., \$4.50 ea. 25% deposit required with all orders, balance C. O. D.

Postage is prepaid if payment in full is sent with order.

BAUM NOVELTY CO. Box 427, Murfreesboro, Tenn.

Year-Round Seller! NEW Perfex ELECTRIC SHAVER



PERFEX Electric Shaver is now being featured thruout the country. Proven Large Volume Seller. Profit by trem- endous consumer demand.

10 OUTSTANDING, PROFIT- PRODUCING FEATURES: ALL SHAVERS COME WITH SIMULATED PIGSKIN POUCH - Individually Boxed

Single Head Double Head
\$2.25 ea. in doz. lots
\$3.00 ea. in doz. lots
Sample - \$3.35 Sample - \$4.25

TERMS: 1/3 Deposit, Balance C. O. D. We pay freight on doz. lot orders or more. IDEAL SALES CO. 803 Milwaukee Ave. Chicago 22, Ill.

Direct From Manufacturer At Low Prices

Advertisement for pens and pencils. Includes images of various pens and pencils. Text: PITCHMEN DEMONSTRATORS PREMIUM USERS COUPON WORKERS. Prices: 50c Ea., 60c Ea. We have a brand new 1948 Ball Pen with a Lighter and Two Color Ball Pen. Writes Blue and Red. All Gold Finish, will not tarnish. All pens guaranteed 25% Deposit with order. Send \$1.25 for Samples. H. EPSTEIN 27 East 22nd St. New York 10, N. Y.

FOLDING CHAIRS

PROMPT DELIVERY IN STEEL OR WOOD. VISIT OUR CATALOG

J. P. REDINGTON & CO. DEPT. 38 SCRANTON 2, PENNA.

JUST OUT!

NEW CATALOG OF LADIES' AND GENTS' GOLD FILLED AND STERLING RINGS

SEND FOR IT-TODAY! J. B. BERNSTEIN CO. Wholesale Jewelers

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Who Ever Heard of Such a Thing!
"A Pencil With a Brain"

As you watch it perform you won't believe your eyes! **ROLLER RULE'S** ASTONISHING MOVING PARTS MEASURE ANYTHING REGARDLESS OF LENGTH OR SHAPE. Roll the head over any surface that's all. Inches (up to 36) are recorded on inch-ometer, fractions of an inch on pencil head. For long areas simply reverse motion of head each 36 inches. All-quality, handsome, compact Fortrel fully patented. Propels, repels, expels standard leads and contains hidden lead chamber and eraser.

\$14.40 per doz.—25% dep., bal. C. O. D.
Sample \$1.50 postpaid
ROLLER RULE SALES CO.
5601 Valley Blvd., Los Angeles 32, Calif.

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GOLD WIRE ARTISTS

• Square and round rolled gold plate wire all gauges and qualities • Stone-set and plain bangles as follows • hearts • stars • clovers • crescents • beaded hearts • wagon wheels • roses • Jewel sets all sizes with 1 and 2 holes set with stones and pearls • 3-stone ring top or beaded stock • Beader band wire • Plain findings such as • roses • anchors • bowknot pins • springpins • jump rings • swivels • chains • plain and twisted hoops • swivels • earcrawls, etc. • Hood earrings • earrings for pierced and unpierced ears • Hand-made adjustable bangle bracelets • Wire knot rings of rolled gold plate • Pearl plates of snail shell • Cameos, etc.

Write for \$5 sample/order with price list. Deposit \$2 bal. C. O. D.
EMROW JEWELRY CO.
Box 83 North Station, Providence 8, R. I.
Buy Direct From Manufacturer and Save



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Today's Big Money Maker!

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN 1 MINUTE

NO EXPERIENCE REQUIRED
NO FILMS — NO DARK ROOM

Direct Positive Photos size 2 1/4 by 3 1/2 inches. NOT TIN TYPES. Big attraction. Watch photos develop in daylight in one minute. Easy to operate. Simple instructions show you how P. D. Q. Photos are guaranteed NOT TO FADE in this interesting BIG MONEY BUSINESS anywhere—in doors or outdoor you will make BIG MONEY with the P. D. Q. — A real "Portable Photo Studio" Write or wire

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1161 N. Cleveland Ave., Chicago 10, Ill

Free

CATALOG

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XMAS GIFT BOXED HANDKERCHIEFS

Wonderful item for jobbers, dealers and concessionaires

All Hand Loomed Embroidery and Lace Trimmed. Packaged 3 Handkerchiefs to a Novelty Gift Box.

Special Jobbers' Prices:

\$36.00 per gross boxes (432 handkerchiefs)
\$42.00 per gross boxes (432 handkerchiefs)

Sample submitted to responsible concerns. Dozen box price (36 handkerchiefs) will be submitted upon request.

1/3 Deposit, Balance C. O. D. Terms to rated firms.

HANDKERCHIEF MFG. SALES CO. (MFR.)
80 East 12th St. New York 3, N. Y.

BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, Ohio

GIVE TO THE RUNYON CANCER FUND

DIPPY BIRD JR.

Newest and Best in Perpetual Motion Birds

SELLS ON SIGHT

Height: 5". Brilliantly colored bird in assorted contrasting colored cages.

25% Deposit, Bal. C.O.D. If Rated, Open Account.



Each fully guaranteed

\$9.00 per doz.

Packed one to a box.

3 doz. to a shipping carton.

Order Now

Immediate Delivery

For Xmas Sales

GLOBE DISTRIBUTING COMPANY 1169 BROADWAY NEW YORK 1, N. Y.

SELLS FAST ON SIGHT

Cleverest—Newest—Self Selling

TIE DISPLAY

Ever made with

12 BEAUTIFUL ASSORTED TIES

DISPLAY #1—WITH 12 BEAUTIFUL TIES—\$3.00

Retail for 50¢ Each

DISPLAY #2—WITH 12 BEAUTIFUL TIES—\$4.50

Retail for \$1.00 Each

F. O. B. St. Louis, Mo.

Sample Display #1—\$3.50 Prepaid

Sample Display #2— 5.00 Prepaid

Yes, we carry first quality full fashioned ladies' nylon hose. Write for wholesale price list NOW

DEPT. N, S & K SALES, INC., 11 SOUTH 4TH ST., ST. LOUIS 2, MO.



NOW READY FOR FAST DELIVERY

Magic Mystic Mummy

Well Known Mystery Trick
RED HOT SENSATIONAL NOVELTY
Doz. \$3.25 - Gross \$36.00
Minimum order 3 dozen

TOY ACCORDION—New, Attractive. 50¢ retail.
DOZEN \$3.60 GROSS \$39.00

25% deposit, balance C. O. D.

Bengor Products Co.
119 Fifth Ave., New York 3, N. Y.



ORIGINAL The Mysterious WONDER MOUSE

PITCHMEN—DEMONSTRATORS ATTENTION

The Wonder Mouse in Plastic

The fastest Christmas item on the market. Sells for 25¢. They are perfectly balanced; everyone a worker, book any store with them. No beefs. They outsell wax mice two to one. Packed in flashy 3-colored boxes.

\$6.00 per gross. Prompt shipment. 25% with order, balance C. O. D.

EMIL SEIBOLD

97-36 63rd DRIVE

REGO PARK, L. I., NEW YORK

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

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1111 South 12th, St. Louis 4, Mo

COAT ROOM CHECKS—DOOR PRIZE TICKETS

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Roll Tickets — Roll Labels — Raffle Books

AMERICAN TICKET CO.

515 GREENE AVE. BROOKLYN 16, N. Y.

Sensational



at \$7.50

Where else could you get a modern designed, timed and tested 7 Jewel Men's Swiss Chrono Cylinder Wrist Watch with Ruby and Rhinestone Dial decorations (No. 207) at this quick-selling, profit-making price. Or in 10 kt. domestic rolled Gold Top Case Steel Back, 7 Jewel Swiss Cylinder Sport Model Wrist Watch for \$8.50 (No. 209). Wholesale only in minimum sample lot of six. (Add \$1 extra to each for less than six.)

and



\$8.00

Timed and tested, Women's 7 Jewel Swiss Chrono Cylinder Wrist Watch, small size, with Ruby and Rhinestone Domestic Dial, cord (No. 109). Same in square model, \$8.00 (No. 111). Same in 10 kt. rolled gold top, steel back, minimum order 12, \$9.00 (No. 112).

Send for Free Catalog.

LANCYL CO.

580 Fifth Ave., New York 19, N. Y.

ATTENTION

AGENTS AND HUSTLERS

Calling on Cocktail Bars and Liquor Dealers.

We have a clean, cute, "Powder Novelty Card that packs more wallop than T.N.T. This is "Cookeroo" No. 1. A new one to follow each month. So get on the "band wagon," boys. It's a "natural" sideline item for anyone. Send 10 cents for samples and details to

COOK'S NOVELART PRESS

P. O. Box 2288, Hollywood 28, Calif., or 6000 Sunset Blvd., Room 102, Hollywood 28, Calif.

BINGO SUPPLIES AND EQUIPMENT

IMMEDIATE DELIVERY!

- ELECTRIC FLASH BOARDS
- RUBBERIZED and WIRE CAGES
- WIRE OR WRITE FOR CATALOG

John A. Roberts

225 HALSEY ST • NEWARK 2 • N. J.

IT'S A HOLD-UP!! FOR XMAS SALES

Masterclip

Suction Sign Holder
Holds up Xmas signs, menus, mdse., etc. Sticks to glass, metal or any smooth surface. Nails or tape unnecessary. Gr. \$4.80. Doz. 45¢
WRITE FOR CATALOG OF 250 MASTER MONEY MAKERS.
GORDON MFG. CO.
Dept. XM 110 E. 23rd St., N. Y. 10



BROOCH PIN!

- Genuine Mother of Pearl (Snail Shell)
- Non-Tarnishing Gold Rolled Plate Wire
- Attractively Garded

Any assortment of names \$27 Per Gross (Mother, Sister, Sweetheart, Wife, Mary Jane, Sally, etc.)

1/3 Deposit on Orders.

DE-LITE NOV. CORP.

238 Neptune Ave. Brooklyn 24, N. Y.

FELT PENNANTS

4x 9" @ 5.25.00 Per M
7x15" @ 63.75 Per M
9x24" @ 110.00 Per M

Send for Samples and Price Lists.

UNIVERSAL FELT & SUPPLY CO.
55 Eddy St. Providence 3, R. I.

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

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

AGENTS AND MANAGERS

AGENT—FOR 1949 CARNIVAL, 20 YEARS' experience. Will go anywhere, sober. Also press and radio. State all. Stan Reed, Hotel Jerome, Columbia, S. C. de4

FAIR MANAGER OF MEDIUM SIZED FAIR resigning December 31 is open for position as Fair Manager, Park Manager, Manager of Radio Name for Personal Appearances, under sponsorships and fairs in summer and fall, or will entertain any other high class proposition. Will be at International Association of Fairs meeting in Chicago this December. Can furnish the best of references as to character and ability. In reply state all. Box C-163, Billboard, Cincinnati 22, Ohio.

I NEED A JOB FOR WINTER OR PERMANENT if I can make money. Press, promotion or Southern fairs. Will accept small salary for expenses against percentage. Chick Franklin, Box 44, Riverton, Ill.

WANTED—JOB AS SUPERINTENDENT OR manager, 35 years' experience Whips, Skooters Coasters, Merry Go Rounds. Frank Young, 67 Davison St., Oceanside, N. Y.

CIRCUS AND CARNIVAL

STRONG ANNEX ATTRACTION — PREFER circus. Can inside lecture or double tickets. Box 253, Ashland, Ohio.

MAGICIANS

FEATURE MAGIC-MENTAL ACT—ORIENTAL presentation. Salary for act. Percentage on private readings. Yose, 75 Johnson Park, Buffalo 1, N. Y.

MISCELLANEOUS

ALBACKER—THE MAGICIAN THAT DARED to be different. Doing "tricks" his mother never taught him. 2015 E. 31st St., Lorain, O no27

ATTENTION—ROYAL PUNCH & JUDY FOR Christmas toylands, kiddies' parties, fraternal clubs, "The kiddies' delight." Reasonable salary; doubles clown. Doc Chandler, Rt. 2, Mt. Clemens, Mich.

AVAILABLE — HARVEY THOMAS, VAUDE-ville Show, Singers, Dancers, Comedians, Musicians, Clowns, Jugglers, Ventriloquists, Punch-Judy. 162 N. State, Dearborn 2734, Chicago, Ill. np

MECHANIC AVAILABLE — 18 YEARS' EX-perience on slots, console, pins and phonos. Working hours no object. Have own tools. Address D. E. Hughes, 7312 Kelly St., Pittsburgh, Pa. no27

MECHANIC AND ROUTEMAN—A-1 ON RE-pair on juke and pinballs. Thoroughly understand the complete business. Desires permanent position at a good salary in Western State. Good references. Married. Late model auto. Available in 30 days. Write P.O. Box 194, Winton, Wyo.

NOVELTY EDUCATED DOGS—INDOOR, OUT-door affairs. Day, week, season. 20 minute act, orchestration, music (union). Dog Act, 341 Clinax, Pittsburgh 10, Pa.

VERNON HOFF, FEMALE IMPERSONATOR—"Bombshell of Rhythm!" Popular singer. Booking currently. Vernon Hoff, Sweetheart Bar, Third and Seldon, Detroit, Mich.

MUSICIANS

AVAILABLE IMMEDIATELY — TROMBONE, any chair, read, fake, transpose, experienced, some arranging, sober, no habits, neat, 21 years old, 5 years playing. All offers considered. Write or wire, Paul Hebert, 113 Leona, Houma, La. de4

EXPERIENCED ROLLER ORGANIST—SOLID skating and dance rhythms. Eastern location. Write requirements and salary offered. Organist, Box C-175, Billboard, Cincinnati 22, O. no27

HOT SWING OR HILLBILLY FIDDLER AVAIL-able Nov. 27. Also take-off guitar. State salary in first letter. Write or call Chuck Flannery, 110 So. 12th St., St. Joseph, Mo. Phone 48420. de4

HAMMOND SOLO ORGANIST—NEW \$4,500 organ, adds class to your business. Completing third year Chicago lounge. White, union, sober. Want smaller town. Photo, recording. Permanent, reasonable. Organist, P. O. Box 208, Chicago, Ill.

LADY PIANIST AND SOLOVOX AFTER Dec. 4. Sweet, commercial style. Bookers, write. 219 Brainerd Hotel, Brainerd, Minn.

PIANIST — EXPERIENCED, COMMERCIAL, number 802, 47 locals. Available January. Location. Travel toward East. Box 28, Billings, Mont. Fake, read, solo.

PIANIST—FOR LOCATION, UNION, READER. On present job four years. Give all details. Larry Scheben, 1030 Central, Hot Springs, Ark.

PIANO MAN AND FEMALE VOCALIST FOR dance band or cocktail, combo or duo. Work separately if necessary. No mickey. Desire modern, progressive, commercial work. John and Wabeta Hudson, Gifford, S. C.

TROMBONE DOUBLING TRUMPET—AVAIL-able immediately. Name band experience. No drunkard. Cut or no notice. Contact Sandy Brandt, 905 Belmont Rd., Grand Forks, N. D.

TRUMPET, VOCALS—SECTION AND SOME lead. Plenty show experience. Single, sober, reliable. Available November 1. Prefer warm climate. Room 203, Drake Hotel, 1246 Library, Detroit, Mich.

PARKS AND FAIRS

AT LIBERTY—YOUNG LADY, SINGLE TRAP-eze, ladder, platform, rolling globe. E. R. Gray, 2000 Harding Ave., Evansville, Ind. de26

BALLOON ASCENSIONS—PARACHUTE JUMP-ing. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. no27

FOR YOUR CHRISTMAS PARTIES — THE Lehmbucks; 4 people, 3 girls, 1 man. Beautiful display of acrobatic and balancing. Literature upon request. 2015 Oliver St., Fort Wayne 5, Ind.

HIGH CLASS TRAPEZE ACT—AVAILABLE FOR indoor events. Flashy silvered paraphernalia. Real act. For particulars address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana. de4

JAMES COGSWELL, CLOWN TRAFFIC COP—All white clown, now hooking parades, fairs, celebrations, circuses. Write 1433 Rose St., Lincoln 2, Neb.

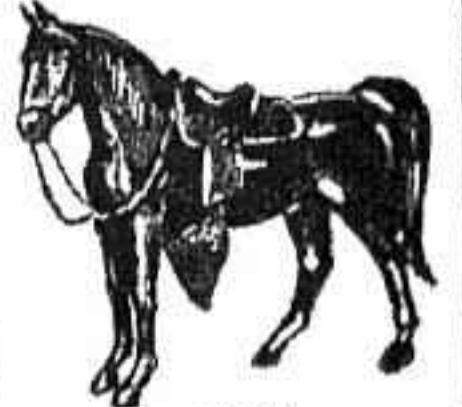
NOW BOOKING 1949 FAIRS — COMPLETE circus units, rodeos, acts of all kinds. Contact us for your grandstand show. Armstrong's Attractions, Montezuma, Ind. de26

VAUDEVILLE ARTISTS

PAMAHASIKA'S SOCIETY CIRCUS — DOG, Pony and Monkeys, featuring the Act Beautiful, the Famous White Cockatoos, Military Macaws. Presented by the only original Prof. Pamahasika. Address Circus Headquarters, Geo. B. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa. Sagamore 5536. no27

PROF. PAMAHASIKA PRESENTS THE World's Greatest Acting Birds, those Famous Cockatoos Military Macaws. Nothing like it anywhere. The oldest and greatest on earth. Always was headliner and still the top. Address Pamahasika Studio, 3504-N. 8th St., Philadelphia 40, Pa. Sagamore 2-5536. no27

WESTERN SADDLE HORSES



Well Built
Highly Polished
Bronzed Horses

B1X		B2X	
10 1/2" tall—12" long		8 1/2" tall—10" long	
\$36.00	Per Dozen	\$24.00	Per Dozen
Samples Postpaid: \$4.00 Each		Samples Postpaid: \$4.00 Each	
25% Deposit, Balance C. O. D.			

JERRY GOTTLIEB, Inc.

Summerfield Ave. & Post Office Place
Asbury Park, New Jersey
P.O. Box 356 Phone Asbury Park 1-1524

JET SELLERS JOKES AND TRICKS

	GROSS
BITTER CIGGY POWDER	\$3.50
BLOODY SOAP POWDER	4.00
BRIDE'S CONFESSION	9.00
CHAN'S LAUNDRY TICKET	6.00
CHINEZE RING ILLUSION	8.00
COMIC CIGGY LAJEL	1.50
COMIC HAT BANDS	3.00
FAMOUS T PUZZLE	9.50
HOT CIGGY POWDER	3.50
HOT GUM (CHEWLETS) (3 in Pkge.)	4.50
HOT GUM (SLICES) (5 in Pkge.)	6.00
HOT SEATS	5.00
VENTRILLO VOICE THROWER	5.00
WONDER MOUSE (CARDED)	6.00
25% WITH ORDER, BALANCE C. O. D.	
ABOVE SAMPLE ITEMS \$1.00.	

HARRY SCHWAMM

237 EAST NINTH ST. NEW YORK 3, N. Y.

Comic Xmas Folders—They Look, Laff and Buy
10 Diff. with Env. 100 \$4.50
RUBBER GLOVE FOLDERS, 8 Diff., Env. 100 6.50
COMIC XMAS DIPLOMAS, 14 Diff., Env. 100 2.00
Strange Fruit from Garden of Eden, 100 5.00
American Gans, New Comic Booklet, 100 5.00
Surprise, New Shooting Xmas Folder, Doz. 1.63
Big Money for Xmas (100,000), 2 Env. Doz.80
Something To Wear (Liar's Medal), Env. Doz.80
Toilet Water, Comic Gift, New, Olfener, Doz. 3.75
Esquire Ash Tray, Alum., 1,000 Lafts. Doz. 8.50
SQUIRT KILROY ASH TRAY, Special, Doz. 5.00
Special Sellers Below at the Dozen Price
King Tut in Coffin \$3.80
Squirt Gertie \$1.50
Ruzier Lizard 6.75
Squirt Kilroy 1.20
Nat. Boy Key Chain 1.50
Comic Mirrors85
Bottoms-Up Drinker 1.50
Doggonit Pile 1.20
Rub. Man in Barrel 2.50
Shimmies Rub.80
Kilroy Was Here 1.25
Snake Face Cream 2.25
Hot Dog Matchbook70
Cigarette Loads25
Most Complete Line of Fast Sellers in South.
Send for Lists, or 50 Best Sellers \$5.00
JACK DAVIS, 514 Collins Ave., Miami Beach, Fla.

Sensational New Discovery Aids Night Driving!

PHILRAY NIGHT VIEWERS



- REDUCES ONCOMING HEADLIGHT GLARE AND CUTS DOWN HIGHWAY HAZARDS WHEN DRIVING AT NIGHT!!!!
- REDUCES EYE STRAIN CAUSED BY GLARE WHEN VIEWING TELEVISION!!!!
- REDUCES GLARE FROM FLOODLIGHTS AT NIGHT EVENTS!!!!
- IMPROVES VISION, WHILE HUNTING OR SHOOTING!!!!

Made with special amber-chrome ophthalmic lenses. Each pair mounted in an aviation type frame, 22-kt. gold plated, adjustable to fit head and eyes. Our free booklet describes its many uses and benefits.

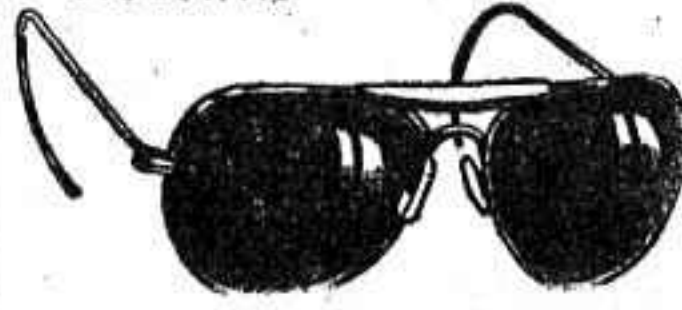
RETAILS FOR . . . \$ 3.75
 SAMPLE 2.50
 BY THE DOZEN . . . 20.00 per dozen (1.70 ea.)
 BY THE GROSS . . . 216.00 per gross (1.50 ea.)
 LOTS OF 500 . . . 675.00 per 500 (1.35 ea.)

Display Material and Streamers Supplied
SATISFACTION GUARANTEED
 25% deposit with order, balance C. O. D.
 F. O. B. N. Y.

PHILRAY PRODUCTS CORP.

30 IRVING PLACE, NEW YORK 3
 One of America's largest makers of night driving, ski-goggles and quality sunglasses.

THIS IS A NATURAL ITEM FOR:
 EVERY AUTO, TRUCK, BUS, CAB DRIVER
 EVERY SPORT FAN
 EVERY TELEVISION VIEWER
 EVERY HUNTER
 AUTOMOTIVE, GAS STATIONS, SPORTING GOODS STORES, CHAIN, TRUCK, BUS OUTFITS



NEW—"RED HOT" JOKERS' TRICK NOVELTIES

 <p>"LIE DETECTOR" Newest, "Hot-test" Item Out! 60¢ dozen \$6.75 gross</p>	 <p>"HOT DOG" MATCHBOOK Red-Tipped "Hot Dog." Fast Seller. 50¢ dozen \$5.75 gross</p>	 <p>CRYING TOWELS Novelty Sensation! In Envelopes 75¢ dozen \$8.75 gross</p>
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— XMAS SPECIALS —
 Expl. Book Matches \$2.75 Gr.
 Cigarette Loads, Loud. 2.75 Gr.
 Itch or Sneez Powder. 2.50 Gr.
 Auto Joke Exploders. 9.00 Gr.
 Pepper Chewing Gum. 6.00 Gr.
 Laxative Gum 4.50 Gr.
 Confetti, Pkgs., 100. 3.50
 Comic Wall Signs 4.00 Gr.
 Imitation Mustaches . . . 6.50 Gr.
 Expt. Cigars, Box of 50 4.00

How-To-Raise-a-Dog . \$1.50 Dz.
 Atomic Handshaker . . 1.20 Dz.
 Joy Buzzers 3.00 Dz.
 Toilet Soap 2.30 Dz.
 Oh Johnny Toilet Pipes 3.50 Dz.
 "Secret" Joke Box . . . 1.00 Dz.
 Squirt Flower, 30 In. Tube 2.00 Dz.
 Magic Coin Box Trick 2.40 Dz.
 Multiplying Rab. Trick 1.25 Dz.
 Electric Bow Ties 7.15 Dz.

Long Distance Phone: Michigan 4-8851

We Are the Manufacturers of "The World's Largest Line"—Lowest Prices!
JOBBERS' WHOLESALE CATALOG, 10¢—413 Fast Sellers!
ARLANE MFG. CO. 4462 Germantown Ave., Philadelphia 44, Pa.
ORDER FROM AD. Send 50% Deposit, Balance C. O. D.—P.P. or Express Extra.


"Cricket" BOOT JACK

NEW . . . ORIGINAL . . . ONLY ONE ON MARKET

Removes hunting or riding boots, galoshes or rubbers easily
 Should be on every porch. Wonderful Xmas gift. Aluminum alloy

\$9 doz. • \$95 gross • Retail at \$2.00 • Sample \$1

MOTORCRAFT, BOX 470, MUNCIE, IND.



GIVE TO THE DAMON RUNYON CANCER FUND

Earn Big Money

WITH ONE OF THE FASTEST SELLING, MOST PROFITABLE ITEMS ON THE MARKET! IDEAL FOR DOOR-TO-DOOR SELLING!



VELVO "WELCOME" RUBBER DOOR MAT

Cash in Now on Fall and Winter Business. Get Complete Information.

Here's a unique type door mat from a company that sells more than a million mats yearly! Of heavy duty construction, "Welcome" mats wear like iron, will not tear, last for years, yet are flexible and soft as velvet. Positive non-skid tread on bottom. The remarkable rubber "finger" feature alone makes these mats sell on sight!

More than 3,000 rubber "Fingers"—25 to the square inch! — scrape all dirt off shoes quickly and cleanly.

Patents Pending

Mail \$1.00 Today for Postpaid Sample

R. L. Mitchell Rubber Co.

Dept. B-10

2120 San Fernando Road, Los Angeles 41, Cal.

"THE LORD'S PRAYER"

IDEAL FOR PREMIUM HOUSES DEMONSTRATORS & ENGRAVERS



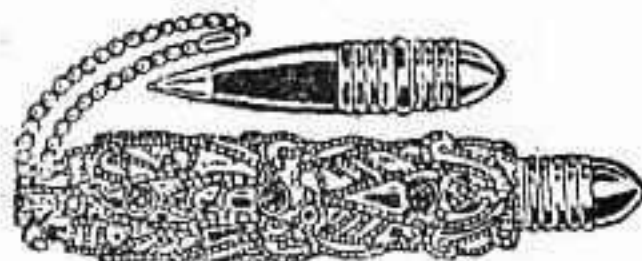
No. 1021 BRACELET (ILLUSTRATED)

\$6.00 DOZ. \$69.00 GRO.

OTHER LORD'S PRAYER ITEMS AVAILABLE. SEND FOR SAMPLES TODAY. 25% DEP., BALANCE C. O. D. (State Your Business.)

Frisco Pete Enterprises, Inc. (MANUFACTURERS)

604 W. Lake St. Chicago 6, Illinois



FILIGREE BALL PEN

It's Hot—Lowest Price Yet

Studded with colored imported rhinestones and simulated gems — Highly gold plated finish — Each to cellophane bag, with display card. Brass beaded key chain attached.

DOZEN \$3.25 in gross lots only

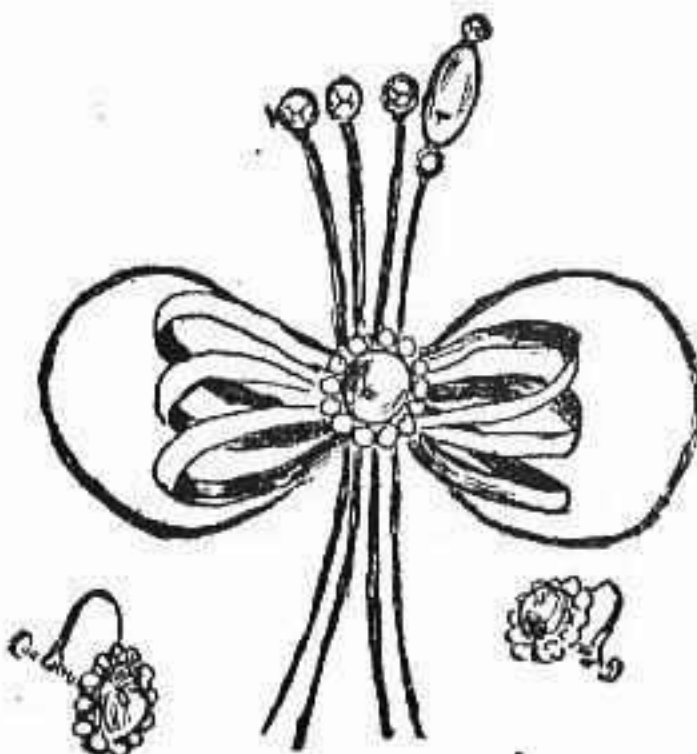
REFILLS FOR ABOVE PEN. DOZ. ... \$1.80

25% Deposit With All C. O. D. Orders.

PARKER PROD. CORP.

3 East 19th St., New York 3, N. Y.

HERE'S YOUR FLASH! First Quality Costume Jewelry \$8.00 Per Dozen Boxed



Highly Polished Gold Plated "All Weather Plating"

Special Sample Selection of 6 Hit Styles, \$4.00

- Hand-Painted (Roses) Bracelets
- Charm Bracelets (Movable Charms)
- Moonstone Spray and Earrings, hand-pronged stones (choice of six colors)
- Butterfly Pin & Earrings (illustrated)
- Round Pearl Pin & Earrings
- Elephant Bracelet, antique silver, natural silver (fits anyone)
- Large Wire Pin & Earring (especially nice for large women)
- Lily Pin & Earring Set, white or pink pearls (definitely a repeater)
- Wishing Well and Merry-Go-Round Bracelet, gold or silver
- Many other Pins and Bracelets in Stock.
- Distinctive Bracelet Line to match most of our Pins.

If in New York pick them out at our Retail Spot and watch how they Sell.

Allow for postage on prepaid orders.

No C. O. D.'s without deposit.

Send 1/3 deposit with all orders. Prompt Shipment.

Special Prices to Jobbers and Distributors interested in five gross or more.

42nd STREET NOVELTIES, Inc.

107 W. 42d Street

New York 18, N. Y.

LATEST MECHANICAL TOYS

GET THE XMAS B. R. FROM THIS LINE

FINEST ACTION & MECHANICAL WORKS EVER PUT IN A LINE OF TOYS



- #1 Acrobat Racer, turns over, etc. \$ 7.20 Doz.
- #2 Boy on Bike, Bell Rings, Good Action 4.80 Doz.
- #3 Merry-Go-Round, Very Colorful 7.20 Doz.
- #4 Hula Dancer with silk skirt 4.80 Doz.
- #5 Bronco Bill, Large Toy, Real Winner 8.00 Doz.
- #6 Race Horse, Off-Center Wheel Creates Fine Action 4.80 Doz.
- #7 Mechanical Pig, Plenty Action (German Made) 6.00 Doz.
- #8 Tole A Stone Car (Red Hot) 9.00 Doz.
- #9 Ferris Wheel (Similar to Merry-Go-Round) 7.20 Doz.
- #10 Loop-o-Plane, Fast Action 8.00 Doz.

MANY OTHER MECHANICAL TOYS—ALL RED HOT NUMBERS

- Opera Glasses, Double Lens, Adjustable \$ 8.00 Doz.
- Tombo Harmonicas, All-Metal Reed, etc. 8.00 Doz.
- (Quality of this Harmonica equal to German make.)
- Chinese Paper Snakes (10 Gr. Lots) 4.50 Gr.
- Running Alligators, asst'd. colors. 10.50 Gr.
- (Ware \$21.00 Gr.) New
- Hand Up Pipes (Original) 14.40 Gr.

STREET MEN, PITCHMEN, HERE'S THE ITEM WHILE THEY LAST

- #9 Brown Heavy Rubber Jap Beach or Medicine Ball \$ 5.25 Doz.
- #12 Brown Heavy Rubber Jap Beach or Medicine Ball 7.75 Doz.
- #10 Rainbow Striped Jap Beach or Medicine Ball 7.75 Doz.
- #12 Rainbow Striped Jap Beach or Medicine Ball 9.75 Doz.
- Size of Balls Indicated by number—#12, the larger of sizes, is 3 1/2" circumference when inflated. All first quality. Guaranteed. No seconds.
- All Metal Trombones (The Big Winner at the Fairs) \$2.50 Doz.; 27.00 Gr.

JUST ARRIVED—SPECIAL-SPECIAL

- 7-inch Celluloid Feather Dolls \$2.50 Doz.; \$27.00 Gr.
- 9-inch Celluloid Feather Dolls 4.50 Doz.; 48.00 Gr.
- 10-inch Celluloid Feather Dolls 5.50 Doz.; 60.00 Gr.
- 7-inch Naked Celluloid Dolls 2.25 Doz.; 24.00 Gr.
- 9-inch Naked Celluloid Dolls 3.25 Doz.; 36.00 Gr.
- Feather Backs for above Dolls, Asst'd. Colors.
- 7-inch Size Feather Dresses 10.00 Gr.
- 9-inch Size Feather Dresses 15.00 Gr.
- Silver Air Ships "The Best" Xmas Package 11.50 Gr.
- Mottled Air Ships "The Best" Xmas Package 12.50 Gr.
- Workers for above50 Ea.
- Fins, Cabins, etc., supplied. No Charge
- C 7 1/2 Light Bulbs, Jap 12.50 100

Boys, these are a few of the many items arriving from Japan and other countries.

Write to be advised of merchandise constantly coming in.

ALL ABOVE FOR IMMEDIATE DELIVERY

1/3 Deposit required on all orders.

WIRE — PHONE — WRITE

Don't Get Shut Out

M. "WHITEY" MONETTE

First With the Latest ★ The House of 1001 Novelties 1013 MISSION ST. SAN FRANCISCO, CALIF. Phone: Market 1-6024

HOLD EVERYTHING!

Exclusive!

READY NOW!

Delivery Nov. 30



MEGAPHONE KEY-CHAIN

TERRIFIC CONSUMER DEMAND! Sells not only one, but several to the same customer!

EXCLUSIVE, brand new collection of natural color photos of Hollywood's most gorgeous models.

Be the first . . . with this fast-selling new item!

\$32.40 gross in 10 gross lots

Sample two dozen, \$7.20 with display card.

All prices F. O. B. Los Angeles, 25% deposit with order, balance C. O. D. Write, Wire or Phone: Webster 7241.

NATIONAL NOVELTIES

141 NORTH LABREA AVE. LOS ANGELES 36, CALIF. • WEBSTER 7241

PINKING SHEARS

Keen Cutting Carbon Steel Construction



Clips non-raveling edges on most materials.

A "MUST" for all women, tailors, hardware and appliance stores. 50% deposit with all orders.

\$3 each in dozen lots

Sells for \$5.00 and up.

PHILKAY PRODUCTS

30 Irving Place New York 3, N. Y.

EXPORTERS • JOBBERS COUPON WORKERS • DEALERS

Juke Box blazes with INSURE SENSA-light, illuminating motto, TIONAL PROFITS "It's Wise To Be Thrifty," as coin is deposited in slide.



JUKE BOX BANK

Our national advertising proves it the fastest moving item Retailer of the year. Here is flash in quality merchandise, things new to men up some sized displays. It literally sells on sight! Climb on the bandwagon and place your order now!

CHECK THESE LOW PRICES!

\$10.80 Doz. \$115.00 Gr. \$1.98 Sample

EACH COMPLETE WITH BATTERY AND BULB. (Exporters: Write for our special 5 gross price on your business letterhead, specifying area of intended distribution.) (No limit on this item to exporters. Domestic sales limit: 12 gross.)

F. O. B. NEW YORK, N. Y. Terms: 1/3 with order, balance C. O. D. (Salesmen wanted for New York area, liberal commission.)

The IRVING ENTERPRISES P. O. Box W-18, Planetarium Station New York 24, N. Y.

GREATER VALUES
by
SUPER SALES CO.

25 E. 17TH ST., NEW YORK 3

25% Deposit on Orders, Balance C. O. D.
All Prices Net F.O.B. N. Y.

NOVELTY SACHET SETS
Ass't designs, Each boxed.
Dozen \$5.00.

ALL OCCASION and BIRTHDAY CARDS
Beautiful designs, 25¢ grade, 10 in a box.
Box \$1.20.

MEN'S GOLD PLATED TIE SLIDES
Newest ass't designs, Each in box.
Dozen \$3.60.

"PINAUD" TOILET WATER
Large size, Apple Blossom only, Each boxed.
While they last—
Dozen \$4.20.

COMB and BRUSH BABY SETS
Made with NYLON bristles, Each in
Acetate Cover Box.
Set 60¢.

AIR-WAVE NYLON HAIR BRUSH
Each boxed, Ass't colored handles,
First quality,
Dozen \$4.80.

BOBBY PINS
24 on card, Black or brown,
Dor. Cards 35¢.

Genuine "GEM RAZOR" SETS
Consist of Gold Plated Razor with 5 blades
and 6 extra packages containing 5 blades
in each package. (Regular \$2.75 Value.)
Neatly boxed.

Per Set \$1.45.
PLASTIC TABLE CLOTHS
Assorted prints, First quality,
Each 90¢.

GOLD PLATED FILIGREE BALL POINT PENS and BALL CHAIN
Dozen \$3.45.

PLASTIC TOY HARMONICAS
Assorted colors,
Dozen \$1.00.

MERCERIZED SHOE LACES
Black, brown or white,
Gr. Laces \$1.35.

BRONZE HORSES
Ass't Sizes,
Small, \$5.40 Doz. Medium, \$10.50 Doz.
Large, \$13.50 Doz.

TOOTH BRUSHES
100% Pure Bristle, Each in attractive box.
Dozen to display,
Dozen 95¢.

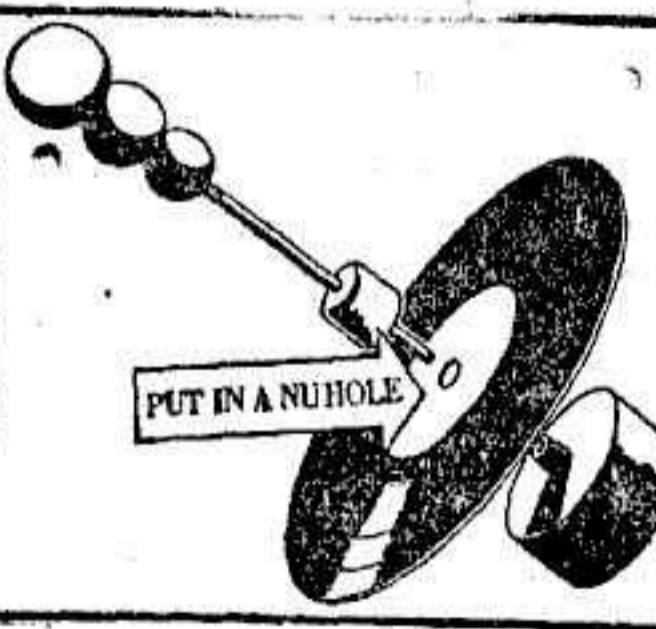
DISH TOWELS
Large size, Strong quality,
Dozen \$2.40.

WORK GLOVES
Heavy quality canvas, First quality,
Dozen to bundle,
Dozen \$3.00.

"SPEARMINT" TOOTH PASTE
Large size, Recommended by Parents Magazine,
Dozen 90¢.

Send for New Catalog to be out early in 1949.
SUPER FOR QUALITY
SUPER FOR LOW PRICES

SUPER SALES CO.
25 E. 17TH ST. NEW YORK 3, N. Y.



SAVE RECORDS
with this Novel and
Practical Tool

If you have a phonograph—you surely need the one and only NU HOLE Kit to repair the worn spindle holes in your records, and increase your listening pleasure.

COMPLETE KIT \$2
(Additional refill packets of NU HOLES 50c per packet.)

Reclaim but 3 of your records and you have saved more than the cost of the kit.

On sale at your favorite dealer, or order direct and send us his name and address.

FERN MFG. CO.
3915 Pleasant Ave. Minneapolis, Minn.



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 dated 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

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10c	Rosch, John	8c
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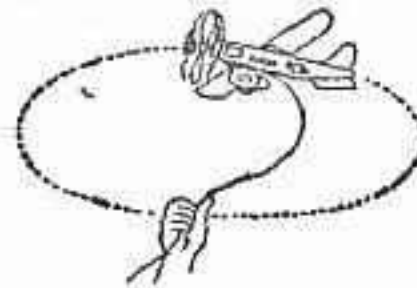
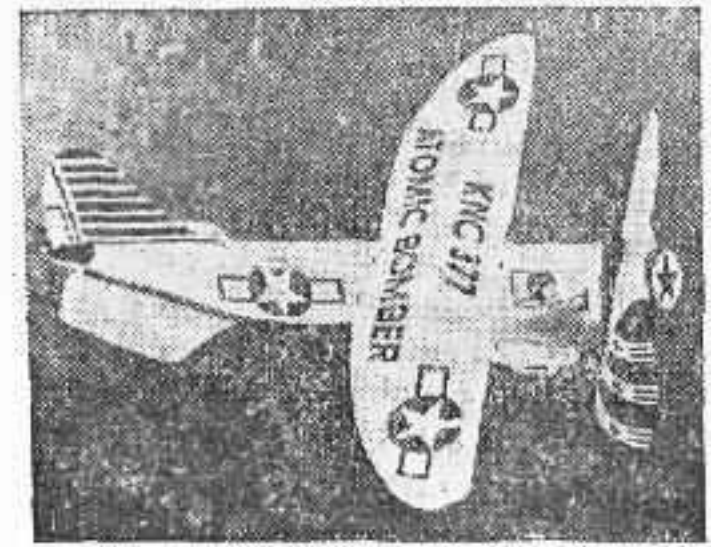
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ATOMIC BOMBER is made of durable plastic. It flies! The revolving propeller makes the sound of a motor. Circle the plane over your head, and have it travel 10 to 15 feet on elastic attachment. Wing Span: 8 1/2 in. Overall Length: 8 1/2 in.

It loops the loop and it nosedives! Also, can be carried on a stick and propeller will revolve as youngster walks.



Individually packed in transparent bag. 1/2 Gross to shipping container. Retail for 25c

JOCKO THE CLIMBING MONKEY



Needs no introduction! Of course you remember JOCKO. How the sales zoomed last Xmas! He is a sure repeat winner. We could not supply the demand last year, but we are ready for you now. JOCKO climbs down a metal rod. He's a sensational action toy. His fascinating performance, his colorful make-up will sell him on sight. Arms, legs and tail are fuzzy chenille. Steel rod has approximately 22" overall height—with colored knob and handle. Retail for 25c

CASH IN ON THESE TWO MONEYMAKERS!

If unavailable from your jobber, write direct. No samples. Half gross minimum.

KAYE NOVELTY CO., INC.
377 Hudson Ave., Brooklyn 1, N. Y.

Manufacturers of KANCO Products: Jo-Jo, the Dangling Monkey; Animal & Propeller Pinwheels; Batons; Beanie Propeller Hats; Dolls and Feather Dresses.

America's Fastest Selling Novelities!

Made in America by America's leading manufacturer of Rabbits' Feet and genuine fur novelties. Popular prices, steady profitable sellers. Order from your jobber now!

PIN-UP MONKEYS
with Jungle Bell
No. 400-J — Fur Monkey, beautifully trimmed.
No. 200 — All-Chenille Monkey. Attractive colors low priced.

LUCKY RABBIT FOOT KEY CHAIN
No. 503 — With Key Chain.
No. 501 — Plain Rabbit Foot.

No. 6-F SANTA CLAUS
with spring and jingle bell. All plastic body with white fur beard and white fur trimmed coat. Big Christmas Seller. Size 6".

CLOWN ON CANE
No. 0-500 — All Fur Trimmed Jumping Clown on Cane With Bow Tie. Assorted Colors.
No. 500J — Large Fur Trimmed Jumping Monkey on String With Bell.

Creators of Exclusive Novelties for Carnival and Circus. Sold Thru Your Jobber.

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BACK AGAIN
NEW LOW-PRICED RINGS for BIG PROMOTIONS!!!
OVER 100 DIFFERENT RING NUMBERS IN STOCK

1R108 White
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\$24.00 Gross
\$2.10 Doz.

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NEW ENGRAVING JEWELRY CATALOG
FEATURING THE MOST COMPLETE LINE OF FAST-MOVING JEWELRY

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\$12.00 Per Gross

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"FAST SELLING POCKET NOVELTIES"

"Funny Santa Glove Cards" that really sell. Doz. \$1.20. Hundred \$8.00.
Christmas Cards, assorted, each in envelope. We sold over a hundred thousand of these last season and have many new ones now. Doz. 90c. Hundred \$8.75.
Novelty Rubber Shimmie Dancers. Doz. 70c. Hundred \$5.00.
"Flip Strip" Girls, Post Card Size, a Sensation Wherever Shown. Doz. \$1.50.
Photo Handle Knives With Beaded Key Chains Attached. Assd. Novelty Pictures. Doz. on Display Card. Per Card \$4.20.
Half Cash With All C. O. D. Orders. Certified Check or Money Order. NO SAMPLES.

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IMMEDIATE DELIVERIES!
LOOKS LIKE A \$5.00 RETAIL VALUE. ORDER NOW!

EXPANSION WATCH BANDS
Chrome Plate

Stainless Steel Wire Watch Bands. Gross \$18.00.

Sample Prepaid \$1.00
Dozen \$6.00
Minimum order 2 doz.
In Gold Plate \$7.00 Doz.
25% Deposit With C. O. D. Orders.

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OAK-HYTEX BALLOONS

No. 920
Santa Claus Toss-up
Popular Holiday Novelty

• Appealing Santa Claus figure on assorted color balloons. Stands 20" high on cardboard feet. Order from your jobber.

The OAK RUBBER CO.
RAVENNA, OHIO.



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THE HOUSE THAT QUALITY AND SERVICE BUILT

For real repeaters at lower prices, write today for quotations on our complete line of Tonics, Herbs, Liniments, Ointments, Corn Medicines, Foot Creams and Powders, Tooth Powder and Vitamins. We specialize in Private Formula Work.

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Prompt shipment at all times.
PRODUCTS LIABILITY INSURANCE CARRIED
Made by a Registered Manufacturing Pharmacist

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CINCINNATI, OHIO



here is **FATSO**
WORLD'S BIGGEST BALL POINT PEN

A Barrel of Fun for Everyone!

• 100 CENTS
• 100 PENNIES
• 100 THOUSANDS



"FATSO" JUMBO BALL PEN
HOT NOVELTY ITEM
IT'S NEW! WILL SELL FAST!
Dozen \$7.50 - Gr. \$86.40

WESTERN SADDLE HORSES

Best Quality Made
Highly Polished
Bronzed Horses
11" High, 12" Long—Large Size
Dozen - - - \$36.00

25% Deposit with all C. O. D. Orders.
Send for Free Xmas Catalog.

BENGOR PRODUCTS CO.
119 5th Ave. N. Y. C. 3, N. Y.



JACK-OF-HEART

Sample Sharpener, 25¢; Sample Needle, 25¢ Ea.
E-Z Way Automatic Razor Blade Stripper,
Sample, 50¢. Write for prices.

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Revolutionary New Maps

These maps are historical—they are up to date on world events. We have both the four-page and the six-page maps. Send \$1.00 for samples and prices.

ED HUFF & SON
P. O. Box 7608 Dallas 10, Texas

Pipes for Pitchmen

By Bill Baker

MARY RAGAN . . .
is working Arkansas with Doc Sam Friedman to reported successful results.

If you become so busy minding other people's business that you neglect your own, you're a cinch to wind up a failure.

BERNARD ROZINSKI . . .
is working cookie presses at the W. T. Grant store, Milwaukee, to reported lucrative business.

Resist the lure of making a pitch on a strange street and you're well on your way to becoming a success in the pitch field.

BILL KUNSTMAN . . .
has his demonstration clicking in the S. S. Kresge store, Milwaukee.

PAT MALONE . . .
69 years young, is still going strong and getting his share of the long-green, according to reports emanating from Harrisonburg, Va.

Wishing for big tips and takes rarely works. You've got to work for 'em to get 'em.

COLLEEN PIERCE . . .
is working ad movies in W. T. Grant's downtown store, Milwaukee.

CLIFF MEYERS . . .
is reported to be working a store in Chicago to good returns.

CHARLIE MADISON . . .
the fast-money kid, is in a Marion, Va., hospital undergoing a general physical check-up.

Now is the time of the year when every housewife is burdened with the obligation of solving the problem of her husband's Christmas gift. Help her along by suggesting a cigarette or cigar lighter. It always has proven a sure-fire holiday item.

FOLLOWING . . .
a brief stint in New York, Nellie Jones is located at J. L. Hudson's store, Detroit, where she's working Robert Curley's hair preparations.

THEY TELL US . . .
that old-timer, Sheridan Coleman, is still batting 100 at the age of 80 whenever he makes a pitch.

Hard work is what makes you rise in position and wealth. You don't get it by blowing yourself up.

TUT HILL . . .
and Brian Brown are pitching their wares at the Goldblatt State and Van Buren streets store, Milwaukee.

D. L. VAUGHN . . .
blasts the following from St. Petersburg, Fla.: "In the past I've pitched kitchen gadgets, pens, rad and other fast-selling items and currently I'm working the Rainbow Plastic-Rayon Towels. Have worked them for nearly a year and find that locations are pushovers for this new item. We have added a Christmas sticker to each package and our Christmas business is already started. Have three demonstrations going in St. Petersburg and we are making the shows around Florida and haven't encountered a blank thus far."

The successful pitchman never has time to let himself think that his past achievements are great. He's continually working for even greater laurels.

COWBOY WILLIAMS . . .
is passing out the big black cigars out Chicago way over the birth of a son in St. Luke Hospital in the Windy City.

PLACES WE GO . . .
and Folks We Know, by Joe Blow: Chief Napier and I are in the South after closing our circuit of fair dates at the Waterloo, Ia., Cattle Congress. We've met many of the old gang who came South to winter. Madaline Ragan was in Valdosta, Ga., and Bob Ward had just closed his med opera at Pensacola, Fla., where we visited Curley Miller and his horse opera. Curley has the first med show we've ever seen where they make the passouts on horses. We also visited four carnivals and could



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NOW DISTRIBUTING
DANCING HEP CAT
Immediate Delivery. Packaged—
\$12.00 gr.
ALL SILVER
GIANT #1030 - AIRSHIPS
Packaged w/Cabin and Fins
\$10.00 gr.
WORKERS—50¢ EACH
MECHANICAL DUCK
\$24.00 gr.
SAMPLE—50¢

A 25% Deposit Required With All Orders.

The S. & P. NOVELTY CO.
428 6th St., N.W. Washington, D. C.

SENSATIONAL VALUES!
WATCHES ★ DIAMONDS ★ JEWELRY

Now and re-conditioned ladies' and gents' **NATIONALLY KNOWN GUARANTEED** wrist and pocket watches.

Prices from **\$4.95**

Send for our **FREE WHOLESALE CATALOGUE** immediately.

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DISTRIBUTORS--PITCHMEN

Fastest Quarter-Grabber in the World!
THE MYSTERIOUS WONDER MOUSE

\$5.50 GROSS

10 GROSS \$50.00
Deposit With Order, Bal. Plus Postage C.O.D. — Immediate Shipments —
Pitchmen's Headquarters—Wholesale Catalog, 10¢.

ARLANE MFG. CO. 4482 Germantown Ave. Philadelphia 44, Pa.



ELECTRIC PENCIL

Professional Model #3, \$7.25. Includes six rolls Superior gold foil, rolls 1"x400". Engraves gold, silver colors on leather, silk, plastics wood novelties, paper, etc. Cash with order. Extra rolls, 1/2 doz., \$2.50.

Burgin Vibro-Tool for metal engraving with hard carbide needle, postpaid, \$6.00.

R. E. STAFFORD
3360 N. Meridian St., Indianapolis 8, Ind.



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Qua Lax Brand Compound 8-Oz. Liquid Laxative. Retail for \$1.50. Your price only \$12.00 per hundred bottles.

Pontiac Brand Compound 12-Oz. Liquid Laxative. Retail for \$2.00. Your price, \$17.00 per hundred bottles.

Quaker Powders, 2-Oz. Flash Package. When added to water makes a Pint of Laxative Medicine. Retail price, \$1.00. Your price, \$7.50 per hundred packages.

Order from this Ad. Just send small deposit with order, balance C. O. D.

We carry Manufacturers' Liability Insurance. All goods are prepared under the supervision of a Registered Pharmacist. All goods shipped same day orders are received.

QUAKER MEDICINE COMPANY
220-22-24 GEORGE STREET CINCINNATI 2, OHIO
Established 1895

XMAS-TREE LIGHTS LARGEST STOCK IN THE WEST

IMMEDIATE DELIVERIES

C-6 XMAS TREE LIGHTS (per 100) \$ 6.50
C-7½ XMAS TREE LIGHTS (per 100) 12.00
8 LIGHTS, C-6 SERIES SETS, DOZEN 12.00

Assorted colors. Federal Excise Tax included

CUTI-KEE CHAINS (2 doz. per box) \$4.25 doz.
XMAS TINSEL SIGNS (JAP.), MECHANICAL TOYS, TROMBONES, NEW YEAR NOISEMAKERS, PAPER HATS, ETC.

25% deposit required with order

WEST COAST NOVELTY CO. SCHWARTZ BROS.
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MEDICINE MEN!

There is no substitute for quality. Write today for new wholesale catalog on tonics, oil, solve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are Manufacturing Pharmacists established 1934.

GENERAL PRODUCTS LABORATORIES, INC.
157 E. SPRING ST. Dept. X COLUMBUS, INDIANA

EVANS AUTOMATIC LIGHTERS
Immediate Delivery



Automatic pocket lighter, engine turned design, nickel finish, black enamel stripe, individually boxed. \$21.60 doz.

Same as above, individually boxed, beautiful gold finish. \$26.80 Doz.

Deposit required on all orders, balance C. O. D. Write for new catalog.

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Be First!



TALKING BUGS BUNNY
Hot Pitch Item actually SAYS "What's Up, Doc!"

- Amazing Loud Recording Reproduction
- Plastic Wire Recording and Sound Slide
- Beautiful Four Color Finish

\$2.40 Doz. 3 Samples. Send \$1.00 for Doz. 3 Samples. \$20.85 Per Gross, C. O. D.

Jobbers, Write for Prices.

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AGENTS! SOAPMEN!
Try Our New

LE LANI

French Milled Bar Soap
Amazingly Low Price for Large 3 Bar Box

Send 25c for Sample

MID-WEST SOAP CO.
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500% PROFIT FOR YOU!
NEW U.S. ARMY



PROTECTIVE RAIN COVERS \$6.50 PER CASE OF 100

A LIVE-WIRE REPEATER IN BIG DEMAND ON RAINY DAYS! IDEAL TOO AS GAME PRIZES! SIZE 50" x 56", INDIVIDUALLY BOXED! ORDER NOW!

Camel MFG. CO.
329 SOUTH CENTRAL ST. KNOXVILLE, TENNESSEE

TERMS NET 30 DAYS, FOB OUR PLANT

GENUINE FUR COATS CAPES JACKETS, ETC.

LOWEST PRICES

Buy direct from our factory at wholesale price. The latest styles in all sizes. Wide range to select from including Silver Foxes, Marten, Muskrats, Pony Coney, Skunk, Mouton Lamb, Cheeking, Kid Skin and others. Satisfaction guaranteed or money refunded. Send Mouton lamb bands a specialty \$2 ea.

BON MARCHE FUR CO., Mfg. Furriers, Dept. L5, 287 7th Ave., N. Y. 1, N. Y.

5,000 ITEMS AT FACTORY PRICES

VARIEA AND GENERAL STORE MERCHANDISE. SPECIAL PRICES TO WAGON JOBBERS. Nylon Hose, Watches, Guns, Toys, Bonnets, Combs, Auto Supplies, Cards, Film, Key Chains, Trick Items, Men's Fancy Socks, Work Clothes, Gloves, School Supplies, Fireworks, Railroads, Clocks, Saleboards, Merchandise Deals and thousands of good selling, low profit items.

H. L. BLAKE
Broker and Factory Distributor
LITTLE ROCK, ARK.
Send 5c in stamps for price list.

have thrown a cat across the midways without anyone getting a scratch. In fact scratch is hard to get here in the South.

Anyone can shoot in a pipe without divulging his whereabouts. It's names and words from them that the boys and girls in the profession like to read.

"I'M SURE . . . that many of the old-timers were saddened to learn of the death of Creta Coffee," letters Helaine Siebecker Martin from Chicago. "She was one of the first workers for the Nu Dell Boys. I have moved up the street from Kresge's to Marshall Field & Company here and am amazed at the money that one can get in a household section. I'm convinced that people like a quiet, refined demonstration. That has been my contention for years, but there are those who say you can't get money that way. I'm still working Jack Levy's cake decorator."

TOM McCLUSKEY . . . is working white mice in a Chicago location to reported good takes.

THAT WELL-KNOWN . . . pipester, Chet Greeley, after a lengthy silence pens from Keene, N. H., that he has been working glass cutters in that sector on one-day stands to fair returns. Chet says that he met Jack Cleary in Hollis, N. H., where Cleary is making his home and working sheet and operating a vanilla route, with spices and teas. Cleary, Chet says, confines all his work to Nashua and Hollis and is happy to see any pitchman working that territory. Chet says that conditions generally are okay excepting that it's getting a bit cold up there.

Criticize yourself first and you will have that much more experience on which to base your criticism of others.

WORD HITTING . . . the pipes desk from out Texas way indicates that Joe Tousy and Bob Scott, of the Glen Hosberg enterprises, are getting plenty of green stuff with the varied items they are working.

RITA THOMPSON . . . who formerly worked Aladdin cleaner, is purveying a billfold layout at the F. W. Grand store in downtown Milwaukee. She will go back to working the cleaner compound shortly after Christmas.

EDDIE FROMMES . . . is purveying yuke oil at the F. W. Grand store, Milwaukee, to reported lucrative business.

PAT FLINN . . . of sharpener note, has been released from Veterans' Hospital, Tampa,

CHEWING GUM WHOLESALE ONLY

Fine quality. Popular flavors. 5-stick packs also 4 multi-color "BUBBLINGUMS."

AMERICAN CHEWING PRODUCTS CORP.
4th and Mt. Pleasant Ave., NEWARK 4, N. J.



Sterling Silver Hand-Clasp Friendship Rings

Open and Close To Form NATURAL HANDSHAKE Symbolizes Lasting Friendship

Sizes 5 to 7 1/2

\$36.00 per gross

Terms: 1/3 Deposit, Balance C. O. D.

J. W. Robbins Company
53 Falmouth St. Attleboro, Mass.

Hottest Novelty SENSATION!

Wow!



"KEY-HOLE KUTIES"

- an adjustable telescope on a gold plated key chain, featuring a fine natural color photo of Hollywood's
- sharp lens gives the model a "ready-to-step-out" appearance. It's terrific! Easel can be displayed on retail counters.

MOST ATTRACTIVE MODELS

\$4.20 PER DOZEN Sells after one look! **MINIMUM ORDER 2 DOZ.**

Send Cashier's Check or Money Order for Full Amount—No C.O.D.'s. NO OUT OF TOWN PHONE CALLS, PLEASE. JOBBERS, WRITE US ON YOUR LETTERHEAD. NO POSTCARDS, PLEASE.

WRITE, WIRE OR PHONE

STONE NOVELTY COMPANY
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PLASTIC TRI-MOTOR BOMBER



Our new streamlined Plastic Bombers recently introduced at the Cleveland Air Races and other national events have already proven a terrific seller. 3 assorted color revolving propellers for three times the attraction. For Xmas sales, individual boxes in colors are furnished.

Midwestern manufacturers of Plastic and Metallic Pinwheels, Yellow and Metallic Flying Birds, Clipper Planes, Helicopters; also Majorette and Clown Canes for Circus, Parks and Beaches. See your jobber before writing direct to

THE OGDIN MANUFACTURING CO.
OFFICE: 1801 CATALPA DR., DAYTON 6, OHIO

WAXED FLOWERS
Best Quality — Attractive Colors

No. 8—LARGE GEORGINE	\$50.00 Per 1,000; \$5.50 Per 100
No. 60—LARGE ROSE	50.00 Per 1,000; 5.50 Per 100
No. 7—LARGE DAHLIA	60.00 Per 1,000; 6.50 Per 100
No. 40—Large Size Xmas Red Poinsettias. Can be mounted on laurel same as Georgines, Dahlias and Roses.	Per Gross \$16.50
No. 40B—Medium Size Xmas Red Poinsettia.	Per Gross 9.00

IMPORTED WOOD FIBRE—ALL COLORS—LARGE PACKS

Gross Packs	\$65.00	Doz. Packs	\$7.20
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MOUNTAIN LAUREL
50-Lb. Carton, \$12.50; 25-Lb. Carton, \$7.50

CHRISTMAS CORSAGES
A Real Flashy Number in Bright Holiday Colors

Large Size, Gross	\$27.50	Medium Size, Gross	\$18.50
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CHAMPION FOUNTAIN PENS
Standard Size. Screw Cap. Gold Plated Ball Point, lever filler and Pocket clip. Every Pen mechanically perfect. Assorted attractive colors.

Gross	\$50.00	Doz.	\$4.50
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Send for our New Price List of all Flowers, Fallages, Artificial Flower Material, Corsage Material, Costume Jewelry Material and other fast-selling Holiday Items.

50% Deposit, Balance C. O. D.

FRANK GALLO Importer & Manufacturer
1429 LOCUST STREET ST. LOUIS 3, MO.

CLARION NOW FEATURES . . . THE ONLY GENUINE NEODIZED COSTUME JEWELRY IN AMERICA . . .

in guaranteed non-tarnishable Rhodium-White or 22-Kt. Rose or Yellow Gold Plated.

TESTED BEST: Comparative atmospheric tests for oxidation have proven that

NEODIZED GOLD PLATED jewelry definitely retain their lustrous bright finish and color longer than any other similar plated jewelry in the market—regardless of make or price.

Large assortment of exquisitely designed pin and earring sets, chateleine sets, lockettes, chokers, pendants and cocktail bracelets.

\$7.00 dz. to \$12.00 dz.

WE INVITE COMPARISON
Send for special sample assortment. One dz., no two alike, all individually boxed, only \$10.00 dz. 25% deposit with order, balance C. O. D., F. O. B. New York.

CLARION SALES, INC.
Manufacturers of Fine Costume Jewelry
180 Forsyth St., New York 2, N. Y. ORchard 4-6346

ALL METAL GOLD FINISH BALL POINT PENS

- WRITE-LITE** Gold Finish 55c Each Gr. Lots
Comb. Ball Pen and Flash Light \$7.20 Doz.
- PEN-LITER** Gold Finish 50c Each Gr. Lots
Comb. Ball Pen and Lighter \$6.60 Doz.
- DUAL-WRITER** Gold Finish 45c Each Gr. Lots
Writes Red and Blue \$6.00 Doz.
- DUCHESS** Gold Finish 35c Each Gr. Lots
Jeweled Filigree Purse Pen \$4.80 Doz.
- BARON** Gold Finish 35c Each Gr. Lots
8 Months' Ink Supply \$4.80 Doz.
- DUKE** Plastic Barrel Gold Caps 30c Each Gr. Lots
Streamlined, Big Value \$4.20 Doz.
- 3-PIECE SET** Gifts Boxed \$1.10 Each Dz. Lots

Fountain Pen, Ball Pen and Pencil Sample Streamlined, Plastic, Gold Trim \$1.50 Ea.

TRIPLE TESTED—GUARANTEED 25% With Order, Balance C. O. D.

DUAL-WRITER PENS

P. O. Box 1693 Milwaukee, Wis.

Sensational JEWELRY VALUES

NEWEST FAST SELLING STYLES

- ENGRAVING JEWELRY • RINGS
- IDENTIFICATION BRACELETS

Write for Catalog Now (State Your Business)

HARRY PAKULA & CO.
5 No. Wabash Avenue, Chicago 2, Illinois

where he had been confined the past three years.

You can get the tips coming your way via special promotions before the holidays.

PRINCESS YELLOW ROBE . . . and Chief Whitehorse and family have returned to their home in Pittsburgh where their children are in school. They report a successful fair season.

GRABBING . . . the geedus with wallets and billfolds at the F. W. Grand store, Milwaukee, is Rita Thompson.

International Livestock Exposition to be held in Chicago November 27-December 4 should again prove a lucrative spot for the boys on the leaf. Who is planning to make the show?

MADALINE E. RAGAN . . . letters from Orlando, Fla., that she and husband, Ray Herbers, worked the Valdosta, Ga., Fair with their Educational Hygiene Exhibit to good results. "We met Chief Naper there," Madaline says. "He has a baby chimp for a bally and it does a good job of keeping the natives entertained. Had a surprise visit from Doc David Bell and wife. They have quit the med show and now are in the real estate business in Valdosta. We were saddened to learn of the death of Myrtle Hutt's father. I have my mobile unit here and plan to spend the winter in Florida. We certainly like to read pipes from Sid Sidenberg."

FOOD SHOW . . . at Charlotte, N. C., proved one of the

best money spots of the year, according to the many pitcheroos making the doings. Among them were Harry Belt, with plants; Bobby Roane and partner, peelers and windshield film; Doughboy McDonald, cookie press; Bob Tousy, peelers, and Mad Monk Rasmussen, shampoo.

WORD FROM . . . the Food Show at Huntington, W. Va., is that it proved a blank for most of the workers, with the exception of

RINK OPS VOTE

(Continued from page 137)

the sound reasoning in his (Schmitz) obviously sincere letter. . . . It seems to me that we operators should collectively shake off the leeches, in the form of the 20 per cent amusement tax and ASCAP, which beset us if we are to stay in business."

Another said, "I am definitely for it because of self-preservation and not because of any social aspects."

A third believes "it would be a boost to the skating business if the RSROA and URO were combined as one organization."

Still another wrote, ". . . Many times I have thought that a vote by all members of the RSROA and URO would show beyond question that the vast majority would like to see this squabble settled and the amateur be in one association as he should be. . . . It would be a great incentive to skating. It is foolish to waste money by holding two nationals. We are, after all, Americans with the desire to make money. Instead, we are actually losing money, except those who are being directly benefited by this idiotic break of having two groups of amateurs. . . . While visiting rinks on two tours of the United States I found that we all want peace and one association, but the small operator is afraid to open his mouth for fear of being thrown out bodily from either association. . . . If every RSROA, URO and independent operator plus the amateurs took part in the voting, Mr. Martin and his clique would get the biggest surprise of their skating lives. If all votes were to be held in strictest confidence by *The Billboard*, then there would really be a vote. But no RSROA operator is going to risk the ire of his party bigwigs by sticking his neck out in an election in which these men still have the final say. Please give the amateur and us small operators a break."

REP RIPPLES

(Continued from page 53)

Ellery reports from Glenwood, Wash., that his school bill and pic show has been gathering a goodly portion of the shekels in that area. . . . Somerville's vaude-pic attraction has been playing around Georgetown, Tex., to fair returns. . . . Grail Players are a new unit for the Delaware territory and are booking dates in Southeastern Pennsylvania. . . . Allen Hanniford is organizing a flesh group to play Portland, Me., territory. . . . Grover's magic and pic show is playing school and hall dates in Western Idaho to fair results. A museum is expected to be added to the unit soon. . . . George Nofan is promoting amateur minstrels in New York. . . . E. F. (Ted) Crothier has his school show operating around Gebo, Wyo., to fair returns. He and Mrs. Crothier are making small towns and getting in hall dates in between. Crothier says he met Jeff Reider with his vaude-pic trick at Ewing, Wyo., and he reports Reider is doing okay playing schools and halls in Central Idaho. Reider is presenting 16mm. film, magic and vaude, Crothier says. . . . Dominion Players, with D. L. Glover as manager, have been making dates around Toronto to successful turns. . . . Doger's Show has been playing schools and halls in Sherman County, Oregon, to fair results. M. A. (Kid) Garrity is with the trick. He's doing his comedy magic turn. Garrity is an old-time vaude performer and rep-

Ruby Morris, Stanley Perkins and Benny James, who chalked up a red one. Also making the show to good lucre counts, according to Benny Levine, were George Maney, Doughboy McDonald and Bernie Wolf.

"AFTER LOOKING . . . over the East I moved back to Hoosierland and have opened a jewelry store here," cards Bob Posey from Anderson, Ind. "I still have a demonstration going in one of the chains and probably will have more during the Christmas holidays. Let's have more pipes here from Ray Gross, Bill and Dot Cinersky, Bill and Peg Jordan and Doc Smith. And what has happened to our mutual friends, Count Seldom Scoff and Doc Lushwell. Come on, Tom Kennedy, pipe in."

JACK (BOTTLES) STOVER . . . continues to hold forth in Harrisonburg, Va., where he's making trade and stock sales to good returns.

Genuine Imported European Oriental Design!

RUGS 9 x 12 Ft. \$32.50 Ea.

Attention: Dealers, Peddlers, Concessionaires
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W. J. CALEY & CO., INC.
3214 Chestnut St. Dept. 27 Philadelphia 1, Pa.

ONE FIFTH AVENUE

(Continued from page 48)

wood are a singing comedy team with possibilities beyond the fair results they get with fair material. Their best satirical take-offs were on the tune *All of a Sudden My Heart Sings* and on Mrs. Patrick Henry Feinberg at the Bird Watchers' Society. The boys use props such as bells and hats for some of their numbers, but while much of their material gets laughs, none of it registers as really sock. Their satire is good but a strengthening and broadening of their act plus more comedy routines are needed.

Bob Downey and Harold Fonville combine into a duo piano team that spells the customers between acts, with Hazel Webster occasionally taking a similar turn at the piano.
Leon Morse.

CAFE SOCIETY

(Continued from page 48)

it one of the best male singing groups in the business. One of its numbers, *Talking Jerusalem to Death*, almost stopped everything cold. The timeliness of the title, plus the implications of the current mess in Palestine made the song highly commercial. The four lads finished to a terrific hand.

Pearl Primus, recently caught at the now shuttered Ebony Club, did her usually competent show. Her native ritual dances, backed by her own bongo beater and a girl chanting were highly effective as imaginative translations of the savage dance medium.

The show teed off with Dave Martin's band doing *Caravan* from the center of the floor to a fairish mitt. The same band also cut the show in good style.
Bill Smith.

SALESBOARD SIDELIGHTS

Harlich Manufacturing Company, Chicago, is offering its quarter-play Pot Shots board as a cash or merchandise item, Sam Feldman, sales manager reports. Board, to be merchandise number, requires gummed stickers (furnished with each board) be placed over the cash prize info. Sam promises the trade a new innovation in merchandise boards by Harlich, to be introduced December 4. During the last two weeks the seasonal pick-up in board business has materialized and shows signs of rising to a nice level, he adds.

M. R. Hitter, head of the firm bearing his name, Elmira, N. Y., states that his specially built showroom for the convenience of jobbers and operators spotlights board lines to their best advantage. The Bee Jay and Universal numbers shown receive a good deal of attention, he points out. . . . Gay Games, Inc., Muncie, Ind., is stressing its Big Black Jack board, one of the 100 Rol-a-Tic numbers, as a top player appeal item from the standpoint of simplicity and color design. Guy E. Noel, president, says that these two sales aids are included as musts in the entire line. The Jack board employs a slot character ticket set out in a combination of black and white.

Reuben Berkowitz, general manager of Bee-Jay Products, Inc., Chicago, is out of town on a business jaunt. The four floors of the Bee Jay's diggin's continue to turn out quality quantities of board material via a smooth-running mass production system, which Reuben, Joseph (his dad) Berkowitz and A. C. Binder, production manager, have set up, staffers report.

Harold Boex, vice-president of Pioneer Manufacturing Company, Chicago, returned from his Southern trip Saturday (13) with reports that business is sliding along smoothly. Plans for a January showing of boards are still embryonic, but Harold says a

number of customers have queried him on the subject. . . . H. C. Hayes, DeLuxe Sales Company, Blue Earth, Minn., continues to be a traveling man, making personal contacts of the trade here and there about the country.

Lubin Sales, Pittsburgh, is offering its new catalog of jar deals and salesboards to the trade. . . . Another free catalog offering is being made by the W. H. Brady Company, Chippewa Falls, Wis. Officials state that various sizes of straight or skip number items are presented, in addition to "each push a winner" cards. . . . Globe Printing Company, Philadelphia, has the sales bee on its nickel play Gridiron board. It features football symbol tickets and 1,260 holes.

Simon Berman, co-owner of the Sicking Company, Indianapolis, died last week after a short illness. He was a partner in the firm, which handles salesboards and coin-operated machines, for the last eight years.

COCOANUT GROVE

(Continued from page 48)

Dietrich, Claudette Colbert and Bette Davis, rounding out a sock take-off on Hildegard that put customers in the aisles. Latter is particularly appreciated, as Miss Desmond follows the Milwaukee chantootsey into the Grove.

Patrons particularly favored routines in which she pitted "type" vocalists against selections unsuited to their style. Best in this series was her version of a blues singer doing *Stout-Hearted Men* from the *New Moon*. Her Gracie Fields brought down the house only to be topped by characterization of Betty Hutton that shook the rafters. Her ability to modulate her voice so as to mirror that of her subjects had the customers both amazed and amused. Her vocal range seems to know no bounds, running from a realistic male baritone for use in a clever Colonel Blimp routine to the shrill pitch of a Gracie Fields.

Martin crew opened with a few exhibition numbers that served well in setting the stage for an enjoyable evening, supported Miss Desmond, and provided smooth-as-silk rhythms for dancing. The revitalized aggregation is one of the best Martin has ever fronted.
Lee Zhitto.

PERSIAN ROOM

(Continued from page 48)

even if his material hasn't changed. There were times when Savo did bits that were in doubtful taste—for example, his massaging with liquor he takes from a customer's table. Yet the over-all pattern was satisfactory and got big laughs.

Leo Reisman's ork continues its outstanding show-backing job. Mark Monte's relief work is in the same groove—excellent.
Bill Smith.

HAREM, NEW YORK

(Continued from page 49)

with long wordy precise intros, he created lulls.

Mary Small, in her first nitery job, showed a big voice and an ability to project. Dressed in gold and sporting a blond thatch, Miss Small was outstanding. But if she proved she can belt them out, she showed poor taste in two things: her choice of songs and her almost continual plugging of her husband's (Vic Muzzy) song writing ability.

Small Big on Pops

She opened with a catchy novelty and followed it with *It's Magic*, giving it fine phrasing. When she stuck to pops or cute novelties she was way ahead. It was a saccharine *Little Mr. Future President*, dragging in lyrics about Harry Truman and Margaret, on which she lost ground. What hurt her the most, however, was a double entendre, *He's Much Too Healthy for Me*. The latter announced as a Muzzy tune, is a good special number for a fair singer in an intimate spot. Miss Small isn't a fair singer; she's an unusually good one, and the Harem is far from intimate. Besides the gal doesn't need innuendos with her voice.

Tables Davis, a thin wiry lad with a set of choppers apparently set in concrete, got plenty of amazed cries with his act. The lad's biggest accomplishment is lifting tables and chairs with his teeth and does it genuinely.

The rest of the show, the Moroccans, Mons Piroaska and Maria Leighton are holdovers. Incidentally, the routines are unusually skillful, with the Wally Wanger girls doing a great job.
Bill Smith.

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- RWB Tickets, 2170, 5/1 1.90
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- Lucky Seven, 2220, 5/1, Stapled 2.10
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- Grabafin Pad, 1200 Size, 5/25c 2.40
- Grabafin Pad, 1200 Size, 6/25c 2.40
- Grabafin Pad Deal, Size 1200, 5/50c 2.40
- Grabafin Pad, Size 1200, 5/51.00 2.40
- Grab a Seal, Size 1000, 5/25c 2.24
- Football Bingo, Size 1600, 5/25c 3.15
- Pok-a-Tik Pad, Size 720, 5/25c 1.76
- Forward Pass Pad, Size 660, 5c 1.70
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- Big Bingo Box Deal, 1200 Size, 5c 1.00
- Grabafin Box Deal, 1000 Size, 5/25c 2.00
- Nu-Play Bingo, 1000 Size, 5c 1.20
- Bingo Jackpot Cards, 50 Seal, Per Doz. 7.00
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1200	25c	Texas Charley Thick	Avg. 102.98	1.60
960	5c	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
980	5c	It's the Knots Thick, Girl Board	Avg. 26.25	2.75
1000	5c	Barely Speaking, Thick, Girl Board	Avg. 26.60	2.75
1000	5c	Glovely Lady, Thick, Girl Board	Avg. 26.60	2.75
1200	5c	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.50
300	25c	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25c	Knick Fin, Giant Holes, 6 for 25c	Avg. 28.75	2.50

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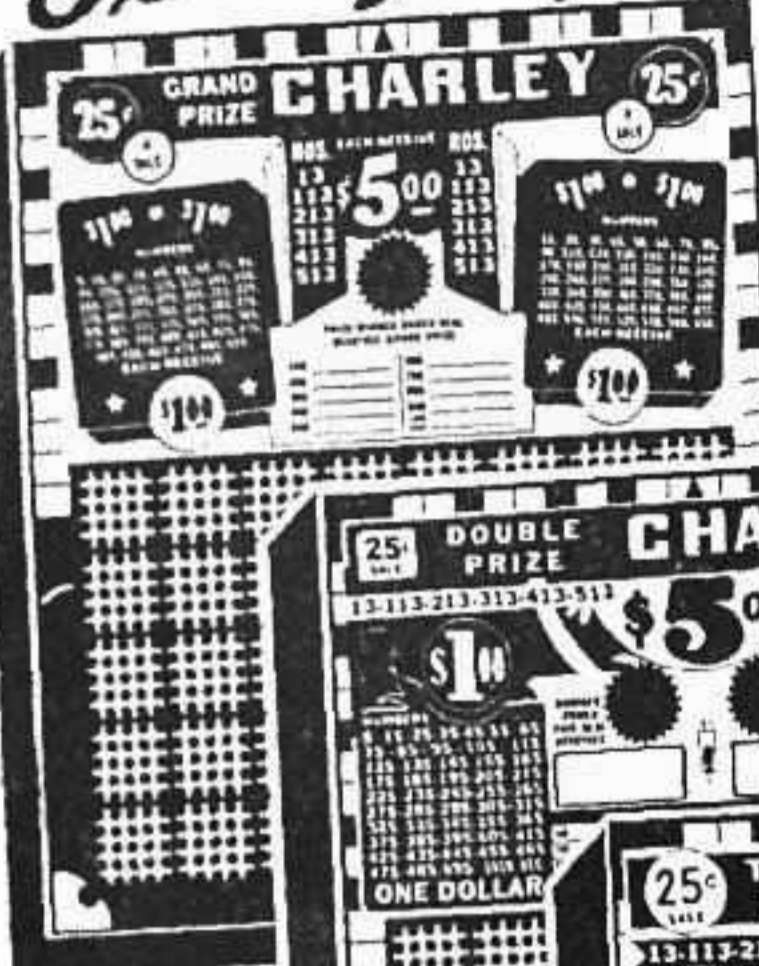
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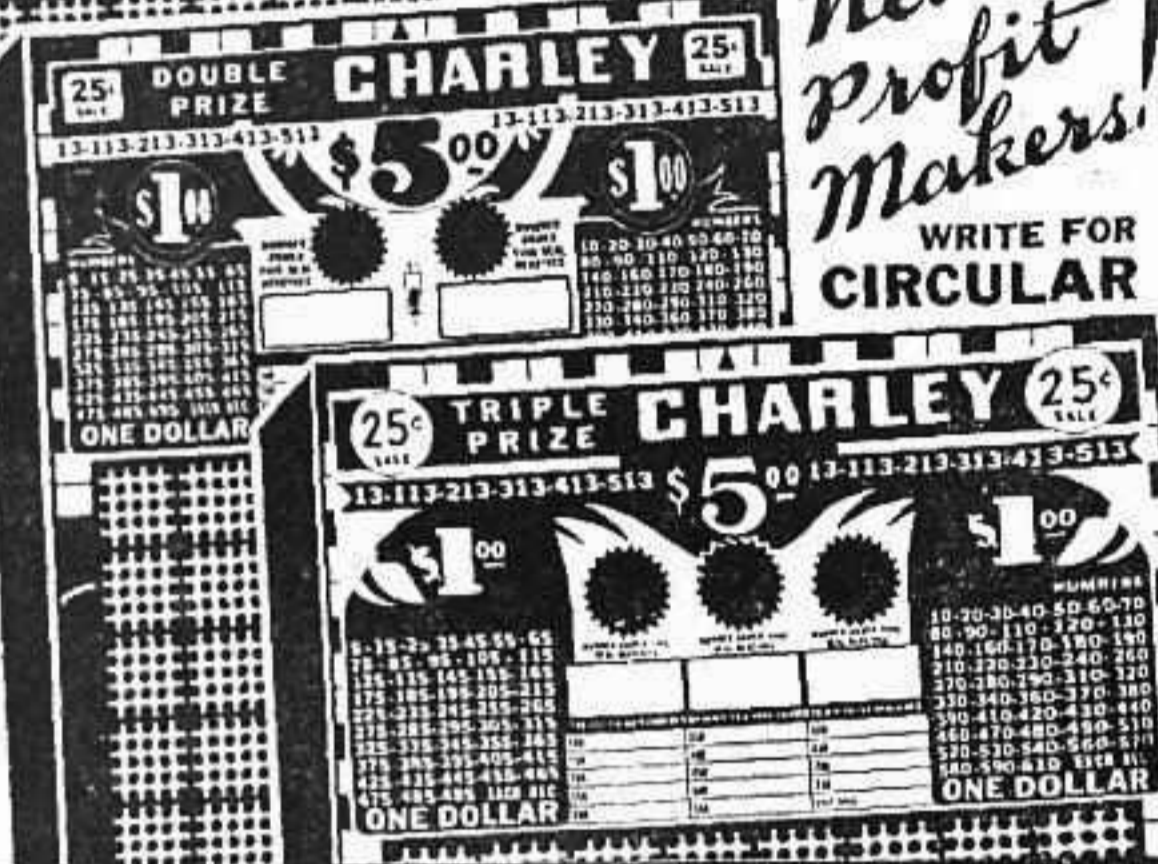
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A FEW LIKE NEW COIN OPERATED 10c AND 5c Hot Popcorn Vendors. Salesmen's Demonstrators. Offered as used at \$57.50 each, 100 bag capacity. Write Cohen, Dept. E. S. A., Peoria, Ill. de4

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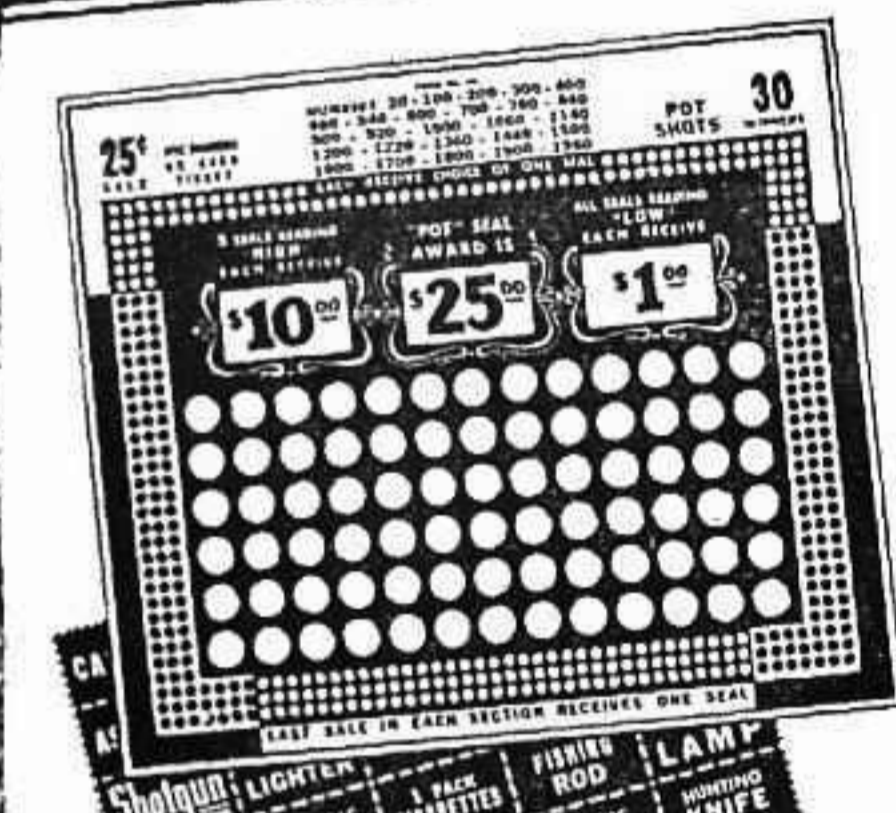
20 LIKE NEW HART CHROME PLATED BALL Gum Machines, \$240. 5/8 Ball Gum, 25 lb. carton, \$7.50, 25% cash, balance C.O.D. Paul Bowers, Route 2, Claypool, Ind. de11

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 PAYOUT AV. 56.70
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1440	5c Cig. Barrel	Def. 22.00	.89
1440	10c Barrel	Def. 36.00	1.38
1440	5c Barrel	Def. 18.00	1.15
1800	5c Lulu	Def. 18.00	1.49
1000	25c J.P. Charley Tk.	Avr. 552.08	\$.94
1200	25c Tex. Charley, Seal	Avr. 102.28	1.59
800	25c Jumbo Q.T., X. Tk.	Avr. 65.00	1.59
1184	5c Win-a-Fin	Avr. 34.40	2.25
1000	5c J.P. Assl. Bds.	Avr. 29.00	2.49

NEW 8 TICKETS PER HOLE BOARDS
 200 25c Lucky Fives . . . Max. Avr. \$39.50 \$2.25
 300 25c Lucky Fives . . . Max. Avr. 73.50 2.98
 200 25c 6-in-1 Bds. . . . Max. Avr. 39.50 2.45
 2170 5c Red-Wh.-Bl. Tks. . . Def. \$36.50 \$1.20
 2170 5c R. W. B. 5 Fold . . . Def. \$36.50 \$1.20
 120 Tip Ticket Bks. . . Gr. \$18.75; Dor. 1.89

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
 Deluxe Building Blue Earth, Minn.

IF?
 You Want Fast Delivery
 Beautiful Salesboards
 Full Count Jar Deals
 FAIR PRICES
 Write
GALENTINE NOVELTY CO.
 322 E. Colfax Ave., South Bend 24, Ind.

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

Court Orders Allite Mfg. Liquidation

To Sell Physical Assets

LOS ANGELES, Nov. 20.—Allite Manufacturing Company, operating for the past year under a receivership, was ordered by court, November 9, to liquidate. The firm has manufactured a coin-operated bowling alley which was first called strikes and spares, then changed to Allite Automatic Bowling.

During the past year the company has been trying to operate under receivership but handicaps of such a set-up finally forced the liquidation. In an attempt to keep the firm going, several parts on the bowling game were redesigned and others eliminated. Due to lack of promotional money it was impossible to attain volume sales necessary to continue operation, a firm spokesman said.

President of the firm was William Schrader.

The game was designed by D. W. Price, who still controls the patents. Only the physical assets of the company will be sold at auction. The firm has 31 games on hand and approximately 900 on location thru distributors.

Price said he is not contemplating any move with the bowling game until he has an opportunity to mull several offers from other companies.

See Attempt To Change Pennsy Local Tax Law

HARRISBURG, Pa., Nov. 20.—Pennsylvania's local tax law, under which 3,588 municipalities and school districts may tax juke boxes, pinball machines and any other taxable coin-operated machine not already paying a levy to the State government, may be revised by the 1949 Legislature.

When the General Assembly convenes in January, such groups as the State Chamber of Commerce and the Pennsylvania Manufacturers' Association are expected to attempt to have the law repealed.

Many local politicians, too, don't like the idea of having to levy local taxes to get sorely needed revenue. They would sooner pass this burden on to the higher echelons of government.

In any event the local tax law will be a storm center, altho Gov. James H. Duff favors the present law.

Schlicht Joins Buckley Staff

CHICAGO, Nov. 20. — Buckley Manufacturing Company has appointed Charles Schlicht, a veteran of 26 years in the trade, to its sales staff, Pat Buckley, firm head, announced this week.

During his 25 years with Mills Industries Schlicht held key posts in the firm's bell division and later headed the music department. Earlier this year he joined O. D. Jennings & Company as director of sales research.

Get Your Copy

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In an effort to present a clearly defined picture of the current controversy on this subject, *The Billboard's* Washington bureau set out to gather all the available facts. To get to the nub of the controversy, interviews were held with Sen. Homer E. Capehart; his general counsel, William Simon, and other members of the congressional committee now holding hearings on the subject.

The result was a thoro report, gathered by experienced newsmen.

Because the controversy, at least at the present time, is primarily the concern of manufacturers, *The Billboard* did not print the report in its news columns. Instead it has been prepared in pamphlet form and will be sent to any person who requests a copy. Just send your requests to *The Billboard* and you will receive your copy by return mail, free of charge.

Chicago Coin Designs New Shuffleboard for Smaller Locations; Nine Feet Long

Kansas Firm Sets First Formal Showing

CHICAGO, Nov. 20.—Chicago Coin Machine Company has placed its nine-foot Shuffle-King Re-Bound, a new type of shuffleboard, in production, Sam Wolberg and Sam Gensburg, firm officials, announced Thursday (18). Coin-operated, new board has a playfield of composition plastic which Chicago Coin calls Dura-Life. First formal showing of both the Shuffle-King, a 22-foot shuffleboard, and the Shuffle-King Re-Bound will be held by the United Distributing Company, Wichita, Kan., Sunday (21).

Re-Bound's cabinet is made of maple and walnut. Its alleys are lined with broadfelt while the sides of the players' end of the alley are reinforced with a painted plastic covering which has the appearance of leather but is said to be tougher in consistency, will not tear or rip under playing conditions.

New board's Dura-Life playfield is 8 feet long and $\frac{3}{4}$ of an inch thick. It will not warp, and resists acid

and cigarette burns. Because of its hard surface, the playfield requires little servicing. New board's scoreboard, located at the end of the playfield, lights up at all times. When game is completed, scoreboard reads "game over" and 10 steel pins block off contact with the board's rebound surface at the end of the playfield, thereby preventing play until additional coins are inserted.

Games' rebound surface consists of one-inch thick gum rubber, has sufficient spring to return a puck in play hard enough to knock an opponent's puck from the scoring area.

In Re-Bound play, two opponents insert dimes in coin chute which lifts pins blocking contact with end of playfield. Unlike other types of shuffleboards now on the market, completion of one game of Re-Bound is based on the time elapsed between lifting and releasing of pins, which the operator may vary from three to five minutes by adjusting a timing device.

How To Play

Re-Bound is played as follows: At the start of a game, opponents choose either red or yellow pucks and are allowed three pucks each. Players alternate their throws, one puck at a time. All pucks must rebound off the rubber surface at the end of the playfield. Any puck not hitting the rebound rubber is adjudged dead and removed from play. If a player wishes to knock an opponent's puck from the point area in the playfield, he must strike the rebound first before contacting the opponent's puck. In the instance of a puck striking the opponent's puck before contacting the rebound, the struck puck must be replaced in its playfield position while the striking puck is declared dead. (See *Chicago Coin* on page 168)

Reservations for CMI Show Up; Rooms Still Available

CHICAGO, Nov. 20.—With somewhat more than two months to go until the Coin Machine Institute (CMI) opens the doors on its 1949 convention and exhibition, the convention manager of the Hotel Sherman, where the show will be held, said this week that accommodations for some 600 people remain.

Reservations for the CMI show, said convention Manager Earl Benedict, have picked up noticeably within the past week. Thus far, Benedict told *The Billboard*, the Sherman has better than 500 rooms and suites reserved. Those 500 rooms and suites, Benedict said, would accommodate approximately 800 persons.

Altho convention crowds in Chicago have been running somewhat under last year, Benedict predicted that another 600 coinmen would make advance registrations before the CMI show opens its doors. And, he said, if the reservations continue to arrive at the current rate the hotel will be booked solidly in the near future.

Benedict, who has his offices in the Hotel Sherman, is handling all room and suite reservations for the CMI exhibition, January 17-18-19.

No Suites Available

There are no more suites available in the hotel, Benedict said, since exhibitors have already contracted for all of the available suite accommodations. Single and double rooms can be obtained by writing Benedict. Rates at the Sherman, Benedict asserted, have not increased since the last CMI show.

Thus far, the hotel's records disclose reservations are running somewhat behind last year, but the past week's spurt of activities may soon bring reservations up to the previous level. Approximately 60 coinmen from Canada have already made advance registrations, Benedict said, insuring the convention of an ample delegation from that country.

January and October, according to

Benedict, are the two "toughest" months to find hotel rooms in Chicago. Convention trade during those months is always at its peak since convention-goers seem to prefer those two periods for their get-togethers.

For that reason, Benedict expects hotel rooms to shortly tighten up, and he urged advance registrations to insure accommodations.

Trade Dignitaries Gather for Final Tribute to Meyer

OAK PARK, Ill., Nov. 20.—Old-line members of the coin machine fraternity flocked to the Williams funeral chapel here Monday (15) to participate in final tribute to the memory of J. Frank Meyer, Exhibit Supply Company founder and owner, who died last week (*The Billboard*, November 20).

With the chapel crowded to overflowing, Dr. Preston Bradley, nationally known clergyman, began the ritual with a silent prayer, followed by a eulogy stressing the many achievements of Meyer, his creative ability and the many friends he made in all walks of life. The pallbearers were the following Exhibit employees: Cecil Miller, Earl Palmer, Lee Moss, Ed Kalis, Max Hofstetter, J. C. Schmidt and Frank Menchuri.

Among the trade representatives to attend the funeral services were Clare Meyer, a brother, Joseph A. Batten, Ed Hughes, Charles Pieri, all of Exhibit; Dave and Sol Gottlieb, of D. Gottlieb & Company; O. D. Jennings, head of the firm bearing his name; Lyn Durant, Billy DeSelm and Herb Oettinger, United Manufacturing. (See *Meyer Tribute* on page 167)

Pin, Juke Ops In Milwaukee Face Fee Hike

Locations Also Affected

MILWAUKEE, Nov. 20.—Following several weeks' investigation of ways and means to increase this city's income, the common council's license committee has recommended increases for pinball and music machine permits and also for juke operators' licenses.

Among the council's recommendations were the following increases: Per machine permits for pinballs and jukes from \$5 to \$10; location permits from \$5 to \$10; music operators' fee from \$25 to \$200.

Simultaneously, the council recommended an extension of the juke box curfew from its current 12:30 a.m. weekdays and 1 a.m. Sundays to 1 a.m. and 1:30 a.m., respectively.

The findings by the council would affect 2,600 music and pinball machines and the 80 operating firms.

VENDERS HIGHLIGHT ABCB

Bottlers See Late Units at Trade Display

Multi-Selectivity Stressed

ATLANTIC CITY, Nov. 20.—A marked trend toward increased selectivity in bottle vending equipment highlighted displays of new units introduced to the trade by manufacturers at the International Beverage Exposition, held in conjunction with the 30th annual meeting of the American Bottlers of Carbonated Beverages (ABCB) in Atlantic City Auditorium this week (15-19).

But with cup vender producers apparently doubtful of the utility of the exposition as a medium for further sales of their products, only two bulk machine manufacturers showed equipment.

Of these, the low-priced unit introduced by Stewart Products Corporation, of Greenwich, Conn., was the center of interest by bottlers attracted by the machine's compact size and list price of \$497 (*The Billboard*, November 20). But with its very compactness making certain interior parts difficult of access, according to observers, it was reported that modifications to the vender's design would be made in future models to ease servicing requirements. James E. Stewart, president, headed the firm's exhibit staff, with Charles M. Donnelly, vice-president and sales manager, and Edward L. Stempel, chief engineer, also in attendance.

Supervend Exhibited

The Supervend three-flavor dispenser, only other cup vender at the show to be featured in a display of its own, is now being produced at the rate of 15 a day, Jack Booth, sales engineer, disclosed. Improvements to the machine incorporated in production models to facilitate servicing were listed by Booth as including elimination of the electric. (See *Venders Highlight* on page 164)

New Target Gum Mach. Debuted By Silver-King

CHICAGO, Nov. 20.—H. F. Burt, president of Silver-King Corporation here, announced a new ball gum vender this week as a companion machine for firm's recently introduced Target-King. New unit, called Hunter, differs from the former machine in that it employs knock-down targets and does not return the penny when target is missed; hit or miss, each coin vends a ball of gum. Price is \$45.

Burt stated that the new machine is identical in size, appearance and coin mechanism to the Target-King, with exceptions noted. Targets are three in number, metal figures of ducks. Patron receives one shot for a penny, the coin itself acting as the missile. Gum is not dispensed unless customer moves delivery lever after shooting his coin. Repeat play incentive is provided when one target is hit, leaving two standing, Burt said.

Hunter has been on test location since May, with first deliveries made this week.

Continue Hearings on Base Point Price Systems in D. C.

WASHINGTON, Nov. 20.—A recommendation by A. E. Staley Manufacturing Company for legislation clearly legalizing freight absorption highlighted testimony this week as the Senate trade policies subcommittee went into a third week of hearings on Federal Trade Commission (FTC) and Supreme Court basing point rulings.

Representing Staley, a leading processor of corn sirups and other corn products, Executive Vice-President E. K. Scheiter told the Senate group that FTC is trying to restrain the corn derivatives industry "from absorbing freight to meet the lower prices of

competitors in markets where our competitors have a geographical advantage."

Cites Court Rulings

"Brushing technicalities aside," said Scheiter, "the recent decisions of the courts and the current policies of FTC prohibit freight absorption for all practical purposes."

Scheiter said that while FTC is concerned with the matter of having corn processors pay transportation costs in order to keep a lower delivered price, the sugar beet industry—a strong competitor of the corn products companies—"is an industry where freight absorption is regularly and systematically employed."

Cited by FTC in 1939 for violation of the Robinson-Patman Act thru the use of its own basing point system, Staley, along with other major corn refiners, is now under FTC charges for allegedly "conspiring" to absorb freight charges. This charge, contends Staley, "is without any foundation whatsoever."

Revamped Policies

As a result of the first FTC order, said Scheiter, the Staley company revamped its price policies to establish delivered prices, based on the mill price plus freight charges to the destination. "After the war," Scheiter asserted, "our customers protested against paying a price premium. For example, our price in Chicago was higher than our competitors by 14 cents per cwt. on corn sirup and 16 cents per cwt. on corn starch. These customers told us that unless we saw fit to sell to them at the price prevailing in that market they would be obliged to place their business elsewhere."

It was at this point, said the Staley representative, that the firm began to absorb freight in order to meet competitive prices. "Our experience demonstrated," declared Scheiter, "that unless we met competitive prices by absorbing freight we had to abandon customer relationships it had taken years to establish." He added: "If the Staley company is to fight to get and hold business, it must have competitive prices."

Kenro Ice Cream Machine Rolling

PHILADELPHIA, Nov. 20.—As a result of the favorable response to the showings of the new Kenro, chocolate-covered ice-cream vending machine, Samuel Rogove, secretary-treasurer of Eastern Engineering & Sales, Inc., local manufacturer of the machine, announced that the initial production order is 2,500. Machines are being produced by the Wilson Cabinet Company in Smyrna, Del.

Apart from the showing to distributors at Eastern's showrooms here, the new Kenro machine has been shown at the Dairy Industries convention in Atlantic City, before Borden Milk Company executives in New York and to General Electric executives. The first 2,500 machines will be ready for shipment by the end of the month. Initial orders, said Rogove, will take up the first 2,500 machines, and production schedules will then be stepped up.

Squirt Co. Enters Cup Sirup Field

New Vending Division

BEVERLY HILLS, Calif., Nov. 20.—The Squirt Company this week announced the creation of a new sirup division in conjunction with plans for entry into the cup vending sirup field. Edward W. Mehren, president, stated that the new division, headed by Douglas L. Cochran, was created upon development of a new Squirt sirup, specially prepared for the cup vending trade.

In making the announcement, Mehren said: "In creating this new division . . . we are giving effect to our belief that the cup vending business. (See *Squirt Company* on page 167)

Get Your Copy

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Special Meet Told of Plus Vender Sales

Air Different Views

By Is Horowitz

ATLANTIC CITY, Nov. 20.—By proper development of the "plus" market offered by the automatic merchandising of bottled soft drinks thru selective venders, bottlers can vastly increase the scope of their business, a special meeting of the American Bottlers of Carbonated Beverages (ABCB), gathered here this week for their 30th annual convention, was told.

During the special meeting, a feature of the week-long ABCB confab (November 15-19), bottlers were urged to consider the value of integrating independent operating firms into their merchandising programs, in a speech prepared by G. R. Schreiber, coin machine editor of *The Billboard*, as well as to experiment further with co-operative vending set-ups, in order to garner the full benefits of selective sales. Schreiber, who is also editor of *Vend*, was unable to attend the meeting because of illness in his family; his speech was read by Henry E. Medbery, ABCB technical director.

The convention, attended by over 7,200 representatives of bottling firms, suppliers and equipment manufacturers, also elected a new slate of officers for 1949, discussed the tax and price problems of the industry and (See *SPECIAL MEET* on page 163)

East Electric Appoints 2 New Western Reps

NEW YORK, Nov. 20.—Two Western distributors for the C-Eight Laboratories' cigarette vender were announced this week by Lew Jaffa, vice-president and director of sales of Eastern Electric Vending Machine Corporation.

The territory comprising Idaho, Oregon, Washington, Western Montana and Northern Idaho has been assigned to the Shaffer Music Company, with offices in Seattle and Portland, Ore. The R. F. Jones Company, San Francisco, will handle sales in Colorado, Wyoming, Utah, New Mexico, Nevada, Eastern Montana, Southern Idaho and Northern California.

The Jones appointment apparently supersedes an earlier arrangement between Jones and J. H. Keeney & Company (*The Billboard*, November 6), which called for sale of the Keeney vender by the Jones organization.

Name W. B. England ABC Corporation V-P

NEW YORK, Nov. 20.—Charles L. O'Reilly, president of the ABC Vending Corporation, has announced the election of Wilbur B. England as a vice-president.

England, who will be in charge of vending operations, was an executive with the RKO Theater Company before joining ABC.

NAMA CONVENTION PROGRAM

NAMA Meet To Close With Gala Banquet

Will Install Officers

CHICAGO, Nov. 20.—National Automatic Merchandising Association's (NAMA) 1948 convention at the Palmer House here (December 12-15) will close with a no-speech, entertainment-stressed annual banquet in the Grand Ballroom, officials stated this week. Scheduled for Wednesday evening (15) the only official business on the banquet agenda will be the installation of officers and directors by David R. Clarke, NAMA general counsel, and the response by the new president.

Entertainment, provided by the Diamond Match Company, will feature headline performers from the theater world. Toastmaster and master of ceremonies will be Jack Herbert; star of the dinner show will be Gene Sheldon, of stage, radio and screen fame. Others will include the Chez Paree Adorables; the night club dance team, Perry Franks and Janyce; trapeze artists; a comedy trio; puppet artists, and Lew Diamond and his orchestra.

George M. Seedman, convention chairman has announced that the entertainment committee will be staffed (See NAMA MEETING on page 160)

Venders Feed Animals

WASHINGTON, Nov. 20.—Zoo concessionaires H. Gordon Leach and Harry Leach are experimenting with various types of animal food dispensed by a vending machine. "Food for Zoo Animals" painted in red on the mirror of a six-column Univendor advertises its wares. At present the machine dispenses three Ry-Krisp wafers for a nickel. When the project first started this spring, nuts in cellophane bags were used. Park authorities objected, however, as patrons littered the grounds with the empty bags.

The operators are working closely with the zoo management on the new venture. An animal expert has been called in to develop a satisfactory food in a convenient cake form for vending machines.

Altho the Messrs. Leach have not been pushing sales since the product is still not in its final form they report a favorable public response. "Everybody wants to feed the animals and they want something different from peanuts," was their comment.

Bridgeport Expands Gum Vending Idea

BRIDGEPORT, Conn., Nov. 20.—At a meeting of the local Lions' Club recently, the civic benefits of gum chewing were emphasized by Raymond Hargroves, past president and chairman of the club's gum vending machine project.

A percentage of the gross from the machines, installed by members at key points thruout the city, is applied to the welfare fund of the Lions' Club.

"A continuous backlog for our welfare fund gradually is being established. Already 75 gum vending machines have been installed in Bridgeport and the success of their operations is established," he reported at the club's weekly luncheon in the

Vender P-R

CHICAGO, Nov. 20.—Venders are receiving nationwide publicity thru network broadcast radio programs on a larger scale these days. On the Jack Benny Show Sunday (14) evening Benny said: "I'm going down the hall to get a coke from the machine . . . anyone got a nickel?"

Stratfield Hotel.

He also urged that the entire membership take an active part in the program, and a committee of 122 members was appointed, thus assuring a steady income from the machines, which will enable the club to expand its activities.

Op Sessions To Dominate '48 Meeting

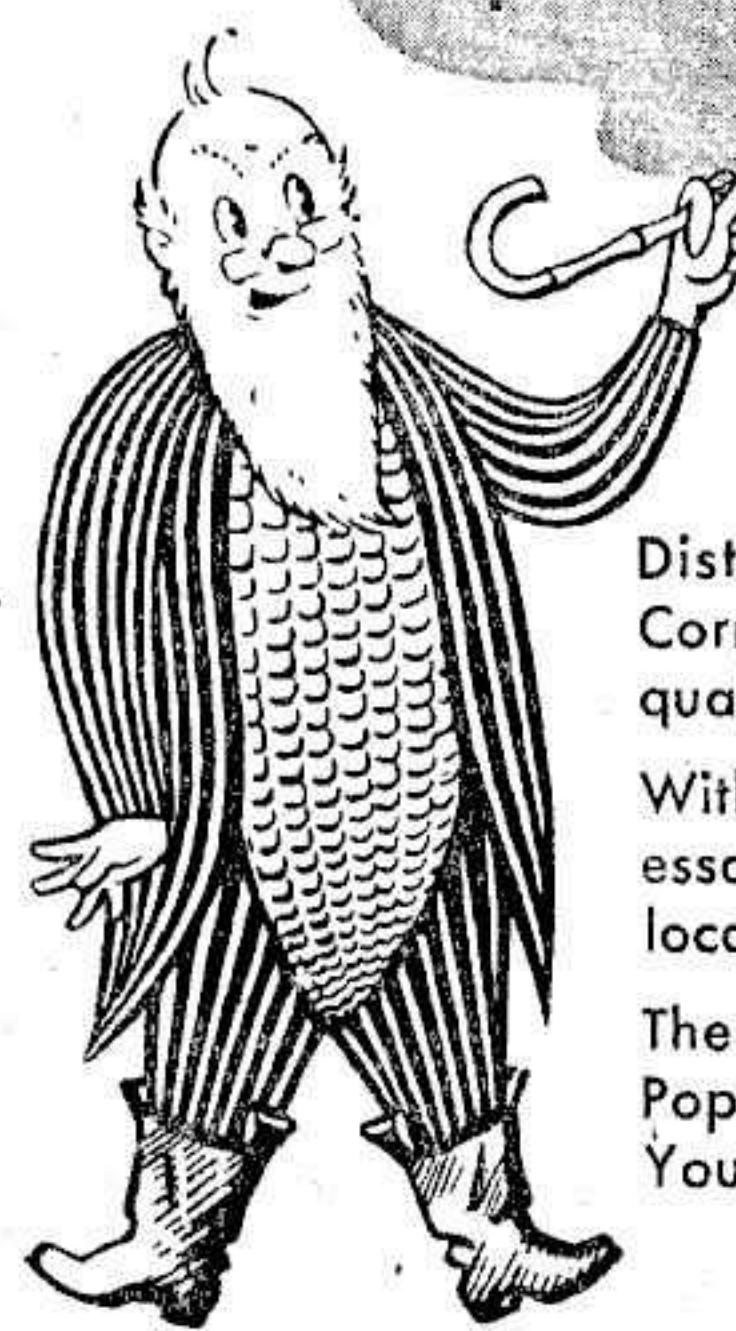
Efficiency Main Theme

CHICAGO, Nov. 20.—The National Automatic Merchandising Association (NAMA) this week announced the full program for the convention and exhibit to be held at the Palmer House here December 12-15. The numerous business sessions, the exhibition schedule and other convention information are presented in day-to-day order. Convention theme this year is "Increasing efficiency for profitable operation."

Opening the meeting Sunday (12) will be registration proceedings, from 9 a.m. thru 10 p.m. in the hotel corridor, fourth floor. At 10:30 a.m. the convention's first special session will get under way. This will be for NAMA cup vending division members only. It will be held in Room 7, club floor. It is scheduled to last until noon. Ladies' headquarters (Parlor 15, club floor) opens at noon. It will be open Monday (13), 9 a.m. to 7 p.m., and Tuesday (14) from 9 a.m. to 10 p.m. (For details of the ladies' program, see other story, this section.) Also starting at noon and lasting until 1:30 p.m., will be a sales (See OP SESSIONS on page 160)

'Pop' Corn Sez: **You've Got to be TOPS To Stay on TOP!**

30,000 'Pop' Corn Sez Automatic Vendors Lead the Field!



Distributors and operators everywhere agree—'Pop' Corn Sez fully automatic popcorn vendors are TOPS in quality . . . TOPS in sales . . . TOPS in \$\$\$ profit.

With a 'Pop' Corn Sez vendor, there's no attendant necessary . . . trouble-free operation . . . attractive in any location.

The 30,000 'Pop' Corn Sez vendors—over 90% of all Popcorn vendors sold since 1941—prove our statement: You've Got To Be Tops To Stay On Top!

WRITE - WIRE - PHONE

Auto-Vend, inc.
FORMERLY T. & C. CO.
3612 CEDAR SPRINGS
DALLAS 4, TEXAS

GET 'POP' CORN SEZ POP-CORN READY-POPPED!
Uniformly perfect . . . seasoned just right . . . scientifically popped and packed ready for shipping. Stays fresh for months.

OPERATORS:
Over 50% Net Profit

DISTRIBUTORS:
A few choice territories now open for exclusive franchise.



Op Sessions To Dominate '48 NAMA Convention Program

(Continued from page 159)

representatives' division luncheon, attendance by invitation only, which will be held in the Red Lacquer Room, fourth floor. Doors of the exhibition hall, fourth floor, will be opened at 2 p.m., as will the exhibit rooms on the seventh floor. Both will remain open until 10 p.m.

General Session

Second day of the meet, Monday (13), will commence with NAMA's general session and annual meeting, 9:30 a.m. to 12:30 p.m., in the Red Lacquer Room, fourth floor. One of the highlights of the session will be a film presentation titled *Of This We Are Proud*, in color, thru courtesy of the Nash-Kelvinator Corporation. Call to order and welcome will be delivered by President E. F. Pierson. This will be followed by a talk by William Fishman, vice-chairman of NAMA's operator accounting committee, titled *Uniform Accounting and Methods*. Fred L. Brandstrader, NAMA legislative counsel, will discuss a *Blueprint for Action*, followed by Aaron Goldman, chairman, NAMA insurance committee, who will speak on *Insurance for Operators*.

Completing the general session will be talks by C. S. Darling, executive director, *NAMA at Work for You*; L. D. Chambers, NAMA treasurer, *The Balance Sheet*; President Pierson, *NAMA in 1948*; E. J. Condon, assistant to the president, *Sears, Roebuck & Company, Practical Public Relations*, and Tom Vaughn, chairman, who will give the report of the nominating committee. Session will close with the election of directors.

Exhibition hall and seventh floor displays will open at 12:30 p.m., remaining open until 6 p.m. From

1 p.m. until 4:30 p.m. the NAMA board of directors will meet in Room 9, third floor.

Tuesday (14) is "operators' day," sessions-wise. A cigarette session, a cup beverage session and penny machine round table will start at 9:30 a.m. All are scheduled to last until noon.

The cigarette session, in the Red Lacquer Room, fourth floor, will have as its theme, *Increasing efficiency for profitable operation*. This will be the title of a talk by John F. Saxon, Ace Saxon Company, Miami. J. C. Guthrie, Miller Automatic Sales Company, Louisville, and Marcus Kaplan, Virginia Cigarette Service, Roanoke, will speak on *Increasing Efficiency in Stock Control*.

Following the session theme, Louis Risman, Mystic Automatic Sales Company, Medford, Mass., and S. E. Nielsen, S. E. Nielsen Cigarette Service, Shreveport, La., will discuss *Increasing Efficiency in Service*; Ed Baratz, "Q" Automatic Sales Company, Aurora, Ill., and Sidney Bruck, Long Island Tobacco Company, Flushing, N. Y., *Increasing Efficiency in Selling Locations*; John Mason, Allegheny Cigarette Service, Wilkesburg, Pa., and F. W. Edgerton, Edgerton Cigarette Service, Lexington, Ky., *Increasing Efficiency in Maintenance and Repairs*. *Operating Other Types of Equipment in Conjunction With Cigarette Machines* will be the subject of talks by Meyer Gelfand, G. B. Macke Corporation, Washington, and Frank Burns, Burns Distributing Company, Greensboro, N. C. Session will close with a question forum, speakers serving as a panel to answer operators' questions.

Cup Session

Cup beverage session, to be held in Room 14, club floor, will have as chairman Erroll Eckford, Coca-Cola Bottling Company, of Baltimore. Opening talk, *The NAMA Cup Vending Division*, will be given by E. C. Scully, Lily-Tulip Cup Corporation, chairman. Following, given in order, are scheduled talks by Regis Parks, Spacarb, Inc., chairman, cup vending division research committee, *The Job Ahead*; Wilbur England, ABC Vending Corporation, New York, *A Customer Looks at Service*; M. L. Heffer, Johnson Tobacco Company, Chicago, *Cup Venders in Retail Stores*; *Drink Equipment in Transportation Terminals and An Operator Looks at Fruit Juice Vending*, speakers not set. Herbert S. Kohn, Kwik Kafe of Chicago, will conclude the meeting with an address, *An Operator Looks at Coffee Vending*.

The penny machine round table, set for Room 9, third floor, will have Karl M. Klein, Louisiana Vending Machine Service, New Orleans, as chairman.

Exhibition hall will open at 1 p.m., and close at 7 p.m.; seventh floor exhibit rooms will open at 4 p.m., and close at 10 p.m. A corned beef party, given by Universal Match Corporation and Old Nick and Bit o' Honey, attended by invitation, will be held from 10 p.m. to 12:30 a.m.

Final Sessions

Final day of the convention, Wednesday (15), will open with a triple barrage of operator get-togethers, all starting at 9:30 a.m. and lasting until noon. A bottle beverage round table is scheduled for Room 9, third floor, with G. R. Schreiber (The Billboard Publishing Company, Chicago) as chairman. A cigar machine round table will be held in Room 18, club floor.

The candy, gum and nut session, in the Red Lacquer Room, fourth floor, will be another operator meeting to stress the "increasing efficiency" for profitable operation" theme. Leading off the discussion,

Free Shine

ATLANTIC CITY, Nov. 20.—Two Ace shoeshine machines, minus coin slots, were used by Hurty-Peck & Company to draw visitors to their exhibit at the American Bottlers of Carbonated Beverages convention this week. A two-minute sales talk was offered on Hurty-Peck services to bottlers along with the free shine.

NAMA MEETING

(Continued from page 159)

by W. H. Bailey, Diamond Match Co., chairman; Fred Bachr, Wilbur Suchard Chocolate Co.; Arthur Echil, D. Goldenberg, Inc.; Ernest Fox, Austin Packing Co.; Louis Gruber, P. Lorillard Co.; Zenn Kaufman, Philip Morris, Ltd., Inc., and Paul Schultz, Hershey Chocolate Co.

Banquet cover orders are now being taken on a first-come-first-served basis, with entire tables of 10 being reserved on request. Reservations may be made with NAMA headquarters here, Seedman stated.

Henry K. Laumann, Vend-o-Mat Corporation, Baltimore, and W. T. Collett, W. W. Tibbals Company, Cincinnati, are to talk on *Increasing Efficiency in Stock Control*. The following four discussions, climaxed by a question forum in which the speakers serve as a panel to answer operators' questions, are *Increasing Efficiency in Service*, by William Fishman, Automatic Merchandising Company, Chicago, and Al Schmitt, System Vendors, Oklahoma City; *Increasing Efficiency in Selling Locations*, by John Collins, New York Automatic Canteen, New York, and Sam Kogen, Illinois Mechanicat Candy Sales, Chicago; *Increasing Efficiency in Maintenance and Repairs*, by Lloyd C. White, Lloyd White, Inc., Syracuse, N. Y.; *Operating Other Types of Equipment in Conjunction With Candy, Gum and Nut Machines*, by Paul I. Berkley, Vendex, Inc., Hillside, N. J., and H. D. Dwyer, H. D. Dwyer Company, Anderson, Ind.

The exhibition hall and seventh floor exhibit rooms will open at noon and close at 5 p.m.

Last official function of the 1948 meeting will be the annual NAMA banquet, which will be held in the Grand Ballroom, fourth floor (see other story this section).



VICTOR'S
SENSATIONAL
CUSTOM-BUILT
DE LUXE UNIVERSAL
1c or 5c Play

Featuring Greater Capacity. Vends a combination of ball gum and charms . . . and all bulk merchandise.

CONTACT YOUR VICTOR DISTRIBUTOR OR WRITE DIRECT TO

VICTOR VENDING CORP.
5701-13 W. Grand Ave. Chicago 39, Ill.

SEE IT AT THE N.A.M.A CONVENTION

Dec. 12 to 15
PALMER HOUSE
7th Floor, Room 739

ENTIRELY NEW,
DIFFERENT —
NOTHING like it
on the market!

SERV-A-SHINE
THE AUTOMATIC
SHOE SHINER



NOW
AVAILABLE

"Outstanding
Performance"



VICTOR'S NEW MODEL V-K

It's Outstanding!

Vends Everything! Investigate the many new features incorporated in this great new bulk vender. Write us NOW for detailed information and prices.

A Product of
VICTOR VENDING CORP.
5701-13 Grand Ave. Chicago 39



PROVEN Money Makers!



In Business Since 1934

WHY PAY MORE???
BUY DIRECT—SAVE 40%

TOM THUMB Venders are time tested. Thousands in operation. Die cast, precision built—2 sizes. 1 1/2 #, 3# interchangeable mechanism.

You should be able to earn \$5.00 to \$6.00 a week net per machine. ORDER FROM STOCK—immediate delivery (money-back guarantee on sample).

WRITE FOR PRICES AND BULLETINS. (We distribute Victor Vending Machines.)

FIELDING MFG. CO., INC.
258 W. Pearl St. Jackson, Mich. Department BB-27

Wis. Ops Plan Meetings With State Assns.

MILWAUKEE, Nov. 20.—Herb A. Geiger, head of Geiger Automatic Sales Company here and president of the Wisconsin State Cigarette Operators' Association (WSCO), revealed plans this week for promoting informal meetings between his association and other State groups, not now affiliated with a national group, which include operators of amusement equipment in addition to venders.

Geiger stated that the purpose of such meetings would be to discuss mutual problems for the benefit of diversified operators and to provide the means for such operators to acquire broader knowledge of the vending phase of their business thru informal round-table get-togethers. There would be no attempt to intrude on the amusement phases of their operations, he added.

Initial meetings would be between officers of such State associations and those of WSCO, Geiger said, until a definite program could be worked out for succeeding meetings in which operators could participate.

Geiger has invited all interested groups to contact him at the Palmer House during the NAMA show next month, or to write to him at 1345 North 18th Street, Milwaukee 5.

Nylon Vender Hit On College Campus

GARDEN CITY, N. Y., Nov. 20.—A new nylon stocking vender installed in the Adelphi College bookshop here draws a high percentage of customers from among the male students, Shop

Bottler Installs Vender in Salina, Kan., High School

SALINA, Kan., Nov. 20.—Installation of a bottle vender in the Salina Senior High School recently by Paul E. Berger, head of the Dr. Pepper Bottling Company of Salina, has met with complete approval of both the school authorities and the students.

Berger stated that detailed explanation of his plan for placing the vender in the school, how it would be serviced and the benefits to be derived from its installation, enabled him to successfully approach school officials. As a result other venders will most likely be added thruout the system.

The high school installation, first of its type in local schools, is not considered a distracting factor for students, as patronage is permitted by school officials only before classes, at noon and after school hours.

Using a Guiberson Dual vender, Berger has a coin changer on one vending section of the machine, while the other side permits only straight nickel sales.

Rudd-Melikian Adds Office in St. Louis

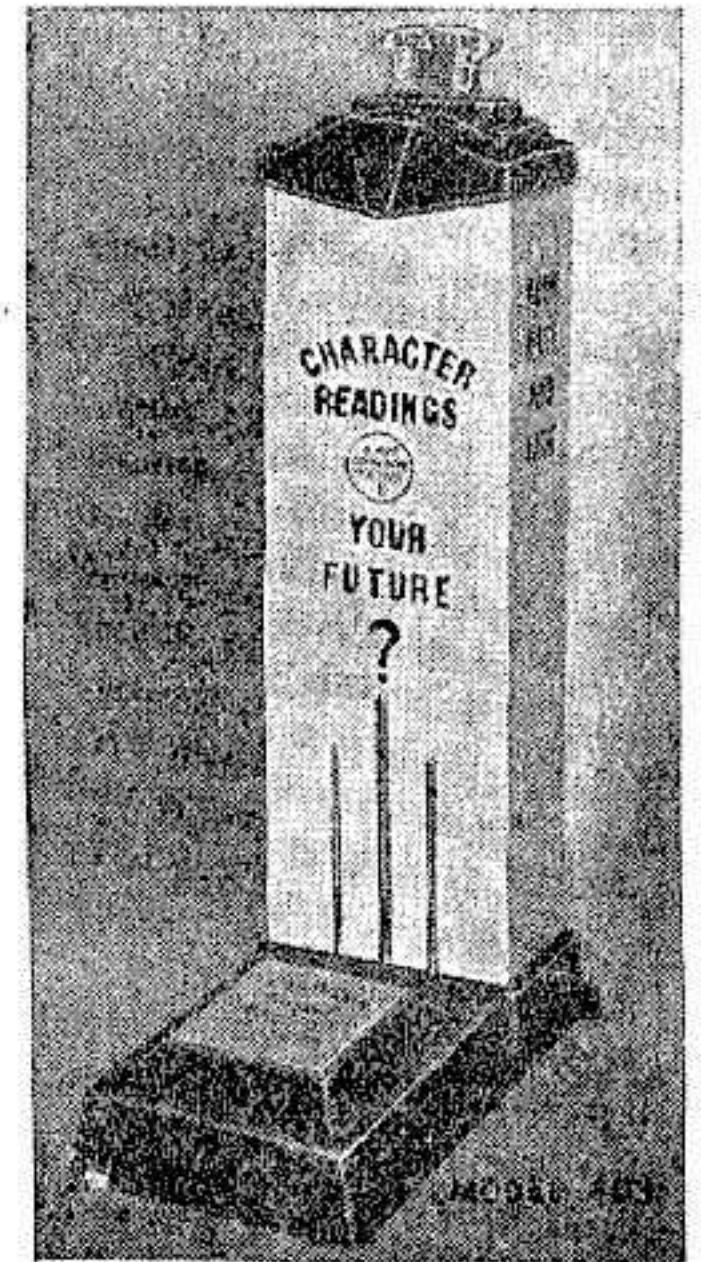
PHILADELPHIA, Nov. 20.—Rudd-Melikian, Inc., announced this week that it will open a new district sales office in St. Louis.

Sales personnel and office will be set up by firm's sales director, Paul Zimmerman.

Manager N. McAuliffe reports. Situated on the college campus, the bookshop-located vender also draws a heavy business from girl patrons.

**PAYS
50% to 200%
PROFIT**

**THE GREATEST MONEY
MAKING SCALE ON
THE MARKET, AND
100 PER CENT
AUTOMATIC
NO KNOBS OR HANDLES
TO TURN—THE COIN
DOES ALL THE
WORK**



Gets locations and holds them. A fortune or character reading with each weight, and a slot for each month of the year.

WRITE OR WIRE TODAY FOR DETAILS

AMERICAN SCALE MFG. CO.

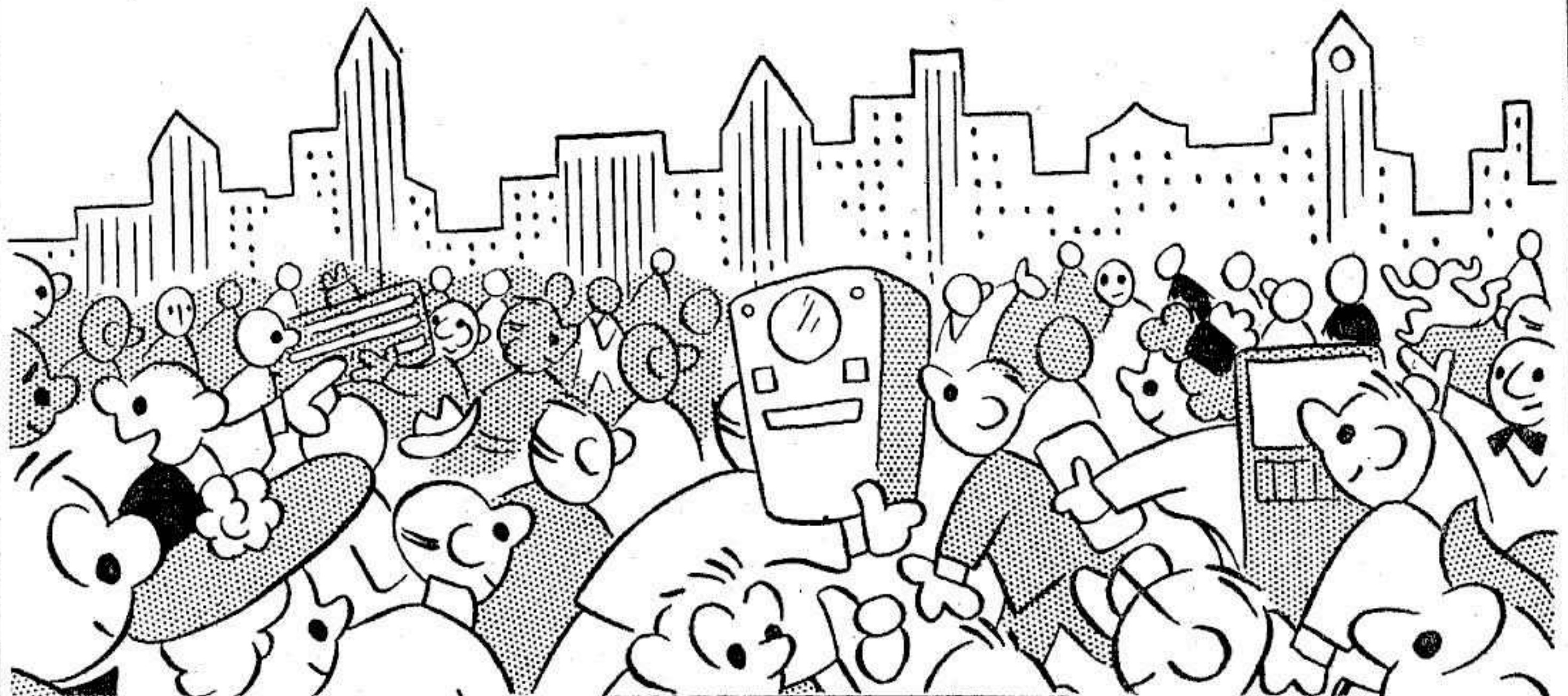
3206 Grace St., N. W.

Washington 7, D. C.

Cable Address: "AMSCA"

EVERYBODY'S COMING TO N. A. M. A.'s 1948 CONVENTION AND EXHIBIT

DEC. 12-15 • PALMER HOUSE • CHICAGO



NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION

ALL PURPOSE VENDER



**VICTOR
1c DELUXE
UNIVERSAL**

**5/8 140 Count
COLORED
BUBBLE
BALL GUM**
25 lb. cartons

26c LB.

(Prepaid in lots of 100 lbs. or more.)
**FULL CASH
WITH ORDER**

Small Pistachios
25 lb. Cartons.
52c lb.

Plastic Charms
\$3.25 per M.

\$14.95 ea.
In lots of 24—
\$14.50 ea.

Also available in 6c models for a slight additional charge.

- Candy Corn, 30 Lb. Ctns. 25c Lb.
- M & M Assorted Chocolates, 25 Lb. Ctns. 38c Lb.
- Virginia Peanuts, 30 Lb. Ctns. 28c Lb.
- Spanish Peanuts, 30 Lb. Ctns. 24c Lb.
- Pee Wee Boston Baked Beans, 33 Lb. Ctns. 27c Lb.

INTRODUCTORY OFFER!

Target King, PLUS
3500 BALLS OF GUM. Only \$45.00



1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.
Orders Under \$10.00, Money in Full.
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

**PIONEER
VENDING SERVICE**

Exclusive Victor Distributor in N. Y.
461 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: DIckens 2-7992

**NCA Officials Meet;
Set Up 1949 Program
For Candy Industry**

CHICAGO, Nov. 20.—A multi-point program for the candy industry during 1949 was the topic of discussion at the midyear meeting of the National Confectioners' Association (NCA) board of directors and special committees at the Blackstone Hotel here last week. In addition, two new directors were named to fill posts vacated by resignations of E. Muggenburg and William Fette Jr. New directors are Paul W. Sandell, of Miss Morris Candies, Minneapolis, and W. C. Dickmeyer, Wayne Candies, Inc., Fort Wayne, Ind.

Industry problems covered included those of co-operative industry advertising, federal and State legislation, NCA's 86th annual convention, sales training and slack packaging. Chicago was selected as the location for the annual convention, which will be held at the Stevens Hotel June 5-10, 1949.

NCA directors voiced approval of the recommendation that the council on candy program of consumer and professional advertising and the school educational program be continued during 1949. Arthur L. Stang, Shotwell Manufacturing Company, and NCA secretary-treasurer, reported an increase in NCA membership over 1947; total membership now being 623, he stated.

Sales Tax

Discussion also centered on effects sales tax in several States would have on the candy industry, if such tax were approved. It was contended that the danger in a sales tax law was that it may exempt foods "other than candy and confectionery," thereby placing a tax burden on candy products, making competitive foods tax-free.

Charles F. Scully, Williamson Candy Company, and chairman of the NCA sanitary advisory committee, reported tentative plans for holding sanitation conferences in various cities within the next several weeks. Urging directors to support the program, he named the cities as New York, Buffalo, Boston and Cleveland. Scully, also chairman of the slack packaging committee, stated that recent meetings of candy men in Chicago, Boston and New York indicated that action is being taken to eliminate slack packaging.

**Schedule Special
Events for Ladies
At NAMA Meeting**

CHICAGO, Nov. 20.—A special three-day entertainment program for the women attending the NAMA convention and exhibit at the Palmer House here, December 12-15, was announced this week.

First day of the meet, Sunday (12), women may register in Parlor 15, club floor, at their own headquarters. From 3 to 5 p.m., refreshments will be served. Monday (13) will see the start of the "see the city" program, with radio studio visits and other entertainment scheduled. A tour of Chicago's Gold Coast and the north shore, including a visit to Evanston's famous adoption center, the Cradle, and to the Bahai Temple in Wilmette will begin at 9:30 a.m. Luncheon at Winnetka's Heathstone House will follow, with the return at the Palmer House scheduled for 4:15 p.m. Busses will be provided for the tour.

Tuesday's (14) program will feature a special ladies' luncheon in the Crystal Room of the Palmer House. This will be followed by a program of entertainment by Lillian Smith, doing original dramatic sketches, and a song recital by soloist Carol Smith. Ladies' headquarters will be the scene of card games and refreshments in the evening.

Guests at Broadcast

Final day of the convention, Wednesday (15), will offer early risers a chance to see the *Breakfast Club* broadcast from the WCFL studios; women will leave the hotel at 6:45 a.m. for the program. A second broadcast, *Welcome, Travelers*, aired over WLS, will be viewed by later risers; bus for this program will leave the hotel at 9:45 a.m. Concluding the scheduled program, the women are invited to attend the NAMA banquet in the Grand Ballroom with their husbands at 7:30 p.m.

Serving on the NAMA women's committee are Mrs. J. B. Delbridge, Richmond, Va.; Mrs. William Fishman, Chicago; Mrs. Aaron Goldman, Washington; Mrs. J. S. Johnston, Norfolk; Mrs. Sidney Kronenberg, Birmingham; Mrs. George E. Leach, Minneapolis; Mrs. Earl Mason, Syracuse; Mrs. Mickey Saffron, Youngstown, O.; Mrs. Herman Saxon, Charlotte, N. C.; Mrs. David Solomon, Elmira, N. Y.; Miss A. Strong, New York; Mrs. C. S. Darling, Chicago, and Mrs. Thomas Hungerford, Glen Ellyn, Ill.

**RGDA Seeks To Ban
Coin Gas Stations**

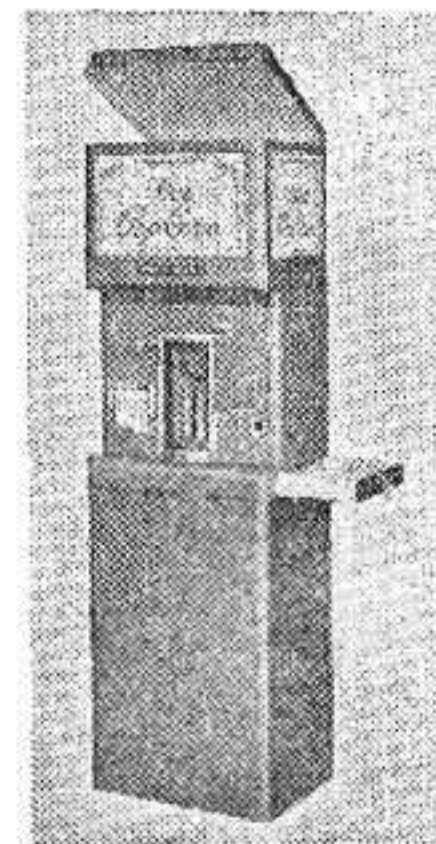
MILWAUKEE, Nov. 20.—The Retail Gasoline Dealers' Association will seek State legislation barring self-service gasoline stations and coin-operated pumps in Wisconsin, it was learned here Wednesday (17).

The association members claimed self-service units and coin pumps would be a major fire hazard. They cited carelessness of the smoking motorist and the lack of sales control that would result from the innovation.

The statement resulted from rumors that a self-service station was being considered for a location south of Milwaukee.

Almond Exports

WASHINGTON, Nov. 20.—French almond exporters are pressing their government for permission to re-establish the U. S. market, Commerce Department announced. Prior to the war, France shipped significant quantities of shelled almonds of the bitter variety to this country for use in candy and cake, Commerce asserted.



POP N' HOT

HOT POP CORN VENDING MACHINE

**NEW 1949 MODEL
VENDS 120 TEN CENT BAGS
FROM EACH FILLING**

**TAKES IN.....\$12.00
COST OF CORN. 3.00**

**EMPTIES 2 TO 3 TIMES
A WEEK IN AVERAGE
LOCATION. \$139.50**

JACK NELSON & CO.

NATIONAL DISTRIBUTOR OF COIN MACHINE PRODUCTS

2320-22 Milwaukee Ave. Chicago 47, Ill.

**REAL LOW PRICES
U-SELECT-IT**

CANDY MACHINES

72 Bar Capacity, \$27.50 ea. Lots of 10, \$20.00 ea.
U-NEED-A 5 Col., With Base 50.00

CIGARETTE MACHINES

- DU GRENIER, 7 Col. 5 \$35.00
- DU GRENIER VD, 7 Col. 40.00
- DU GRENIER W, 9 Col. 47.50
- DU GRENIER CHAMPION 47.50
- JNEFDA MONARCH, 8 Col., Like New 70.00
- JNEFDA E, 8 Col. 40.00
- NATIONAL 9-30 50.00
- ROWE ARISTOCRAT, 8 Col. 22.50

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.
Phone: BA 9-0606

POPCORN MACHINE STEAL

5 Only. Demonstrator KORN-KING floor model. Kettle Type, \$60.00. Popping Volume Hourly, 54" high, 44" long, 29" deep. All electric. America's outstanding Popcorn Machine value. Wire collect, if interested.

P. K. SALES CO.

507-509 Wheeling Cambridge, Ohio

VEEDCO SPECIALS!

WRITE FOR OUR CATALOG



**BRAND NEW
HOT NUT
MACHINES**

Dispenses all types of bulk merchandise for 5c, including Cashews, pistachios, almonds, etc. A Real Value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, \$44.50.

\$10.00 Lots of 10 or More
\$11.50 Lots of 5
\$12.50 Sample

JUMBO BLANCHED SALTED PEANUTS, 30 Lb. Cartons, 27c Lb.—\$8.10 Carton.

FREE

With any purchase of \$50.00 or more we will print 100 Labels with your name, address and telephone number at NO COST TO YOU.
1/2 With Order Balance C O D

VEEDCO SALES COMPANY

2124 MARKET ST.

(Phone: LOcust 7-1448)

PHILADELPHIA 3, PA.

**SPECIAL
Colored BALL BUBBLE GUM**
West Point Brand, 6 color centers. Guaranteed Best Quality in Country. 25 lb. cartons. **26c lb.**

**SPECIAL
ASCO HOT GLOBES
DISTRIBUTORS AND JOBBERS WANTED**
Special Price, lots of 50. Write. Also All Other Globes At Net Prices.

STAMP FOLDERS, For Any Model, 50c Per M
35 lb. Solid Steel STANDS, \$3.95 Ea.
**CIGARETTE and CANDY MACHINES,
All Models, LOWEST PRICES.**

**SPECIAL
LICORICE LOZENGES**
West Point Brand, Best Quality in the Country. 30 Lb. Boxes, High Count. **23 1/2c lb.**

FOR SALE

Drink Vending Machines, THIRST QUENCHER

300-Cup capacity, reconditioned, ready for installation. Write:

SYRACUSE BEVERAGE VENDING CO.

611 S. BEECH ST., SYRACUSE 10, N. Y.

CLOSE OUTS

50 brand new, never uncrated Popcorn Vendors, 5c or 10c play. Specify. Original cost \$189.50 each; our price, \$75.00 each. Need space. Guaranteed satisfaction 100%. Wire if interested.

BEVERATOR CO.

507-509 Wheeling Cambridge, Ohio

LUMINOUS CHARMS, SKULLS and RINGS

that Glow in the Dark!

Non-toxic, Sanitary and Harmless

	Per M
Luminous Glow Charms, Series #1	\$4.50
Luminous Glow Charms, Series #2	6.00
Luminous Glow Skulls	7.00
Luminous Glow Rings	6.00

METAL PLATED CHARMS

In bright gold and silver finish

	Per M
Metal Plated Charms, Series #1	\$6.00
Metal Plated Charms, Series #2	7.50
Plastic Charms, Famous Series #1	3.50
Plastic Charms, Big Series #2	4.50
Plastic Skulls	5.25
Metal Plated Skulls	10.00
Metal Plated Skulls with Rhinestone Eyes	18.00
Plastic Rings, 20 Styles	4.50
Metal Plated Rings, 20 Styles	8.00

Write us so we can place your name on our mailing list to advise you of our newest vending items.

SAMUEL EPPY & CO., INC.
WORLD'S LARGEST
CHARM MANUFACTURER
113-08 101st Ave.
RICHMOND HILL 19, L. I., N. Y.



VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly sends ALL BULK MDSE. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.

Write us NOW for detailed information and prices.

A Product of

VICTOR VENDING CORP.
5701-13 Grand Ave.
Chicago 39

Manufacturer of
HIGHEST QUALITY CHEWING GUM
BALL GUM
BUBBLE GUM
BUBBLE BASE

SOLICITS INQUIRIES FROM
QUANTITY BUYERS ONLY

BARKER BRANDS, Inc.
SEA BRIGHT, N. J.



VICTOR'S CUSTOM BUILT UNIVERSAL

\$13.95 EA.
In Lots of 24
\$13.50 EA.

BEST FOR CHARMS & BALL GUM

Write for new circular just off the press.

JACK NELSON & CO.
2320-22 Milwaukee Ave.
Chicago 47, Ill.

IN STOCK!

Less than 25 \$14.40
Less than 100 13.95
100 or more 13.40

Write for Prices on Models 33 Ball Gum, 40, 33, and Deluxe.

EMPIRE COIN MACHINE EXCHANGE
1012 MILWAUKEE AVE. CHICAGO 22



Special Meet at Atlantic City Told of Plus Vender Sales

(Continued from page 158)

heard reports by various ABCB committees on work accomplished during the past year.

Truman M. Gill, of the Coca-Cola Bottling Company, Beeville, Tex., was elevated to the presidency of ABCB at a session Thursday (19), succeeding Thomas F. Mansfield, of Newark, who was appointed to the executive committee. Among the other officers elected were A. C. Beaman, of the 7-Up Bottling Company, Nashville, as vice-president, and Joseph Lapides, of the Pepsi-Cola Bottling Company, Baltimore, as treasurer.

Schreiber's speech, which reviewed the history of a major candy vending firm to point up the benefits of selectivity, recorded that exclusive "leader brand" venders had been discarded long ago by the automatic merchandiser industry after it had learned thru trial and error that total sales suffered unless customers were offered a choice. Leader brands in selective machines will outsell the same products in single-brand machines, he declared.

Yohalem Demurs

This view, while partly indorsed by Arthur E. Yohalem, automatic merchandising editor of the *National Bottlers' Gazette*, who shared the platform with Medbery, was held by him as not completely meeting the needs of bottlers. Yohalem spoke of "free riders" among bottlers who like to have their product in selective venders purchased by someone else, but who hesitated to bear the expense of a vending program themselves. It would be foolish for a purchaser of venders to permit competitors to sell their products thru his machines, he said. He minimized the parallel between operators of bottle equipment and other venders.

Schreiber's speech cautioned that in selling venders directly to locations, a common practice among bottlers, they lose control over their machines. While gaining the immediate advantage of passing on to the location their capital outlay for equipment, they lose the guarantee that their products will continue to be stocked. And, of equal importance, he warned that location owners often let venders deteriorate, both as to appearance and mechanical performance, and thus dissipate their earning potential.

Lumping Costs Criticized

Altho he pointed out that venders are valuable as a medium for increasing take-home sales, Schreiber declared that bottlers are not following sound business practice when they lump vending costs with promotion and are concerned only with over-all plant income. Operations should be made to pay their own way, he said, continuing:

"Ideally, the vending machine operation should be set up as a business completely separate from the bottling plants. This is the best way to insure a true knowledge of profit and loss. The bottler cannot efficiently absorb the costs of his vending machine route in his bottling business and show a gain over the long run. Even where the bottler endeavors to keep his vending and bottling businesses separate, he may find it difficult to do full justice to both plant and the route."

Tying this factor with the principle of selective vending, Schreiber stated:

"This suggests two alternatives—that the bottling industry work toward encouraging independent vending machine operators, or that it work toward co-operation between bottlers which will enable several bottlers in a given territory to place

machines on a co-operative basis."

Reporting that 10 to 30 per cent of current bottler sales volume is currently achieved thru venders, Yohalem reviewed the methods by which bottlers now make use of automatic equipment. These, are, he said:

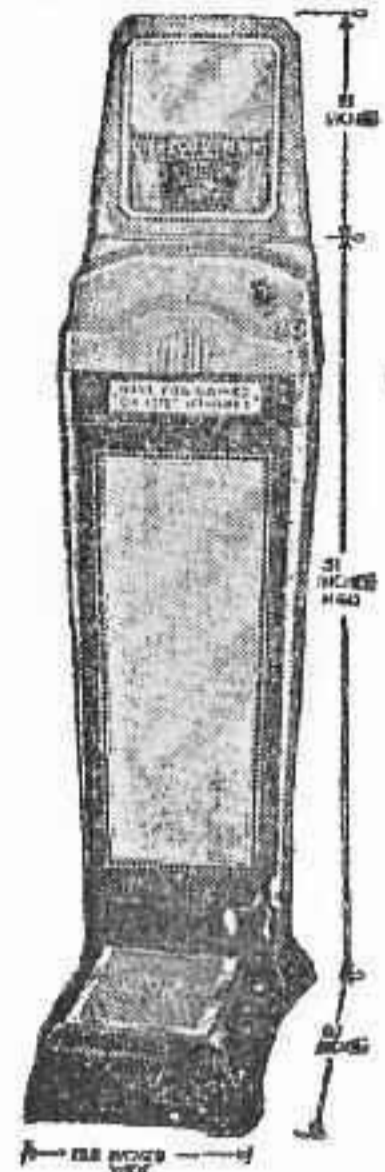
1. The concession system, where venders are owned by bottlers and a commission paid to locations.
2. The rental system, calling for a fixed, periodic fee, or a fee dependent on sales. In this system, the fees will vary with the competitive situation.
3. Outright sales, usually on a time-payment basis, with repairs done by the bottler on contract.

With the use of changers, Yohalem declared that venders have upped their normal sales as much as 15 to 20 per cent. Post-war improvements by manufacturers he told the bottlers, which have emphasized service factors, have made venders "true automatic salesmen."

Mansfield's Views
At another panel discussion during the ABCB convention, bottlers were urged to solve their profit problem by cutting operating costs wherever possible, rather than by upping the price of their merchandise. While cautioning bottlers to consider consumer reaction to contemplated hike prices, Mansfield, the outgoing president, admitted that the loss of profits has become a serious factor. He said:

"To many of us the increase in costs has meant a drastic change in pre-war margins, even with some increase in selling prices. To other of our individual businesses they have meant the virtual disappearance of even a reasonable margin of earnings, and the need for some means of keeping out of the red." Since the enactment of a 20 per cent tax on carbonated beverages in Pennsylvania in June, 1947, bottlers have experienced losses in total sales volume averaging 35 per cent for about 90 per cent of the State's bottlers, it was reported at the confab. Altho the other 10 per cent reported gains since the passage of the tax, this gain was less than the gain reported by bottlers in near-by tax-free States.

Dixie Cup Earnings
EASTON, Pa., Nov. 20.—Dixie Cup Company this week reported a net income of \$1,716,279 for the 12 months ended September 30, equal to \$6.26 a share on 202,666 common shares. The 1947-'48 earnings were greater than the 1946-'47 returns, when \$1,416,959, or \$4.79 a share, was reported.



\$25 BRINGS THIS SCALE TO YOU BALANCE MONTHLY 200 FORTUNE TELLING NO SPRINGS SCALE

Height, 51 in. Width, 13 in.
Without sign
Depth, 25 in. Sign, 15 in.
Net Weight185 Lbs.
Shipping Weight . . 245 Lbs.

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

WELCOME!
We will not be at the NAMA Show. Come out and see us at the factory.

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

YOU'RE IN THE POPCORN BUSINESS

with only a small investment!

The "Little Giant" is a proven money-maker that is small in size but a "giant" in action! 8-gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes.



It is more profitable to operate dispensers without a coin chute. Write for free literature and profit table compiled by a popcorn man for popcorn operators.

\$57.50 Each

F. O. S. Chicago

Manufactured by **ABC POPCORN CO., Inc.**

8441 W. NORTH AVE. CHICAGO 47

BUILT for OPERATORS
Northwestern



WORLD'S BEST BULK VENDERS

Designed and built to meet the demands of experienced operators, Northwestern bulk vendors are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment - insist upon Northwestern. Write for the name of your nearest distributor.

THE NORTHWESTERN CORPORATION
25 EAST ARMSTRONG ST., CHICAGO, ILLINOIS

Venders Highlight ABCD Meet; Trade Display Shows Late Units

(Continued from page 158)

cal panel board, timing switch and gas solenoid. Others at the Supervend Corporation booth included Robert Horton, sales engineer, and R. G. Stanbrough and Joseph Bulowski, of the sales staff. Robert Rodner, Supervend distributor in New York, also was present.

Of the selective bottle venders, the new unit shown for the first time by the General Vending Machine Corporation offered the greatest variety of choice. As many as 24 flavors can be vended thru the machine at one time. Customers pick the flavor they want by turning a small wheel which, in turn, displays a bottle of each flavor stocked thru a window in the front panel. Only the bottle tops are shown thru the magnifier lens of the window. Delivery is fully automatic, operating on a 1½-second cycle.

120 Capacity

Priced at \$335, according to Terry Terhune, sales promotion manager, General's new unit has a capacity of 120 bottles, 40 of which are in pre-cool. The machine features "waist high" delivery, is 65½ inches high, 19 inches deep and 29½ inches wide. Various sized bottles, from six to 12 ounces, may be vended with no adjustments.

Deliveries of the 24-flavor model cannot be made at present, according

to Terhune, but the date when they will be made available to bottlers and operators will be announced soon. With the firm's standard one and two-flavor units also exhibited, other General Vending executives at the show included George A. Sykes, production manager, and E. A. Terhune, general manager.

Master's Display

Following 22 months of experimentation, the Master Corporation, of Little Rock, used the framework of the ABCB exposition to debut its two-flavor bottle vender. Actually two separate venders sharing a cabinet and cooling system, the \$435 seller has a capacity of 132 bottles. Forty-four additional bottles are carried in the pre-cool.

The machine has been designed specifically for simplicity of servicing, according to F. N. James, its inventor, who is vice-president of the Master Corporation. With the machine's vending mechanism removable by disengaging of two Jones plugs and two thumbscrews, on-location servicing can be accomplished quickly, he said, leaving major repairs to a defective unit to the repair shop.

No conveyors are used in the unit's vending mechanism. Only two moving parts are contained in this assembly, with deliveries of the bottles operating thru a complete gravity feed. The machine weighs 580 pounds unloaded, stands 65 inches high and occupies 24 by 40 inches of floor space. Changers are optional equipment.

McMullan on Hand

Master Corporation, whose sales and service headquarters are in Dallas, was represented at the exposition by C. M. McMullan, president; Collins Kilgore, secretary-treasurer; J. Y. Darnell, service manager, and Phil Schwartz. William Kerr, vice-president of the Yoder Manufacturing Company, of Cleveland, which is producing the unit under contract with Master, was also on hand.

It was reported by Master executives that the first production run of the vender had been assigned to Bireley's Division, General Foods Corporation. But with a 250-per-month production schedule set to begin early next year, they said it would shortly thereafter be made available to other bottlers and operators.

With its production so far entirely set aside for use by the Seven-Up Company, the Highway Steel Products Company, of Chicago Heights, announced that its new two-flavor unit may now be obtained by independents.

Three Cases of Each

Fully automatic in delivery, the vender stocks three cases of each flavor. An additional 28 bottles of each flavor may be carried in the pre-cool. Selectivity is controlled by a switch on the front panel. The machine, which lists for \$444, measures 20 by 36 inches and is 74 inches tall. A Nash-Kelvinator refrigeration mechanism is used and slug protection is provided by a National rejectors unit. The changer is listed as optional equipment.

Hayes Robertson, president; T. J. Smith, sales manager; Leo Rither, research engineer, and Arnold Barrett and W. J. Foley, of the Highway Steel staff, were in attendance at the booth. They reported that a four-flavor, manually operated unit would be ready for delivery in May, 1949. This unit, a model of which was shown, can carry 136 bottles at each filling.

The Vend-Rite Company, of Madison, Wis., had on display a one-manually operated machine which, according to Victor Kelley, chief engi-

VICTOR'S NEW MODEL V-K

It's Outstanding!

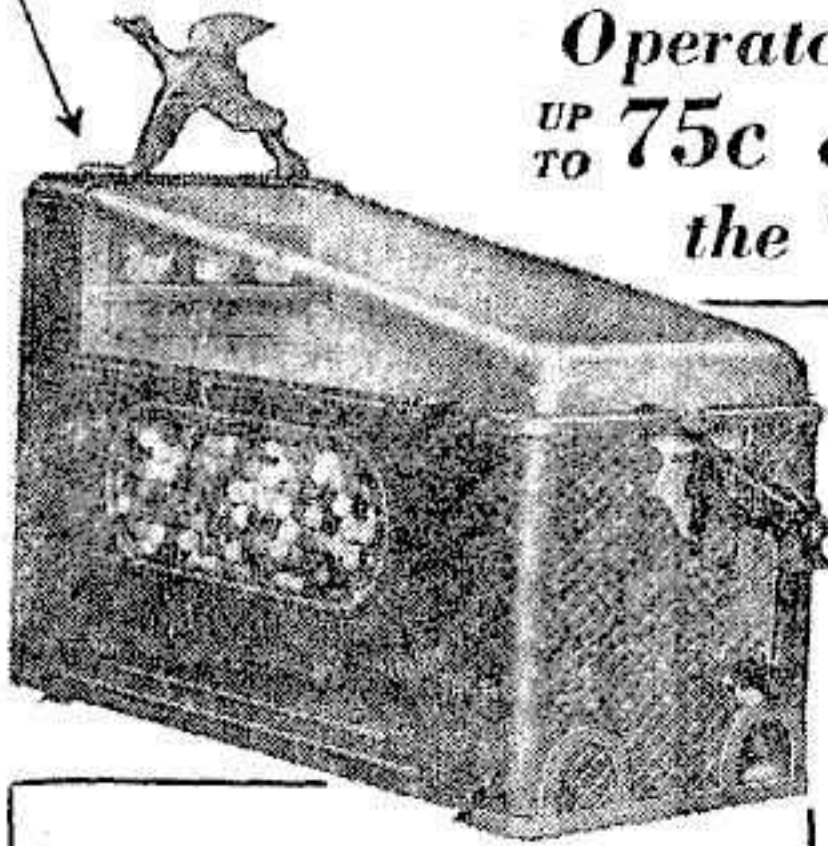
Vends Everything! Investigate the many new features incorporated in this great new bulk vender. Write us NOW for detailed information and prices. A Product of

VICTOR VENDING CORP.
5701-13 Grand Ave. Chicago 38



No other Ball Gum Vendor like it!

Operator usually Nets UP TO 75c out of Every \$1 the 'Hunter' takes in!



The "Hunter"
... a "Gold Mine" for Taverns, Bars, Grills, Bowling Alleys, Pool and Billiard Parlors ... wherever folks gather for recreation

Time to start Cashing in!

Ask any operator who has a "Hunter" working for him. He'll tell you this new Ball Gum Vender is the biggest, surest, steadiest money maker of them all.

It's easy to understand why. Look. No coin return. No gum dispensed unless the player wants it. And how many do ... when they're playing a game of skill ... which the "Hunter" is.

So a net of 75¢ out of every \$1 of play is nothing unusual. Here's a real money maker you won't want to lose out on. Only \$45.00 F. O. B. Aurora, Ill. Order through your jobber or write for complete information and illustrated literature.

Write today for facts . FREE

SILVER KING CORP. 622 Diversey Pkwy. Chicago 14, Illinois

Northwestern
DELUXE WORLD'S FINEST BULK VENDER

\$26.50 Lots of 100 . . \$27.00 Single

We are New England headquarters for bulk machine operators, roasting and salting our own nut meats in pure peanut oil. All merchandise sold at lowest market price at time of shipping. Send us a trial order and be convinced.

Spanish Peanuts, 30 lb. ctn.
High Grade Mixed Nuts, 30 lb. ctn.
Blanching Virginia Peanuts, 30 lb. ctn.
Whole Cashews, 450 to lb., 5 lb. Bags
Indian Nuts, 1250 to lb., 5 lb. Bags
Jumbo Queen and large Tully Red Pistachios.
Boston Baked Beans, H.S., 1000 to lb., 33 lb. ctn.
Rainbow Peanuts, H.S., 850 to lb., 33 lb. ctn.
Globes, Parts, Brackets and Stands. Deposit required with all orders.

Teeny Jelly Beans, 820 to lb., 28 lb. ctn.
Fruit Dibs, H.S., 900 to lb., 30 lb. ctn.
Army and Navy Beans, 800 to lb., 25 lb. ctn.
Licorice Dibs, H.S., 775 to lb., 37 lb. ctn.
Licorice Pastels, 550 to lb., 37 lb. ctn.
Adams Tab and Candy Coated Gum.
Rainbow Bubble Gum, 1/4 and 1/2, 25 lb. ctn.
Large and Small Plastic and Plated Charms.
Ass't Plastic and Plated Rings, 20 Styles.

NORTHWESTERN SALES & SERVICE
1198 TREMONT STREET BOSTON 20, MASS.

10 RECONDITIONED 1c-5c
Northwestern



DE LUXE VENDORS
Late Model
\$189.50
FOR THE LOT
Sample \$19.50

10 Reconditioned 1¢ or 5¢
SILVER KINGS FILLED
with 60 lbs. Jumbo Peanuts
\$96.50
FOR THE LOT



Vends Pistachio Nuts, Peanuts, Cashews, etc.

SEND FOR COMPLETE PRICE LIST

ASCO VENDING MACHINE EXCHANGE
55-57-59 BRANFORD STREET, NEWARK 5, N. J.
BIGELOW 3-7744-5

VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary. Write us NOW for detailed information and prices. A Product of

VICTOR VENDING CORP.
5701-13 Grand Ave. Chicago 38



ALL VICTOR MACHINES
recommended and sold on

TORR TIME PAYMENT PLAN
Pay for same in 18 weekly payments
WRITE FOR DETAILS
SPECIAL PRICE FOR MONTH OF NOVEMBER ONLY

RAIN-BLO BUBBLE BALL GUM
Packed 25 Lb. to Carton

Less than 100 lbs.	30¢	30¢
100 lbs. and over	28¢	29¢
1000 lbs. and over	26¢	27¢

Freight paid on 100 lbs. or over

Pistachios, Large White, 60 Lb. Ctn.	72¢ Lb.
Pistachios, Small White, 60 Lb. Ctn.	47¢ Lb.
Pistachios, Large Red, 60 Lb. Ctn.	80¢ Lb.
Pistachios, Small Red, 60 Lb. Ctn.	60¢ Lb.
Virginia Peanuts, 30 Lb. Ctn.	29¢ Lb.
Spanish Peanuts, 30 Lb. Ctn.	23¢ Lb.
Licorice Gems, 775 Ct., 37 Lb. Ctn.	26¢ Lb.
Pee Wee Excel Mix, 33 Lb. Ctn.	25¢ Lb.
Chocolate Confetti, 450 Ct., 34 Lb. Ctn.	36¢ Lb.
Pee Wee Rainbow Peanuts, 33 Lb. Ctn.	25¢ Lb.
Pee Wee Baked Beans, 33 Lb. Ctn.	24 1/2¢ Lb.

FULL CASH WITH ORDER

ROY TORR LANSDOWNE, PENNA.

5c GUM AND 5c HARD CANDY AND MINT VENDORS

for Charms, Lifesavers, Gum and similar sized products
WRITE FOR CATALOG!

ALKUNO & CO.
408 Concord Ave., New York 54, N. Y.
ME1ROSE 5-7757
Mechanical Manufacturing Laboratories



NORTHWESTERN'S NEW DUAL VENDOR

Now In Stock—Immediate Delivery



BUY VICTOR'S CUSTOM BUILT UNIVERSAL

Truly a creation. Beautifully designed of finest materials. Strong, clean and trouble-free through and through.

24 OR MORE \$13.50

1 TO 23 \$13.95

BRAND NEW COLUMBIA DOUBLE JACKPOT BELL

\$129.50 EACH



Changeable right on location in a few minutes time to 1-5-10-25¢ play. SIZE: 18 1/2" high, 14 1/2" wide, 12" deep., 50-lb. wt.

BRAND NEW IMPS EITHER 1¢ OR 5¢ PLAY Cig. or Fruit Reels

\$12.95

Lots of 12 \$13.75—Lots of 6 or More Sample \$14.50



MILLS VEST POCKET BELL

Pays Out Automatically

\$65.00 Ea.

USED \$49.50



AGAIN ON HAND—LIKE NEW

BAT-A-BALLS \$11.95 EA.

STANDS \$5.00 EXTRA

WANT TO BUY

Used Victor Model V's and Silver Kings

1/3 DEPOSIT, BALANCE C. O. D. ORDERS UNDER \$20.00 FULL CASH

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN ST. PHILA. 23, PA. Lombard 3-2676



Victor's Sensational New Custom-Built UNIVERSAL

Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy the Best! Write for Complete Details and Prices.

Manufactured by VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 38, Ill.

THE "CHALLENGER"

THREE MACHINES IN ONE

\$10.00 to \$50.00 Weekly on Location!

TROPICAL TRADING CO.

716 W. Madison St. Chicago 8, Illinois

neer, is being put into production following nine months of test. The customer gets his drink from the machine by turning a crank. No motors are used. Capacity is claimed as more than five cases, two of which are kept in pre-cool.

Vend-Rite is experimenting with a multiple-flavor unit, but no details on this machine are ready for release, according to Kelley.

National's Rejector

National Rejectors, Inc., of St. Louis, used the exposition to unveil its 1949 model changer and rejector. Redesigned for more positive protection, according to J. I. Cleary, assistant to the general manager, the new model features "accessibility." All parts can now be reached for repair without removal of obstructing assemblies.

Among the features of National's new model, Cleary said, are completely interchangeable mechanical and electrical assemblies; improved reject and coin switch; a new electrical circuit; a new and stronger motor; quiet operation thru use of a new coin-return electromagnet, and a perforated change tube to ease counting.

Charles Lipton, of National Rejectors Service Company, of New York, declared that the new changer could be converted from 5 to 10-cent play with little trouble by operators. To improve the operation of old changers, he said, the firm is now providing new rake-off slides in exchange for old mechanisms at no extra charge. The company has produced many changes during the last year and a half. Other National executives at the exhibit included F. E. Wallin, chief research engineer, and F. C. Steffens, general manager.

Statler Exhibits

Statler Manufacturers Corporation, of New York, displayed two biscuit machine models at the exposition, promoted as supplementary vendors to bottle machine routes. Both the standard and new junior models were shown. Lawrence Reiss, vice-president, and Jack Goodman attended.

Other coin machine manufacturers and suppliers who had booths at the exposition were the American Coin Changer Corporation, with Robert T. Gorrie, sales manager, in charge; the Chalex Corporation, with Harry Alexander, president, and E. L. Wayman Jr., vice-president; Ideal Dispenser Company, Inc., with Ralph Warner; the Johnson Fare Box Company, with E. K. Spaulding, general sales manager, and the Vendall Division, Hydro Silica Corporation, with Roy K. Quinlan, sales manager.

In all there were more than 280 exhibitors displaying equipment and services to bottlers at the exposition.

S. Berman, Sicking Co. Co-Owner, Dies

INDIANAPOLIS, Nov. 20.—Simon Berman, co-owner of Sicking Company here for the past eight years, died last week after a short illness. Among those surviving are his widow, Lottie Berman; his parents, Mr. and Mrs. Jacob Berman; a son, Marvin; a foster son, Robert; a brother, William, and three sisters, Bessie Berman, Mrs. Harry Rosano and Mrs. S. Freidman.

FOR MERCHANDISE AND VENDING MACHINES ALL TYPES, known for their constant reliability SANITARY AMUSEMENT GUM, NUTS, ETC.

WRITE: J. SCHOENBACH 1645 Bedford Ave. Brooklyn 25, N. Y.

ATTENTION—25¢ & 30¢ CONVERSIONS

Silver Quarter or combination Nickel-Dime conversions, Guaranteed Parts, Expert Workmanship. \$8.50 for Silver Quarter conversion. ALSO 30¢ CONVERSIONS FOR ALL MODELS

CIGARETTE MACHINES

Lehigh PX, 10 Col.	\$160.00
NEW National Electric, 9¢	275.00
NEW ROWE Crusader, 8 and 10 Col.	195.00
NEW Unceda, 8 Cols., 510 Pack Cap.	159.50
Rowe President, 8 Col., 380 Pack Cap.	120.00
Rowe Royal, 8 Cols., 320 Pack Cap.	85.00
Rowe Imperial, 8 Col.	70.00
Unceda, Model A, 9 Col.	75.00
Unceda Model E, 8 Col., 240 Pack Cap.	57.50
DuGrenier, 9 Cols., Model W, 270 Pack Cap.	62.50
DuGrenier, 6 Cols., 150 Pack Cap.	32.50
DuGrenier, 4 Cols., 100 Pack Cap.	25.00

7 COLUMN CIGAR MACHINE, \$32.50
Holds seven different brands

SPECIAL, \$65.00

Short Time Only! Candyman, 72 Bar Capacity with enclosed base.

CANDY MACHINES

National 9-18	\$100.00
Unceda	75.00
U-Select-It	35.00
Advance Candy Machines	27.50
5¢ & 1¢ GUM VENDOR	17.85

SPECIAL, \$100.00
Unceda Model 500
9 Columns, 350 Pack Capacity.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

SEND US YOUR COIN MECHANISMS FOR CONVERSION IN ANY QUANTITY

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK

BEFORE YOU INVEST INVESTIGATE!

There is a Northwestern machine to meet all of your needs. They're built for profitable operating. Dependable lifelong equipment—easy to service—sales-creating appearance. We are Factory Headquarters for Northwestern machines in the East. See our complete display and let us give you full details on all the popular Northwestern models.

USED MACHINES—UNCONDITIONALLY GUARANTEED

YOUR MONEY BACK IF NOT SATISFIED

NORTHWESTERN DELUXE GLASS GLOBE	\$19.95
NORTHWESTERN DELUXE PLASTIC GLOBE	21.95
NORTHWESTERN MODEL #33 BALL GUM (3 1/2 Lb. Globe)	7.95
NORTHWESTERN MODEL #33 PEANUT (6 Lb. Globe)	7.95
NORTHWESTERN MODEL #39 ALL-PURPOSE (4 1/2 or 6 Lb.)	9.95
NORTHWESTERN MODEL #40 ALL-PURPOSE (4 1/2 or 6 Lb.)	7.95
NORTHWESTERN STANDARDS, 12 and 6¢ (6 Lb. Globe)	11.95
MASTERS 1¢ MERCHANDISE WHEEL	8.95
MASTERS 1¢ TWO-FOR-A-PENNY BALL GUM	9.95
PEERLESS HOT NUT, 5¢ (6 Lb. Globe)	14.95
COLUMBUS (Like New), 6¢	8.95

WE CARRY ALL TYPES OF MERCHANDISE
WRITE FOR PRICE LIST

PARTS, GLOBES, GLASS AND PLASTIC, BRACKETS, STANDS, EVERYTHING FOR THE OPERATOR

1/3 cash with order, balance C. O. D., or full cash with order. All prices F. O. B. shipping point. All prices subject to change without notice.

NORTHWESTERN SALES & SERVICE COMPANY

AUTHORIZED NORTHWESTERN DISTRIBUTOR

4103 16TH AVENUE, BROOKLYN 4, N. Y. GEDNEY 8-3600

MODEL 39
Less than 25... \$14.40
Less than 100... 13.95
100 or more... 13.55

Northwestern's New DUAL VENDOR
Now in Stock.
Immediate Delivery.

SHIPMAN DUPLEX POSTAGE MACHINE

Compact and Footproof. This famous model is in production on a case more and is more popular than ever. Now made with a white porcelain front, trimmed in red and blue.

\$29.50

FOLDERS: 10 M., \$5.75; 25 M., \$13.95

DISTRIBUTORS AND SALESMEN WANTED—WRITE FOR SPECIAL DEAL

WRITE FOR CATALOG ON BULK VENDORS, GAMES, ETC.

NEW IMPS 1949

Specify 1¢ or 5¢ Play, Cigarette or Fruit Reels.

\$12.50 Ea.

MILLS VEST POCKET BELL
Pays Out Automatically
\$62.50 Ea.
USED \$47.50

1/3 DEPOSIT ON ALL ORDERS

PARKWAY MACHINE CORPORATION

629 W. NORTH AVE. DEPT. B • BALTIMORE 17, MD.

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS.

White SHIP FOR LOWEST PRICES AND SAMPLES OF OUR METAL AND PLASTIC CHARMS, STONE AND CANE RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, TRUITS, ETC.

BECKER VENDING SERVICE - BRISTOL, WISCONSIN

CHRISTMAS SPECIAL
New Fast Coin Stackers for Pennies, Nickels, \$1.00 Postpaid. Coin Trays for Pennies or Nickels, \$8.00 Each. New Astrology Ticket Scales, \$75.00 Each. Master Vendors, used, \$6.00; Northwestern Standard Vendors, \$8.00; Stands for Vendors, \$5.00 Each. Weight, 40 lbs.; 20 Snack, 8 Compartment Vendors, \$18.00.

HEINEMAN, 688 Belden, Detroit 1, Mich.

Leveling-Off Period Setting In

Industry Vets To Air Views On Biz Future

See No Cause for Alarm

CHICAGO, Nov. 20.—Indications that a leveling-off period in the operations end of the music business is at hand were forthcoming recently as post-war operators began dropping by the wayside, and older and well-established operators solidified their routes, pruning steps to eliminate unprofitable locations, and shifting equipment so that it would be presented to its best advantage. Too, distributors and some manufacturers indicated that buying of new equipment by the established operator was definitely picked up, with the buying now being done intelligently, and with a view to keeping the operation on a solid financial basis.

Next week, representatives from the manufacturing, distributing and operating levels of the industry will give their reasons for believing that the juke box business is a solid one, and that there is no reason to believe the many rumors that have circulated recently.

Consensus in the industry as 1948 draws to a close is that business in general is down some 9 per cent throughout the country, and juke box grosses, while above the summer figures, still reflect the downward trend. (See *Industry Vets on opp. page*)

Mo. Tribunal Invalidates Juke Box Tax

Favors Trenton Ops

ST. LOUIS, Nov. 20.—Climaxing an 18-month tussle, the Missouri Supreme Court last week invalidated a Trenton, Mo., ordinance taxing juke boxes. The court pointed out that Trenton officials were not authorized by statute to tax music equipment in a revenue producing ordinance. This, the court held, was not authorized under the city's police power.

Originally, the city of Trenton imposed a \$30 per machine tax on music equipment. That \$30 tax was to be increased to \$50 approximately a year and a half ago. At the proposal of the increase, which operators said would put them out of business, operator William Moots brought a test suit in County Court to challenge the city's power to tax automatic phonographs.

The County Court held for Moots but the city appealed the case to the State court where the final decision was written.

After he had brought suit, Moots sold his music equipment to the Hearst Amusement Company which, with Automatic Music Company, of Trenton, continued the fight against the tax. Counsel for the operators was P. J. Layson.

Baseball Television Fight Looms; May Help Music Ops

CINCINNATI, Nov. 20.—While major league baseball teams have, on the whole, given their endorsement to telecasts of their games, many minor league teams are deeply concerned over video, and it is understood will appeal to the baseball commissioner, Happy Chandler, in the near future, to see if something can be done to stop the telecasts or get some sort of payment. Main point in the minor league complaint is that where teams are located near large major league cities, fans would rather go to a public location and watch a telecast of a major league game than visit their home team park.

Like the operators of music equipment in these same localities, minor league teams have taken a financial beating since telecasts of the baseball games from major league parks started. In the latter instance, the major leaguers point out that television has brought them a new source of income (television rights); it has created new fans from surrounding areas, and it has stimulated diminishing interest in hometown fans who had stopped going to the ball parks.

Tele Trouble

An example of just how seriously the television situation has affected certain cities can be seen from the experiences of baseball teams in Newark, Jersey City and Trenton, all in New Jersey; Baltimore, and Lynn, Mass. In each of these cities the baseball owners this past season found themselves trying to create interest in their teams, only to discover that lagging box offices could be traced to many fans who would rather visit a tavern and watch a big league game than go out to their local ball park. With the final box-office figures now in and tabulated, these clubs feel they

have a legitimate complaint and plan to visit the commissioner here early in December to officially file their story.

Ops Affected

Juke box operators in these cities can back up the baseball owners' stories. For while their business was unaffected when big league coverage by tele was confined to the bigger cities, the spread of the video coverage to other communities has taken a bite in their grosses. Now, machines that formerly operated a full day are sliced off during the baseball games, even tho the teams whose games are televised are not from that particular city.

While the operators may be able to turn to coin-operated television, and at this point that is still a possibility only, the baseball teams have far less to look forward to, and, as a result, the effect of these telecasts is apt to continue in spite of the official complaints.

Most of those teams involved are owned by major league holdings. The Newark Bears, for example, are owned by the New York Yankees, whose games are seen in Newark via television. While the Yankee management is pleased about tele, the Bears reported their box-office receipts were down 40 per cent this past season. The Jersey City Giants are owned by the New York Giants, and find themselves in a similar situation.

These minor league teams would like to cut into the television rights paid to the big league clubs. They estimate that major league clubs drew between \$50,000 and \$75,000 from tele during the past summer, and that the asking price will be much higher next season. They'd like a chunk of this money to make up for the decreased income at their own parks.

Aireon Distribs Using Locations To Intro Combos

KANSAS CITY, Kan., Nov. 20.—Showings of the new Aireon combination featuring the Coronet and RCA television have been continuing, with distributors now introducing the unit in their showrooms for a short space of time, then placing them on location immediately. The actual operator showings are then held. Under this set-up, many operators who have been skeptical about television on a coin-operated basis can actually watch it in operation, and note the reactions of the public.

Showings of the new combination were held recently at the Wolverine Sales Company, Detroit; by Sam Hastings, Milwaukee; Erb Wirt & Halmer, Inc., Cleveland, and Ray Bigner, Inc., Cincinnati, all distributors of Aireon phonographs. Scheduled for the future will be showings by Jack Mulligan in Pittsburgh, at the William Penn Hotel, and in Sharon, Pa.; a December 10 viewing at a hotel in Dayton, O., where Aireon is now setting up a distributorship, and in St. Louis.

Officials here pointed out that a shortage of 12-inch and 15-inch tubes is holding up the production of the larger-screen sets, altho some deliveries are being made. On the 10-inch screen sets, however, tubes are available, and production is in full swing on these models.

Varsity Sets Priority Deal For Music Ops

Get New Releases First

NEW YORK, Nov. 20.—With its new policy of appointing exclusive juke box distributors now well under way, Varsity Records this week revealed that from the manufacturing level still another innovation will be inaugurated immediately as a direct service to the music machine industry. Under the new set-up a priority system will be set up so that all orders for disks going to juke box operators will go out first, thus allowing the longest possible playing time for the hits in the machines.

Following the initial announcement of the new distributor set-up (*The Billboard*, November 13) Varsity officials this week revealed that there are now approximately 17 distributors signed, and that coast-to-coast coverage for operators will be completed within the next few weeks.

Basic advantages to the music machine operators under the Varsity set-up, according to several of those distributors who are now working with the industry, are the price factor and the assurance of two usable sides on every disk. In the former instance, operators who had been paying approximately 42 cents apiece for the Varsity 44-cent retail disks are now able to purchase them for approximately 32 cents (this price may vary 1 or 2 cents), and thereby effect a savings of approximately 10 cents per disk.

The two-hit sides featured on the label are also getting considerable attention from the juke box field, according to the distributors. Policy of the recording firm is to back up sides with hit tunes, and as far as the music machine operator is concerned, either side of the record can be used in his boxes.

WMG Sets Dec. 7 As Date for Its Annual Banquet

WASHINGTON, Nov. 20.—Eddie Gallaher, disk jockey for local station WTOP and Hirsh De La Vez, Hirsh Coin Machine Corporation, will receive awards for outstanding services to the juke industry at the annual banquet of the Washington Music Guild (WMG) at the Hamilton Hotel December 7.

A WMG award will be presented to Gallaher by Frank Boucher, chief barker of the local Variety Club, for his work in picking hit tunes weekly on his nightly *Moondial* show. Gallaher also has a weekly show which features the hits of the week that are prominently displayed on the city's juke boxes. The disk jockey also scatters plenty of free plugs for WMG. Gallaher's picture appears on "hit parade" posters which are displayed on all WMG jukeboxes.

Another WMG award goes to De La Vez for his work in organizing the Guild. In a letter to advertising agency head, Belmont Ver Standig, who will present the award, WMG Secretary William Schwartz declared that without De La Vez, "there would not be a Music Guild. It was (See *WMG Banquet on opp. page*)

Get Your Copy

CHICAGO, Nov. 20.—In recent weeks there has been much publicity about the basing point pricing system. Any change in the present system would have an immediate reaction for all types of manufacturers in the coin machine industry.

In an effort to present a clearly defined picture of the current controversy on this subject, *The Billboard's* Washington bureau set out to gather all the available facts. To get to the nub of the controversy, interviews were held with Sen. Homer E. Capehart; his general counsel, William Simon, and other members of the congressional committee now holding hearings on the subject.

The result was a thoro report, gathered by experienced newsmen.

Because the controversy, at least at the present time, is primarily the concern of manufacturers, *The Billboard* did not print the report in its news columns. Instead it has been prepared in pamphlet form and will be sent to any person who requests a copy. Just send your requests to *The Billboard* and you will receive your copy by return mail, free of charge.

CPMA Promotion



"The Most Beautiful Girl In The World"
A MAFREDI MODEL
Play No.

Continuing its program of aggressive play promotion, the Cleveland Phonograph Merchants' Association (CPMA) is trying a new stunt in connection with its November hit tune extra, *The Most Beautiful Girl in the World*, as recorded by Ted Straeter and his orchestra on the Varsity label. Using Eileen Erickson, Mafredi model, as their most beautiful girl, the association has printed the above poster and will feature it on the city's 3,000 juke boxes. With a face like this staring the customer in the eye as he makes his selection, the hit-tune extra is expected to draw plenty of added play.

Industry Vets Air Views on Biz; See No Cause for Alarm

(Continued from opp. page)
trend in all business. But for the experienced operator who has gone thru years of ups and downs, this period represents, instead of chaos, a leveling-off period to prewar play. This in itself presents a problem which only experience can cope with—that of paying higher prices for equipment, supplies and personnel, while still selling the same product at the same stand for the same price, 5 cents.

As far as most of the wartime, and post-war operators are concerned, conditions during the past year have reached chaotic proportions. Many of these operators entered the picture when grosses were greatly exaggerated, and have learned only recently that these were not normal times. Now, distributors thruout the country report many of their newer customers have dropped by the wayside, either selling their routes or disbanding them entirely and liquidating their holdings.

In an effort to obtain a picture of the industry as it enters the waning weeks of 1948, *The Billboard* has queried a number of leading representatives from the manufacturing, distributing and operating fields. Their comments will be featured next week.

MEYER TRIBUTE

(Continued from page 157)
ing; Leo Weinberger, Southern Automatic Music Co.; Dave Simon, Simon Sales; John Watling, Watling Manufacturing; Walter Tratsch, ABT Manufacturing; Lou Gensburg, Genco Manufacturing & Sales; Spencer Churchill, Churchill Cabinet Co.; Bill Ryan, J. H. Keeney Co.; M. Y. Blum, United Distributing; Gil Kitt, Empire Coin Machine Exchange; Roy Kellar and Bud Runzel, Runzel Coil; Mel Binks, Universal Industries; Oscar Soellner, Soellner Advertising; Dick Hood, H. C. Evans & Co.; Clarence Thready and Bernhard Grunig, Grunig Novelty Co.

Indianapolis Tele-Equipped Locations Facing Added Taxes

INDIANAPOLIS, Nov. 20.—Operators here are watching with interest as local taverns which feature television face a series of new taxes. Entertainment, under local law, comes under the theater tax law, and involves a theater tax, seat tax and calls for compliance with the Indiana State fire regulations.

Indications are that taverns with television will be classed as entertainment centers, and will be included under the theater tax law. They would also be eligible for amusement taxes.

Siegel, Wurlitzer Canadian Distrib, Discusses Industry

MONTREAL, Nov. 20.—Al Siegel, owner of the Siegel Distributing Company, Ltd., of this city, distributor of Wurlitzer phonographs in Canada, was the subject of a feature story in *The Standard*, a local newspaper, last week. Written by Ken Johnstone, Siegel discussed the automatic phonograph business at great length, presenting a picture of the industry from the trade angle as well as from the patrons' viewpoint.

Pointing out that at the present time there are about 13,050 juke boxes in operation in Canada, Siegel stated that there are more units being added to this figure steadily. Discussing major operators in the country, Siegel mentioned specifically Bill Fielding, Ontario, operator of some 700 units; Marty Marusnick, Winnipeg, and Don Duff, of Coney Island Amusements, Halifax. Siegel estimated that the average operator had 30 machines on location.

Siegel traced his connection with the coin machine business, pointing out that he had originally been an operator in Toronto and had advanced to Wurlitzer distributor.

WMG BANQUET

(Continued from opp. page)
his ideas and promotions that put us where we are today." De La Viez was the founder of WMG, which includes 90 per cent of the local juke operators, and he is now working with Baltimore operators to establish a guild in the neighboring city.

A third award at the banquet will be made to Police Superintendent Robert Barrett for his work with the Boys' Clubs of Washington. This award will be made by L. B. Nichols, assistant director of the Federal Bureau of Investigation.

Invited to the banquet are luminaries of radio, government, the record industries, and newspaper representatives.

Junior Juke

CHICAGO, Nov. 20.—Christmas is just around the corner, and for many children this Christmas will be juke box time. The Ideal Novelty & Toy Company, New York, is introducing, via retail markets thruout the United States, a Junior Juke Box which was developed by the Bing Crosby Research Foundation.

Instrument stands 16 inches high and is molded of colorful plastic. As a record is placed on its turntable the interior of the juke box lights up, with one of the lights a flasher to help the display. The juke box is listed for about \$30, and offers full tone and volume control. It is an electronic, 2-tube phono and features a four-inch speaker.

Personal Musicians In Chi Loop Intro Selective Gimmick

CHICAGO, Nov. 20.—Personal music operators in the Loop area here have embarked on a promotional gimmick which not only draws added attention to the wired music system but also gives a form of selectivity.

The promotion consists of printed cards 2½ by 6¾ inches on a purple background on which is prominently displayed the 20 selections which will be played in the next hour together with names of the artists, or bands, who waxed them. Heading on the cards is in large letters and reads "Today's music program." Also prominently printed on the card are two lines which explain "six minutes of music—numbers are played in rotation."

Local system operators have affixed duplicates of these cards on all wall and counter boxes in the downtown area.

SQUIRT COMPANY

(Continued from page 158)

ness is a separate, altho not necessarily competitive, business from the bottled drink business. Our studies to date have indicated that in more than 80 per cent of locations held by cup machines, the cup machine is doing the job where bottle venders could not. There will always be border cases, but the best type of location for each unit (bottle and cup vender) is becoming fairly evident.

While the new sirup will not be available to the cup vender trade until early next spring, Mehren said that his firm had taken space at the NAMA convention next month to "acquaint cup machine operators with the firm's sirup and its plans for promotion of the product."

Philly Music Ops Nix Off-Color Records

Refuse Location Requests

PHILADELPHIA, Nov. 20.—Influx of obscene phonograph records in Philadelphia music shops is causing much concern in the record industry here. However, operators are staying away from such records. In spite of the big drop in juke box collections, a spokesman for the music machine operators' association declared that no association member is using such records.

It was pointed out that the music machine industry knows that off-color records, while bringing in some quick revenue, will cost the operators much more in the long run. As a result, all are staying away from them. Most encouraging, an association member declared, is the fact that the city's vice squad has been raiding the retail music stores handling this type record. Last month three dealers were held for court appearances for selling records "that pulled no punches."

Also helpful in keeping such records out of music machines is the vigilance of agents for the State Liquor Control Board. Use of such records on locations where liquor is sold makes the location owner liable and may result in loss or suspension of his liquor license.

WANTED TO BUY

Mills Constellation Phonographs, new or slightly used. Give lowest price in first letter.

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AMI Incorporated

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Eagle

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LOW COST

Wurlitzer 1015 Replacement Plastics

Beautiful, solid translucent colors. Bubbler tubes may be eliminated or used. Orders shipped within 24 hours.

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For the Finest in Record Reproduction Use

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With Permanent Sapphire Stylus



- ★ No Needle Scratch
- ★ Seeburg — Light tone arm elec. cancel \$19.95
- ★ Wurlitzer Kit \$14.95

Elec. cancel \$4.00 extra
Other makes on request
1/3 Deposit Bal. C.O.D.

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1606 Grand
Kansas City, Mo.

Another Aireon First!

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with

TELEVISION

NEW RECORDS! NEW RECORDS!

ONLY 25¢ EACH

(Packed 100 to a Box)

These records are carefully inspected and well packed. Will stand any shipping distance. Send 1/3 deposit, balance C. O. D. Can ship any size order same day received. Write for catalog of complete stock.

Write—Wire—Phone

THE MUSIC BOX

292 Madison Memphis, Tenn.
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10,000 Brand New Phonograph Records

Popular, Race and Hillbilly at 15¢ each. Minimum order, 1,000 assorted. One-half certified deposit.

STERLING NOVELTY CO.

608 South Broadway Lexington, Ky.

PHONOGRAPHS WANTED

AMI Models A and B

State lowest price and quantity.
BOX 978, The Billboard
1964 Broadway New York 19, N. Y.

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 39)

Show Tunes Album—A. Shaw Ork (4-10")
Victor P-230
Carloca . . . Victor 20-3217
Lover, Come Back to Me . . . Victor 20-3215
My Heart Stood Still . . . Victor 20-3214
Rosalie . . . Victor 20-3215
The Donkey Serenade . . . Victor 20-3214
The Man I Love . . . Victor 20-3216
Viva . . . Victor 20-3216
Zigener . . . Victor 20-3217

Soft Shoe Shuffle
J. Carber Ork (My Dear) Capitol 15305
Somebody Stole My Rose Colored Glasses
The Striders (Pleasin' You) Capitol 15306

Sometimes I'm Happy
F. Lalne-P. Dunlap Ork (Blus Moments)
Atlas FL 158

Steady Daddy
K. Starr (So Tired) Capitol 15314

Strangest Feeling
Gladys Palmer (You Alone) Mercury M-129

Strollin' Thru the Park
F. Miller (My Darling) Signature 15237
Sweetheart Joe, the Candy Man
J. Silbur Ork (The Teddy) London 353
Tell Me Why
R. Dorey (Give Me) Gold Medal CM-941
Tenderly
C. Dennis (I'm So) Capitol 15307
Temenut Symphony, Parts I & II
Ambrose Ork . . . London 335

That Red Head Gal
B. Strong Ork (Pretty Molly) Tower 1270
The Fox and the Crow
The Melody Masters (If I) Apollo R-1081
The Guy Who's Got My Heart
H. O'Connell (Buttons and) Coast 8032
The Teddy Bears' Picnic
J. Willbur Ork (Sweetmeat Joe) London 353

The Wishing Waltz
S. Brown (Reflections on) London 336
Things Got Tuff Again
The Dixielites (Keep Me) Gotham G-167
This Christmas Night
C. Massey (Riding in) Const 3015
To Be to You
The Orioles (Lonely Christmas) Jubilee 5001

Trees
A. Hibbler (Lover Come) Miracle M 501
Twelfth Street Rag
Varsity Ragtime Band (Confess) Varsity 105

Underneath the Arches
J. Valentine Quartet (Walking With) Varsity 107

Vjolla
R. Goff (Carnival) London 334
Walking With My Shadow
J. Valentine Quartet . . . Varsity 107
What's Wrong With Me?
V. Monroe Ork (If I Steal a Kiss) Victor 20-3204

Wheezy Anna
The Keynotes (Show Me) London 341
When the April Showers Reach Hawaii
J. McLean (Christmas Island) Coast 8004

White Christmas
G. Fields (Christmas Love) London 300

Who
G. Olsen (Secrets) Mercury 5222

Why Pretend
The Four Clefs (Why Should) Victor 20-3234

Why Should I Care?
The Four Clefs (Why Pretend) Victor 20-3234

Why'd You Do It, Baby?
L. Jordan & His Tympany Five (Pettin' and) Decca 24257

Windy City Polka
L. Duchow Ork (Red Raven) Victor 20-3219

Winter Wonderland
The Squadronaires (Picnic in) London 305

Without a Song
B. Eckstine (Say It) National 9061

You Alone
Gladys Palmer (Strangest Feeling) Miracle M-129

You Are the Only One
H. Pierre (Over the) Continental C-1251

You Took Possession of Me
Ambrose Ork (Always You) London 333

You, You Live in My Heart
A. Sidroe-W. Averel (Love in) Palda 1016

Yours Is My Heart Alone
D. Day-C. Danl Ork (Senorita) Victor 20-3208

HOT JAZZ

Barbados
C. Parker (Parker's Mood) Savoy 936
Chase n' the Lion
L. Parker Sextette (Senor Leo) Savoy 935
Chick She Ain't No Where
A. Cobb Ork (Running With) Apollo R-1280
Disk Jockey's Nightmare
E. Bostic Ork (Where or) Gotham G-168
Fracture
E. Davis (Spinal) Savoy 933
Good Ball
D. Gillespie (I Can't) Columbia 30147
I Can't Get Started
D. Gillespie (Good Ball) Columbia 30147
Parker's Mood
C. Parker (Barbados) Savoy 936
Senor Leo
L. Parker Sextette (Chase n') Savoy 935

INTERNATIONAL

Ca S'est Passe un Dimanche
M. Chevalier (Paris Sera) Victor 26-7031
Canta Se La Vuol Cantar
E. Nova (Festa Napulitana) Victor 25-7100

Christmas in Poland Album—Schola Cantorum of SS Cyril & Methodist Seminary-Father H. Waraksa, Dir. (4-10")
Victor S-57
Anielski Chor . . . Victor 25-9189
1. Anielci Pasterzom Mowli; 2. Dzisiaj W Bellejem . . . Victor 25-9187
Gdy Sie Chrystus Rodzi . . . Victor 25-9190
Juzka Kraina . . . Victor 25-1087
Lulajze Jezuniu . . . Victor 25-9188
1. Medry Swiata; W. Przy Onej Gorze . . . Victor 25-9180
1. Pasterzomli; 2. Sliczna Panienka . . . Victor 25-9190
1. Wesola Nowine; 2. Triumphy Krola Niebie-Skiego . . . Victor 25-9189

Festa Napulitana
E. Nova (Canta Se) Victor 25-7100

Gaily We Waltz
H. Broze Ork (Springtime Polka) Lucky 1-3

I'll Take You Home Again Kathleen
M. O'Duffy-G. Melachrino Ork (The Old) Victor 267505

Kwiecisty I Wonnymay (Flowers in May)
Janja (Omlynarec) Capitol 52004
Love: Dream of All Dreams
The Gelsz Ork (Midnight Polka) Gold-Rain G-100
Margaret Polka
Henri Broze Ork (Starlight Polka) Lucky 1-4
Midnight Polka
The Gelsz Ork (Love: Dream) Gold-Rain G-100

Misirlou
C. Franklin-O. Waltzer Ork (Syerdtse) Apollo AP-3215

O Mlynarec Z Fenicy Wsi (The Millers Daughter)
Janja (Kwiecisty I) Capitol 52004
Paris Sera Toujours Paris
M. Chevalier (Ca S'est) Victor 26-7031
Springtime Polka
H. Broze (Gaily We) Lucky 1-2
Starlight Polka
H. Broze Ork (Margaret Polka) Lucky 1-5

Stilla Natt, Heliga Natt
Cantokvartetten Med Orget Och Strakensemble (Bjallerkländ) Victor 26-1071

Syerdtse
C. Franklin-O. Waltzer Ork (Misirlou) Apollo AP-3215

Szeszylwe Asy
Silver Bell Ork-B. Witkowski (Przyszla Kryska) Victor 25-9192

The Old House
M. O'Duffy-G. Melachrino Ork (I'll Take) Victor 26-7505

To Nie
F. Curylo (I To) Standard F-3054

Trelleborg
Nordic Instrumental Quartet (Big City) Standard F-5028

Trigaine Bulgar
Allen Street Gypsies (Der Frallacher) Standard F-8014

Vlaha Mou Me to Kopadi
G. Vassilopoulou Cl. Stamelou-Salonikiou Ork (Pla Inc) Victor 26-8201

Voldampe Voraus
Militar (Marine March) Standard F-11026

Vre Katiole
M. Thomakos (Gyneka Mirea) Standard F-9080

W Frost Do Mego Okieneczka Polka (The Apple Tree at My Window Polka)
J. Silwa-Al Hajas (Zasneza Dziewczyna) Capitol 52003

Will You Dance
Espe Musette Ork (Early Bird) Standard T-148

Woodlawn Polka
Labuda's Melody Kings (Rocking Chair) Seva 206

Zasnaza Dziewczyna Waltz (Sleeping Girl Waltz)
J. Silwa-Al Hajas (W. Frost) Capitol 52003

CLASSICAL

"Blithe Spirit" Waltz Theme
Mantovani Ork (One Night) London 330
Chopin: Album Andante Spianato & Grande Polonaise Brillante in E-Flat Major, Op. 22—Chopin: Grande Valse Brillante No. 1 in E-Flat Major, Op. 18—C. Arrau-The Little Orchestra Society-T. K. Scherman, Dir. (2-12")
Columbia MX-307

Escapada
Ambrose Ork (When Day) London B 12008
List: Hungarian Rhapsody No. 1 F Minor Paris I & II
E. Ormandy Dir. . . . Columbia 12026
One Night of Love
Mantovani Ork (Blithe Spirit) London 330
When Day Is Done
Ambrose Ork (Escapada) London B 12008

Chicago Coin Designs New Shuffleboard

(Continued from page 157)

and removed from play. Firm officials disclosed that early tests of Re-Bound had pins blocking play working as one unit. Since it was possible to start the timer over again by placing a wedge under one of the pins (thereby raising all pins), the production line model of Re-Bound has 10 independently operating pins which only work as a unit after a coin is inserted in the coin chute.

Re-Bound Scoring

Scoring on the new board is based on position of pucks in relation to two lines (one six inches, the other 12 inches from the players' end of the playfield) called the "2 and 3 lines." Pucks in front of or touching the 2 line score one point; pucks between the 2 and 3 lines or touching the 3 line score two points; weights past the 3 line but not touching it score three points and pucks hanging over the players' end of the playfield in the 3 zone are hangers and score four points. All scoring during the time period is kept on score frames provided on right and left sides of the table. A T-square is used to measure which puck is ahead to settle questionable decisions.

M. Y. Blum, head of United Distributors, has made elaborate plans for his Wichita showing. Chicago Coin officials revealed. Festivities are to begin at 10 a.m. Sunday (21) followed by a formal luncheon in the firm's showrooms at 1 p.m. In addition to hoisting all visiting operators, United Distributing plans to give away a new shuffleboard as a door prize. Ed Levin, Chicago Coin sales manager, and Sam Lewis, also of the firm's sales staff, will represent the manufacturer and explain the highlights of both the Shuffle-King and the Shuffle-King Re-Bound boards during the all-day showing.

Wolberg and Gensburg disclosed that the smaller playfield of Re-Bound was designed to accommodate locations in which floor space is at a premium. Thus distributors handling both the 22-foot Shuffle-King and the 9-foot Re-Bound boards will recommend either or both boards to spacious locations but concentrate on the smaller product where space is a factor.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records



Nothing to change—just plug it in

JACOBS MANUFACTURING CO., INC.

Stevens Point Wisconsin
Sole Canadian Distributor
57 THOMAS COIN SALES LTD.
St. Thomas, Ontario, Canada

WILL TRADE

8 SEVENTY-ONE MODEL PHONOGRAPHS

Complete with Stands, all in perfect condition—For Sale

FIVE BALL FREE PLAYS

CRAGUN MUSIC & AMUSEMENT CO.

2845 PORTER AVE., OGDEN, UTAH

COINMEN YOU KNOW

Chicago:

Funeral services for J. Frank Meyer, Exhibit Supply founder, brought out the who's who of the trade. Of all the dignitaries attending the final tribute to the man who dedicated 47 of his 67 years to making the coin amusement world a better one, none stood out more than O. D. Jennings, head of the firm bearing his name. When O. D. strolled in at least 20 of the trade's old guard rose to shake his hand. It was one of O. D.'s rare public appearances, and several trade veterans admitted they had not seen him in years. Meyer's funeral services brought an overflow gathering to the Williams Funeral Parlor, Oak Park, Ill.

Ben Becker, special field representative for Bally, will celebrate his birthday (he won't say how many he's had) Thanksgiving Day at his Brooklyn ranch. He has just finished a survey of the Midwest game potential. Bally engineering staffers are making regular field trips for the purpose of holding schools at which Bally games, including Clifton, are demonstrated and the mechanism explained to operators and servicemen.

Gottlieb's latest five-ball, Roundup, combines the bouncing action of rubber rebounds with powered flippers. To step up play, it uses balls which have a diameter one sixteenth of an inch smaller than conventional size balls. Leo Weinberger, Southern Automatic, Cincinnati and Louisville, was a plant visitor. . . . Dick Hood, H. C. Evans, says that his firm's 1949 Ten Strike has caught on better than its predecessors.

John Haddock and Lindy Force, AMI president and sales manager, respectively, left for Kansas City, Mo., Friday (19) to confer with coinmen in that area. Force claims that the two trailers (one touring the Midwest, the other touring Eastern territories) have already proved the merit of the saying "the business is there if you really go after it."

(See CHICAGO on page 170)

Indianapolis:

Joe Robillard, of the Record Music Company, flew to New York on a business trip. . . . The Circle City Novelty Company has been organized here by Harold Circle and Arthur Frazier, with headquarters on Madison Avenue. Firm was formerly operated by Tex Holly as the Phonograph Exchange. The new organization will sell new and used records in a special department. Raymond Jones is in charge of the mechanical division, and Arthur Frazier is in charge of the service department. The firm will have coin-operated phonographs and pinball games.

Richard White, salesman at Southern Automatic Music Company, has just moved into his recently acquired home. . . . Peter Stone, of the Indiana Automatic Sales Company, distributors of Rock-Ola phonographs, is visiting operators of shuffleboards in most sections of the State. . . . Victor Kilmer, Muncie, Ind., operator, was on coin row looking at new equipment. . . . The Happy-Hobo Canteen was presented with a used juke box by the Indiana Automatic Sales Company, and later with 500 records. The donor of the records refused to divulge his name.

James (Jim) Miller, operator at Columbus, Ind., purchased new Rock-Ola equipment while on coin row last week. . . . Dale Wiley, operator in Columbus, Ind., was in town buying parts. . . . Mr. and Mrs. Peter Stone will celebrate Thanksgiving Day in Chicago as the house guests of Stone's mother. . . . The local juvenile center has been presented with 50 used records by the Indiana Automatic Sales Company.

Los Angeles:

Lots of activity at Badger Sales last week, with William R. Happel Jr. pacing the floor, awaiting delivery of 30 new Rock-Ola shuffleboards. Three operators and two trucks were on hand waiting to take some of them off his hands. However, they were content to stick around even tho the shipment was late. Happel also wants to have his customers get a good look at the new Rock-Ola electric shuffleboard scorer, which should be out here during the next week or so.

In speaking of the future of the juke box industry, a local operator said one thing is generally overlooked in long-range planning. "The juke box has always been a nickel business and the sooner operators realize it, the better." . . . Inyokern operator, Jim Wheeler, was on Pico Street looking over new equipment.

There is nothing to report on the San Gabriel Valley Coin Operators' Association plans to bring their operation into metropolitan Los Angeles. At present officials are mulling (See LOS ANGELES on page 172)

Detroit:

Joseph Frederick, arcade operator, left for a Southern tour last week. . . . Paul Zimmerman, sales director of Rudd-Melikian, coffee machine manufacturer, is being transferred here from Philadelphia to set up a new district sales office. . . . Manuel Helfman has dropped the industrial food service, handling factory vending machine locations, and has opened the new Model Theater here in partnership with his father, Ben Helfman. . . . William Reed, juke box operator, formerly with the Ray Music Company, is a partner in the new Champion Record Company, and will bring out a new record line under that label. Paul Vail, nephew of Harry Vail, formerly a Michigan operator, is planning to go into the scale business.

Art Nidy, inventor and partner in the Jan Dee process (to lengthen the life of records), recently reported at length in *The Billboard*. is out of the hospital after treatment for a spinal injury received in a fall. . . . Joseph Cook, of the Detroit Amusement Company, is en route to California on a two-month vacation.

Des Moines:

The Eaton Distributing Company, Wurlitzer representative, has moved to new quarters on Ninth Street. . . . Phil Moss, manager of Atlas Music Company, left for Chicago and a vacation trip after announcing dates for showing of the new Seeburg December 18 at Omaha and December 19 at Des Moines. . . . Mike Sandler has joined his brother, Irv, in the Sandler Distributing Company and will serve as sales manager. . . . Frank Emery has joined Sandler in the service department and Helen Mueller as a secretary. Sandler is setting up plans for holding a State-wide shuffleboard elimination tournament with the finals to be played in Des Moines.

Miami:

Ben Weiner, pioneer music and game operator, who formerly headquartered in the Bronx in New York, has moved, bag and baggage, to Miami and says he'll stay here from now on. Ben is spending a great deal of time at George Dubrow's restaurant on Lincoln Road renewing old acquaintances in the coin machine field who moved South in past year. . . . Joe Mangone flew to New York on a fast business trip. While there he met Sol Gottlieb, who told him about Gottlieb's new Roundup game. Mangone and Gottlieb also took in the fights at Madison Square Garden.

Mr. and Mrs. William Alberg, Brooklyn Amusement Company, and Mr. and Mrs. Lou Koren, music operator in Chicago, were the guests of Willie (Little Napoleon) Blatt at the Variety Club where a special charity show was staged. Approximately 20 bell machines were scattered thruout the club. (See MIAMI on page 171)

Twin Cities:

Something new in coin machine deals was reported last week by Oscar Schaeffer, of Midwest Coin Machine Corporation. An operator, wanting a new Filben for one of his locations, turned in as payment one used juke box, some cash, two sacks of potatoes and 30 dozen eggs. Schaeffer took the deal and the next day his boss, Jack Karter, hung out a sign on the building front, Northwest Trading Post. Karter says he's serious and will deal or barter anyway his operators want to.

The shuffleboard rage continues with the number of operators buying the new games on the increase. Hy Greenstein, of Hy-G Music Company, had the new Chicago Coin Shuffle King on the floor, complete with scoreboard and coin chute, and reported operator interest extremely high with orders being written. . . . Harold (See TWIN CITIES on page 172)

Hartford:

Trade name has been filed with the town clerk of suburban New Britain, Conn., for the Central Popcorn Company of that city, by Brookie LeWitt, of the Glackin & LeWitt Theaters circuit, and his father, George LeWitt. . . . There has been a decrease in cigarette smoking in Connecticut. According to figures of the State tax department, a drop of 1.9 per cent in tax stamp sales was recorded in October against figures for April, 1947. Stamp sales in October amounted to \$661,399, against \$674,102 in April, 1947. Sales for the first four months of the fiscal year totaled \$2,877,140, against \$2,627,712 in 1947, a decrease of 1.7 per cent.

Calvin K. Kazanjian, president of Peter Paul, Inc., Naugatuck, Conn., candy manufacturers, who died last summer, left an estate of \$1,985,000, according to an inventory filed in Woodbury, Conn., Probate Court No. (See HARTFORD on page 171)

New York:

I. H. Houston, president of Spacarb, Inc., was among the many New Yorkers who attended the American Bottlers of Carbonated Beverages (ABCB) convention in Atlantic City last week. The firm's former director of advertising and sales, Jack Pero, also attended the show, but left Thursday (19) on a biz trip to Baltimore and Washington. While Spacarb did not have a booth this year, one of its three-drink units was used by an exhibitor to dispense Apple Jackie. . . . Mel Rapp, sales manager of Drink-O-Mat Industries, also an exhibitor last year, went down to the ABCB meet to see what was new in the way of equipment.

Charles O'Reilly, president of the ABC Vending Corporation, has announced the election of Wilbur B. England as vice-president in charge of the company's operations. England was formerly associated with RKO theaters as head of the concession department.

Al Simon now has Chicago Coin's 22-foot shuffleboard with the coin-operated Shuffle-King scoreboard on display in his showroom, and many operators are dropping in to try their hand. The large board just fits in Simon's store with a little room to spare at each end for the players. Simon expects a sample of Chicago Coin's 12-foot model in about a week.

Jake Breidt, U-Need-A Vendors prexy, underwent a minor operation Tuesday (16) at Beth-Israel Hospital. (See NEW YORK on page 171)

Washington:

The G. B. Macke Corporation has extended its business to Camp Pickett in Blackstone, Va., where draftees from the Washington area are assigned. Bill Blackburn is working with operators at Camp Pickett to set up the cigarette and candy vending operations.

Cauthen Walter Hendrix, of the General Amusement Company, reports that he has received a number of offers from small operators to buy out their concerns. Hendrix said he did not plan any purchases, however. He merged his old outfit, Hendrix Novelty Company, with General Amusement in March to become one of the biggest music operators in the D. C. area.

Richard W. Janney, of the Miller-Janney Company, is serving on the grand jury in Rockville, Md., government seat of Montgomery County. Altho he lives in Ashton, Md., Janney's company operates in Washington.

Philadelphia:

Two new vending operations were established here, one in the cigarette vending field and the other for candy vending. Operated by Herman Bernstein, with offices and showrooms in the West Philadelphia area on 59th Street, Superior Cigarette Vending Company is the name of the new cigarette firm. On East Godfrey Avenue in the northeast sector of the city, Benjamin Gollub has set up Candee-Vend.

Charles Goldfine has sold his Alden Confectionary Company, servicing candy vending machines and counters in movie houses, to Jack Beresin, head of the Berlo Vending Company. . . . *A Little Bird Told Me* is the Tune-of-the-Month as promoted by Frank Palumbo's Click and the music machine operators' association. . . . Sam Katz, accountant for the Y & Y Popcorn Supply, is expecting the arrival of the stork at his household. . . . Jack Beresin, head of the Berlo Vending Company, was elected to the 1949 board of governors of the Philadelphia Variety Club.

Calendar for Coinmen

November 30—National Automatic Merchandising Association (NAMA), Region VII meet (Minnesota, North and South Dakota), Gen. George E. Leach, chairman, Esslinger's Cafe, Minneapolis.

December 12-15—National Automatic Merchandising Association (NAMA), annual convention and exhibition, Palmer House, Chicago.

December 13-15—National Association of Popcorn Manufacturers (NAPM), meeting and exposition, Hotel Sherman, Chicago.

January 17-19—Coin Machine Institute, Inc. (CMI), annual convention and exposition, Hotel Sherman, Chicago.

January 18—Music Operators of America (MOA), annual meeting, Hotel Sherman, Chicago.

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Location Tested
★ Gottlieb's **BUCCANEER**
★ Williams' **RAINBOW**
And all other latest games

Fully Reconditioned

5 BALLS

ALI-BABA	\$169.50
AMBER	29.50
BAFFLE CARD	29.50
BARNACLE BILL	169.50
CARNIVAL	169.50
CAROUSEL (Flippers)	49.50
CINDERELLA	135.00
GOLD BALL	49.50
HONEY	39.50
HUMPTY DUMPTY	110.00
LADY ROBIN HOOD	125.00
LUCKY STAR	49.50
MAISIE (Flippers)	45.00
MIDGET RACER	29.50
MONTERREY	169.50
ROCKET	49.50
SEA ISLE	69.50
SMARTY	29.50
STATE FAIR	29.50
SUPER SCORE	29.50
TENNESSEE	129.50
TORNADO	39.50
TRINIDAD	115.00
WISCONSIN	149.50

Terms: 1/3 Cash with order, balance C. O. D. Write for our complete bulletin.

CONSOLES—Newest Releases

Jennings' Tic-Tac-Toe **CHALLENGER**
5c-5c or 5c-25c

Jennings' MONTE CARLO **CHALLENGER**
with super Jackpot, 5c-5c or 5c-25c
Bally **RESERVE BELL**

RECONDITIONED

Jennings' CHALLENGER , 5/25¢	\$375.00
Jennings' SILVER MOON TOT. F.P.	49.50
Baker's PACERS , used less than 6 months, latest model, very clean	350.00
Bally BIG TOP Animal Reels	99.50
Evans' RACES , latest model, conv.	475.00
Keeney's PASTIME	150.00
Keeney's 1938 SKILL TIME	79.50
Keeney's TRIPLE ENTRY	89.50
Mills' FOUR BELLS	69.50
Mills' FOUR BELLS , 5-5-5-25¢ late heads, over 2200	125.00
Pace SARATOGA , two-tone, rails	89.50

CONVERTIBLE FREE PLAY PAYOUT

Keeney BONUS SUPER BELL	\$240.00
Keeney BONUS SUPER BELL with large door	265.00
Keeney TWIN BONUS SUPER BELL , 5c-5c or 5c-25¢	450.00
Bally CLUB BELL	49.50
Bally DRAW BELL	199.50
Bally DELUXE DRAW BELL	265.00
Jennings' SILVER MOON TOTALIZER , conv. with escalator head	89.50

Member National Coin Machine Distributors' Association

GENERAL Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

COINMEN YOU KNOW

Chicago

(Continued from page 169)

Gib Courshon and Ed Levin, head men at Tropical Trading Company, exchanged greetings and farewells this week as one returned and the other left on a business jaunt. Gib came back Wednesday (17) from his Florida journey, while Ed left Saturday (20) for a four-week trip to California; he's due back December 15. Firm is ready to meet order demands now with its square block, 35,000 square-foot Racine, Wis., plant, prepared to turn out Challengers at a hyped rate.

H. F. Burt, Silver King Corporation, has announced a companion machine for his Target King, ball gum vender. New unit, called Hunter, also dispenses ball gum, but unlike its running mate vends gum whether or not the player hits the target with his penny. Hunter employs three duck figures as target material. . . . E. J. Novak, Crown Implement Company president, promises a tailored operator-location-customer machine in the redesigned Big Four bottle vender due for introduction at the NAMA show next month.

John Conroe, J. H. Keeney & Company, reports that the Keeney de luxe electric cigarette vender is bringing in a new batch of orders on a daily basis. Current production of 30-35 per day is beginning to leave a slim margin for stockpiling and output may soon have to be upped. Joe Simon, traveling representative for the cigarette division, was rolling thru Wisconsin last week. Among the callers during the week were Ben Robinson, Robinson Sales, New Orleans, and Bill Cohen, Silent Sales, Minneapolis. John's secretary, Betty Jane McCollister, will be Mrs. Warren A. Labeau after the wedding bells chime Saturday (20). She will leave on a two-week honeymoon and leave John secretary-less until she returns (as she promised). John vows he'll stick to using the phone during her absence, instead of writing letters.

Jack Nelson, Jack Nelson Company, comes up with the news of a happy coupling of soft drink and popcorn venders this week. Jack says that a California operator of the former machines recently ordered 25 Pop 'n' Hot popcorn machines, placed 15 in the Inyokern Naval Test Station and 10 in the Muroc Bombing Base as companion venders for his drink units. Reported that since the corn venders were installed, soft drink sales increased by 21 per cent. Jack is looking forward to the showing of the popcorn vender at both coin (Chicago) shows, says a recent write-up in *The Chicago Sun-Times* mentioned this fact and stated that the machine was "the biggest capacity single unit popcorn vender out." H. B. Reigle, Nelson's representative in Florida, has been sending in a nice array of orders, Jack adds.

Seymour Gale, Drink-o-Matic Company chief, continues to wet the whistles of many a citizen with his growing operation of cup venders. Operating at both a nickel and dime peg, Seymour says the two levels do not conflict to any real extent; former is traditional in neighborhood areas while the dime price does not cause thirsty moviegoers in the Loop area to pass up a drink. . . . Increasing number of roll-downs are being used by local music operators to keep the operating grosses at a higher point; shuffleboards are playing a part in their play-hike program, too.

Genco officials report Puddin' Head's rubber rebound plus flipper feathers is drawing steady play in various parts of the country. They also stated that Bert Lane's status with them as Eastern representative is and has been

the same for 15 years, thereby quashing rumors which they claim have annoyed them the past several weeks. . . . Changes in government leaders now taking place in Canada has U. S. coinmen wondering if the ban on coin machine shipments might be lifted in the near future. Another source of optimism concerning the export market comes from the nation's capital, where action is now taking place on the recently enacted Foreign Assistance Act of 1948. Measure is designed to help some of the overseas neighbors who are suffering from dwindling supplies of U. S. dollars. Actually, most import bans are based on this same dollar shortage.

A. A. Swing Time Music Company heads, Angelo and Vince Angeleri, and their families have returned from their California trip a few weeks earlier than planned. Paul Garber, Swing Time serviceman, is the proud pappy of three girls now; newest addition, Linda, arrived recently. . . . The entire Atlas Music Company crew is being queried these days about the new 1949 Seeburg music equipment. Boys are all being buttonholed by ops, in person and via phone and mail, on what can be expected in the new line. - Altho mum's the word until the big showing next month, Eddie and Morrie Ginsburg, Harold Schwartz, Nate Feinstein, Joe Kline and Irv Kleiman are happy at interest the trade is showing.

Murray Rosenthal, Coinox Corporation, will be able to go about his coin machine business with his old zest again; his wife, Ethel, is back home after a three-week sojourn in the hospital with the flu. Birthdays are romping all over the Coinox quarters; Secretary Ida Brozman celebrates her's Thanksgiving Day, and follows with an anniversary November 28. Staffer Marty Schleuder owns up to a birthday, too, next week. . . . Bob Gnarr, ABC Music Service, says the fall juke box play is showing an increase over summer level, and with Christmas and the new year rolling around, play should hike considerably.

C. C. (Mike) Jamison, Toledo, and M. C. Watson, Cedar Rapids, Ia., were Buckley Manufacturing callers. Firm's Pennsylvania representative, Nils G. Peterson, also dropped in during the week. Charley Schlicht, newest member of the sales staff, will soon be covering his Buckley territory. . . . Sam Lewis and Ed Levin left for

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Exhibit Contact Kicker Bumpers.....\$6.95
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Add new life to your older games by installing new Flippers or Kicker Bumpers.

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BARGAIN BUYS!

Wurlitzer 950	\$110.00	Seeburg Victory-Gem	\$ 49.50
Wurlitzer 600R	49.50	Seeburg Casino	39.50
Wurlitzer 1100	599.50	Rock-Ola Master	59.50
Wurlitzer 750	199.50	Rock-Ola DeLuxe	49.50
Wurlitzer 1015	399.50	Rock-Ola Standard	49.50
Wurlitzer 42-600 Victory	39.50	Rock-Ola 1422	49.50
Wurlitzer 24	39.50	Wurlitzer 850	275.00
Wurlitzer 500	59.50	Wurlitzer #100 30-Wire Boxes	119.50
Seeburg Envoy	99.50	Wurlitzer 125, 5-10-25 Boxes	4.00
		Race Horse Back Glass for Advance Roll	4.50

WRITE FOR COMPLETE PRICE LIST ON ROLL DOWN AND PIN GAMES.
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AUTHORIZED BELL-O-MATIC DISTRIBUTOR

USED MUSIC MACHINES

Wurlitzer 500	\$ 69.50
Wurlitzer 700	175.00
Wurlitzer 800	175.00
Mills Throne	69.50
Seeburg 46M	395.00

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Wichita, Kan., last week to represent Chicago Coin at United Distributing's Shuffle-King and Re-Bound showing there. Wichita firm's head, N. Y. Blum, is giving a shuffleboard away as a door prize. . . . Peter Stone and wife, Indianapolis, will spend Thanksgiving in Chicago with his mother. Next day he will take time out to call on local manufacturers.

One of the most popular spots in town these days is United Manufacturing's new headquarters on California Avenue. A list of the weekly visitors to the plant is practically an industry Who's Who, with operators and distributors alike meeting Lyn Durant, Billy De Selm, Ray Riehl and Herb Oettinger, and taking the tour of the 70,000 square-foot building. On hand last week were Dave Simon and his wife, in town from New York for J. Frank Meyer's funeral; Pete Bloom, Wichita, Kan.; Leo Weinberger, Louisville; Ben Robinson, New Orleans; H. Holland, his wife and daughter, from Missouri, and Eddie Ginsburg, Atlas Novelty Company, Chicago. With the new cafeteria now going full force, visitors can be fed right on the premises, then look around the production lines and finally sit down for a chat in one of the executive offices. . . . Meanwhile firm's Blue Skies continues to move, with favorable reports reaching headquarters from all parts of the country.

Sam London, S. L. London Music Company, Milwaukee, and Herman Paster, head of Mayflower Distributing, St. Paul, were among the callers at Williams Manufacturing. Fulton Moore, sales manager, says demand for Rainbow continues steady.

Several moves are now in the planning stage to make the coming CMI show at the Sherman an obviously better deal for out-of-towners attending the conclave. Among them are advance registration and the possibility of sectional meets for ops. The two proposed innovations are expected to make the operator feel he is expected and give him a better chance to pin down problems of a sectional nature. Meetings on a local level are also expected to give visiting ops a chance to meet more people and therefore feel at home. Proponents of the two ideas claim that previous shows have left some visitors cold since so much was going on at individual plants that there was little chance to catch up with many ops at the convention floor. . . . John Haddock, AMI president, was in Chicago on a brief business visit. His optimism on the recent improvement in the music trade was noticeable.



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We have all Mills latest Bells in stock.

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10 BINGO ROLLS
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20 14-FT. WURLITZER SKEEBALLS
10 BANK BALLS

Any Model Wurlitzer PHONOGRAPHS
Any Above in A-1 Condition
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Detroit Amusement Co.
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New York:

(Continued from page 169)

Newark, N. J. He expects to be in fine shape for the National Automatic Merchandising Association show next month. . . . Herman Billig, formerly with Joe Minves at Economy Supply. Is now in the parts biz for himself.

Jack Mitnick, co-owner of Beacon Coin Machine, Boston, is mending after a multiple fracture of the ankle. He was visiting old associates on coin row this week on crutches. . . . Murray Wiener, Vendors, Inc., prexy, reports that production of the U-Need-A Vendors all-electric cigarette machine should reach 50 a day within a week or two.

Benjie Meltzer, of Ace Music Company, is receiving condolences on the death of his father recently. . . . Arthur Herman, of Boro Automatic Music, is convalescing after an operation at the Jewish Hospital Saturday (13). . . . Jack Cross, president of Juice Bar Corporation, reports that one of his new vendors has been placed in United Nations headquarters at Lake Success.

Phil Koff, who operates Rudd-Melikian coffee machines in Manhattan, has installed a unit in the editorial offices of *The New York Star*. . . . Lew Jaffa, vice-president and general sales manager of Eastern Electric Vending Machine Corporation, reports another two-carload shipment of C-Eights on the way to S. H. Lynch, the firm's Southwest distrib.

Don Lerner, sales co-ordinator for Coradio, Inc., names S. Kuruges, prince of Nerkuppai, India, among the distinguished visitors who stopped by to see the firm's exhibit of coin radios at the recent hotel exposition in Grand Central Palace. The prince, who is a friend of Lerner, was accompanied by Jagjit Singh Basarke, of Naugul, another Indian province. Others who lingered at the Coradio display were Joan Fields, of MGM, and Bruce Raeburn, NBC singer.

Hartford:

(Continued from page 169)

vember 9. The inventory listed only \$300 in personal effects. The bulk of the estate is comprised of 69,416 shares of Peter Paul stock, valued at \$1,865,934; \$55,455 in U. S. Treasury bonds, and the balance in national and Connecticut industrial and insurance stocks. Total value of stocks and bonds was placed at \$1,865,195 in the inventory, which also lists \$45,489 in cash in a Naugatuck, Conn., bank. Beneficiaries are his widow, Mrs. Sarann Kazanjian, and his daughter, Dorothea, who served as her father's secretary.

Also listed as beneficiaries in the will are a group of veteran employees and the C. K. Kazanjian Foundation, an educational trust founded by Kazanjian a year before his death to encourage the study of economics. Among candy bars made by the Paul organization is Mounds.

Miami:

(Continued from page 169)

with all the proceeds going to the funds for a new home for cardiac patients and for spastic and underprivileged children.

DeWitt (Doc) Eaton was here from Sarasota, where he recently purchased a home. Eaton, who is half owner of the Supreme Distributing Company, spent a few days discussing future plans for the concern, then returned to his home. . . . John Saxon, who operates 1,900 cigarette machines in Dade County, recently completed tests of the new Keeney unit and as a result, according to Willie Blatt, has placed a substantial order for more machines. Saxon said that four of the five vendors he had on test location required no servicing in the two months they were in use.



"Ed says nothing's impossible for him since he got that shipment of G-E lamps for his coin machines. General Electric lamps are a sure cure for 'burn-out blues.' Even if they're hard to get, it pays to keep on asking. General Electric Co., Nela Park, Cleveland 12, Ohio.

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ABOUT
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<p>WURLITZER</p> <p>600 and 500 \$80.00 Ea. 850 and 800 175.00 Ea.</p> <p>ROCK-OLAS</p> <p>STANDARD—MASTER—DE LUXE SUPER. All One Price \$80.00 ea.</p> <p>SEEBURG</p> <p>GEM—REGAL \$90.00 Ea. VOGUE—CLASSIC—MAJOR COLONEL. All One Price \$100.00 ea.</p> <p>GRILLE CLOTH 22"x25" Same As Used in Wurlitzer 1100. \$2.50 Value 60c ea.</p>	<p>Seeburg LO-TONES</p> <p>8200—8800—9800 E.S. . . \$175.00 Ea. Same, E.S.R.C. 195.00 Ea.</p> <p>All cabinets newly modernized — Gorgeous looking machines. Look far better than some new machines on the market today.</p> <p>PARTS</p> <p>Wurlitzer—Seeburg—Rock- Ola Motors (used) . . . \$11.00 Ea. A-1 Condition \$1.00 Ea. 18" Lumalines (New) 85c Ea. Wurlitzer Metal Title Strips (New) 1c Ea. Wurlitzer Tone Arms, all models \$6.00 Ea. Seeburg Tone Arms, all models 9.00 Ea.</p>
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4 Daily Races	\$ 79.50
27 Victory Specials	69.50
14 Special Entries	149.50
11 Jockey Specials	249.50
11 Gold Cups	329.50
1 Keeney Favorite	129.50
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2 Big Parley	99.50

21 SUPER DELUXE AIREONS

New coin conversion on door, new accumulator, up-to-date mechanism, discs repainted. These machines perform and appear in better condition than when originally shipped from the factory.

\$219.50 ea.

USED PHONOGRAPHS

WURLITZER . . .

1 61 with stand & new trays	\$ 69.50
1 71 with stand & new trays	94.50
3 500	84.50
1 600	84.50
3 700	169.50
5 750M	209.50
4 750E	229.50
1 780M	209.50
2 850	169.50
10 1015 60 cycle—crystal cart-ridge, electric cancel, new bubblers & plastics where necessary	449.50
1 1015 25 cycle	474.50

ROCK-OLA . . .

Rock-Ola, Mod. 1422	\$309.50
Rock-Ola, 40 Super	69.50

SEEBURG . . .

Seeburg Regal	\$ 89.50
Seeburg Envoy	119.50
2 Seeburg 8500	119.50
6 Seeburg 9800	119.50

Condition guaranteed on all phonographs.

POPCORN SEZ VENDORS

Thoroughly reconditioned like new!

In lots of ten, Ea.	\$ 99.50
Singly, Ea.	109.50

USED FIVE-BALLS

1 Battle Card	\$29.50
2 Bronco	34.50
3 Cyclone	34.50
1 Dynamite	24.50
3 Flying Trapese	59.50
2 Havana (new motor)	34.50
2 Hawaii	49.50
1 Honey (25 cycle)	49.50
1 Kilroy	24.50
2 Playboy	34.50
1 Rio	24.50
2 Rocket	29.50
1 Show Girl (with flippers)	29.50
4 Stage Door Canteen	19.50
1 Starlight	44.50
1 Superliner	24.50
1 Superscore	24.50
1 Surf Queen (with flippers)	24.50
1 Tally-Ho	49.50

Many others to choose from. We have in stock several used original flipper games. Write or wire your needs. We will quote prices.

ROLLDOWNS—METAL BALL

Stage Door Canteen (Conversion)	\$ 34.50
Tropicana	89.50
Cover Girl	89.50
Melody Roll	129.50
Singapore Rolldown	89.50

ROLLDOWNS—WOODEN BALL

Genco Playball (plastic ball)	\$ 44.50
Total Roll	69.50
Advance Roll	89.50
Bing-a-Roll	259.50
Heavy Hitter (brand new)	89.50
Heavy Hitter Metal Stand	17.50

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COINMEN YOU KNOW

Twin Cities:

(Continued from page 169)

Lieberman flew to Chicago to implore the Rock-Ola factory to send him more units for his Lieberman Music Company. He remained in the factory shipping room until the truck with his consignment pulled away. . . . Archie LaBeau and his son, George, of LaBeau Novelty Sales Company, also Rock-Ola jobbers, flew to Chicago to accomplish a similar mission for additional units.

Jobbers report there is a wave of buying by operators in the process of revamping their routes and adding new equipment. The election results were said to be responsible for this note of optimism. . . . Jack Salute, of Superior Sales, St. Paul, hospitalized for a long period, is up and around but taking it easy on orders of his doctor. He manages to make the rounds, however, and visit jobber friends. . . . Melvin Goldstein, of Twin Ports Sales Company, Minneapolis branch, spent a week working South Dakota territory. . . . Solly Nash, route chief for Lieberman Music Company, has been confined to his bed for three weeks by a sprained ankle.

John Bollig Sr., Brainerd, Minn., until recently a coin operator, was defeated in his bid for election to the Legislature. . . . Hy Greenstein has set December 15 and 16 as dates for the showing of the new Seeburg phonograph at his establishment in Minneapolis. Bob Dunlap, Seeburg regional sales manager, will attend. . . . December 17 and 18 Hy-G will conduct a service school with A. Woodhill, factory service engineer, in charge. . . . Lew Ruben, comptroller at Lieberman Music Company, took several days off to call on Wisconsin operators and returned with a few orders.

Archie LaBeau, of LaBeau Novelty Sales Company, reports an upsurge in sales of Rock-Ola music in recent weeks. . . . Harold Lieberman, of Lieberman Music Company, Wurlitzer jobbers, combined business and pleasure on a trip into Northern Wisconsin. Not content with selling a number of jukeboxes to operators in the area, he caught his limit of crappies. . . . Revamping his route of music and pins at Cedar Rapids, Ia., Leo Miller, coinman, came to the Twin Cities last week to pick up several new Filben phonos.

The Hy-G contingent at the December 6-8 showing of the new Seeburg phono in Chicago will include Hy Greenstein, Solly Rose, Al Lieberman, Sid Levin and Nels Nelson. December 9-11 the company's Walter Jones and Emil Zellmer, servicemen, will be in Chicago for the Seeburg service school. . . . Dave Chapman, Minneapolis operator, is adding new games to his route. . . . Walter Fisher, Pipestone, Minn., coinman, is interested in shuffleboard.

Ray Kayford, service chief at Lieberman Music Company, has moved his family to Minneapolis from Arkansas and they're having a little difficulty getting used to the chillier weather. . . . Fred Gates, coinman and arcade owner, disposed of his music and appliance store in Minneapolis to concentrate on his coin machines. He's one of the committee members planning a gala festival December 6 to honor Mayor Hubert H. Humphrey of Minneapolis, Minnesota's new United States senator-elect. . . . Walter Schmidt, Red Wing operator, and his wife came to the Twin Cities last week; he to scout a shuffleboard and she to do Christmas shopping. . . . Harry Nold, Cambridge, Minn., was in to buy music. . . . Nels Nelson, Hy-G salesman working Duluth territory, reports plenty of action.

Los Angeles:

(Continued from page 169)

a letter which will be sent to local operators telling them of the organization plan.

H. G. Sherry, of IBEW's Local 1052, is taking a week away from office duties. . . . E. Benjamin, Colton coinman, in town looking things over last week. . . . Another recent visitor was Douglas Swanson from Agoura. . . . Donald Hill, of the Classic Amusement Company, Phoenix, Ariz., had a successful visit, placing an order for 30 shuffleboards.

E. T. Mape Company Manager Walter (Solly) Solomon reports that he's still experiencing trouble keeping production up on the firm's Sterling shuffleboard. He is using Chicago Coin's new electric scorer on his unit. Solomon placed four Sterlings at the recreation hall, Naval Ordnance Station, Inyokern. He just returned from a swing down San Diego and Tijuana way and reports that Filben sales have picked up from two months ago.

Another visitor who made the Pico Street rounds last week was L. G. Wagner, Colton operator. . . . E. E. Simmons, Paso Robles, was looking up old friends on coin machine row. . . . Paul A. Laymon Company reports that their coin Recordio machines are going well in servicemen's recreation halls. One operator has placed an order for three more machines. They also report that the new Bally Citation is going better than expected, due to the guaranteed odds feature of the machine.

Nat Smith, Barstow coinman, and Perry Irwin, from Ventura, were in town last week. . . . Ditto for S. W. Ketchersid, of San Bernardino. . . . The town of Colton was well represented on Pico Street last week. Lawrence Raye, another operator from that valley hamlet, was in town.

Phil Robinson, of Chicago Coin, is shifting furniture in his new office so he can get in his latest shipment of shuffleboards. He reports the new metered coin box is an important feature. In addition to Dura-Life, non-warping surface on the 22-foot board, the company also is showing its 15-footer which is scaled down in size. Smaller weights are used on this board.

Jack Malone, El Paso operator, is still in town renewing old acquaintances on coin machine row. . . . Bill Black left his Bakersfield headquarters for a look-see at Pico Street games. . . . Al Silberman is busy taking orders on the refrigerated candy machine pick-ups. He expects a shipment of 25 within the next week.

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RECONDITIONED PIN GAMES READY FOR YOUR LOCATIONS

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Build Up	120.00	Hi Ride	30.00	Short Stop	160.00
Cinderella	129.50	Hump, Dumpty	99.50	Show Girl	20.00
Carnival	155.00	Ginger	27.50	Spinball	132.50
Caribbean	107.50	Mardi Gras	135.00	Sky Ray	12.50
Click	32.50	Major League		Tallyho	44.50
Den Wa Ditty	140.00	Baseball	102.50	Triple Action	102.50
Fast Ball	22.50	Miss America	17.50	Tropicana	52.50
Havana	24.50	Nevada	39.50	Yanks	120.00

ONE BALL, MULTIPLE F.P.
Victory Special With Chrome Front Rail . . . \$79.50
KEENEY CONSOLES

Twin Bonus Super Ball, 5¢/5¢ . . . \$425.00
Three Way Bonus Super Ball, 5¢/10¢/25¢ (Excellent Condition) . . . 605.00

NOW DELIVERING NEW EQUIPMENT
TEMPTATION, MOON GLOW, PUDDING HEAD AND CITATION,
KEENEY'S ELECTRIC CIGARETTE VENDOR, KEENEY'S TWIN BONUS SUPER
BELL, MILLS BONUS BELL, MILLS JEWEL BELL, MILLS MELON BELL,
MILLS Q.T. BELL AND MILLS VEST POCKET BELL.



ROY MCGINNIS CO.

Tropical Trading Co. To Add Quarter Coin Chute on Challenger

CHICAGO, Nov. 20. — Tropical Trading Company announced this week that a quarter coin mechanism would be available on its three-bowl Challenger, hot nut vender, shortly. Unit is currently being put thru a test period before final production line assembly is undertaken, Ed Levin, firm official, stated. Use of a heavier glass merchandise container, weighing one pound more than previous units, was also announced. Added thickness of glass serves to reduce breakage to a minimum, he said.

With the addition of the new quarter mechanism, a triple price as well as a triple merchandise selection is made available to patrons. Firm suggests that a pure nut (no filberts) mix be used in the 25-cent bowl, and has prepared a globe label listing contents of the "Fancy Mix" compartment: cashews, pecans, pistachios and almonds.

Firm's specially developed heating elements uniformly heat contents of individual globes to a 120-degree temperature, eliminating "just-warm" portions in high sale locations, Levin emphasized.

The Challenger triple units, together with stand and cup dispenser, continue to retail to the operator for \$90 each.

Levin stated that current production at the newly acquired Racine, Wis., plant is at the 300 unit per week level, with potential output of 1,000 machines a week possible.

Empire Distributor For Shuffle-King and Re-Bound in 3 States

CHICAGO, Nov. 20.—Empire Coin Machine Exchange has been appointed distributor of Chicago Coin's Shuffle-King and Shuffle-King Re-Bound in Michigan, Wisconsin and Illinois, Chicago Coin Sales Manager Ed Levin announced Friday (19). Distributing concern is headed by Ralph Sheffield and Gil Kitt.

Shuffle-King is a 22-foot shuffleboard with a coin-operated scoreboard and featuring the Dura-Life (composition plastic) playfield. Its running mate, Re-Bound, has a nine-foot playfield of the same material, is designed for smaller locations (see separate story elsewhere in this section on Re-Bound).

Turning Back the Clock

10 Years Ago This Week

CHICAGO, Nov. 19, 1938.—Among the coin machine firms which held exhibit space at the National Association of Amusement Parks, Pools and Beaches (NAAPPB) show at the Hotel Sherman were H. V. Bright Turnstile Company, Buckley Manufacturing, H. C. Evans Company, Gerber & Glass, Lion Manufacturing, C. R. Kirk & Company, all of Chicago; Silent Sales, Minneapolis; International Mutoscope, Piesen Manufacturing and Perey Manufacturing, all of New York. . . . H. F. Burl, head of Automat Games, Chicago, announced output on two new bulk venders, Silver Charm and Factory King, each listed at \$8.45.

Both the Coin Machine Manufacturers' Association (CMMA) and the National Association of Coin-Operated Machine Manufacturers were pounding the publicity drums in an effort to win the largest number of exhibitors and the biggest attendance. Latter group held its convention at the Stevens, while CMMA took over the Sherman's facilities. . . . The Amusement Machine Operators' Association of Philadelphia announced that it would begin circulating petitions for the enactment of legislation beneficial to the coin machine field.

Great States Manufacturing, Kansas City, Mo., introduced its Sel-Mor candy, charm and ball gum vender priced at \$6.25 and guaranteed it for five years. Meanwhile Daval was telling operators about its 1939 model U-Pop-It automatic popcorn machine, featuring Lectrotherm, which the firm described as an amazing new heat control. Other new corn venders included Milwaukee Coin's unit at \$59, featuring the Vanak slug rejector. . . . Mills vest pocket bell bore a \$49.50 tag.

Leading tunes of the week were *My Reverie*, *Heart and Soul*, *While a Cigarette Was Burning* and *Old Folks*. . . . New games were *Spinner*, by Daval; *Rolo*, made by Superior Manufacturing, New York, listed at \$8.85; *Exhibit Supply's Flight*, a novelty game; *Bank Bowling*, by I. B. (Buck) Beaty, Fort Worth; *Flip-a-Kopper*, by Great States Manufacturing, Kansas City, Mo.; *Keeney's Stable Mate*, a multi-play free-play machine, and *Genco's Stop and Go*, a novelty game. On hand to explain the features of the first showing of the new Exhibit game in New York was Harry Williams, firm's chief engineer. . . . *Man-o-War*, a one-ball console by Gottlieb, marketed for \$24.50.

The whole industry was talking about the new Jefferson nickel which had just been put in circulation (November 15, 1938) by the U. S. mint. It replaced the Buffalo and Indian head nickel which had been around since 1836. During the 1928-'38 decade nickel production had jumped from 40,000,000 to 140,000,000 annually.

Pecan Crop Good

WASHINGTON, Nov. 20.—A pecan crop 50 per cent above the average is indicated for 1948, Agriculture Department said this week on the basis of preliminary estimates. Production is expected to total 162,722 pounds as compared with 118,639 pounds last year and a 10-year average of 109,476 pounds.

Show Promotion

CHICAGO, Nov. 20.—To help exhibitors tie in their promotion with the association's annual show, Coin Machine Institute this week mailed out cuts and proofs of an emblem it is urging firms to use in their promotion. Copy reads simply, "See our exhibit at the Coin Machine Show, January 17-19."

15 Years Ago This Week

CHICAGO, Nov. 18, 1933.—C. S. Darling, managing director of the National Association of Coin-Operated Machine Manufacturers (NACOMM), announced that the public hearing on the proposed code of fair competition for the industry was set for Washington's Carlton Hotel. All association members were invited to attend. . . . Open house was held in Gottlieb's Los Angeles office in celebration of the enlargement and remodeling of the Southern California branch. . . . In New Orleans the Vending Machine Operators' Association quashed rumors that it was about to disband by announcing the induction of 10 new members. Lee Varnardo was president of the group, with Julius Pace, vice-president, and J. H. Peres, secretary-treasurer.

Walter A. Tratsch, ABT president, was in Europe on business. . . . *The Chicago Daily Times* reported that the move to get the 2½-cent coin minted was making headway. A 15-cent coin was also under discussion by government officials. . . . Edward N. Hurley, manufacturer of coin washers, died at the age of 69. . . . Autocount, a pin game, was debuted by ABT. It features the ABT-developed cedar cabinets. . . . New one-balls on the scene were Bally's Rocket and Blue Ribbon. Other products just hitting the market included H. C. Evans's Sarafoga Sweepstakes, Gottlieb's Speedway, Genco's 42d Street and Modern Vending's Jig Saw.

Royal Vending Machine Company, St. Louis, was dissolved by mutual consent of its two partners, Jack Rosenfeld and Max Lipschitz. Simultaneously, Rosenfeld formed the Union Novelty Company, while Lipschitz set up the Imperial Vending Machine Company, both in St. Louis.

Rock-Ola's Official Sweepstakes was reporting steady location profits. In addition to being a novelty game it was also a gum vender. . . . Cigarette operators were trying to pin down the rumor that cigarette packs of five would soon be marketed for a few pennies per pack. . . . Great States Manufacturing, Kansas City, Mo., reported steady demand on its Penny Beer unit, listed at \$12.50.

\$300,000 Damage Suit Against Peter Paul

OAKLAND, Calif., Nov. 20.—Adam K. Wilson, this city, recently filed a \$300,000 damage suit against Peter Paul, Inc., Naugatuck, Conn., in San Francisco Federal Court. The suit charges that the candy firm appropriated and patented Wilson's method of placing nuts automatically on candy bars.

Wilson alleges that he had disclosed the technique to George Shamlian in February last year when the latter was vice-president of Peter Paul, but that Shamlian had later told him that the firm had already obtained a method of its own and was not interested.

R. C. Bayles Named Manager Of Canada Dry License Dept.

NEW YORK, Nov. 20.—Richard C. Bayles, associated with Canada Dry since 1934, has been appointed manager of that company's U. S. license department. The appointment was announced this week by James W. Ellis, vice-president in charge of domestic licensing.

Associated with the license department since 1940, Bayles has served successively as field representative, production manager and assistant manager of the department. Prior to that time, Bayles was with the company's international division.

METAL TYPER DISCS

PER 1,000 \$9.50

GROETCHEN METAL TYPER . . . \$175.00
Ace Bomber | \$79.50
Sky Fighter | EACH
Drivemobile | EACH
PHOTOMATICS, rebuilt . . . \$299.50
PHOTOMATICS, latest . . . WRITE
1/2 With Order, Balance C. O. D.

MAX GLASS
DISTRIBUTING COMPANY
914 DIVERSEY - CHICAGO 14, ILL.



Watch Atlantic for Two Important Announcements!
ATLANTIC NEW YORK CORP.
Exclusive Seaburg Distributors in New York, No. New Jersey and Connecticut

100%
Return privilege within 10 days if not satisfied with our reconditioned equipment.

WURLITZER 616
Fully repainted. Perfect condition. Ready for location.
\$79.50 (Crated)
1/3 With Order, Balance C. O. D. Send for Complete List.

DAVID ROSEN, INC.
Exclusive AMI Distributor
855 N. Broad St. Philadelphia 23, Pa.
Stevenson 2-2903
503 Evergreen Ave. Baltimore 23, Md.
Edmonson 5322

BALLY'S CITATION
EVANS WINTER BOOK
MILLS BONUS BELL

Ballerina . . . \$124.50	Melody . . . \$ 89.50
Bermuda . . . 109.50	Monturray . . . 124.50
Bonanza . . . 80.50	Paradise . . . 176.00
Caribbean . . . 128.50	Sea Isle
Catalina . . . 129.50	w. Flippers . . . 89.50
Carnival . . . 165.00	Stormy . . . 109.50
Lady Robin	Treasure Ghost . . . 85.00
Hood . . . 129.50	Trade Winds . . . 134.50
Major League	Trinidad . . . 124.50
Baseball . . . 134.50	Triple Action . . . 124.50
Manhattan . . . 89.50	Virginia . . . 124.50
Ginger w. Flippers . . . 74.50	Wisconsin . . . 124.50

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PALISADES SPECIALTIES COMPANY
488 Anderson Avenue Cliffside Park, N. J.
Cliffside 8-2882
Only One Mile South of George Washington Bridge on BW, Jersey Side.

FOR SALE
Old established Pin Ball Route and Distributorship in the Valley of the Sun. 50% or all, Corporation, ca. 80 locations with 135 modern machines. Price: 15x company's monthly gross. For details:
E. MARTEN
96 W. Mariposa Phoenix, Arizona

SPECIAL ON SEEBURG LO TONE

Seeburg Lo Tone, RC . . . \$225.00
Seeburg, ES . . . 200.00
All these machines are clean and in A-1 mechanical shape, look and perform like new.

Packard (Out of This World Mirror Speakers) with rollovers and stretches with only three bumpers, ready for location . . . \$75.00

2 Flippers . . . \$ 3.95
4 Flippers . . . 6.45
Metal Flippers . . . 5.95

ROYAL MUSIC CO.
76 Main St. Tel.: 649-W Webster, Mass.

NEW GAMES 3 for \$500.00
Dew-Wa-Ditty — Saratoga — Speedway
Call or wire for prices on Sally — Blue Sky

LEHIGH SPECIALTY CO.
1407 W. Montgomery Ave.
Philadelphia 21, Pa.
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"Legal Everywhere"
A Product of 20 Years' Experience.
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M. R. WILKIE
Phone 4878
8004 Rock Ave. Fayetteville, N. C.

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WURLITZER 1015 →
THOROUGHLY CHECKED
AND REFINISHED
BACKED BY
DAVIS GUARANTEE →



← TODAY'S BEST BUY!
JUST LIKE NEW!

← \$429.00

WURLITZER 1080 \$459
ROCK-OLA 319
These machines are cleaned, checked, refinished and unconditionally guaranteed.

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WURLITZER

800	\$189
850-850	199
800	89
800	89
Victory	89
61	59
P. 12	89

SEEBURG

Lotone	Write
Envy	\$134
Major	129
Colonel	128
Commander	128
Classie	89
Vogue	89
1941 R.O. Special	199

ROCK-OLA

Commando	89
Super	79
Master	79
De Luxe	79
Standard	79
Cellar Unit	49
Monarch	39
12 Record	39
MILLS EMPRESS	49
AMI R30B	99

WALL BOXES

SEEBURG

Post War Seeburg	Write
54 wireless	\$15.00
WB-12 5/10/25	
wireless baromatic	29.50
DSB-12 5/10/25	
8-wire baromatic	22.50
8-20-12 5/10/25	9.98

WURLITZER

120-5	\$ 5.00
-------	-------	---------

ROCK-OLA

Dial-a-Tune	8.50
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These prices are for phonographs complete and in working order. If you want your machines professionally refinished, mechanism overhauled, worn parts replaced, amplifiers reconditioned, tonehead renewed — add \$35.

Terms: 1/3 deposit with order, balance O. O. D.

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SYRACUSE, N.Y.—PHONE 5-5194
Branches in Buffalo, Rochester, Albany

GUARANTEED REBUILT PHONOGRAPHS
Seeburg Factory Distributors

Record Reviews

(Continued from page 37)

RATINGS
(100 Point Maximum)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS

OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
----------	-------------	--------	----------

POPULAR

JERRY SELLERS
(Enoch Light Ork)
(MGM 10308)
Play the Players 67--68--66--66
Sellers does a good enough job with a current plug ditty.
Will You Promise? 60--60--60--60
Pretty feeble ballad with some slight Christmas values.

DERRY FALLIGANT
(MGM 10308)
As You Desire Me 74--78--74--70
Keep your eyes on this kid—he's got quite a bit on the ball. He does an okay job with this Allee Wrubel oldie.
I'll Remember April 71--75--71--67
Aided by his own guitar strumming, Falligant's qualities stand out but his phrasing is somewhat choppy.

KATHRYN GRAYSON
(MGM 30133)
What's Wrong With Me? 77--85--80--65
From "Kissing Bandit," tune is done in flick by Miss Grayson who co-stars.
Love Is Where You Find It 77--85--80--65
More "Kissing Bandit" stuff; should accumulate sales mainly on tie-in strength.

BUDDY CLARK-THE MODERNAIRES
(The Skylarks)
(Columbia 38364)
One Sunday Afternoon 72--72--70--68
No shine to this drawn-out, Clark-a cappella ballad.
Brush Those Tears From Your Eyes 82--82--81--83
Warbler shines on a lively rhythm treatment of the shuffle-tempo novelty-tune, with solid support from a well-written a cappella backing.

THE SPORTSMEN
(Capitol 15295)
Siesta 77--80--76--75
The competent group does a subtle, skilled comedy job with the novelty ditty from "The Kissing Bandit."
Goodnight Ladies 75--78--74--73
Sparkling rhythm treatment of the traditional ballad, with a catchy, gag cliffing.

THE STATESMEN
(Kappa K-700)
Take Your Date (On a Trip to the Moon) 40--50--35--35
Group sounds like there's some talent here—but that material's pretty poor.
Only You 30--30--30--30
(Gil Mershon)
Amateurish song the Mershon gives it his all.

THE STATESMEN
(Kappa K-703)
New Poppa Polka 57--60--55--55
Lots of life injected into the corned lyric for a good idea; group sounds good.
My Marilou From Malibu 43--45--40--45
(Gil Mershon)
Public domain melodies fitted with new and not too fresh lyrics; done in sprightly fashion.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS

OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
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POPULAR

VERA LYNN
(Bruce Campbell Ork)
(London 366)
The Rosary 70--70--70--N8
Thrush does the Ethelbert Nevins song with feeling and good voice.
Christopher Robin is Saying His Prayers 66--66--66--N8
Nice interpretation of the A. A. Milne material—a literary lullaby for well-bred moppets.

JACK SMITH
(Clark Sisters)
(Capitol 15293)
Hannah in Savannah 82--83--80--82
Attractive novelty ditty, with Smith projecting in his personal way, and Clarks blending smoothly. Orking enhances, with a muted trumpet obligato lending interest behind the vocal.
(I Offer You the Moon) 73--73--72--74
Senorita
Competent but too prosaic treatment of the romantic ballad tune.

DINAH SHORE
(Columbia 38356)
Say It Every Day 75--75--75--75
Tune, strongly reminiscent of "Wrap Your Troubles in Dreams," enjoys a mellow-throated Shore piping. Unusual duo piano backing sets off her voice nicely.
Far Away Places 83--84--82--82
The fine new Kramer-Whitney ballad and a toy-drawer Dinah vocal, with the two-Stefway backing especially effective.

FRANKIE CARLE ORK
(Gregg Lawrence)
(Columbia 38354)
I Couldn't Stay Away From You 69--70--69--68
How many times and how many ways can "Sunrise Serenade" be presented; poor vocal matches the weak lyric; good Carle and ork.
Little Jack Frost Got Lost 72--76--70--70
(Marjorie Hughes)
Carle's ork shows here to be a pretty sharp organization; daughter Marjorie does well by the lyric.

GRACIE FIELDS (Bob Farnon Ork)
(London 355)
Buttons and Bows 75--76--74--74
Gracie's lighthearted approach to the clever ranch-style pop is quite engaging, if a bit arch.
Here I'll Stay 68--69--68--67
The comedienne's straight interpretation of "Love Life's" prettiest ballad doesn't ring bells.

JOY NICHOLS-BENNY LEE
(Stanley Black Ork)
(London 363)
Merry-Go-Round 73--73--73--78
Happy-go-lucky boy-girl-on-a-carousel production. It's gay and listenable.
The Froggie and the Flycee 76--77--74--76
Cute as a button, this clever baby talk novelty item. What seems to be lacking is a punchy, tentative catch line.

HEAR YE!
HEAR YE!

DEC. 3rd IS

Roll Call Day



She writes 'em She sings 'em
NITA MITCHELL . . . The Nation's Newest Writing Discovery

Sings . . . "AND SO IT GOES"
"DRIFTWOOD"

CHUCK MILLER Sings . . . "THAT GAL FROM PAREE"
"THERE GOES MY LOVE"

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"MEADOWLARK" records. Order direct.

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CONSOLES

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AND REFINISHED. THOROUGHLY
CHECKED, READY FOR LOCATION

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- Bally Double Up..... 295.00
- Keeney Bonus Super Bell, 5c. 249.50
- Keeney Bonus Super Bell,
5c-10c-25c..... 550.00
- Bally Triple Bell..... 429.50

SUPER SPECIAL!
WILLIAMS 5-BALL
YANKS WITH NEW
MOTOR
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BALLY ONE-BALLS

- 8—ENTRY, P. O. Ea. \$225.00
- 5—SPECIAL ENTRY, F. P. Ea. ... 225.00
- 5—VIC. DERBY, P. O., Chrome. Ea. 75.00
- 5—VIC. SPECIALS, F. P., Chrome.
Ea. 100.00

Also Trophies, Gold Cups, Jockey Clubs and
Jockey Specials.

Write for special prices.

ONE KEENEY, EXCELLENT CONDITION,
NICKEL.

- BONUS SUPER BELL \$250.00
- KEENEY HOT-TIPS (like new) 100.00

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Receipt of 1/3rd Deposit

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Phone: 5-0461

STEEL BALL ROLL DOWN

- Bubbles \$ 24.95
- Hawaii, Console 22.95
- Singapore, Console 24.95
- Tropicana, Console 39.95
- Gold Mine, Console 39.95
- Cover Girl, Console 39.95
- Kilroy, Console 19.00
- Suspense, Console 19.00

WOODEN BALL ROLL DOWN

- Sportsman Roll \$ 24.95
- Big City 24.95
- Tally Roll 24.95
- Roll-o-Ball 24.95
- Advance Roll 89.00
- Bally Hy Roll 139.00
- Chicago Coin R.D. 39.00
- Chicago Coin Goalie 119.00
- Spares 'N' Strikes 189.00
- Viking Tool Minit Pop Corn 149.00

MUSIC

- Packard Hideaway #400 \$149.00
- Packard Floor Model #7 199.00
- Packard Manhattan 379.00
- Packard #1000 Speaker 59.00

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1/3 deposit with order, balance C. O. D.
2358 Coney Is. Ave., Bklyn, N. Y. Esp. 6-1838

**Consider Ordinance To Tax
Shuffleboards in St. Paul**

ST. PAUL, Nov. 20.—An ordinance to license shuffleboard games in St. Paul is under consideration by St. Paul Corporation Counsel Bruce Broady on instructions from the city council.

But what bothers Broady is how to regard the new game which is sweeping this area. Is it a pinball game even tho it has no coin chute? Is it in the class of a juke box? Or, is it a bowling alley or pool table?

Albert R. Anderson, city license inspector, called the shuffleboard activity in taverns and bars to the attention of the city council, and Broady was instructed to investigate the situation and draw the proper ordinance.

If shuffleboard is regarded as a pin game, the license fee will be \$50 for the location and \$5 per machine annually; if a juke box, it will be \$25; if regarded as a bowling alley or pool table, the fee will be \$25 for the first alley or table and \$5 for each additional unit.

Archie LaBeau, head of LaBeau Novelty Sales Company, distributor of Rock-Ola shuffleboards in this area, said the action by the city council "doesn't surprise" him at all.

"Shuffleboard is here to stay and I imagine it will face a licensing fee by the city," he said. "The game has proved to be one of the best business stimulators ever introduced."

LaBeau said that so far as he knows there is no other community in the nation licensing the games and that at a public hearing which undoubtedly will be held on the proposed new ordinance that fact will be pointed out to the councilmen.

Anderson said he estimated there were "some 30 or 40" shuffleboards in operation in St. Paul, but LaBeau put the figure higher, declaring it was "more than 50."

Meanwhile, Anderson reported that November 1, anniversary date of licenses, there were 833 pinball games licensed in St. Paul and 612 juke boxes.

In Minneapolis the city licensing bureau said it had heard no discussion whatever of licensing shuffle-

boards. One of the clerks, attending a meeting of the city council health and hospitals committee, which handles the licensing system for the city, said no mention of shuffleboards was made at that session. However, with St. Paul leading the way, it is highly probable that Minneapolis will follow in short order.

**New Shoeshine
Mach. Developed
By Wax-o-Matic**

MARIETTA, Pa., Nov. 20.—After experimental testing in a Lancaster, Pa., bus terminal, a new shoeshining machine, developed by the Wax-o-Matic Corporation here is ready for production and delivery. Additional shoeshiners, produced by the company, are now on location in Philadelphia, the firm announced this week. No price has been announced for the machine.

The Wax-o-Matic differs in construction from other shoeshiners. It is of cast aluminum construction, and weighs 152 pounds. Polish is supplied by three rotary brushes which apply a film of colorless wax. The service machine is dime-operated, has a one-minute cycle.

After 30 seconds a red light informs the patron that the first shoe has been brought to a polish and that it is time to start work on the second.

Most of the machine's weight, officials said, is in the base of the unit so that despite its lightness it will not tip over. Two polished hand rails are provided to steady the customer as he has his shoes shined.

The Wax-o-Matic shiner has ball-bearing construction, utilizes an Ohio motor which is guaranteed for a year. Directions for operating the machine are printed in raised letters at the top of the shiner and are painted in white to stand out from the dark green background of the machine.

The shoeshiner will be sold thru distributors, altho the firm has not yet announced its distributor list. Officials of the manufacturing firm said they had delayed announcing the service unit until they had sufficient stock and production facilities to provide distributors with equipment.

Paul Zimmerman, head of the Zimmerman Foundry where the machines are made, is president of Wax-o-Matic; vice-president and secretary is Paul Mueller; treasurer, Raymond D. Buckwalter, who is also a director in the new Holland Machine Company, subsidiary of the Sperry Corporation.

**Test Skill Factors
On Midget Skee Ball**

NEW YORK, Nov. 20.—A Chicago Coin Midget Skee Ball on display at Al Simon, Inc., here has been rigged to score 10,000 with each ball. But the point of the conversion is to demonstrate that real skill is needed for a player to get a high score on the game.

To prove that the score of each ball depends on the amount of pressure applied to the release, Simon engineers can control the pressure on their converted unit by means of a small bucket of weights, attached to the release mechanism. Vary the number of weights and the score will vary; keep the weight constant and the balls will always drop into the same trap.

With the New York City License Bureau requiring that coin-operated games be true skill contests to be eligible for licenses, the rigged Chicago Coin unit will be demonstrated before city officials.

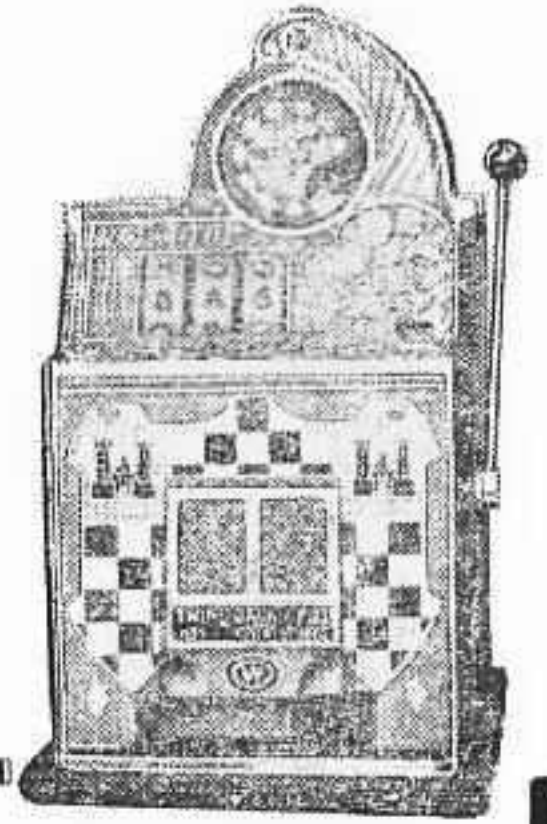
**R. J. Reynolds Cig
Sales Slip 2 Pct.
During 3d Quarter**

WINSTON-SALEM, N. C., Nov. 20.—Despite the fact that competing firms showed increases of 10 per cent or more in the same period, R. J. Reynolds's third-quarter sales declined nearly 2 per cent from last year. This disclosure came in the company's annual sales report to the Securities & Exchange Commission. Reynolds, second largest producer of cigarettes, raised its prices 5 1/2 per cent July 29, as did all other leading manufacturers. The loss was, therefore, doubly surprising since the other companies expected and reported gains resulting from the increase in prices.

(Harry M. Wootten, one of the country's outstanding authorities on the tobacco industry, estimated in Vend, November, 1948, that Reynolds net would be increased by some \$5,700,000 during the last five months of 1948.)

The sales report indicated Reynolds's sales of \$188,000,000 in the third quarter of this year, compared to \$190,900,000 during the same period in 1947. Reynolds's sales are still substantially above the first two quarters of this year.

Meantime, American Tobacco Company's and Liggett & Meyers's third-quarter reports indicate gains of approximately 10 per cent, while indications were that Philip Morris's third quarter gains were near 16 per cent.



NOW \$150.00

BRAND NEW MACHINES . . .
NOTE: NO EXTRA CHARGE
FOR NEW CLUB HANDLE.

**5c-10c-25c ROL-A-TOP
BELLS**

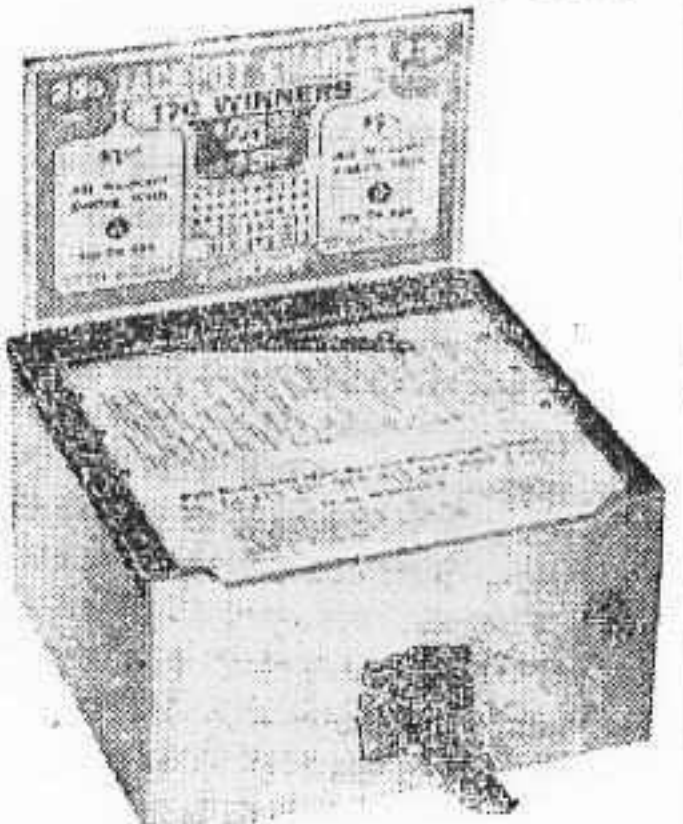
The Above Prices Are F. O. B.
Chicago

WATLING MFG. CO.

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CHICAGO 44, ILL.

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AUTOMATIC
SALES BOARDS**

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Write for particulars

R. C. WALTERS MFG. CO.

4201 NORFOLK ST. LOUIS 10, MO.

K. C. BARGAINS

- Humpty \$169.50
- Dumpty 89.50
- Bermuda 89.50
- Cinderella 125.00
- Triple 125.00
- Action 125.00
- Contact \$169.50
- Robin Hood 99.50
- Catalina 94.50
- Monte Carlo 139.50
- Yanks 119.50
- Spinball 119.50

Write for prices on new Chicago Coin Bally,
Exhibit Contact, United Blue Skies.

NEW WILLIAMS SPEEDWAY. WRITE

Terms: 1/3 Deposit, Balance C. O. D.

K. C. NOVELTY CO.

419 Market St. Philadelphia 6, Pa.
Market 7-4641 or 7-6391

ROUTE FOR SALE

80 Pin Ball Games, 24 Phonographs, 2 Trucks,
all Records and Supplies. 90% on location.
All located within area of 15 miles.

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in stock.

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AUTHORIZED BELL-O-MATIC DISTRIBUTOR

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

(Continued from page 29)

Songs	Publisher	SI—Sustaining Instrumental SV—Sustaining Vocal				CI—Commercial Instrumental CV—Commercial Vocal				Tot. Hr. in Call. Hr. in C.M.				
		SI	SV	CI	CV	SI	SV	CI	CV					
By the Way (When My Baby Smiles at Me)	Bragman-Vocco-Conn	0	3	0	1	0	6	1	2	7	8	9	1	57
Quanto La Gusta (Date With Judy)	Peer	3	4	0	5	1	1	1	6	1	7	0	1	66
Down Among the Sheltering Palms	Miller	5	10	0	2	3	5	5	2	2	5	0	2	68
Every Day I Love You (Two Guys From Texas)	Harms, Inc.	1	5	0	4	3	5	4	1	2	2	0	1	69
For You	Witmark	2	7	0	4	4	2	2	0	3	0	3	0	60
Galway Bay	Leola	0	5	0	3	0	2	2	0	3	0	3	0	66
Hair of Gold, Eyes of Blue	Melvin	1	5	1	2	2	7	4	5	0	5	0	3	66
Here I'll Stay (Love Life)	Chappell	6	1	0	13	5	12	6	12	8	8	0	10	238
I Love You So Much It Hurts	Melody Lane	4	11	0	2	6	3	0	2	2	1	0	1	63
I'd Love To Live in Loveland	Bragman-Vocco-Conn	6	8	0	1	2	7	2	1	2	4	0	2	59
If We Can't Be the Same Old Sweethearts	Feist	1	4	0	2	2	2	1	2	2	0	0	0	61
In My Dreams	Murray Wittell	1	1	0	2	2	2	2	2	0	4	0	2	58
It's Magic (Romance on the High Seas)	Witmark	1	2	0	5	2	4	1	2	2	0	0	0	62
Maybe You'll Be There	Triangis	1	3	0	4	1	4	1	4	0	0	0	4	67
My Darling, My Darling (Where's Charley?)	E. H. Morris	3	11	0	4	1	2	2	4	0	2	0	5	108
On a Slow Boat to China	Melrose	1	11	0	11	1	5	5	11	2	10	0	10	199
One Sunday Afternoon (One Sunday Afternoon)	Remick	3	12	0	2	5	11	0	2	2	4	0	2	62
Say It Isn't So	Bellin	4	8	0	2	2	2	0	4	1	5	0	2	64
Say Something Sweet to Your Sweetheart	Miller	2	6	0	3	1	2	2	4	1	4	0	2	74
The Money Song	Crawford	0	2	0	4	4	2	4	4	1	4	0	2	57
The Night Has a Thousand Eyes	Paramount	6	6	0	1	2	2	2	1	4	5	0	2	68
This Is the Moment (Lady in Ermine)	Miller	0	2	0	2	0	2	2	4	2	4	0	2	55
Until	Dorsey Bros.	0	2	0	7	0	1	0	2	1	2	0	3	115
You Call Everybody Darlin'	Mayfair	1	2	0	5	1	2	1	6	1	2	0	5	66
You Started Something	BMI	6	12	0	1	6	2	0	9	1	7	0	1	75
You Were Only Fooling	Shapiro-Bernstein	2	15	1	6	4	11	4	2	8	0	1	7	180

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 29)

POSITION	Weeks	Last	This	Week	Week	Label
23	24	17	MY HAPPINESS.....J. & S. Steals.....	Damon D-11133—ASCAP
8	26	18	RECESS IN HEAVEN.....Deep River Boys.....Victor 20-3203	(Deep River Boys, Mercury 5197; Four Gabriels, World 3509; D. Grissom, Jewel ON-2004-Columbia 393511; Ink Spots, Decca 24517; W. Threats, Foto 160)
1	—	19	ON A SLOW BOAT TO CHINA.....E. Howard Ork.....	Mercury 5210—ASCAP
1	—	20	YOU STARTED SOMETHING.....T. Pastor.....Columbia 38297—BMI	(J. Edwards Ork, MGM 10214; R. Cass & His Ork, Victor 30-3080; M. Bailey, Majestic 1209)
7	27	21	THAT CERTAIN PARTY.....B. Strong.....Tower 1271—ASCAP	(P. L. Hayes & the Star Dusters, Decca 24520; D. Day-B. Clark, Columbia 38353; P. Gray, Apollo 1132; D. Martin & J. Lewis, Capitol 15249; L. Prima Ork, Victor 20-3098; Varsity Ork, Varsity 111)
25	27	22	MY HAPPINESS.....Pied Pipers, Capitol 15094—ASCAP	
12	29	23	HAIR OF GOLD.....Gordon MacRae.....	Capitol 15178—ASCAP-BMI
9	—	22	UNDERNEATH THE ARCHES.....Andy Russell-The Pied Pipers.....	Capitol 15183—ASCAP
9	—	22	A LITTLE BIRD TOLD ME..P. Watson.....	Supreme S-1507—ASCAP
12	15	24	IT'S MAGIC (F).....Gordon MacRae.....	Capitol 15178—ASCAP
1	—	27	ON A SLOW BOAT TO CHINA.....S. Lanson.....Mercury 5191—ASCAP	
3	—	26	CUANTA LA GUSTA.....C. Miranda-The Andrews Sisters.....	Decca 24479—BMI
17	9	29	IT'S MAGIC (F).....Doris Day.....	Columbia 38188—ASCAP
1	—	30	IN MY DREAMS.....V. Monroe Ork.....Victor 20-3133	

Round-Up, New Five-Ball Game By Gottlieb Co.

CHICAGO, Nov. 20.—D. Gottlieb & Company is now delivering Round-Up, a five-ball, stressing an 11-number sequence and utilizing combination play between rubber rebounds and two pair of powered flippers. Alvin Gottlieb, director of publicity and advertising, announced.

Playfield on Round-Up contains nine roll-over switches, which have the multiple use of spotting number bumpers, scoring bonus points and collecting free plays which have been set up by previous scoring action. Other point-making devices of the new game include its collection kick-out pockets, four conventional bumpers surrounded by rubber rebounds and four lower-type bumpers which score and, with the aid of taut rebounds, kick.

Play Objective

Major objective of Round-Up play is to make all 11 number features in sequence. First three numbers must be made by direct contact, next four may be made by direct contact or by going thru spot roll-overs on the side of the playfield opposite the direct contact numbers. Final four numbers, 8, 9 10 and 11, can be made either by direct contact or by making four roll-over switches (A B C D) (bottom of the playfield) in alphabetical order.

Point bonus build-up on Gottlieb's new game goes to 200,000. When game starts bonus score reads 10,000 points. When player makes No. 1 it jumps to 20,000 points. When 2 is made it goes to 30,000; at 3 it reads 50,000; at 4, 70,000; at 5, 100,000; at 6, 150,000, and finally at 7, 200,000 points. As the 8 is made one free play reads on the build-up chart followed by three free plays when 9 is hit. If player then makes 10, 10 free plays appear on the chart and finally the maximum of 20 possible free plays after the 11 bumper is made. All these free plays appearing on the build-up chart are collected by going in a kick-out pocket near mid-playfield. Another free play possibility revolves around the five roll-over switches at the bottom of the playfield. If after making the A B C D combination, player puts a ball thru the special roll-over (in the middle of the four other roll-overs) he gains five free plays.

Extra Points

Other blocks of points for high score can be won by going thru two pairs of roll-overs which line the left and right side of the playing surface. If player has made 1, 2, 3 bumpers in sequence and later gets the 4, he can win 210,000 points by the left roll-over pair. In all, high score runs to 2,590,000 points.

Round-Up's two pair of flippers can be worked in combination with balls bounding off the rebounds to hurl a ball to the top of the playfield for additional shots at all the game's scoring features.

Alvin Gottlieb disclosed that special balls were designed for play on Round-Up to take advantage of the stepped-up action of flipper-rebound play. Balls are one sixteenth of an inch smaller in diameter than balls conventionally used for five-ball games. The latter measures 1 1/2 of an inch.

Ill. Lock Names Rep

CHICAGO, Nov. 20.—The Illinois Lock Company, suppliers of locks for coin-operated equipment has appointed the Maryland and Pennsylvania Sales Company as sales representatives for Maryland, Eastern Pennsylvania, Washington, Delaware and 10 counties in New Jersey. Charles W. Peltz and Fred Levering head up Maryland and Pennsylvania Sales which will handle the Illinois line of cabinet and padlocks.

One Way To Win

HALIFAX, N. S., Nov. 20.—A sports cartoon appeared in The Halifax (N. S.) Herald Daily recently featuring the coach, Marty Barry, of a local hockey team, pulling the lever of a bell machine for a jackpot of goals. The likenesses of the line producing the most goals was used on the front of the machine. The team, St. Mary's, represented Halifax in the Maritime Hockey League. First time in the maritime provinces a sports cartoon has been based on a coin machine.

Paul Hayes, Minn. Op, Dies in Crash

MINNEAPOLIS, Nov. 20.—Tragedy struck twice in coin machine circles this week, leaving one operator dead and another badly shaken up.

Dead was Paul Hayes, 38, Rochester, Minn., operator, who was killed while returning to his home from the Twin Cities with two companions. Hayes's car left the road near Cannon Falls, Minn. He was killed instantly. The other two men escaped serious injury. Hayes had spent Tuesday afternoon in Minneapolis examining shuffleboards at the Hy-G Music Company. According to Hy Greenstein, firm head, he had started back home to measure the space for the unit and was to return to Minneapolis the following day to buy the game. Hayes, survived by his widow and daughter, was buried at Rochester Thursday (18).

John Kalasardo, coinman from Ladysmith, Wis., saw his brand new Cadillac automobile demolished in a head-on collision with a car driven by Emory Collins, famous race track driver, just outside St. Paul Wednesday afternoon. Kalasardo escaped with minor injuries.

Introduce New Plug For Coin Machines

DETROIT, Nov. 20.—A new electrical plug, designed especially for use in the coin machine field, has been introduced under the name of Coin-Op by Cook Coin-Op Sales here. The firm, headed by William H. Cook, former manager of the O'Connell Circuit of theaters in Toledo, is marketing the product nationally.

The plug is a black bakelite plastic and has been given underwriter's approval. It allows the bare ends of an electric cord to be inserted in the cord inlet; a coin is then used to turn a specially designed piece on the face of the plug between two terminals, tightening the wires into position.

Tested out on various coin machine routes in Detroit, according to Cook, the plug has been found so satisfactory that some operators are replacing plugs on new machines with the Coin-Op, while others use them for replacements.

Pins To Go in District Annexed by Ore. Capital

SALEM, Ore., Nov. 20.—Salem Chief of Police Frank Minto warned Saturday (13) that his officers had been instructed to confiscate pinball machines found operating in the Kingwood District, annexed by Salem in the general election November 2.

Salem has an ordinance prohibiting pinball equipment within its limits. According to authorities, at least 15 machines had been operating in Kingwood taverns and confectioneries prior to the warning of confiscation and prosecution. Operators assured Minto they would comply with the order.

SEE JENNINGS' NEW PLAY SENSATION!

"Live Jackpot"

Monte Carlo CHALLENGER

5c-5c

5c-10c

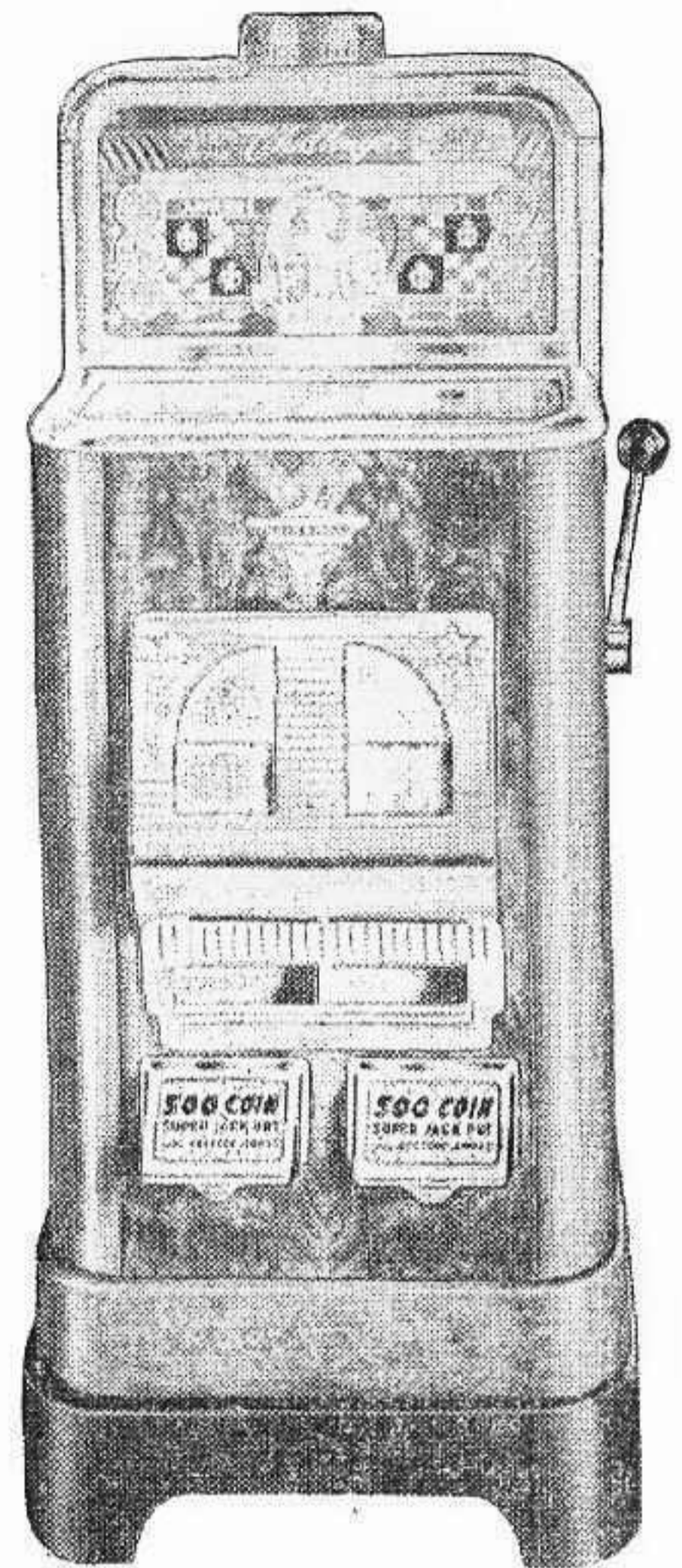
5c-25c PLAY

Step up and play this machine, mister! It's just what your players are looking for . . . a twin-play machine with an incentive to play that's terrific! Two regular Jackpots . . . Two Guaranteed 500 Coin Super Jackpots . . . plus a "Live Jackpot" that builds up excitement and profits previously thought impossible.

Live Jackpot adds a certain percentage of coin played to the two 500 coin guaranteed Super Jackpots. Test locations reported that Live Jackpot build up to more than a total of 1,200 coins.

You know it takes an active machine to produce results for you . . . well, mister, here's a machine that has the suspense to make them line up to play.

Step up and try Jennings' Live Jackpot . . . NOW AT YOUR NEAREST JENNINGS DEALER OR DISTRIBUTOR!



FREE! A PENNY POST-CARD WILL BRING YOU OUR NEW 4-COLOR "Monte Carlo" AND "Live Jackpot" CIRCULARS WRITE TODAY!

Regular Jackpots pay \$7.50 \$17.50 \$35.00
 Plus
 500 Coin Super Jackpots pay 25.00 50.00 125.00
 Plus
 Live Jackpot—Over and Above These Amounts
 (certain percentages of coins played)

AS THE
LIVE JACKPOT
GROWS

INTEREST
EXCITEMENT
AND
PROFITS
GO UP
AND UP
AND UP!

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AUTOMATIC COIN America's Bell Machine Center

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Reconditioned—Refinished—Repainted

Mills Black Cherry Bell, Post-War, 2/5 or 3/5, 5c or 10c \$149.50 EA.

Mills Golden Falls, Handload, Post-War, 5c, 10c or 25c \$149.50 EA.

Mills 10c Gold Chrome, 2/5 or 3/5 \$109.50

Jennings Chief, 5c or 10c \$59.50

Mills Jumbo, Payout Model \$65.00

Mills 3-Bells \$169.50

BRAND NEW MILLS VEST POCKET \$65.00

BRAND NEW 5c MILLS Q. T. AND METAL BOX STAND TO FIT BOTH FOR \$125.00

Bally Victory Derby, 1-Ball P.O., Automatic Shuffleboard . . . \$129.50

NEW METAL BOX STANDS FOR SLOTS \$22.50

MISCELLANEOUS GUARANTEED RECONDITIONED EQUIPMENT
 Bally Red-Button Draw Bell \$245.00
 Uneda Pak Cig. Vendors, like new 129.50
 Evans Bat-a-Score, like new 225.00
 Evans Bangtails, J.P. Model 149.50
 A.B.T. Challengers \$ 24.50
 Mills Post-War 3-Bells 239.50
 Keeney Twin Super Bell, 5c-25c 495.00
 Evans 1947 Bang Tails, J.P. 895.00

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IMMEDIATE DELIVERY

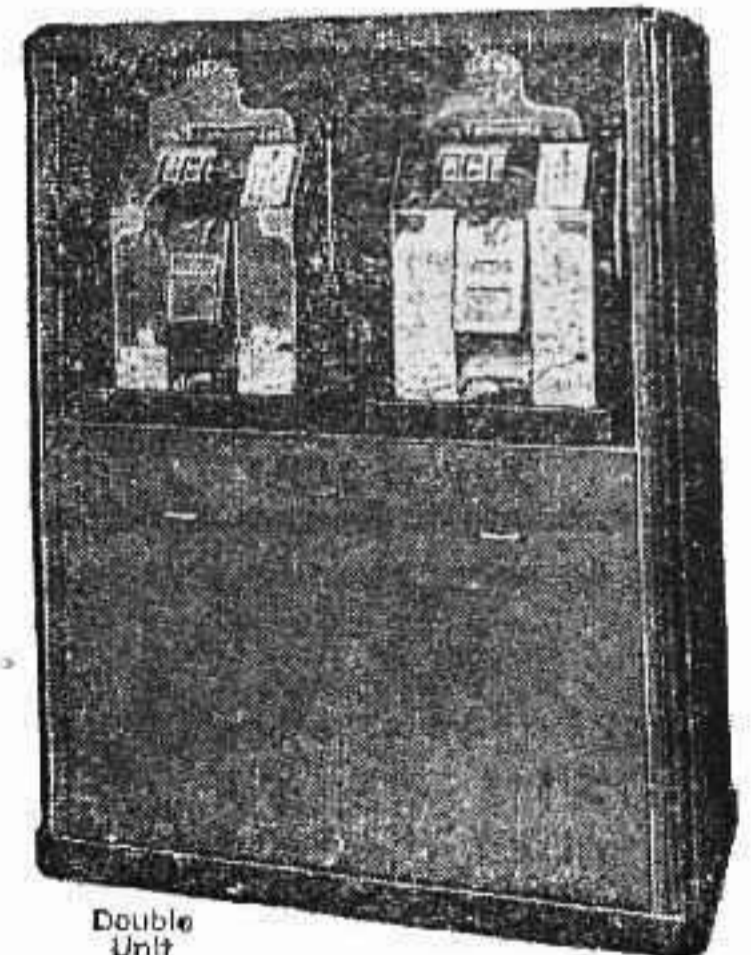
De Luxe & Universal REVOLV-A-ROUND Safes and Stands

Protected by U. S. Patents

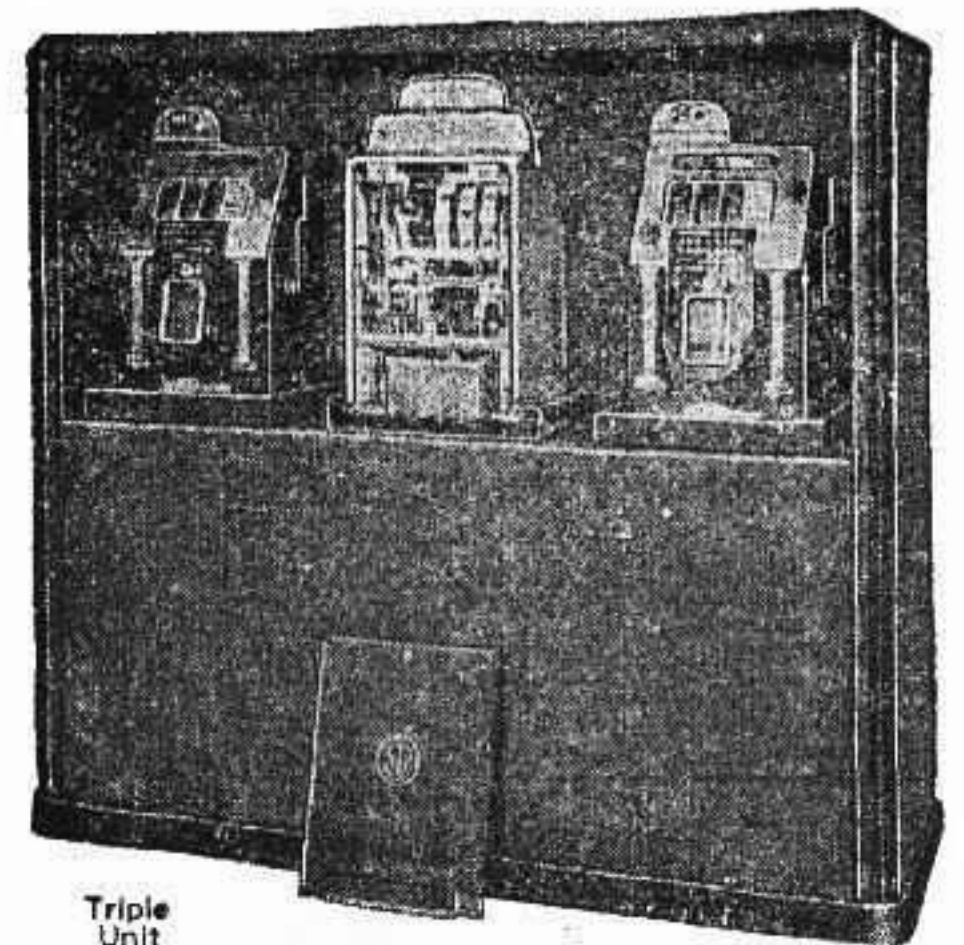
These streamlined units are equipped with the latest and best exclusive safety and convenience features. They hold all machines with a vise-like grip that prevents movement in any direction. De Luxe Safes and Stands and Universal Safes are equipped with Revolv-A-Round feature that permits operator to turn machine on revolving base to empty coin box. Available in single, double and triple units.

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1 Orions	\$ 90.00	3 Bingo Rolls	\$240.00
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2 #1015 Wurlitzer	425.00	10 Singapore	89.50
1 #780 Wurlitzer	175.00	3 Hawaii	55.00
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		Oh. Coin Midget Shuffleboard	995.00
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State Tax Calendar

<p>Alabama Dec. 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due. Dec. 20—Sales tax report and payment due.</p> <p>Arizona Dec. 15—Gross income report and payment due.</p> <p>Arkansas Dec. 20—Gross receipts tax report and payment due.</p> <p>Colorado Dec. 14—Sales tax report and payment due. Use tax report and payment due.</p> <p>Georgia Dec. 10—Cigar and cigarette wholesale dealers' report due.</p> <p>Idaho Dec. 15—Cigarette wholesalers' drop shipment report due.</p> <p>Illinois Dec. 15—Cigarette tax return due. Sales tax report and payment due.</p> <p>Indiana Dec. 10—Cigarette distributors' interstate business report due. Dec. 15—Cigarette distributors' drop shipment report due.</p> <p>Kansas Dec. 20—Sales tax report and payment due.</p> <p>Kentucky Dec. 20—Cigarette wholesalers' report due.</p> <p>Louisiana Dec. 1—Soft drinks tax report due. Tobacco tax report due. Dec. 15—Soft drinks tax report due. Tobacco tax report due. Dec. 20—New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.</p> <p>Maryland Dec. 15—Sales and use tax report and payment due.</p> <p>Massachusetts Dec. 20—Cigarette tax report and payment due.</p> <p>Michigan Dec. 15—Sales tax report and payment due. Use tax report and payment due. Dec. 20—Cigarette report and tax due.</p>	<p>Minnesota Dec. 20—Cigarette tax and report due.</p> <p>Mississippi Dec. 15—Manufacturers, distributors and wholesalers of tobacco, report due. Sales tax report and payment due. Use tax report and payment due.</p> <p>Missouri Dec. 31—Soft drink manufacturers' report and payment due.</p> <p>Nebraska Dec. 10—Cigarette distributors' report due.</p> <p>New Jersey Dec. 20—Cigarette distributors' tax report and payment due.</p> <p>North Carolina Dec. 15—Sales tax report and payment due. Use tax report and payment due.</p> <p>North Dakota Dec. 10—Cigarette distributors' report due.</p> <p>Ohio Dec. 10—Cigarette wholesalers' report due. Dec. 15—Cigarette use tax and report due.</p> <p>Oklahoma Dec. 10—Cigarette wholesalers', retailers' and vending machine owners' report due. Dec. 15—Tobacco wholesalers', jobbers', and warehousemen's report due. Sales tax report and payment due.</p> <p>Pennsylvania Dec. 10—Soft drinks tax report due.</p> <p>Tennessee Dec. 20—Sales tax report and payment due.</p> <p>Washington Dec. 15—Wholesalers' cigarette drop shipment report due.</p> <p>West Virginia Dec. 15—Cigarette use tax report and payment due.</p> <p>Wisconsin Dec. 10—Cigarette wholesalers' and manufacturers' report due.</p>
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Supplies In Brief

Chocolate Prices
CHICAGO, Nov. 20.—Private opinion of a number of chocolate refiners who attended the recent international conference in London, in direct opposition to official statements that have been released, is that cocoa and chocolate prices during the next year will be below those of 1947 and to date in 1948, it was learned this week.

Altho the refiners did not venture to predict just how low chocolate prices may go in coming months, they stated that prices will definitely be closer to 35 cents a pound than to 40 cents; some said that prices could go as low as 25 cents. All agreed, however, that the days of spiraling cocoa bean prices were over.

Officially, lower-price talk does not enter the picture; the 107-page printed report of the meeting does not make any mention of such a possibility.

Fruit Juices Hypoed
WASHINGTON, Nov. 20.—Stocks of frozen and canned fruit juices are showing a steady rise, according to figures released this week by the Department of Agriculture. On November 1, such stocks amounted to 32,190,000 pounds as compared with 28,349,000 October 1 and with 25,299,000 pounds November 1, 1947.

Gum Venders Join in Charity Drive in D. C.

WASHINGTON, Nov. 20.—The Junior Board of Commerce has initiated the sale of penny gum balls thru vending machines to finance a sponsorship program for youths at the National Training School for Boys here.

Under the new "Chew for Charity" campaign, scores of gum dispensing machines have been placed in stores, restaurants and other business establishments in the city. According to Junior Board President F. Elwood Davis, this fund-raising method has been used by more than 1,500 civic and charitable organizations thruout the country.

The Junior Board's youth program has two phases. The first, already under way, is the sponsoring of delinquent boys at the school by board members. The teen-agers are taking to sporting events, movies and other entertainments to give them a feeling of being wanted.

The second part is to provide a home where boys can go after school hours. An estimated \$30,000 is being sought to purchase the home and staff it with social workers.

Board members are also trying to find employment for discharged youths.

The fund-raising program has the approval of H. G. Moeller, acting superintendent of the training school.



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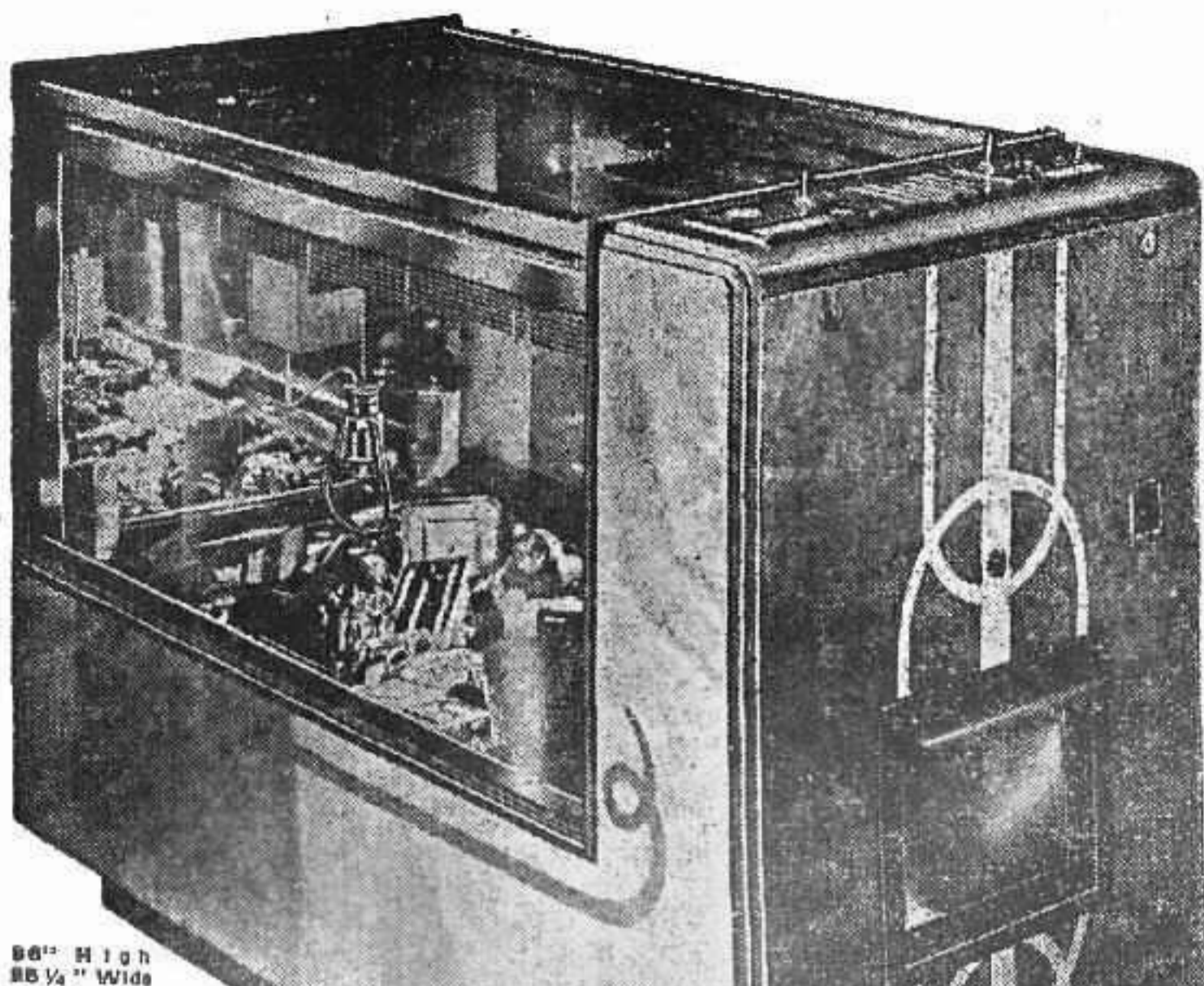
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Fascinates All Types of Patrons
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Big 30" x 20"
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5 TEN STRIKES, HIGH D. Ea.	25.00
2 SUPER BELL, 5c. Ea.	65.00
1 Triple Super Bonus Bell, 5-10-25	789.50
2 Vest Pockets, Ea.	25.00

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Mills Punching Bag	90.00
Metal Typer	95.00
Triple Bells, like new	499.00
Keeney Super Bonus Twin	499.00
Mills Black Cherry (Post-War), 5c	145.00
Mills Black Cherry (Post-War), 25c	155.00
Mills Black Cherry (Post-War), 50c	250.00
Mills Blue Front, 5c	79.50
Mills Blue Front, 25c	99.50
Mills Brown Front, 5c	89.00
Mills Brown Front, 25c	99.00
Packard Pla-Mor, Mod. 7	295.00

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LATE MODEL VOICE-O-GRAPHS	850.00
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BRAND NEW ATOMIC BOMBER	185.00
BRAND NEW QUIZZERS	WRITE
MERCHANTMEN	95.00
2 Strikes & Spares	205.00
3 Photomats, Inside Litee	825.00
8 Bally Heavy Hitters	75.00
1 Super Bomber	150.00
2 Rapid Fires	110.00
1 Pitchem & Katchem	75.00
1 Scientific Baseball	75.00
10 Ten Strikes	89.50
2 Bowling Practices	75.00
3 Chicken Sams	85.00
3 Keeney Air Raiders	95.00
3 New Bowl-A-Scores	95.00
Keeney Submarine	95.00
2 Western Baseballs	95.00
2 Goalees	100.00
8 Boomerangs	95.00
Jack Rabbit	150.00
Hoot Mon Golf	75.00
1 Under Sea Raider	135.00
1 Chicago Coin Basketball	885.00
1 Exhibit Visualizer	95.00
2 Bat-A-Ball 8rs.	89.50
Geochron Metal Typer	225.00
5 Mills La Boy Modern Scales	50.00
1 Paces La Boy Scale	50.00
Late Model Free Play Ten Strikes	185.00

SKEE BALLS

15 Wurlitzer Skee Balls, 14 ft.	\$185.00
10 Bank Balls, 14 ft.	110.00
1 Bank Ball, 8 ft.	85.00
2 Jafco 8-ft. Barrel Rols	85.00
2 Premier 10-ft. Barrel Rols	85.00
2 Bowling Leagues, 8 ft.	85.00

NEW CONSOLES

Keeney Super Bonus Balls	\$800.00
Universal Super Arrows	800.00

ROLL DOWNS

BRAND NEW PRO SCORES IN ORIGINAL CRATES	\$210.00
Tri Scores	85.00
Tally Rols	85.00
Sportsmen Rols	75.00
Big City	75.00
Super Score	75.00
One World	75.00
Total Rols	75.00
Tin Pan Alley	75.00
Esso Arrows	75.00
Advance Rols	95.00

USED COUNTER GAMES

Pop Ups	\$ 14.00
Whiz	15.00
Line-A-Basket	29.50
Penny Pistol Shot	12.50
Daval 5c Free Play	20.00

SPECIAL

10 Pop Box Pop Corn Vendors, Complete	\$950.00
1 Super Star Pop Corn Machine, (New, in original crate)	589.00
20 Frigidrink Vendors	225.00
1 Brand new Mills Coffee Vendor	725.00
5 Slightly used Mills Coffee Vendors	625.00

USED CIGARETTE VENDORS

10 U-Need-A-Pak 500, 15-Col.	\$ 85.00
5 U-Need-A-Pak 500, 8-Col.	75.00
25 National 950's	85.00
5 DuGranier 1948 Challengers, 7-Col.	125.00
8 U-Need-A-Pak, 8-Col. Monarchs, 1946	125.00
2 10-Col. Rowe Royal	80.00
2 DuGranier W's, 8-Col.	45.00
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Terms: 1/3 Deposit, Balance C. O. D.

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MINIATURE BOWLING MACHINE
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- (3) Light reflector swings back on hinge for easy replacement of bulb.
- (4) Net opens on hinges and has two arms to hold net up for easy cleaning of carpet and rings.
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- (7) Chrome plated brass ash trays.
- (8) Detachable head makes installation easier on location.
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- (15) Bottoms of legs all metal.



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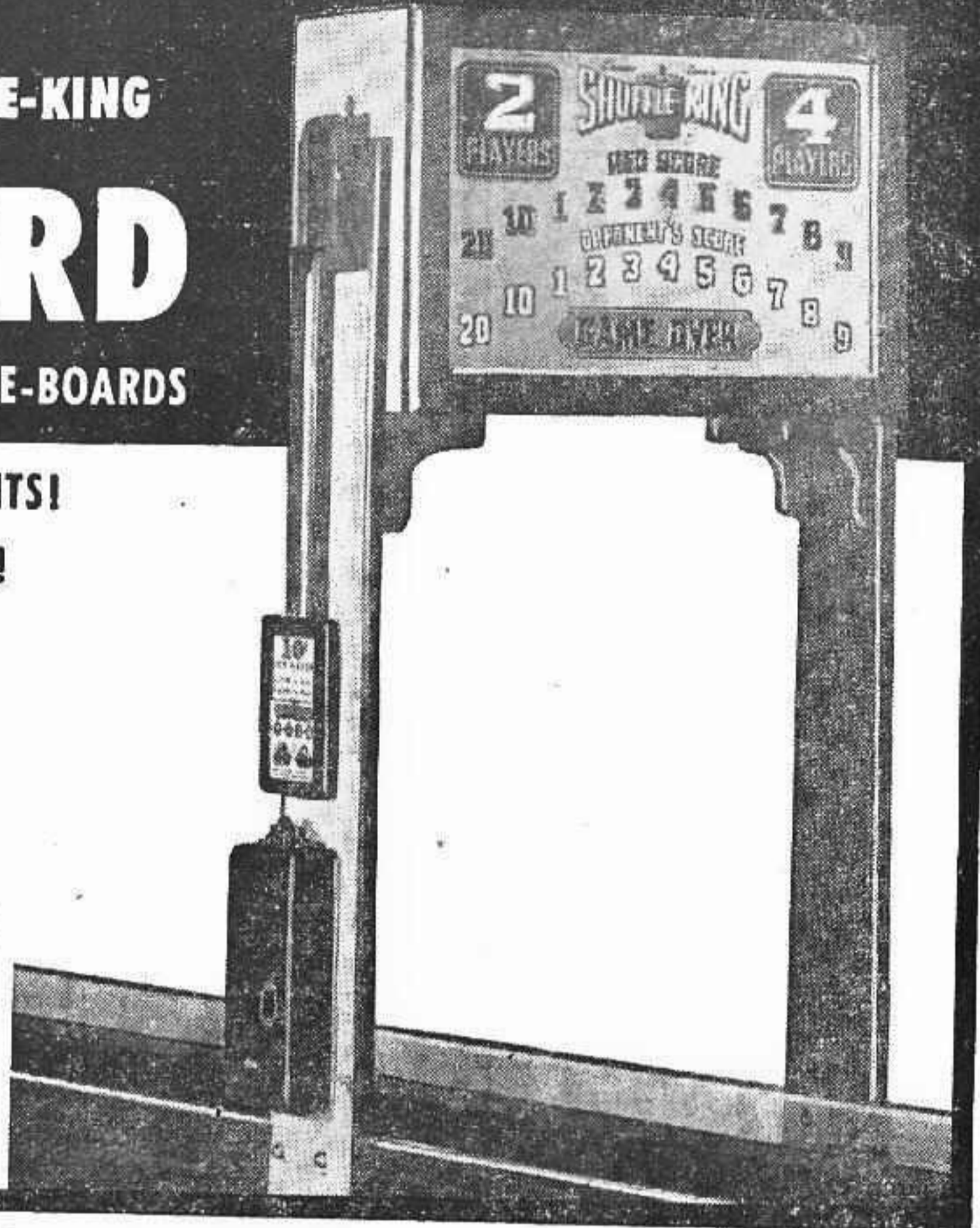
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Premier Skee Rolls WRITE</p>	<p style="text-align: center;">LATE FLIPPER GAMES</p> <p>CARNIVAL \$179.50 COVER GIRL 139.50 OHIO 179.50 BANJO 149.50 CINDERELLA 149.50 ROBIN HOOD 149.50 HUMPTY DUMPTY 139.50 MARDI GRAS 169.50 CRAZY BALL 169.50 MAJOR LEAGUE BASEBALL 169.50 BUILD UP 139.50 STORMY 139.50 SPINBALL 150.00 YANKS 150.00 VIRGINIA 159.50 BERMUDA 139.50 SUNNY 139.50 CARIBBEAN 149.50 CAROUSEL 89.50 TROPICANA 89.50 NEVADA 99.50 MEXICO 89.50 HAWAII 99.50 DYNAMITE 59.50</p> <p style="text-align: center;">ONE BALLS</p> <p>GOLD CUP \$450.00 SPECIAL ENTRY 295.00 JOCKEY SPECIAL 375.00 VICTORY SPECIAL 149.50 BIG PARLAY 135.00 BIG PARLAY (New) 225.00</p> <p style="text-align: center;">NEW SLOTS</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td></td> <td>5¢</td> <td>10¢</td> <td>25¢</td> <td>50¢</td> </tr> <tr> <td>Mills Black Cherry</td> <td>\$248.50</td> <td>\$253.00</td> <td>\$258.00</td> <td>\$338.00</td> </tr> <tr> <td>Mills Jewel Bells</td> <td>248.00</td> <td>258.00</td> <td>258.00</td> <td>350.00</td> </tr> <tr> <td>Mills Golden Falls</td> <td>248.50</td> <td>253.50</td> <td>258.50</td> <td>350.00</td> </tr> <tr> <td>Mills Vest Pocket</td> <td>74.50</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Jennings Std. Chief</td> <td>269.50</td> <td>279.50</td> <td>289.50</td> <td>399.00</td> </tr> <tr> <td>Jennings Club Chief</td> <td>324.00</td> <td>334.00</td> <td>344.00</td> <td>454.00</td> </tr> <tr> <td>Groetchen Columbia</td> <td></td> <td></td> <td></td> <td>145.00</td> </tr> <tr> <td>Wattling Rolatop</td> <td>175.00</td> <td>200.00</td> <td>225.00</td> <td>300.00</td> </tr> <tr> <td>Paca DeLuxe Chrome</td> <td>245.00</td> <td>255.00</td> <td>265.00</td> <td>375.00</td> </tr> <tr> <td>\$1.00 Pace DeLuxe</td> <td></td> <td></td> <td></td> <td>550.00</td> </tr> </table> <p style="text-align: center;">USED AND FACTORY REBUILT SLOTS</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>5¢ Blue Fronts</td> <td>\$ 79.50</td> <td>REBUILTS</td> </tr> <tr> <td>10¢ Blue Fronts</td> <td>89.50</td> <td>LIKE BRAND NEW</td> </tr> <tr> <td>25¢ Blue Fronts</td> <td>99.50</td> <td>5¢ COPPER GOLD AND BLUE, Hammerloid Finish \$119.50</td> </tr> <tr> <td>5¢ Brown Fronts</td> <td>99.50</td> <td>10¢ COPPER GOLD AND BLUE, Hammerloid Finish 129.50</td> </tr> <tr> <td>10¢ Brown Fronts</td> <td>109.50</td> <td>25¢ COPPER GOLD AND BLUE, Hammerloid Finish 139.50</td> </tr> <tr> <td>50¢ Chiefs</td> <td>249.50</td> <td>(Drill Proof and Knee Action)</td> </tr> <tr> <td>50¢ Blue Fronts</td> <td>249.50</td> <td></td> </tr> <tr> <td>\$1.00 Chief</td> <td>475.00</td> <td></td> </tr> </table> <p style="text-align: center;">COUNTER GAMES</p> <p>1¢ Sparks Check, P.O. \$12.50 1¢ Daval Marvels 19.50 5¢ Gushers, New 29.50 5¢ Davals, Free Play 39.50 1¢ Marvel Pop Up, New 25.00 1¢ Target Skills 22.50 1¢ Gottlieb Grip Scales 32.50 1¢ Daval Buddy Cigarette 27.50 5¢ Jennings Grandstands 12.50</p> <p style="text-align: center;">SAFES AND STANDS REVOLVAROUNDS</p> <p>Single \$ 87.50 Single DeLuxe 132.00 Double 128.50 Double DeLuxe 192.00 Triple DeLuxe 288.00 Heavy Double 265.00 Box Stands 28.50</p> <p style="text-align: center;">1/3 DEPOSIT WITH ORDER</p>		5¢	10¢	25¢	50¢	Mills Black Cherry	\$248.50	\$253.00	\$258.00	\$338.00	Mills Jewel Bells	248.00	258.00	258.00	350.00	Mills Golden Falls	248.50	253.50	258.50	350.00	Mills Vest Pocket	74.50				Jennings Std. Chief	269.50	279.50	289.50	399.00	Jennings Club Chief	324.00	334.00	344.00	454.00	Groetchen Columbia				145.00	Wattling Rolatop	175.00	200.00	225.00	300.00	Paca DeLuxe Chrome	245.00	255.00	265.00	375.00	\$1.00 Pace DeLuxe				550.00	5¢ Blue Fronts	\$ 79.50	REBUILTS	10¢ Blue Fronts	89.50	LIKE BRAND NEW	25¢ Blue Fronts	99.50	5¢ COPPER GOLD AND BLUE, Hammerloid Finish \$119.50	5¢ Brown Fronts	99.50	10¢ COPPER GOLD AND BLUE, Hammerloid Finish 129.50	10¢ Brown Fronts	109.50	25¢ COPPER GOLD AND BLUE, Hammerloid Finish 139.50	50¢ Chiefs	249.50	(Drill Proof and Knee Action)	50¢ Blue Fronts	249.50		\$1.00 Chief	475.00	
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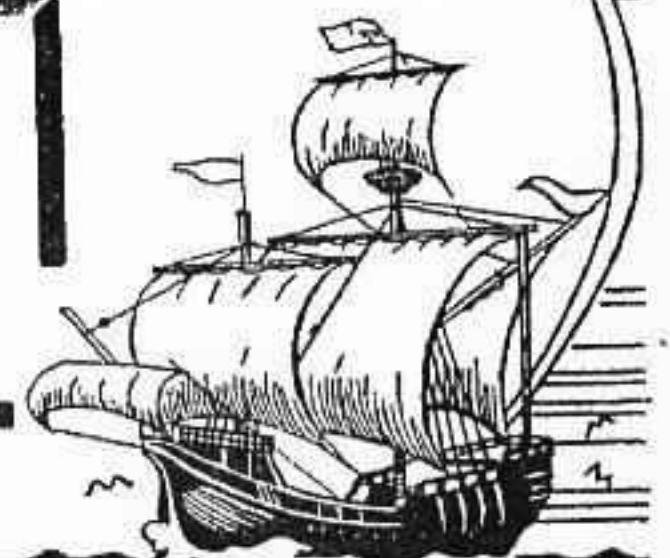
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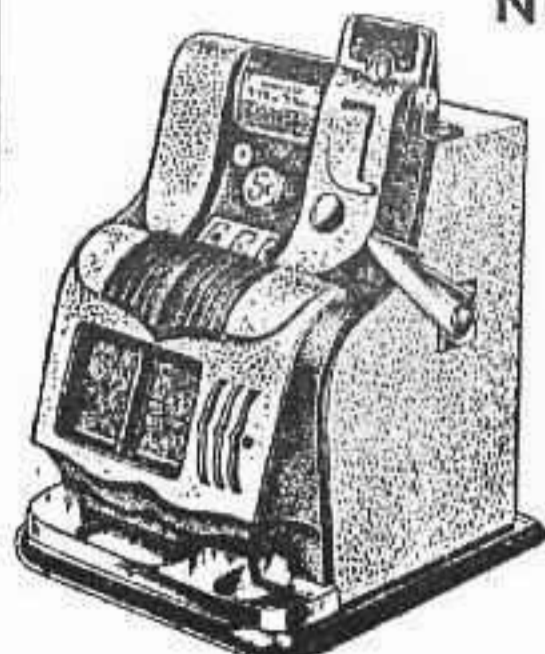
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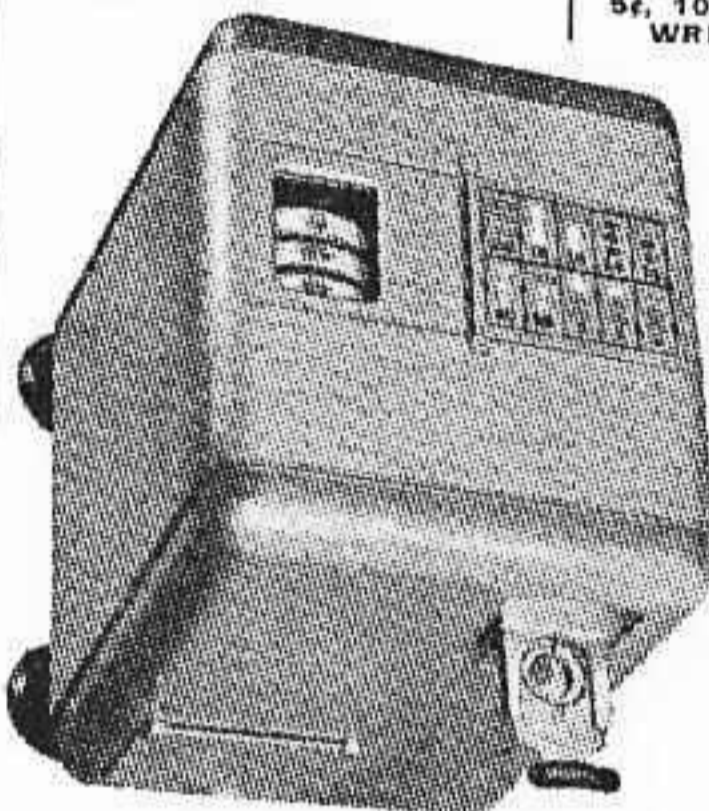
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You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 5c, 10c, 25c and 50c play. WRITE FOR PRICES



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If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5c, 10c, 25c and 50c play. WRITE FOR PRICES



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The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

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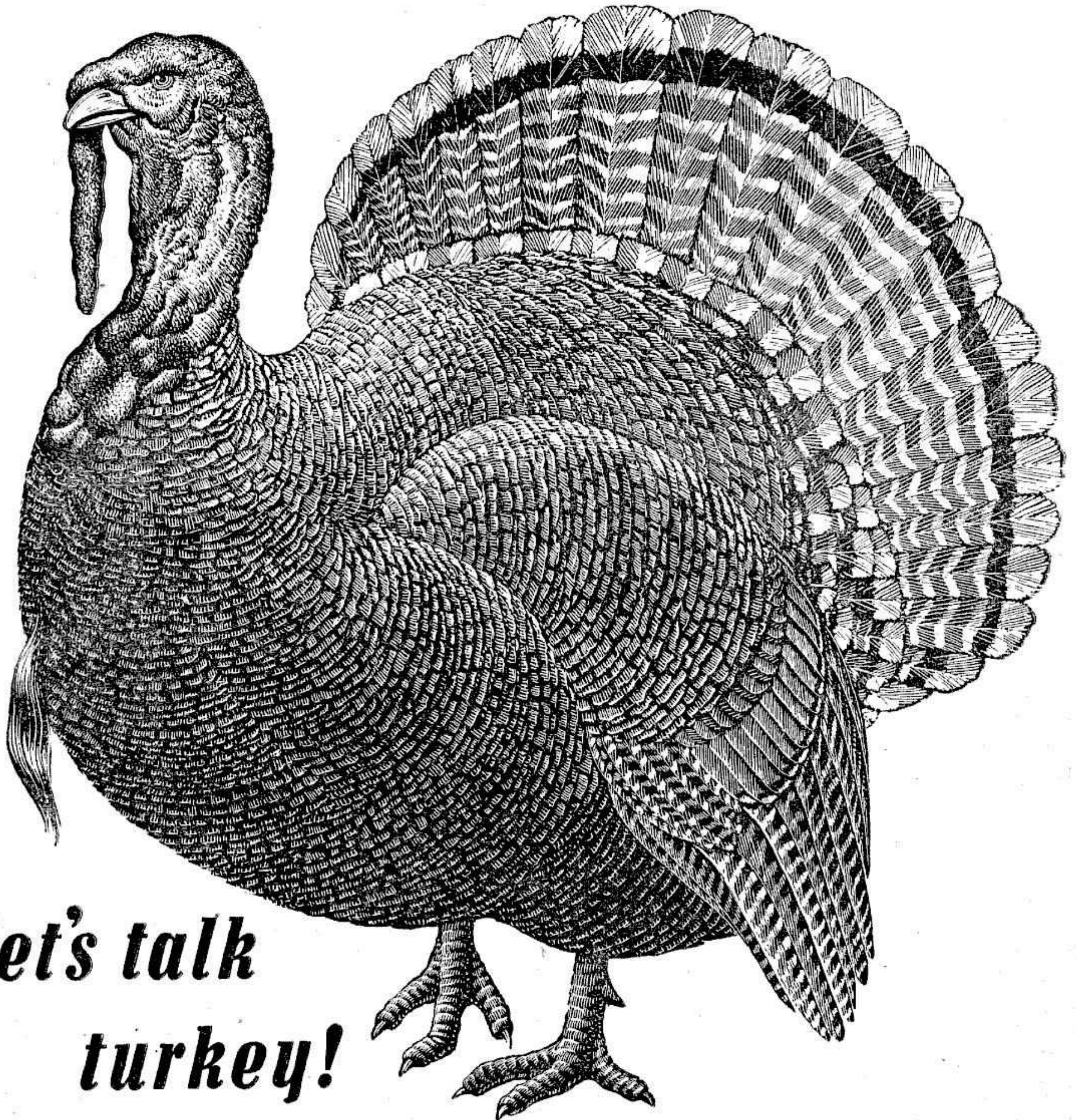
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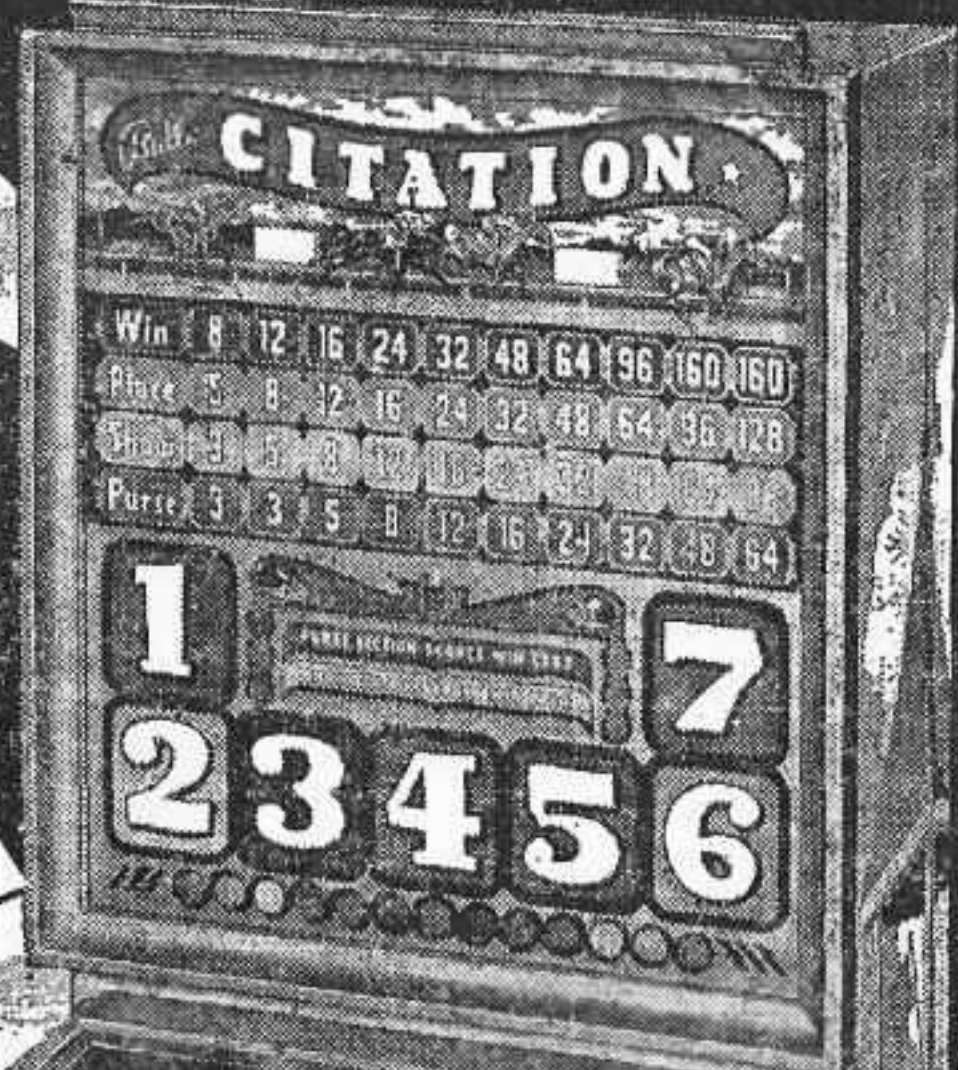
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