

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

OCTOBER 29, 1949



Andy Russell and his charming wife and partner, Della, judiciously study a copy of "Chicken Foot, 'Sparagrass and Hominy 'n' Butter," which is the team's latest Capitol dinking and which wowed the crowds at Hollywood's famed Mocambo nitery during the pair's recent engagement there. The husband-wife act, which started in business only a year ago, is adding still another feather to its quill-crowded cap with a successful run at El Rancho Vegas, Las Vegas, Nev. The couple is personally managed by George (Bullets) Durgom.

RCA VICTOR'S

PEE-WEE KING

AND HIS
Golden West Cowboys

RCA VICTOR
SQUARE DANCE ALBUM

WITH CALLS BY
LEE BEDFORD JR.

"YOU CALL EVERYBODY DARLIN'"

This Is a Novelty Square.

"BLACKEYED SUSIE"

"BATTLE HYMN OF THE REPUBLIC"

"CORN BREAD LASSES & SASSAFRASS TEA"

MANY OTHERS INCLUDED

RCA VICTOR
SQUARE DANCE ALBUM

WITHOUT CALLS—YOU DO YOUR OWN

"ARKANSAS TRAVELER"

"WHISTLING RUFUS"

"SHOCKING RYE STRAW"

"BILLY IN LOW GROUND"

"FIRE IN THE MOUNTAINS"

AND MANY OTHER FAVORITES



K RECORDS
RCA VICTOR HITS
"Tennessee Waltz"
"Tennessee Polka"
WATCH FOR
"Waltz of Regret"
Vocals by
Redd Stewart
2 Square Dance Albums
JUST RELEASED

K RADIO and TELEVISION
Daily
WAVE
Louisville, Kentucky

TELEVISION
WAVE-TV
Louisville, Kentucky

K SCREEN
WESTERN
MOVIES
WITH
GENE AUTRY
and Series with
JOHNNY
MAC BROWN

Also Short Subjects
and Soundies

K STAGE
PERSONAL APPEARANCE
RECORDS AT
Buck Lake Ranch,
Angola, Indiana
Harmony Ranch Park,
Chagrin Falls, Ohio
Sleepy Hollow Park,
Quakerstown, Pa.

1949 HARD TO BEAT!! 1949

NATION'S NO. 1 WESTERN BAND LEADER



1949—TROPHY AWARDED BY JESS CARLIN, ORCHESTRA WORLD—1949
INDIANA ROOF BALLROOM — INDIANAPOLIS, INDIANA

PERSONAL MANAGEMENT — J. L. FRANK, STATION WAVE, INC. — LOUISVILLE, KENTUCKY

PLUGGERS WAR ON PAYOLA

MCA's Slip Showing With Sale of Waldorf; Rivals May Book Acts There Now

Sitch Particularly Keen on Name Bands

NEW YORK, Oct. 22.—The sale of the Waldorf-Astoria to the Hilton chain this week will throw the booking situation at the Waldorf into a mad scramble, with Music Corporation of America (MCA) out of its No. 1 spot. The Hilton Hotels, those that use talent, are booked by Merriel Abbott, who headquarters out of the Chicago Palmer House. While Miss Abbott hasn't committed herself one way or another, her policies in the past called for open submissions of acts, buying them from whatever source had available properties.

MCA, on the other hand, has used the Waldorf as its No. 1 bait to get acts to sign with the office. The office has frequently denied booking the Waldorf exclusively and has pointed to the non-MCA acts which have been used in the hotel. Waldorf officials, on the other hand, have flatly said that MCA serves as talent consultants. The fact is, however, that the agency, in its romancing of non-MCA performers, has promised them the Waldorf if they'd sign with the office.

The trade feels that with Hilton (See *Who'll Get the Waldorf* page 50)

Martin Leaves MCA for WM

HOLLYWOOD, Oct. 22. — Tony Martin switched booking allegiance from Music Corporation of America (MCA) to the William Morris Agency this week, inking a pact for full radio-tele-music representation.

Martin will continue under the managerial wing of Nat Goldstone.

Score—One Homer

DENVER, Oct. 22.—Bill Reed, sports announcer for KMYR here, couldn't get hold of his regular baseball scorekeeper last month, so he took station receptionist Annie Maloney in his place. Annie, who likes her baseball, liked it still better when Deo Grose, handsome first baseman for the Denver Bears, chased a foul ball near the broadcasting booth, spotted her, and gave her a king-size wink. Annie went back to the rest of the games after that, and Deo was prodigal with his winks. They'll marry in a few days and go to Raleigh, N. C., where Deo is scheduled to play next season in the Carolina League.

MPCE Acting As Old Curse Hits New High

3-Point Cure Set Forth

By Jerry Wexler and Hal Webman

NEW YORK, Oct. 22.—The specter of payola is haunting the music business as never before, and the song pluggers, one of the jeopardized groups, are determined to exorcise the evil.

At a council meeting of the Music Publishers' Contact Employees (MPCE) Thursday (20) the payola situation got a thoro going over and a plan of combat was outlined. The plan will be put before the membership for approval next Thursday (27). The following moves are projected:

(1) To set a deadline date, after which any member apprehended in a pay-off would be punished as provided for in the union by-laws—a fine or expulsion.

(2) To impress on the membership the urgency of reporting violators.

(3) To attempt to enlist the cooperation of publishers. This will involve asking publishers to stop paying and to yield control of the accurate sheet to the pluggers. The latter move would enable the union to bar offending worksters from all the sheets.

Old Broadway hands, cognizant of (See *PLUGGERS WAR* on page 13)

Diskers Unite In Excise Tax Repeal Drive

Doob Calls Secret Huddle

NEW YORK, Oct. 22.—The disk industry is making its first unified effort to fight for the elimination of the 5 per cent excise tax which is levied on all wax. The waxers are said to be readying active support of legislation which is aimed at killing the tax.

It was learned this week that representatives of both small and large diskeries, including the six majors, recently held a secret meeting which (See *DISKERS DRIVE* on page 14)

RCA Asks FCC 2-Month Delay On Color Video

WASHINGTON, Oct. 22. — With improvements in Radio Corporation of America's (RCA) color TV system clearly observable in the first two weeks' testing since its official unveiling to the Federal Communications Commission (FCC), RCA is hoping to clinch its argument for its system if the FCC grants a request made by RCA this week, Thursday (20), for a two-month delay in the comparative color demonstrations sets for November 14.

RCA expects its rapid improvements will pep up its system within a few months to remove any doubts about RCA's method and shut out the (See *RCA Asks FCC* on page 6)

Sesqui Nut May Soar to 30 Mil

'50 D. C. Expo Likely To Run Even Into '52

Exhibit Space \$30 a Foot

WASHINGTON, Oct. 22. — The amount of money to be poured into the gigantic Freedom Fair celebrating Washington's sesquicentennial next year may soar as high as \$30,000,000, it developed this week as harried sponsors worked feverishly to get plans completed and construction started. Talk also began circulating that the fair's duration might extend to three years if attendance held up.

Total outlay for the resqui was first estimated at \$17,000,000, jumped to \$22,000,000 this week, and is figured to climb higher as work progresses. Duration of the celebration (See *Sesqui Nut May Soar* page 60)

Disc Jockey Firm Pushes Song Via DeeJay Contest

NEW YORK, Oct. 22.—The newest wrinkle in song promotion is the contest being held by Disc Jockey Records, in which the deeJay who shows the most listener requests for one of four tunes on the label wins the prize of a half-cent royalty per side.

Disc Jockey Records is a publisher-owned label, started by songwriters Henry Grey and Fredrick Zenk, owners of Popular Tunes, a Broadcast Music, Inc. (BMI) affiliate in Sheboygan, Wis. Admittedly unable to secure commercial recordings of their tunes on their own, the tune-smiths decided to beam their efforts exclusively at the spinners, recording the tunes on a label designed to woo spinner attention. Grey and Zenk report 53 jockeys co-operating in the competition—attracted by the unprecedented bait of a regular royalty.

Sesq. 'Preview' Brings a Rush For Name Acts

Wash. Niteries Go All-Out

WASHINGTON, Oct. 22. — Local niteries are lining up the biggest array of talent since the lush war years in anticipation of new and bigger business sparked by hiked pay envelopes to be received by government employees.

Congress recently approved wage increases to many classes of permanent federal workers and already more of them are beginning to get around to the late spots. The town, however, really expects to hit it big next year when the huge Sesquicentennial starts building. The expo is expected to lure millions of potential customers and make the nation's capital bulge (See *Scramble for Name* on page 50)

In This Issue

Burlesque	55	Music Pop Charts	60
Carnival	79	Night Clubs	50
Circus	76	Parks and Pools	64
Classified Ads	88	Pipes for Pitchmen	96
Coin Machines	101	Popcorn Section	68
Fairs & Expositions	66	Radio-Television	5
Final Curtain	59	Repertoire	58
General Outdoor	60	Rinks and Skaters	87
Honor Roll of Hits	22	Roadshow Films	58
Legitimate	56	Routes	62
Letter List	94	Salesboards	99
Magic	55	Shuffleboards	114
Merchandise	88	Vaudeville	50
Music	13	Vending Machines	102
Music Machines	110		

The Billboard Main Office: 2160 Patterson St., Cincinnati 22 O. Subscription Rate: One year \$10 Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1949 by The Billboard Publishing Company.

ILO Drafting Canned Music Pact

Geneva Meet To Lift Scales Outside U.S.

AM, TV and Disks Involved

WASHINGTON, Oct. 22.—An international treaty governing the rights of performers in the fields of radio and TV sound tracks and disks and other types of canned music is in the works, with the preliminary steps to be taken next week in Geneva under the auspices of the International Labor Organization (ILO), Labor Department officials told *The Billboard* yesterday (21).

Officials expressed the belief that outcome of the proposed pact would be to raise the standards of performer rights in the rest of the world rather than to lift U. S. standards, which are considered high.

Delegates on Scene

Delegates from most of ILO's 60 member nations are assembled in the Swiss city for the first session of the ILO advisory committee on salaried employees and professional workers, which meets October 24-29. Purpose of the meeting is to pave the way for conventions regarding the rights of performers in the stated fields.

According to the Labor Department, this will be the first meeting of the committee since 1938 when performer treaties were first suggested. Such work was dropped during the war and is only now being resumed. The current meeting will be devoted to discussion of provisions that might be included in an international pact.

One item on the agenda will be a discussion of the royalty fund of the American Federation of Musicians (AFM) and the possibility of (See *ILO Drafting on page 15*)

Nitery Suing AFM for 100G

OAKLAND, Calif., Oct. 22.—James C. Petrillo, head of the American Federation of Musicians (AFM), and the top officers of Local 6, AFM, are being sued for \$100,560 in Alameda County Superior Court on charges of extortion.

The suit was filed Wednesday (20) by Joseph D. Martin, owner of the Theater Club. It charges that last August Local 6 demanded \$450 from him which he claimed was owed to the union by a previous owner. When Martin refused to pay the dough the musicians were pulled off the job by the local. Martin said he paid the \$450 the next day under written protest.

An AFM spokesman said that under union rules all obligations are continuing ones; if a place folds without paying off musicians, the new owner is obligated to make the payment before he can be allowed to have music.

Jolson 1st for Hall of Fame

WASHINGTON, Oct. 22.—Al Jolson, the first showbiz "personality of the year" selected by the local Variety Club, this week wired his thanks to the club and called his selection "the biggest thrill in many a day." Jolson's bust in bronze is to go into the club's hall of fame.

Jolson was chosen by a committee composed of the present and former Variety Club chief barkers over Kate Smith and Eddie Cantor, who were also nominated.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

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

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 46.

Social Security, Excise Tax, FCC Revamp Left Dangling As '49 Congress Winds Up

Action Skedded Early in January Sessions

WASHINGTON, Oct. 22.—Legislation of widespread importance to the entertainment industry was left dangling in mid-air as a weary Congress wound up its 1949 term Wednesday (19). Left to the second session of the 81st Congress, which starts in January, is the task of completing action on such major pieces of legislation as Social Security for showfolk, reorganization of the Federal Communications Commission (FCC) and the revision of excise taxes. In the instances of Social Security and FCC reorg, action was completed by one chamber. Legislation to cut excise taxes failed to get out of committee, but congressional leaders are pledged to put this on the early part of next year's calendar.

Along with these bills, a number of other matters affecting show business will be up for consideration. Included are the continuing probe of the communications industry by the Senate Interstate Commerce Committee, the Inter-American Copyright Convention, a bill to ban air plugs for liquor, a measure to force radio stations to appoint a representative in every State to be responsible for libel suits, and a bill to ban price-raising for political talks. There is also an outside chance that the bill to force juke operators to pay royalties on disks will be revived.

The new Social Security bill, which will bring into the old-age and survivors insurance program all show people still outside, is slated for early action. Before Congress adjourned this week Senate Finance Committee Chairman Walter George (D., Ga.) announced that his group will start hearings January 20 and will report (See *SHOWBIZ BILLS on page 47*)

France-U. S. Pact Bars Double Taxes

WASHINGTON, Oct. 22.—A renewal of the treaty for avoidance of double taxation between the U. S. and France is now in effect following the exchange of ratification documents this week by Secretary of State Dean Acheson and French Ambassador Henri Bonnet.

With minor modifications, the new pact continues the agreement barring double income taxes on a national of one country working in the other country. In the case of entertainers, those working in France over six months pay the French tax. If they work there less than six months their income abroad is taxed by Uncle Sam. The same formula holds good for French entertainers working in this country.

"Howdy Doody" Products To Get Big Promosh for Xmas Sales

NEW YORK, Oct. 22.—In anticipation of a record take this Christmas, the Martin Stone Agency is readying extensive promotion plans this month to push the *Howdy Doody* line of kiddie merchandise in department stores across the country. The firm is also negotiating for the national syndication of a daily comic strip, a 16 millimeter film for home movie sales and a series of regular flicker shorts for Bob Smith and his profitable TV puppet.

More than 30 *Howdy Doody* products will vie for sales honors this

season, including *Howdy Doody* dolls, children's clothing and accessories, handpuppets and marionettes, watches, comic and story books, toy toiletries, mechanical toys, games, toy furniture, wall decorations, ceramics, RCA Victor record albums, and, the latest addition, a *Howdy Doody* stereoscope, available with black and white or color film.

Last Christmas Bob Smith chalked up an impressive sales mark for the initial *Howdy Doody* product, a doll via a series of store p. a.'s and plugs (See "*Howdy Doody*" Kid on page 12)

School Video Stations Far In the Future

High Costs the Stumper

CHICAGO, Oct. 22.—Television might be the most powerful educational medium ever devised, but its going to be years before schools have their own stations. The first to get them will be universities, and it is extremely doubtful if city educational systems ever will have their own TV operations, as they now have their own AM and FM radio operations. This was the consensus of prominent educational broadcasters present at the 13th annual School Broadcast Conference (SBC) here this week.

The one big hurdle that most city educational systems will never be able to leap is cost. Chicago's plans are indicative. George Jennings, head of the Chi Board of Education's radio station said he planned a closed circuit TV experimentation some time after the first of the year. But if he were to buy one set for each of 500 schools, it would cost him at least \$50,000. And this would take care of just one classroom in each school.

To get around this, Jennings will try two things. He will try to get manufacturers to donate sets and, after a period of closed circuit experimentation, he will ask commercial stations to open up morning hours for programs intended for in-school educational use.

With other city school systems facing similar monetary problems, and with general cost of school administrations going up, it now appears as if only educational entities to get into TV will be colleges and universities. In this category the land-grant schools are expected to take the lead.

In Washington last week Dr. I. Keith Tyler, head of radio for Ohio State University and one of the most prominent educational broad- (See *School Video Stations page 12*)

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford

E. W. Evans Pres. & Treas.
Lawrence W. Catto Secy.

Editors

Roger S. Littleford Jr. Editor in Chief
G. R. Schreiber Coin Machine Editor
Herb Dotter Outdoor Editor
William J. Sachs Executive News Editor (Cincinnati)
Dick Armstrong Executive News Editor (New York)

Managers and Divisions

E. W. Evans, Gen. Manager Cincinnati
Main Office & Printing Division
2160 Patterson St., Cincinnati 22, Ohio
Phone: DUNBAR 6450

W. D. Littleford, Gen. Manager Eastern Division
1564 Broadway, New York 19, N. Y.
Phone: PLaza 7-2800

M. L. Reuter, Gen. Manager Western Division
188 W. Randolph St., Chicago 1, Ill.
Phone: CENTral 6-8761

Sam Abbott, Gen. Manager West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-5831

F. B. Joerling, Gen. Manager Southwest Division
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHEstnut 0443

C. J. Latscha Advertising Director
K. Kemper Advertising Mgr., New York
M. L. Reuter Advertising Mgr., Chicago

B. A. Bruns Circulation Manager
Main Advertising, Circulation & Printing Offices
2160 Patterson St., Cincinnati 22, Ohio
Phone: DUNBAR 6450

Subscription rates payable in advance. One year, \$10. Two years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union. Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address.

The *Billboard* also publishes *Vend*, the monthly magazine of automatic merchandising.

D-F-S' NEW CROSS-PLUG PLAN

WFDR in Drive To Sell Unions News Programs

NEW YORK, Oct. 22.—FM station WFDR here, owned by the International Ladies Garment Workers' Union (ILGWU), is now offering its daily news program (6:15-6:30 p.m.) to trade unions for sponsorship. Three of the broadcasts have already been bought by the Seafarer's International Union (Tuesday), the Retail Clerks' International Association (Sunday), and the International Association of Machinists (Wednesday). The building service employees are negotiating for one of the remaining days.

According to a WFDR spokesman, the organizations' decision to take this initial flier into radio publicity was largely influenced by three factors: The comparatively low time cost (\$50), the station's double-check-for-accuracy system on all union news items and the success of ILGWU's own public relations campaign.

In the past the ILGWU has utilized radio to foster good will for its own membership via WFDR and the ILGWU-owned stations in Chattanooga (WVUN-FM) and Los Angeles (KFMV-FM and KWIK-AM), but this is the first time it's carried paid plugs for other unions. If the experiment works out the ILGWU will introduce the idea on its other outlets, which may inspire union-owned stations in other cities to follow suit. The latter include WDET-FM in Detroit and CUO-FM in Cleveland, owned by the United Oil Workers, and WFL-AM in Chicago, the Chicago Federation of Labor station.

KMYR Caught In Middle on Giveaway Ban

DENVER, Oct. 22.—KMYR was slapped with a \$300,000 suit here Saturday (15) as a direct aftermath of the Federal Communications Commission's proposed ban on giveaway shows. The action was brought in District Court by the Businessmen's Advertising Association, Inc., a group of 150 merchants which had sponsored a 15-minute program at 7:45 p.m. Thursdays called *Go for the Car*.

The station, the complaint alleged, signed a contract September 13 selling the Thursday night time for 13 weeks. It notified the association September 28, the day before the third giveaway show was to be aired, that the program was to be discontinued.

KMYR officials had no comment on the case other than the terse remark that "the FCC ban was set for October 1."

Black Ink at WBKB By Jan. 1 — Mitchell

CHICAGO, Oct. 22.—WBKB, CBS-TV affiliate here, will be in the black before the first of the year, John Mitchell station manager, said. Mitchell pointed to a new TV interest on part of advertisers, and said that 53 new local program and national spot advertisers have been added to the station's schedule in the past month.

Station now has 106 clients including 35 national program and spot advertisers and 71 local program and spot time buyers.

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

CBS Plans Columnist Levenson TV

The Columbia Broadcasting System (CBS)-TV programming execs last week were planning a video package to star **Sam Levenson**, newspaper columnist. Levenson writes for *The New York Daily Compass*. The newspaperman clicked so well in his guest shot on "This Is Show Business," a CBS-TV Sunday night offering, that the web feels he has potentialities in a show of his own.

Paris Variety TV Package

John Nash Associates last week announced plans to market a 13-week TV series, featuring Parisian variety acts. The half-hour shows may be done both on film and alive, with Air France scheduled to fly the talent to the U. S. A sample revue program, which was filmed in Paris in four weeks and is being shown to prospective sponsors here, features a 16-gal line of cancan dancers; French movie queen **Jacqueline Cadet**; **the Chesterfields**, a comic team; **Walton's Puppets**; **Fedi-Fedi's** midgets, a Chevalier-type crooner, the Monseigneur Violin (18) Orchestra and another band. The film also includes a tour of famous Parisian landmarks including Montmartre and la Place Pigalle.

Sinclair Nixes Sponsor of "Escape"

The Sinclair Oil Company, which was considering sponsorship of *Escape* on the Columbia Broadcasting System (CBS), last week decided to cut its advertising appropriation, thus ending the chance of bankrolling the mystery. This is the second such deal which did not pan out for CBS in several weeks, Standard Oil having recently turned thumbs down on the expensive Andre Kostelanetz musical show which the web offered. The devaluation of the pound resulted in the Esso decision. However, Sinclair, it is felt, based its refusal more on uncertain economic conditions present in the country.

Walter Preston Quits WGN Post

Confirming long-standing trade rumors, **Walter Preston**, program director of WGN, Chicago, resigned last week. **Frank Schreiber**, station manager, a few weeks ago denied there would be any change in program management at WGN. **Bruce Dennis**, assistant to the manager, has been named to replace Preston. Preston, a Chi radio vet, says he plans to get into station management or ownership. Dennis was given title of acting program director, and it is reliably reported that station is looking for a nationally known program exec to take the post permanently. It is known, too, that Dennis prefers administrative work.

Carlos Franco Joining Kudner Agency October 31

Carlos Franco, for years time buyer for Young & Rubicam, is joining the Kudner Agency October 31. He resigned from Y. & R. about a month ago. Duties with Kudner aren't being specified, Kudner stating he's to serve as a "general executive."

Corham Hunts 1/2-Hour Drama for TV

Corham Silver last week was looking for a half-hour TV show. The sponsor would like a quality program, preferably in the dramatic category. Kenyon & Eckhart is the agency.

Additional "Brief and Important" Items Appear on Pages 6, 7 and 8.

Vaude Acts Scarce; Whiteman Raids Murray's Line-Up

NEW YORK, Oct. 22.—So scarce is variety talent for TV shows that raiding of personnel has commenced. A budding feud was in progress this week between Paul Whiteman, who starts a new TV revue on the American Broadcasting Company (ABC), and Ken Murray, whose *Blackouts* package is being peddled by the Columbia Broadcasting System (CBS). Whiteman has snared from the Murray show the latter's feminine lead, Darla Hood, along with a vocal quartet, the Enchanters, which was to back her.

Miss Hood and the Enchanters were featured on the kine sample of *Blackouts* which CBS is offering potential sponsors, and had appeared in the abortive legit run of *Blackouts*. Wednesday (19), the day before the Murray troupe was skedded to entertain back for Hollywood, Whiteman learned from Henderson, producer of ABC's *Stop the Music* TV show, that no contract existed between Murray and the pirated acts. Less than two hours later they had been auditioned and signed.

The feeling of Miss Hood and the quartet was that with no sponsor yet in tow for the TV *Blackouts*, the trip

Bergen, CBS End Squabble

HOLLYWOOD, Oct. 22.—Compromise has been reached in the squabble between Edgar Bergen and Columbia Broadcasting System (CBS) Hollywood programming Veepee Harry Ackerman. Comic and the web exec tiffed over the Coke show format, Ackerman holding out for continuity and story line a la Jack Benny, while Bergen insisted on retaining his straight gag style. Bergen told *The Billboard* that he and Ackerman have agreed to try out format styles. Each week's show will serve as a test for a particular program style, until both Ackerman and the voice thrower see eye to eye.

Said Bergen, in defending his stand: "CBS wants me to follow the same format as Jack Benny, *Fibber McGee* and *Molly* and others. I tried continuity with *The Bickersons* and it was an unhappy choice. After 10 years with a top Hooper I don't think I have to borrow format from others. After all, a ventriloquist on radio is a freak, therefore my act is fundamentally different and should remain so."

back West was too risky. Whiteman's show, sponsored by Goodyear, starts November 6.

Inter-Sponsor Co-Operation To Hypo Shows

20% Audience Bonus

(Continued from page 3)

with an advertiser from another agency. Each bankroller winds up his show 20 seconds early and the sponsor who fills the time the following day takes over for a plug for his show and product. This enables each bankroller to get in virtually a full week of commercials. The DFS sponsors are Sterling Drug, Derby Foods and General Mills for Cheerioats.

How It Works

Sterling bankrolls *My True Story* on Tuesdays and Thursdays from 10 to 10:25 a.m., on the American Broadcasting Company (ABC). The other three days the show is sponsored by Libby, McNeill & Libby thru J. Walter Thompson's Chicago office. On days when Sterling is on it winds up early to permit Libby a 20-second plug. Libby reciprocates, of course.

The same situation exists for the 5:30 to 6 p.m. time each weekday, also on ABC. There DFS's Derby Foods account bankrolls the moppet serial *Sky King*, and General Mills, for Wheaties, sponsors *Jack Armstrong* thru the Knox-Reeves agency. There is a weekly schedule switch here, Derby getting three days one week to General Mills's two, and the reverse holding the following week. Here, too, each sponsor winds up early to permit the other a gratis plug.

Lone Ranger

In the 7:30 to 8 p.m. slot, also on ABC, DFS holds the Monday, Wednesday and Friday periods for *Lone Ranger*, sponsored by General Mills for Cheerioats. The Tuesday and Thursday segs are filled by *Counterspy*, thru the Biow agency. *Lone Ranger* winds up early on Mondays and Wednesdays in exchange for two plugs on the two days occupied by *Counterspy*.

It is considered possible that the same system could be adopted by two sponsors not filling the identical time periods. However, its effectiveness is regarded as considerably greater this way, since each sponsor gets a sustained plug on the same time period daily.

Skippy Buys CBS Thurs. 10:30 Slot

HOLLYWOOD, Oct. 22.—The Columbia Broadcasting System (CBS) this week regained some of its lost sales ground with the purchase of the 10:30-11 p.m. Thursday slot by the Skippy Peanut Butter Company for its *Skippy's Hollywood Theater* program. The transcribed series, now heard in over 55 markets, starts December 1 on CBS.

The program will use about 65 CBS outlets initially but later may go full network. Tho the first few shows will be transcribed, the intention is also to produce it live after the programs cut in the series are used.

Les Mitchell, the program's director, goes to London next week to cut shows which will use British and Irish acting names. Among those thespians being considered are Margaret Lockwood, Jean Simmons, Clive Brook, Bebe Daniels, Robert Donat, Ben Lyon and the Abbey Players. Young & Rubicam is the agency.

FCC To Mull G. A. Richards Bid To Sell KMPC to NBC

WASHINGTON, Oct. 22.—The already muddled situation involving the three radio stations of G. A. Richards will reach its most complicated point when the bid of Richards to sell KMPC, Los Angeles, to the National Broadcasting Company (NBC) comes before the Federal Communications Commission (FCC). Commission legalists say that when the bid is received it will be tossed into the pot of issues already scheduled for hearing—charges of ordering news-slanting on the part of Richards, license renewals of KMPC and WGAR, Cleveland, and WJR, Detroit, and applications to transfer the stations to a board of three trustees.

At the commission, it was anticipated that the bid to sell KMPC would be accompanied by a petition to dismiss the proposed transfers to the trustees, as far as KMPC is concerned.

Package Decision

Tho all the issues are certain to be aired at the same hearing, FCC lawyers said that the commission, in its deliberations following the hearing,

RCA Asks FCC 2-Month Delay On Color Video

(Continued from page 3)

rival color systems of the Columbia Broadcasting System (CBS) and Color Television, Inc. (CTI). CBS is readying to protest vigorously against the RCA petition which was tossed before the commission as a surprise to most observers even tho RCA had previously promised substantial improvements in its system before the FCC next sees it (*The Billboard*, October 22).

In asking for the comparative color demonstration's delay to January 14, RCA pounded significantly at two points. That the demonstration of CTI's system scheduled by FCC for November 28 would be of little value to the FCC without a subsequent comparative showing with the rivals. And, therefore, the demonstrations might as well be lumped into one. RCA also contended that the deferment of a comparative showing is essential inasmuch as RCA's color system is still in a "shakedown" period and in accordance with good engineering practice should be subjected to a second phase of testing to refine the apparatus and techniques. The delay, it is argued, would not stall the FCC's findings, since the allocations hearings will immediately follow the color phase of the proceedings, which precludes possibility in any event of a (See *RCA Asks FCC on page 11*)

Nets To Give RWG Counter-Proposals

NEW YORK, Oct. 22.—On Wednesday (26) the networks plan to give the Radio Writers' Guild (RWG) their counter-proposals to the demands made by the union for upping of the free-lance scripters minimum fees. The RWG, at a Tuesday (19) confab in the recently begun negotiations, handed the webs its list of demands.

Meanwhile, the meeting scheduled for Wednesday (19) with the federal mediator to settle differences over a new pact for staff writers at the webs was postponed. The confab will be held Tuesday (25) or Wednesday (26).

The basic RWG demands here are for more job security for scripters and a commercial fee formula. There are more than 80 staff news and continuity writers involved.

would first decide whether the licenses of the stations should be renewed and then pass on the transfer applications. Announcement of the commission's decision on renewal and on transfers probably will come in a package, however.

First official announcement of the proposed sale of KMPC to NBC came early this week when Richards' counsel, Burton K. Wheeler, petitioned the FCC for longer time in which to move to change the issues designated for hearing by the FCC. Wheeler said that he had just heard of the transaction and that more time would be needed in view of the new situation.

Seventh Outlet for NBC

In the event that Richards gets out from under the news-slanting charges and is allowed to peddle KMPC to NBC, the web will have a second coveted station on the Coast and the seventh in its chain of owned-and-operated stations. Acquisition of a seventh station by NBC is not expected to cause complications, inasmuch as Columbia Broadcasting System (CBS) and Fort Industries also control seven stations apiece.

Tho there are no FCC rules regarding the number of AM stations that may be owned by one licensee, the commission's policy is to allow a maximum of seven. In its proposed rules announced in August of 1948, FCC wrote in the seven-maximum, but has since made no move to adopt the rules.

Present stations owned and operated by NBC are WRC, Washington; WNBC, New York; WTAM, Cleveland; KOA, Denver; KNBC, San Francisco, and WMAQ, Chicago.

East, Dumke Make TV Bow Over KNBH

HOLLYWOOD, Oct. 22.—Radio veterans Ed East and Ralph Dumke (Sisters of the Skillet) will make their video bow over KNBH, local National Broadcasting Company (NBC) outlet, heading a new weekly audience participation-comedy stanza. Show kicks off Thursday (27) and will feature discussion and solution of domestic situations, with home lookers invited as studio guests to pose ticklers.

Stanza is packaged by Ben Pearson, of Stempel-Olnick Agency. Aired is being given a trial run as a sustainer before placement on the sales block.

Show marks the first time in 10 years the lads have worked as a team.

Ted Hill Blasts Shouse For Super Power Pitch

WORCESTER, Mass., Oct. 22.—The proposal advanced recently by James D. Shouse, president of Crosley Broadcasting Corporation (WLV, Cincinnati), that some stations be granted super power to improve their chances to compete against television was bitterly attacked here this week by E. E. (Ted) Hill, vice-president of WTAG. Hill did not identify Shouse by name, but his strong reply was unmistakably directed toward the Crosley president.

Tracing the history of clear channel stations, Hill pointed out that originally such stations were established to furnish radio service to rural areas, but that now, with 2,700 U. S. stations, such high wattage was no longer necessary. In many instances, he pointed out, the 50 kw. outlets were located in urban areas where they could not deliver a quality signal into rural areas.

Noting that urban markets were the only ones which could support high-

powered stations, Hill also declared that the only way such rural service could be furnished would be by booster stations, but it is significant that no station is doing this. The reason, he charged, is that clear channel stations "are not interested in rural areas."

Hill attacked the maintenance of a lobby by clear channel operators, charging that were they to have their way in securing super power, many local and regional stations would be forced out of business. One clear channel spokesman, he said, "recently had the effrontery to suggest that the smaller stations support their efforts to obtain higher power on the theory that television may put radio out of business unless there are strong, high-power stations to provide wide coverage, low cost radio to the public."

Hill also praised the Broadcasters Protective League for its work in combatting the efforts of the clear channel group.

Brief and Important

Last-Minute Digest of AM-TV News

SESAC Wins KOTA License Fee Suit

SESAC's suit against Station KOTA, Rapid City, S. D., filed by that performance rights firm to recover contractual license fees for use of its musical repertory on the air, was settled last week in SESAC's favor. The decision was handed down after SESAC produced air checks of KOTA musical shows, which disproved the station's counterclaim that the contract was null and void since they neither used nor needed the company's material and had been coerced into signing the license. KOTA has since paid up and entered into a new long-term license agreement with SESAC.

New Barry-Ehrenreich Package Firm

Jack Barry and Dan Ehrenreich set up a radio-TV packaging firm last week, tagged Jack Barry Productions, Inc., with offices on East 40th Street. The new firm's production accounts include General Foods' "Juvenile Jury" on Mutual; M. and M. Limited's "The Joe DiMaggio Show" on CBS, and "Life Begins at Eighty." Barry heads the outfit with Ehrenreich, formerly WOR's program operations manager, as vice-president.

Murphy Named to Crosley TV Exec Post

John T. Murphy, formerly manager of Station WLW-D in Dayton, O., last week was appointed director of television operations for Crosley Broadcasting. Murphy will supervise Crosley stations in Cincinnati and Columbus. H. P. Lasker, formerly WLW-D's sales manager, takes over Murphy's post at Dayton, and Donovan Faust, WLW-D's program director, assumes the new title of assistant manager and will retain his programing tag as well.

NLRB Skeds WGWS Case

A National Labor Relations Board (NLRB) hearing will be held in Miami October 25 to try the American Federation of Radio Artists (AFRA) case against WGWS, Miami, for firing two union announcers, Paul Kingsley and William Murphy, prexy and treasurer respectively, of the AFRA local there.

Zimmer To Head Midwest FM Net

Graeme Zimmer, radio director of Syndicate Theaters, Inc., which operates Indiana stations WCSI, Columbus, and WWNI, Wabash, has been appointed president of the Midwest network. The network, which was founded by Zimmer in July, 1948, is made up of seven Midwest FM stations, with programing predominantly devoted to sports and news broadcasts.

Million in U. S. Tax Refunds for Outlets

Tax credits to broadcasters totaling about \$1,000,000 were announced by the Treasury Department in Washington last week. The credits resulted from over-payments of taxes for the 1949 fiscal year on excess profits taxes collected during the war years. Top credit of \$408,033 went to A. H. Belo Corporation, Dallas, operator of WFAA and publisher of The Dallas News. KIRO, Seattle, was credited with \$112,247, while other stations were granted credits of from \$200 to \$100,000.

WHAS Sale Plans Dormant—Atlas

Despite trade reports that a syndicate including Les Atlas, Gene Autry, and Phillip Wrigley were ready to buy WHAS, Louisville, Atlas said last week that negotiations had not proceeded any farther than a year ago. He said he had not talked to WHAS owners recently and that, to date, there was no specific discussion of price. Group is reported to be willing to pay \$1,500,000, but Atlas would neither confirm nor deny the figure. Meanwhile, reports that he was interested in trying to buy WHAS were denied by Gene Dyer, owner of WAIT, Chicago.

Additional "Brief and Important" Items Appear on Pages 5, 7 and 8.

CBS Gets 2 Bidders For Murray Hr. TV

NEW YORK, Oct. 22.—The Columbia Broadcasting System (CBS) this week had two prospective sponsors on the hook for its expensive hour-long Ken Murray video show. The package has been presented to the Chrysler car company and an unnamed Philadelphia department store chain.

Lucky Strike Cigarettes recently turned down the show, but CBS is now peddling the program with a kine.

Stillman Gets Pic Rights to "Queen"

HOLLYWOOD, Oct. 22.—Papers were inked Friday (21) between indie film maker Robert Stillman and the Raymond R. Morgan agency for pic rights to the Mutual radio show *Queen for a Day*. Stillman will film a story built around the air show, with *Queen* emcee Jack Bailey and other show celebs written in for prominent roles.

TV CRACKS BIG N. Y. STORES

ABC Stages TV Cut-Back; Drops Sustainers; Pares Programing; Trims Shop

Short 1949 Budget Delays New Shows

NEW YORK, Oct. 22.—In a video cut-back slated to affect its operations at least until the end of the year, the American Broadcasting Company (ABC) video department this week canceled out some of its sustaining shows, including its top dramatic show, *Actors' Studio*. The web also has postponed the debut of several other tele shows which had been slated for early debuts, cut down on its programing on two nights of the week and dismissed some of its shop carpenters. The cause is the high cost of TV operations, which already has forced ABC to run thru its 1949 budget.

Actors' Studio a World video package, has been reported on the verge of sale several times, but ABC has been unable to get a sponsor to the

pact stage. The show, which has drained a considerable outlay of cash, will wind up its career next Wednesday (26). Also already on the exit list is *Mr. Black*, a mystery drama originating in Chicago. Other shows slated to go are not yet fingered.

Among the postponements are *Pibby Houlihan* and *That Wonderful Guy*. Both were slated to bow this fall but have been put off until after January 1 when new allocations will be available. The Kate Smith TV show, which was planned for October, will likely get its initial outing later this year, possibly before the end of December.

Monday and Tuesday night skeds now will kick off at 9 p.m. Hitherto, WIZ-TV has commenced operations at about 8:30 p.m. Mondays and 8 p.m. Tuesdays. Because of the deletion of dramatic shows ABC has been able to cut down some of its maintenance force, including shop carpenters who had been working on sets.

Another TV show which has been postponed is the forthcoming *Buddy Rogers* opus, which has been switched from a November 2 starting date to January 4. This, however, is supposed to be apart from financial considerations. Rogers is known to have run into great difficulty in locating good variety acts which have not already had numerous TV outings. The additional time will be used to hold extra auditions in other Eastern cities, including Philadelphia, Boston, Baltimore and Washington. Rogers, meanwhile, is to run thru another cycle of multiple TV guest shots to keep him hot.

Stick to the Script

NEW YORK, Oct. 22.—Orders is orders, so some stations which are airing Pertussin cough medicine spot announcements have been confronted with a weird problem. On the one hand they have specific notice from the Erwin Wasey Ad Agency that station and broadcaster will be held responsible for any deviation in copy. On the other hand, some of the announcements mistakenly read: "One of the greatest advantages of Pertussin is that it positively contains harmful drugs of any kind." Who's that coughing up there?

Gimbel's In, Can Macy's Be Far Behind?

Saks 34th Plunge Deepest

NEW YORK, Oct. 22. — Entry of three New York department stores into TV sponsorship within a single week seems to indicate that the medium finally has broken thru to the advertiser who have been the major source of advertising revenue for newspapers. With initial resistance coming down TV broadcasters here are hoping that competing department stores will be forced to consider tele in their 1950 plans. After all, it is reasoned, if Gimbel's makes the jump, can Macy's be far behind?

Biggest splash came from Saks's 34th Street store, which last week decided to buy five 30-minute periods weekly on WABD, local DuMont outlet. The time purchased was the 11-to-11:30 a.m. portion of the *Kathy Norris Television Shopper* program. Other new participants in *Shopper* include Revere Cooper, Aborn's Coffee and Goodman's Macaroni.

"Truex" for Gimbel's

Gimbel's bowed into TV Thursday night (13) with sponsorship of *The Truex Family* on WPIX. Another TV department store debuted Saturday (16) when the Sachs Quality Stores began bankrolling *Voice of the People* from 7:30 to 8:30 p.m. on WPIX. The Saks participations in *Shopper* are slated to start soon.

Several other department stores are keeping a wary eye on the situation. Macy's in particular is believed concerned about the formation of a bandwagon run headed by two stores virtually cheek by jowl with its building. When Victor Ratner moves into Macy's top public relations spot from the Columbia Broadcasting System (CBS) November 1, it is considered probable that the store will map TV plans for next year or perhaps for as soon as the Christmas shopping season.

Lord and Taylor

Lord & Taylor is another TV-minded store. This outfit participated (See TV in N. Y. Stores on page 11)

Jones Stresses AM Value Over TV to Clients

NEW YORK, Oct. 22.—In a firm stand for the superior value of radio advertising, as compared to TV, Reggie Scheubel, director of radio and television for the Duane Jones Agency, stated this week that the firm is definitely steering its accounts away from buying time on TV for the present.

Pointing out that an agency "keeps a client only as long as it keeps sales rolling in," Miss Scheubel said that the firm's past experience with TV as an advertising medium convinced them that television has yet to reach the stage where its sales results justify its expense, especially on daytime video.

Miss Scheubel said that *Missus Goes A-Shopping* had pulled a favorable rating two years ago when Duane Jones bought the show on a rotating-sponsor basis for *Sweetheart Soap*, *Bab-O Cleanser* and *Mueller's Macaroni*, but that subsequent audience checks during a six-month period had revealed an alarming drop. Some of this she admitted might have been due to a slight change in the show's format, but the major reason, she contended, was that set owners no longer considered television a novelty.

"Helpfully Yours" Peddled by KFI-TV

HOLLYWOOD, Oct. 22.—KFI-TV, the Coast's only daytime tele outlet, sold its first hour-long live airer this week, peddling a new twice-weekly stanza tagged *Helpfully Yours* to the Broadway department store chain. Stanza will headline disk jockey Bill Leyden and Norma Gilchrist as co-emcees, with vocalist Artie Wayne and the Bachelors' musical group as featured talent.

Show is first big league move for the indie tele outlet and will be given top production and exploitation build-up. Stanza was bought thru McCann-Erickson Agency, and marks first time a Los Angeles department store has gone from participation spot plugs to full-scale programing.

Disney Rejects Heavy TV Sugar For Pix Rights

HOLLYWOOD, Oct. 22. — Walt Disney has turned a deaf ear to tele bids for his vast store of cartoons, nixing a "considerable number" of propositions in recent weeks. According to informed studio sources, the film cartoon maker has been offered "well over million dollars" for tele rights to his film fare, including Mickey Mouse, Donald Duck, Silly Symphonies and other Disney flicker fare.

Primary reason for refusing to sell to tele is Disney's desire to protect exhibitors. Unlike major studio pix Disney re-releases at least six cartoon featurettes yearly to theaters. Thus old film fare is never outdated. To offer pix for video would incite theater exhibs and kill off potential pic house profits. Disney is also understood anxious to play a waiting game until the tele market increases, thus assuring a top price when and if the pix are peddled to tele.

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

Carroll Marts New MBS Chi Boss

Carroll Marts, general manager of MBS, Chicago, will become No. 1 man in the office when Ade Hult goes to New York this week to become vice-president in charge of sales for the web. Marts will not be named a v.-p., as was Hult, however. Marts has been Hult's right hand and, altho he does not get a v.-p. title, he will be Chi boss. Hult, however, is expecting to make frequent trips here to keep his hand in sales in this area, one of the most important client territories for the web.

Churches Ask CBS Censorship Cease

The American Council of Christian Churches October 21 filed a petition with the Federal Communications Commission (FCC) asking the agency to force the Columbia Broadcasting System (CBS) "to discontinue its practice of censorship and control of the subject matter of religious programs broadcast on a sustaining basis" over WCBS, New York. The council claimed WCBS practices "have resulted in only certain viewpoints being presented and others excluded" and in "discriminations against significant minority denominations."

"Blind Date" May Shift to Another Net

"Blind Date," a sustainer on the American Broadcasting Company's (ABC)-TV network Friday night 8:30-9, may shift to another video web. The program has already been on as a sustainer for several months, and Arlene Francis, its star, is said to be unhappy over the fact that the show hasn't been sold. She wanted to leave the program several weeks ago, but was persuaded to give the net's sales staff some more time to come up with a client. Bernie Schubert handles the show.

ABC-TV To Bid for Faye Emerson

The American Broadcasting Company (ABC) last week decided to offer a new half-hour comedy-drama, starring Faye Emerson, to TV viewers in the near future. The program will be packaged by Mildred Fenton and scripted by Shelley Reynolds. The new show will not interfere with Miss Emerson's duties on her new video program for Ansonia Shoes over WCBS-TV Monday nights.

Additional "Brief and Important" Items Appear on Pages 5, 6 and 8.

JUDY CANOVA
AMERICA'S No. 1
COMEDIENNE



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

Chevvy Meshing Gears for TV

Dealers Hot For Medium; 5 Shows Set

Top Spender in Field?

NEW YORK, Oct. 22.—A policy of experimentation with novel and fresh TV shows is paying off for the New York-New Jersey-Connecticut dealers' group of Chevrolet Motors. Together with a heavy schedule of video spots, the group now is bankrolling four local tele shows, with a fifth series coming up in January, when Chevvy dealers will air the Golden Gloves amateur boxing tourney over WPIX. It is expected that the current spot schedule also will be boosted around the first of the year, when the new models will be announced. In all, Chevrolet's central office and dealer groups are spending close to \$2,500,000 annually on TV now.

So important has television become to Chevrolet that its agency, Campbell-Ewald (C-E), sent Executive Veepee Win Case to New York from the Detroit home office a little over a year ago. In the period since that time, the C-E branch in New York, dedicated largely to TV, has grown to occupy two full floors with a staff of about 30 people. In addition, commercials for Chevrolet's central office and dealer TV advertising are being filmed in Hollywood and Detroit as well as in New York. It was at the behest of C-E, which ordered tele commercials, that four major film powers did their first video work: Universal, 20th Century-Fox, RKO and Hal Roach Sr.

Until their bow in TV, in the spring of 1948, the local dealer group was a very loose organization which did no large-scale advertising of any kind. Now the group's five contracted shows, plus spots, mean a heavy ad budget, with just about all of it earmarked for TV. The group is firmly sold on tele, and members would just about as soon give up their franchises as quit the medium.

How important TV could be was solidly rammed home last January when spots were used to announce the new models, with 65 announcements aired over 10 days. When unveiling day came many dealers could not get into their own showrooms because of the crowds. Dealers in other sections where no TV was used got good receptions, but nothing like this.

The dealers' group here bowed into TV with sponsorship of Belmont, Jamaica and Aqueduct stake races on WCBS-TV in spring and summer of 1948. First real programming effort (See Chevvy Meshes Gears page 12)

WLW

700 ON YOUR DIAL

THE NATION'S MOST MERCHANDISE-ABLE STATION

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

200 To Testify on D. C. Bus Radio

With more than 200 persons expected to attend a hearing Thursday (27) on transit radio in Washington, the Public Utilities Commission has assigned the hearing to the largest room in the District Building. Reps of a dozen citizens' and veterans' groups are slated to testify, along with reps of WWDC, which pipes the radio into streetcars and busses, and the Capital Transit Company. A novel twist was added when Jerome Schoenfeld, a business mag correspondent, petitioned the Federal Communications Commission to force WWDC to give him time on the air to protest transit radio. He claimed that the station was urging people to support the system and that he should have a chance to retort.

N. Y. To See CBS Color TV Test October 23

Smith, Klein & French will demonstrate Columbia Broadcasting System's color TV to the New York public for the first time at the Hotel Biltmore October 29. The demonstration will be in co-operation with the American Cancer Society. CBS color has already been seen in Atlantic City, Washington, Denver and Chicago.

Faye Emerson in Barrymore TV Slot

Beginning October 24 Faye Emerson replaces Diana Barrymore on the TV program which Ansonia Shoes is to sponsor over WCBS-TV, New York. The series was scheduled to begin October 17 but Miss Barrymore had an accident and was unable to appear. Hardie Friedberg packaged the program.

Merchants' Sign, Album Gims Net 10G in Two Weeks for WBKB

CHICAGO, Oct. 22.—Two sources of revenue, ancient history in radio but new in TV, have been uncovered by WBKB, local CBS affiliate. The new sources, album and sign deals bought by merchants who also get free multiscope video and audio announcements, have netted the station about \$10,000 in the past two weeks. With TV stations everywhere crying for additional revenue to get them out of the red, WBKB execs believe comparable deals, if they are run properly, should be generally helpful to the industry. Chicago is the first city in which either of the promotions has been run in conjunction with a TV station.

The album deal is being promoted by National Radio Personalities, Inc., a Peoria, Ill., company controlled by Edgar Bill, former WMBD owner, and Merle Watson. This outfit has been running similar promotions in radio for the past 10 years in prac-

tically every city of over 5,000 population in the country.

NP Sells 450 Merchants

National Personalities has sold the album deal to about 450 small merchants in this area. Merchants get 100 albums depicting WBKB personalities and four 15-second multiscope announcements for \$79.50.

The sign-promotion is being handled by Morris Murray, former railroad union official who has run a few similar radio deals in small Midwestern markets recently. Murray's WBKB deal is his first TV venture. Merchants get a WBKB sign which states they "are on television," five announcements for \$150. Announcements renewals are at lower rate. Fifty-five of these deals have already been made.

WBKB managements admits that some brokerage deals of this type (See WBKB Nets 10G on page 12)

TALK OF THE TRADE

New York:

Robert M. Fleming, exec of WCKY, Cincinnati, and for 25 years a teacher of public speaking, public relations and advertising at University of Cincinnati Evening College, has resigned the latter position to devote full time to radio. Upon resigning, he set up a \$1,000 Robert M. Fleming scholarship to provide a \$40 annual award for the male high school grad who wants to follow a commerce program at UC.

Glen A. Davis, chief engineer of WCPO, Cincinnati, and its FM and TV affiliates, has resigned his position effective November 1 to return to his home in Unionville, Mo., where he and two brothers will open an auto agency. Davis has been with the station since 1929. **Grant Malinson**, transmitter supervisor, succeeds Davis, while **Paul Adams** will become assistant chief engineer.

Chicago:

Kenneth G. Bartlett, Syracuse University's famed exponent of education by radio and TV, and **Richard Hull**, president of the National Association of Educational Broadcasters (NAEB), were elected "men of the year" by the advisory committee of the School Broadcast Conference held in conjunction with 13th annual session of the NAEB here last week. . . **Bill Brewer** resigning as member of local NBC spot sales staff to become radio and television director of the R. J. Potts, Calkins & Holden Advertising Agency, of Kansas City, Mo. . . ABC central division program director, **Harold Stokes**, hospitalized again at Wesley Memorial. . . **Art Linick**, top radio star of a couple of decades ago, starting new disk jockey program on WENR. . . **Walt Holden** has joined Chicago sales office of **Seventeen** magazine after four years as account executive with MBS's central division. Stage and movie stars **Exra Stone**, **Celeste Holm** and **Chester Morris** will be guest stars on NBC's **Welcome Travelers** October 24-31.

2 Philadelphia Video Stations Smack Jackpot

PHILADELPHIA, Oct. 22.—WFIL-TV and WCAU-TV, two of the city's three television stations, are reaping a bumper crop of TV business. A record-breaking 2,007 one-minute and 20-second new commercial participations, plus the sale of six live commercial programs, highlighted the early fall business, according to WCAU-TV commercial manager Alex Rosenman. A quarter-hour baseball gabfest and a five-minute film for brewing companies during the World Series are not counted in Rosenman's summary.

Rosenman revealed that a review of the WCAU-TV sales picture from mid-September to October 1 showed nearly 40 new clients on the sponsor list, with additional accounts ready to be closed. Particularly heartening is the commercial interest in daytime television. The station's cross-the-board quiz show, *Cinderella Weekend*, from 2 to 2:30 p.m., completely sold out its four daily participations. The American Stores' *Marian Kemp's Kitchen* show twice weekly for a half-hour, following *The Quizzer*, carries on for 52 weeks, and several advertisers are taking participations in the *TV-10 Ranch*, children's program in the 6 p. m. period.

Six New Local Commercials

Program-side, WCAU-TV's commercial log shows six new local commercial shows set since September 15. Includes *Court Is in Session*, weekly sponsored by the Pennsylvania Company, local bank; *Bonafide Construction Company*, for home reconditioning, using *People and Things* twice a week; *Erlanger beer* presenting the *Fame and Fortune* talent hunt; two sports shows sponsored weekly by Chevrolet and Chrysler dealers; and a quiz show sponsored twice weekly by Weatherguard Corporation for its storm windows and screens.

101 WFIL-TV Sponsors

The sponsor list of WFIL-TV shows 101 names—93 more than the original listing of eight advertisers when the station first went on the air in September, 1947. Because of the growing number of advertisers being attracted to TV, Roger W. Clipp, general manager of the station, predicts that TV gross income will exceed radio returns within the next year or 18 months. "By that time," he says, "television will have taken the lead as an income factor in spite of radio's continued greater circulation."

However, Clipp emphasizes that amortization of video's enormous costs will be a long-term project and that much of the money spent by TV advertisers will have to go toward further development of video. With the station's basic hourly rate going up to \$700 November 15, Clipp foresees a \$2,000 rate for the station within two or three years.

GLOSSY PROFESSIONAL 8x10 PHOTOS

IN QUANTITY

Fan mail glossy photos and post cards. Top-notch quality. Extremely low prices. Satisfied customers coast to coast. Our 14th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price lists, samples, etc.

MULSON STUDIO

Box 1941 Bridgeport 1, Conn.

ESTABLISHED 1898
PRESS CLIPPING BUREAU, Inc.
145 Church St., New York 7, N. Y.
BArcley 7-5371

A Date With Judy

Reviewed Thursday (13) 8:30-9 p.m. EST. Sustaining via the American Broadcasting Company, Hollywood. Producer-Director, Helen Mack. Writer, Aileen Leslie. Cast, Louise Erickson, John Brown, Myra Marsh, others.

Sparked with plenty of sex-appeal for teen-age audiences, *A Date With Judy* teed off in "snazzy" style Thursday night with its puppy love format intact and its regular cast in fine form.

Superior scripting and warmly human thesping made the initial show one of the best situation-comedy series premed this season. Janet Waldo's ingratiating portrayal of Judy took top honors, with John Brown's slyly humorous father running a close second.

The folksy plot followed the usual boy-meets-girl formula, with Judy setting up a trial separation with her boy friend Oogie to "test" their love. (Mother had used a similar technique to get father). The scheme boomeranged, tho, when Oogie acted delighted at the prospect of not seeing her for a week, and her father confessed that he had spent that old "vacation" chasing a blonde. Oogie, of course, turned up at the end of the week and staged a touching reunion scene with a grateful Judy.

The infectious background music and catchy opening number, with the vocal by the gravel-voiced Oogie, sustained the over-all bright pacing.

Sponsor-wise, *Judy* has nothing to worry about since the Revere Camera Company of Chicago takes over November 10. The adolescent airer should be a natural for snap-shots-for-your-photo-album plugs

June Bundy.

Hank McCune Show

Reviewed Sunday (16), 6-6:30 p.m. EST. Sustaining over WNBT, New York. Producer, Al Capstaff; director, Harold Schuster; writers, Bill Demling, Stan Locke. Cast: Hank McCune, Arthur Q. Bryan, Sara Berner, Larry Keating, Frank Nelson and Tammy Kiper. Guest this show, Hoot Gibson.

This local comedy effort is just lightweight stuff. Hank McCune, a radio vet, has been set up in his own show after some guesting on TV, including a spell of filling in for Bob Smith on the *Howdy Doody* show. However, this is a rambling and disorganized type of stanza, which has a pretty high percentage of gags which don't come off.

The show caught dealt with a movie theme, McCune being headed for a movie. In line at the movie house he ran into assorted characters and a cashier, with the foolery more of a radio script nature than TV. There was next to nothing of a visual nature. Inside he had troubles from a couple seated behind. Not until midway in the show, when guest Hoot Gibson came onto the scene, did things pick up.

Gibson was used in a mildly amusing sketch about how a Texas cowboy would act if he were President. The humor here was broad and somewhat obvious, but at least there were some funny moments. McCune and the rest of the cast are fair; the material is not even that good. Production was the best thing about the show.

Sam Chase.

ATTENTION, ENTERTAINERS

100 8x10 Prints

for \$7.50 Plus Postage

NO NEGATIVE CHARGE. 50% Deposit. Balance C. O. D.

If you want reproductions that have satisfied customers from coast to coast order from QUALITY. We are sure to please you.

QUALITY PHOTO SERVICE

Perkins St., Box 42 BRISTOL, CONN. Phone: 4015



Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

Chandu the Magician

Reviewed Saturday (15) 8-8:30 p.m. EST. Sustaining via the American Broadcasting Company. Producer-Director, Cyril Armbrister. Writer, Vera Oldham. Cast, Tom Collins, Gertrude Warner, Peter Griffith, Susan Thorne, Luis Van Rooten, Carl Emory, Roger De Koven.

Magic-wise there've been a lot of changes in radio since the salad days of *Chandu the Magician*, but there's plenty of life left in the old boy yet, as evidenced by the current revival of the kid mystery series.

Chandu was the *Superman* of the early 1930's, albeit smoother and less incredible. His crystal ball didos may seem a bit elementary to youngsters of the atomic age, but his general know-how and unshakable poise in the face of danger should still attract a substantial following for the 1949 version.

Teeing off with a flossy narration, the initial episode first briefed the kids on Chandu's past. ("An American called Chandler, endowed with strange gifts.") Then the script picked him up in the back hills of India, where a Yogi pal persuaded him to "go out into the world again" to track down a mad man with globe-ruling ambitions. The crystal ball tossed in additional bait with the news that the gang planned to steal a secret formula from Chandu's widowed sister. Since "time and space are only an illusion" to Chandu, he promptly "willed" himself from Cairo to Sis' Beverly Hills home. The villain was wise, tho, so Chandu teleported right back to Egypt after him.

Events reached a swift climax in the tomb of an obscure sphinx, when Chandu sold the bum a bill of goods on reincarnation. ("You sold your soul to the Prince of Darkness 6,000 years ago on this very spot!") After some low grade hokus-pokus, the "lost one" "literally went up in smoke and the formula was destroyed forever. However, before the fireworks started he carefully planted the fact that the real "boss" was still at large and due to give Chandu a bad time in future episodes.

Played straight by a competent troupe of thespis, this sinister skulduggery was well-paced and quite convincing. The oriental-styled musical score (via an eerie organ and crashing cymbals) created a highly effective out-of-the-world atmosphere.

However, a brisk plug for *Stop the Music* and a blatant pitch for local sponsors to back the co-op show kept the listening audience earth-bound.

June Bundy.

The Clock

Reviewed Wednesday (12), 8:30-9 p.m. EST. Sponsored by Lever Bros. over the National Broadcasting Company (NBC), thru the J. Walter Thompson Agency. Producer, Ernest Walling. Director, Laurence Schwab Jr. TV adaptation, Bill Berns. Cast: Edgar Stehli, Eva Marie Saint, Bernard Lenrow, Jow Downing, Dort Clark, John Boraff and Frank Daren.

Under the Lever Bros. banner, *The Clock* continues as one of video's okay suspenseful sagas. The stanza this week detailed the doings of a trio of jailbreakers who stumbled onto the home of a scientist, who convinced them they were victims of the bubonic plague and only he could save them. Of course, the injections he administered doped them so he could holler for the cops.

All this was set against the usual

Voice of Firestone

Reviewed Monday (17), 8:30-9 p.m. EST. Sponsored by Firestone Tire & Rubber Company over the National Broadcasting Company TV network, thru the Sweeney & James Agency. Producer, Clark Jones; director, Edwin Dunham; announcer, Hugh James; music conducted by Howard Barlow; soloist this program, Eleanor Steber.

Firestone this season is simulcasting regularly its *Voice of Firestone* musical program, after a trial of the dual operation in March of last year. The sponsor thus resumes a commercial relationship with NBC tele, after being the first bankroller to have bought time on the web.

The program, basically, is still an aural one, and all the sight ideas used to dress it up cannot change that essential fact. Good music remains the basic offering, and since there are no production numbers artificially concocted on the video side, the cameras can do little more than show the performers at work.

Can't Hold 'Em

This much is done, and usually quite well. However, it is not the kind of show which will keep the customers glued to their receivers, inasmuch as if a guy wanders over to the refrigerator for a beer he is not likely to miss seeing something essential. Maestro Howard Barlow is a fit subject for video, with his aristocratic appearance somewhat humanized by his obvious tendency to sing the music to himself. The cameras skip adroitly from one section of the ork to another with the arrangement, altho some of the tootlers seemed very much aware that they were being lensed.

The program did not seem especially selected with a view to using numbers with any visual appeal, with the single exception of Delibes's *Pizzicato Polka*, which supplied some good shots of fingers plucking strings. Eleanor Steber, guest vocalist on the show caught, was in good voice, but the cameras were not great friends of hers. Too often the close-ups came when her mouth was at its widest gape, never too flattering a shot. Her one set position, with hands held up limply before her bosom, offered too little contrast, and a few times she had a tendency to shift her eyes rapidly, as tho the lights bothered her. But none of this disguised the fact that she is really an attractive female and worthy video timber.

Commercials, via film, illustrated the safety quality of the sponsor's product by comparing non-skid ability on ice with another tire. Also plugged was sale of tissues at a nickel per pack at dealers, along with free offer of a 30-cent holder. This may have been in the nature of a check on the show's pull.

Sam Chase.

background of the ever-turning clock, altho the time element in this yarn was a bit hazy and could better have been eliminated if the format didn't require it. Sets were adequate, and thesping, generally convincing. The script, moreover, made each of the three cons a real character in himself, something unusual and gratifying.

Of the three film plugs used, only one was really effective, that being a cartoon showing Pepsodent toothpaste kicking decay out of a set of bridgework. One showing three cooks in blackface dancing on a can of Spry and going thru a "yassuh" type of song-and-dance routine was in poor taste. The other, an endorsement pitch by Yvonne de Carlo for Lux soap, was overlong and seemed disorganized.

Sam Chase.

Crisis

Reviewed Wednesday (19), 7-7:30 p.m. Presented sustaining on the National Broadcasting Company TV web. Originated by WNBQ, Chicago. Produced by Ted Mills; directed by Norman Felton. Editorial supervisors, Adrian Spies. Norman Felton. Cast: Arthur Peterson, Edith Dexter, Paul Ford, William C. Moore and Adrian Spies.

In view of tele's present trend where few shows are based on original thinking, when most are video adaptations of basic radio, stage or movie formats, it is encouraging to witness a production that uses ideas and techniques tried in no other modern medium. But it is disappointing when the commendable use of production innovations results in a show that is not good entertainment. For TV production pioneering, *Crisis* deserves an "E" for effort, but for entertainment content it rates no more than credit for a good try.

Basically, the production technique dates back to the ancient Chinese theater and Italian Commedia Dell'Arte. Real life stories are told by persons who supposedly have lived the circumstances discussed. Then actors, working unrehearsed and without scripts, portray highlights—or crisis—in the life under consideration. Their job is to use related information, to try to work out the crisis as it actually happened.

Settings are simple and barren. As Adrian Spies interviews person telling story, close-ups of storyteller are used often in an attempt to have distinctive facial characteristics project dramatic mood. At various points Arthur Peterson, who performs a role comparable to that of a legit stage director, interrupts to set the scene for the actors, give them instructions and call for various basic, unadorned props.

To date the use of unrehearsed actors and only the most rudimentary props have not combined to produce dramatic intensity, but only confusion. Bare settings have given a distracting, barn-like atmosphere, even more so than would more elaborate sets designed to assist dramatic content.

Show's lesson seems to be this: Use of television cameras do not give producers a license to forget about the essentials of good drama and the condition of modern tastes. Excellent, professionally written stories must still be used. Actors, even the best, must be given sock lines. Assisting props and sets are necessary. The modern dramatic taste, influenced by elaborate movie and stage productions, calls for more than that which satisfied the ancient Chinese.

Cy Wagner.

More News

More radio and television news and reviews will be found on Page 12 of this issue.

HOUSE OF REPRODUCTION

GENUINE HIGH GLOSSY PHOTOS 5 1/2¢ EA.

Made from your negative or photo. Unsurpassed in quality at any price.

NO NEGATIVE CHARGE—NO EXTRAS

24-HOUR SERVICE ON REQUEST

8x10's: \$7.99 per 100; \$55 per 1000

Fan Mail Photos (5x7) \$36 per 1000 - Postcards \$23 per 1000

Mounted Enlargements 30x40: \$3.85

(No Negative Charge on 2 or more)

Made by J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers

COPYART Photographers

Plaza 7-0233
165 West 46th St.
New York 19, N. Y.

WE DELIVER WHAT WE ADVERTISE

GOOD MAN AVAILABLE

Motion Picture, TV or Vaudeville Booker, Director-Producer, Writer, Dance Director with major companies for years. Reliable, real showman, don't drink nor smoke. Fine references. Salary reasonable. Will go anywhere. Let me tell you about me. Write c/o THE BILLBOARD, BOX A-85, 6000 Sunset Blvd. Hollywood, Calif.

PREDICT HEFTY 1950 TRADE

Post - Holiday Video Output To Stay High

Strikes Could Jam Works

CHICAGO, Oct. 22.—Despite past radio-TV trade trends, which have seen sales drop-offs after the fall and Christmas buying rush, local TV manufacturers are convinced, in the main, that sales will continue strong with 1950. Manufacturers seem to be divided into two camps. In one are those who say there will be a slight drop; in the other are those who say present demand will continue without any drops. About the over-all picture, however, both groups are optimistic.

One of those who sees no decrease in demand is R. A. Graver, vice-president in charge of radio and TV for Admiral. Graver said: "We are now producing sets at an all-time peak—between 50,000 and 60,000 per month. We expect this rate to continue for the rest of this year and into 1950."

H. C. Bonfig, vice-president in charge of sales for Zenith, said: "We have never been so pressed to fill orders. The demand is greater than we can handle. Our distributors and dealers can not get enough sets. Our orders indicate that thru October, November and December we shall be running at capacity."

Bonfig would not make predictions as to what would happen after the first of the year, stating that he would make predictions only about periods for which Zenith had orders.

Sees Slight Drop-Off

An executive of the local Motorola distributor admitted there would be a slight drop-off after the first of the year, but said business would continue good. His opinion is that the present condition, which finds manufacturers unable to fill all orders, would be changed and that sets will be available generally. He said already the industry was noticing a slackening of demand in some areas and this slack could be expected to spread until it was a general condition. However, he stated that orders will continue strong enough to keep factories operating at peak or near-peak capacity.

Those contacted admitted that if the present wave of strikes continued, all predictions could be wrong and in a general economic slump TV sales would fall. But if the general economic condition is healthy, they said, TV business would be excellent.

The executives found nothing to worry about in ending of the fall rush, filling of Christmas sales or retention of the allocation freeze. About the latter, they said that markets with TV stations were still far from saturated with TV sets, and sales from only these cities could keep the industry busy. It was pointed out by one exec that whereas the Chicago area has only about 200,000 sets, its potential is 1,500,000. Thus, demand should continue strong for a long time, especially since the public now believes color is years away and is not worrying any more about UHF conversion.

Boom Expected To Continue

NEW YORK, Oct. 22.—Despite the fact that the drawn-out color TV hearings before the Federal Communications Commission (FCC) in-

Rectangular Tube Stirs Interest in Set Opportunities

NEW YORK, Oct. 22.—A great deal of interest but little action was created among video manufacturers by the American Structural Products Company (Owens-Illinois) announcement that it had developed an all-glass blank for a rectangular TV tube. The tube and receiver manufacturers last week saw a model of a rectangular tube which approximates the 16-inch standard size. The price for the blank is said to be \$11.50, slightly cheaper than the ordinary glass tube with the same picture size.

Primary interest in the rectangular shape is in the opportunity to design more compact cabinets. The price factor is said to be of minor importance. Reports that several receiver and tube makers have already placed orders for the blanks are not borne out by further investigation.

Both DuMont and Garod, reported to be ready customers, say that they are interested in this new development but only as part of their general interest in technological advances. A DuMont spokesman stated that his company had seen the 16-inch tube and had heard that molds were being completed for 12½-inch and 19-inch tubes. No one, it appears, has seen the latter two sizes and none of the rectangular tubes are yet in production.

10-Day Trial Offer on King TV Reported

NEW YORK, Oct. 22.—It is reported that dealers in the New York area are being offered the Tele King line of video receivers on a 10-day trial basis. Discounts are said to be "more than adequate."

Tele King officials, denying the report, say that with a large backlog of orders, the company would have no reason for making such an offer.

They indicate that the lifting of the channel allocation freeze is a long way off, manufacturers and distributors alike are confident that the present sales boom in video receivers will continue indefinitely. The new TV markets will be slow in opening next year, unless the freeze is lifted quickly, there is little or no concern over the future of video sales.

Most traders point to the fact that New York City, the first TV market to open, has only about 800,000 sets in operation with a population of close to 8,000,000. There need be little worry they say, that the market here or anywhere else is even remotely "saturated."

It is generally felt, however, that next year will call for much more aggressive selling tactics than those now being used. While TV retailing at the moment consists of order-taking and appealing customers who have to wait for delivery, it will probably be completely reversed within the next six months. Door-to-door selling, home demonstrations and free trials will once more be the order of the day, according to the trade opinions along the East Coast.

Starrett Vice-President Mitchell Fein made the point that when, if ever, the time comes that selling video sets becomes difficult the industry will have found new ways to make better sets. Technological advancements, he pointed out, will enable manufacturers to reduce set prices further and also to offer the consumer better values.

New RCA TV Tube Aid to Cabinet Style

NEW YORK, Oct. 22.—RCA's tube department this week announced the development of a new, shorter 16-inch metal television tube, "specifically evolved to permit greater flexibility in chassis designs and cabinet styling." The tube (RCA-16GP4), which will be available in limited quantities to consumers in December and is slated for mass distribution early next year, "will result in more compact TV models and permit bigger economies in tube stocking, packing and shipping," according to L. S. Fees, general sales manager of RCA's tube department.

Measuring 18½ inches in length as compared to the 22½ inches of present 16-inchers and the 18-inch length of 10-inch models, the tube utilizes RCA's new "filterglass" face plate for greater picture contrast. The "filterglass" contains a special material which is said to reduce picture reflections from room light and the face plate itself.

NEW YORK, Oct. 22.—The Allen B. DuMont Laboratories, Inc., disclosed this week that the company probably would start producing the RCA-licensed 16-inch, short-necked cathode ray tube.

SYRACUSE, Oct. 22.—General Electric announced this week that production on an RCA-licensed, 16-inch short-necked tube would begin immediately. Execs said the new tubes would be available by December.

Raise Averts Strike at RCA

CAMDEN, N. J., Oct. 22.—With a strike call averted, union leaders at the RCA Victor plant here voted to urge 6,000 members to accept a package contract offer made by the corporation last Monday (17) in New York. The negotiating committee of Local 103, United Electrical Workers (UEW), approved the deal offered by the Radio Corporation of America to 12,000 workers at the RCA Victor plants both here and those in Lancaster, Pa.; Pulaski, Va., and Hollywood.

Based on the Presidential Steel panel's recommendations, the RCA offer amounts to a 14.6-cent hourly (See *Raise Averts Strike on page 14*)

Philly TV Dealers Buy Ads

PHILADELPHIA, Oct. 22.—Television ads continue to dominate the newspaper pages, with dealers buying generous space on co-op deals to attract the new buyers. But, instead of depending on pictorial displays of fems with low-cut dresses, local dealers are eschewing the sex form and depending on more practical merchandising appeals.

United Home Furnishers, Motorola dealers offering the meter plan for payments, introduced two football characters in their eye-catching ads as "Max the meter—quarterback" and "Moe Motorola—All-American for 1950." Gilmar Home Equipment Company, handling General Electric, also introduced an advertising character as a stereotyped Scotchman to get over the "new low cost" idea.

Vic Hender took a full page to "dare" 1,000 Philadelphians to accept his offer of installing a Philco set in their homes on a "no risk-no cost"

Brand New TV

NEW YORK, Oct. 22.—The latest private brand video set to make its bow is a 19-inch tube console, with 31 tube chassis, to retail at \$379. The tube is said to be the all-glass tube introduced by Eureka last week.

The producer of the new receiver is reported to be the B. & B. Appliance and Equipment Company, Teaneck, N. J.

FM Band Tax Signposts Other TV Parts Bite?

WASHINGTON, Oct. 22.—The FM Association (FMA) said this week that the Bureau of Internal Revenue's move to collect a 10 per cent factory excise tax on FM tuning bands installed in TV sets "appears to be the first step by the federal government to tax other component parts of TV receivers whether radio equipped or not."

The FMA said it arrived at the conclusion after a confab between the FMA and Bureau officials this week. According to the FM-ers, they were informed there is nothing they can do about getting the bite on the FM bands rescinded.

The excise tax has been one of the Revenue Bureau's top headaches since the rapid development of TV. The tax law slaps a 10 per cent tax on radio sets and component parts, but makes no mention of TV. After a series of rulings by the Bureau, its tax policy now runs like this: All parts used in TV sets which are also component parts of radio receivers are taxed at 10 per cent. TV chassis and cabinets are considered to have a different design from such radio parts and are not taxed. There is no tax on the TV set as a whole. TV receivers incorporating AM, FM and phonos are subject to the 10 per cent tax on those portions of the entire set.

Sell LP Players At Loss--Investment

WASHINGTON, Oct. 22.—Super Music Stores, local three-outlet chain, launched a heavy ad campaign this week to sell LP players at what was described as a net loss of \$2 each in order to build a wide market for LP disks. According to Manager Irving Feld, the players were bought at \$8.95 wholesale and unloaded at \$6.95 retail.

The name and address of each customer was taken, and Super plans to follow up with periodic mailings announcing new LP records. Feld said it was worth taking the loss on the player in order to get the names of live prospects for LP disks.

Full-page ads were taken in two consecutive issues of *The Evening Star*. The first featured a cut of the player followed by a list of all Decca LP's; the second ad carried a listing of Columbia, Mercury and London LP's.

basis for several days with the option of either buying it or returning it. A 10-day free trial for Motorola sets is also offered by Bob Wasserman.

While most dealers are offering the "meter-matic" plan for set payments, Carson Bros. offer a free "TV bank" with the purchase of a Philco, while the Globe Store throws in an extra special of a full one-year guarantee on the picture tube.

GE To Unveil 7 New TV Models In Next 10 Days

SYRACUSE, Oct. 22.—Altho company officials would not comment, it was learned this week that the General Electric Company will introduce a new line of video sets within 10 days. Seven new models will be announced, and all sets will feature built-in antennas.

It is expected that the top feature in the new line will be the addition of the "glare-free" black tube combined with General Electric's illuminated "daylight" tube. Whether all sets would have this feature could not be learned. The receivers will be 10-inch and 12½-inch only, and prices are said to range from \$199.95 for a 10-inch table model to \$495 for a 12½-inch console.

Deliveries on the new line are expected to be made immediately following the announcement.

RCA Asks FCC 2-Month Delay On Color Video

(Continued from page 6)
wind-up of proceedings before next February.

That RCA actually is making progress in whipping its color into shape was clearly shown in the second week of demonstrations here. Rosy overtones which were annoyingly perceptible on the screen picture at the inaugural demonstration witnessed by the FCC October 10 were much less intense at showings the latter part of this week. The variations on the different screens picking up the picture were less marked, altho the definition and registration were far from being optically good. Dr. E. W. Engstrom, vice-president in charge of research at RCA, declared here that he was "thoroly pleased with the progress" shown in demonstrations of the system and that he had no doubt that most of the obvious "bugs" would be removed merely by technicians becoming accustomed to handling the equipment. In addition, he said, RCA is making steady progress in research and these findings deserve a chance for application.

Delay of comparative demonstrations even beyond the time sought by RCA was asked by the Television Manufacturing Association (TMA) in a telegram to FCC Chairman Wayne Coy. TMA President Michael Kaplan, head of the Sight Master Corporation, wired that "at this early stage of the art of color, development and experiments have not gone far enough." He urged the FCC "to take no action in designating any specific color system now before you." Coy's reply was the customary one of thanks for the interest and assurance that the wire would be "associated with the color television docket."

TV IN N. Y. STORES

(Continued from page 7)
in the sponsorship of the defunct *Fashions on Parade* show which aired over WABD some time ago, and is regarded as likely to return to the medium when the proper vehicle shows itself. Alexander's also dabbled with TV last year and is likely to take the plunge again in 1950. While there are no specific plans reported either at Wanamaker's or Stern Bros., neither store is averse to TV and may be expected to follow the trend as it develops.

Stores reporting little or no interest in tele at this time, however, include Bloomingdale's, Lane Bryant and Ludwig Baum.

TV Dealers Cash in on Celebs

Personnel, Products and Prices

Tele-Tone resigned its membership in the Radio Manufacturers' Association (RMA) last week, but neither the company nor RMA officials are willing to talk about it. The only comment thus far is, "It's just one of those things." . . . A report on the progress of the TV color hearings will highlight the November 14-16 confab of the RMA in New York. Also on the agenda are meetings of committees on set advertising, service, parts and TV. . . . RMA President R. C. Cosgrove will attend the San Francisco color demonstrations by Color Television, Inc.

Al Bloom's Speedway Products Company, manufacturers of the combination video set and juke box, the Telejuke, is reported to be entering the custom-built video field with a 16-inch console to be priced at \$299. . . . Sentinel's new 10-inch table model will retail at \$190. . . . The Association of Television Service Companies will hold its first open membership meeting at the Hotel Warwick, New York, November 2. The organization, composed of a group of New York's largest video service contractors, has invited Dr. Allen B. DuMont and New York State Attorney General Nathaniel L. Goldstein to speak at the session. . . . Samuel Insull Jr. has resigned as vice-president of the Stewart-Warner Corporation. . . . Robert G. Kramer was re-elected president of the Remington Radio Corporation; Maurice Kay, treasurer; John Burger was elected vice-president, and Anton Chmela, secretary. . . . When the 81st Congress called it quits last week, it left undone several measures of importance to radio-phono-TV dealers. Still to be legislated are proposals to make LIFO retroactive, renew consumer credit controls, reduce excise taxes and the possible raise of business taxes. . . . RA-Tone Electronics Company, Phoenix, Ariz., has been named Tele-Tone distributor in that State.

Henry O. Berman Company, Baltimore, has been named DuMont distributor for Maryland, Virginia, West Virginia and the District of Columbia.

Alan Denberg has been appointed material and production control manager for Air King Products. . . . Frederic T. Sterritt has resigned his post as advertising and sales promotion manager of the broadcast receiver and television division of the Bendix Aviation Corporation. No replacement has been named. . . . The Capehart-Farnsworth Corporation reported that dollar sales of Capehart TV sets were up 314 per cent in September over September of last year. . . . The Magnavox Company named Stewart Roberts as merchandise director and assistant sales manager and Lauren K. Hagaman as director of advertising and publicity. Both are newly created positions. . . . Robert Eade has joined the Grand Rapids branch of the RCA Victor Distributing Company. He was formerly assistant radio-phono-TV buyer at J. L. Hudson Company, Detroit. . . . Major Appliance Corporation, Boston, and the S. S. Fretz Jr. Company, Philadelphia, have been named Stewart-Warner distributors. . . . Stromberg-Carlson reports that the company has reverted to the allocation system of distribution. . . . Philadelphia dealers making news last week were Wilf Brothman, who recently opened new and larger showrooms at 1310 Walnut Street; Frankford Radio & Furniture Company, who garnered the DuMont franchise for the "greater northwest" section of the city, and J. Richard Shryock, and Raymond Shryock, who are now listed as sole owners of the Shryock Radio & Television Company in the center-city zone.

Trans-Vue Corporation, Chicago manufacturer of commercial and home television receivers, has introduced a new model, the Aristocrat 400, 12½-inch console to retail at \$289.50. . . . Stewart Roberts has been named director of merchandising and assistant sales manager, and Lauren K. Hagaman has been appointed director of advertising and public relations for Magnavox. . . . John Meck Industries, Inc., Plymouth, Ind., has introduced a new 100-inch TV receiver retailing at \$139.90. Meck also announced last week that its TV receivers, priced from \$179 (10-inch table model) to \$299 (16-inch console), henceforth will be equipped with built-in antennae. Buyers of lower priced Meck sets will get built-in antennae for an additional \$10. . . . During his speech at the opening of new quarters of Herbert Horn, Los Angeles Admiral distributor, Ross Siragusa, Admiral's president, said the company was now turning out over 50,000 TV receivers per month. He also stated that TV would not "sound the death knell of motion pictures," but, instead, would help the picture industry grow.

Video Called Boon To Furniture Biz

BALTIMORE, Oct. 22.—Television has launched the furniture industry on a boom era, the Maryland Furniture and Carpet Association was told Tuesday (11) by Jack Levin, local advertising counselor.

Video, by keeping more people at home than ever before, is concentrating attention upon home furnishings and is thereby providing furniture dealers with a golden opportunity to persuade families to replace old-fashioned furniture, the association was informed at its Park Plaza Hotel dinner meeting.

TV in Home Builders' Show

WASHINGTON, Oct. 22.—One of the big attractions at the Home Builders' Show, which wound up a one-week run at the National Armory here Sunday (16), was "Television City," a space of several hundred square feet devoted to TV sets. Participating were distributors for Philco, Capehart, Admiral, Zenith, and RCA sets. Philco handed out a

COSGROVE QUILTS AVCO

CINCINNATI, Oct. 22. — Victor Emanuel, president of Avco Manufacturing Corporation, has announced the resignation of R. C. Cosgrove, executive vice-president of the corporation. Cosgrove will remain as a member of the board of directors and act as consultant to management. He also will continue to represent the Crosley division of Avco in the Radio Manufacturers' Association, of which he is president. Cosgrove, formerly with the Westinghouse Electric & Manufacturing Company, joined Crosley in 1940 when it was headed by Powel Crosley Jr. When the Crosley organization was taken over by Avco, he remained and was promoted to executive vice-president, taking over supervision of all Avco manufacturing divisions. Other positions he held in the Avco set-up included president of The Nashville Corporation and a director of the Crosley Broadcasting Corporation.

packet of promotional material, plus needle sharpeners and matches, while the others contented themselves with demonstrations of their sets.

Stage & Sports Names Pay Off In P. A. Stunts

Jackie Robinson Latest

NEW YORK, Oct. 22.—Television dealers are becoming increasingly aware of extra sales possible by making use of theatrical and sports world names in promoting video lines. Personal appearances and special promotions have paid off in more than one instance for show-wise retailers, while distributors and manufacturers have also caught on to the selling angle in using their video stars for extra curricular promotions.

Typical of this new approach is the operation of New York's Sunset Appliance Stores. Headed by Joe Rudnick, the small but aggressive chain has signed Brooklyn Dodger Jackie Robinson as a TV salesman in its Times Square store. The baseball star was on hand at the recent opening of the new shop and signed autographs for set buyers. Following his present barnstorming tour, Robinson will assume full-time sales duties at the store, which carries only RCA Victor products.

"Mr. America" Did It

Only a few weeks ago Sunset made a deal with wrestler Gene Stanlee ("Mr. America") to make a personal appearance at every bar or restaurant that purchased a receiver from Sunset. The matman also appeared at the chain's Rego Park store and drew nearly 1,500 curious video viewers after an extensive ballyhoo campaign on video station WPIX.

On the manufacturing side of the picture, DuMont, which sponsors the Morey Amsterdam Show on its own TV network, has utilized the comedian to build good will for both the telecasting and video receiver branches of the company. Amsterdam has been "hitting the road" for DuMont to make appearances at local DuMont dealers, officiate at station openings, sign autographs and generally glad-hand every segment of the TV business.

DuMont, of course, has benefited greatly from this double-barreled use of their video star, who even sees to it that DuMont dealers visiting New York get a look at the TV show and even take a bow on the stage. As DuMont puts it, Amsterdam has done more than just sell sets via a show—he has also sold good will.

New Development

While many dealers have got the show business slant into their ad campaigns, the use of actual theatrical or sports names in promoting sales has been a recent development. Victor Mature's name, in itself, has created additional sales in his Los Angeles retail operation. That Bob Hope and football star Sid Luckman are video distributors has also meant more or easier sales for their individual sales crews.

One of the most successful such promotions was that set up by Abraham & Strauss, Brooklyn department store. The television department decorated a group of rooms centered around a specific video set and each one dedicated to a well-known video star. The stars, in turn made appearances at the store, plugged the store on the air and helped increase set sales.

Chevy Meshes Gears for TV; Dealers Hot for Medium

(Continued from page 8)

also took place that fall, when for 13 weeks the group sponsored the Chevrolet Tele-Theater (then called Chevrolet on Broadway), with seven other Eastern dealer groups kicking in to the National Broadcasting Company (NBC). After the first cycle the central office of Chevy took over sponsorship.

It was the feeling of C-E that the dealers would do better not to invest heavily in a single big show, but rather to spread their resources around a number of unique lower-cost programs which could obtain comparatively high ratings. This is the philosophy which has been fol-

lowed since, enabling the group to air completely contrasting shows aimed at different levels and groups of people at different times all over the dial.

Currently airing are the Roller Derby on WJZ-TV, Monday nights; Pantomime Quiz on WCBS-TV, Tuesday nights; Famous Jury Trials on WABD, Wednesdays, and Winner Take All on WCBS-TV, Saturdays. These are bolstered by three central office web shows: Teletheater on NBC, Mondays; Inside USA on the Columbia Broadcasting System (CBS), alternate Thursdays, and the Notre Dame football games on DuMont, Saturday afternoons. The grid series is supplemented by three Midwest grid tussles aired here on WABD by the local group on weeks when Notre Dame games are not available.

Besides the shows the dealer group here airs 15 spots weekly on WPIX, WABD, WNBT and WJZ-TV. Heaviest use is on Thursdays and Fridays, when the dealers have no local show on the air. Chevy proved innovations could pay off by bankrolling the Roller Derby, which hits 20 ratings often. It signed the first pact to bring a Coast kine show here (Pantomime Quiz). It brought the first top quiz show to TV (Winner). In previous times it aired the first bona fide newsreel on TV (Tele-news) and sponsored the first 60-minute TV show (Western films on WABD). Chevrolet was the first automobile sponsor on TV, the central office sponsoring four shows on ABC over DuMont facilities in 1946.

Dealer groups in other parts of the country also are heavy users of TV. In Chicago four football games are being aired. In Columbus, O., five grid tilts are sponsored. In Miami eight games are sponsored. In Boston the dealers sponsor the telecasts of all local big league baseball games as well as the hockey games.

HOLLYWOOD, Oct. 22.—KLAC-TV this week peddled its first musical strip show since taking to the air, selling a 15-minute five-a-week layout starring Decca Records vocalist Joe Graydon. Stanza, to be bankrolled by Central Chevrolet, will feature a guest layout with thrush Anita Gordon and the Crew Chiefs spotted several times weekly. Show had only a two-week sustaining run as a weekly half-hour stanza before being grabbed.

Show will inherit the 8:30-8:45 time slot, thus competing with top kine fare beamed by network outlets. The indie station recognizes the audience pull of the Milton Berle Texaco show and will skip Tuesday night airings rather than buck the Berle layout.

WBKB NETS 10G

(Continued from page 8)

have been looked upon with disfavor in radio, but they claim thorough investigations cleared both orgs before contract signing and that so far they've had no complaints from merchants or public. They claim, too, that a straight brokerage deal is not as good as the one they have, an unrevealed split of the gross. All WBKB has to do is air about an hour a day of multiscope as its part of the deal.

E. V. Kennedy, manager of the National Radio Personalities operation here, said that the next TV station to participate in their album plan is WFIL-TV, Philadelphia. About 23 men are making phone sales for National here. It is expected that this market will be saturated in about a year, and the crew will move on, not to return for at least another five years. Kennedy also stated that National was planning to put more accent on TV promotions. Radio deals will continue in smaller markets, but TV will be promoted practically exclusively in large cities.

The Bigelow Show

Reviewed Wednesday (12), 9-9:30 p.m. EST. Sponsored by the Bigelow-Sanford Company over the Columbia Broadcasting System (CBS) thru the Young & Rubicam Agency. Producer, Frank Telford, Director, Preston Wood, Announcer, Dan Seymour. Cast: Dunninger, Paul Winchell, Guest, U. E. Baughman, chief of U. S. Secret Service.

The unorthodox pairing of ventriloquist Paul Winchell and mentalist Dunninger is back on the air for Bigelow-Sanford carpets, but this season on the Columbia Broadcasting System (CBS). Altho the show lags in spots, it remains basically a good combination of humor and the unusual, with Winchell supplying the gags and Dunninger the mystic mental feats.

The material on the show caught was not up to that used by Winchell at other times. The first bit had dummy Jerry Mahoney putting Winchell thru the three tests which had to be done without twitching a lip. The routine was gagged up to the extent of losing its points without being really funny. Later in the show, Winchell raced thru a slapstick skit involving an elevator chase with a couple of crooks. This had some good moments, but was far too overdone.

Dunninger gave his usual startling, if pompous and stuffy performance. After his usual stint of telling studio audience members their names, addresses and birthdates, he used a guest from the Secret Service as a stooge. The mentalist then selected the one envelope of 50 which held a bill, then attempted to name the denomination and serial number. He failed on the size, saying he thought it was wrong at the time, but got the serial number exactly except for omitting one digit.

Bigelow's commercials featured a demonstration of its "lock-weave" carpet, which can be taken apart in segments and put together again to form another design, with Dan Seymour pitching effectively.

Sam Chase.

Supper Club

Reviewed Sunday (16), 8-8:30 p.m. EST. Sponsored by Liggett & Myers Tobacco Company on the National Broadcasting Company tele network thru the Newell-Emmett Agency. Producer, Bob Moss; director, Joseph Cavaliere; music, Mitchell Ayres' ork. Cast: Perry Como, Fontane Sisters; announcer, Martin Block; guest this show, Milton Berle.

Perry Como's Supper Club show, in its TV bow for this season, offered the warbler's usual good voicing of popular ditties, a guest shot of Milton Berle and a pretty fair comedy sketch. There was a modicum of production on the visual end of the numbers, but the show could use considerably more. Como did virtually all of his solos as straight tunes, without aid of costume or other paraphernalia, with the exception of a piano.

The major exception was Como's finale, which was built up by having Como chat with an old gal selling flowers on a city street-newsstand set, before wrapping things up with Nearer My God to Thee. This number seemed completely out of character with the rest of the show or its setting, a nitery. The Fontane Sisters also utilized Gay '90s apparel to sing Get Out and Get Under, while a pair of legs squirmed under a prop version of an ancient car. The legs belonged to guest Milton Berle, who finally emerged garbed in a Texaco service station outfit, to exchange quips with Como.

A good number with possibilities of being built up into a really funny segment is that showing one Barney Biskin, song plugger, trying to sell Como on some of his numbers, which then were done in costume by announcer Martin Block the Fontanes and Mitchell Ayres.

Commercials were pitched by Block, an old hand and an experienced one at the plugs. These made use of an

The Case Book of Gregory Hood

Reviewed Saturday (15) 8:30-9 p.m. EST. Sustaining via the American Broadcasting Company. Style: Mystery. Producer, Frank Cooper. Director, Martin Andrews. Writer, Jerome B. Ross. Cast, Jackson Beck, John McGovern, Art Carney, Kathleen Cordell, John Griggs, Florence Robinson.

Gregory Hood is the poor man's Sam Spade. The show has the same brisk, hard pace and Hood (Jackson Beck) talks a tough but colorful lingo and has a way with lethal ladies. Unlike Spade, however, he isn't a professional Private Eye. With him, murder's a hobby. By day he runs an export business.

Hood also differs from Spade in more important ways. He doesn't have the flair for flamboyant wordage and his detecting methods are strictly below par. Last Saturday's (15) transparent crime plot Carnival of Death, telegraphed its solution from the very beginning. Nevertheless, in spite of its flimsy construction, the show rolled right along; most of the actors were able and the dialog, while far from brilliant, was brashly bright and quite entertaining in spots.

An old flame of Hood's, "a hot blonde due to inherit a cold million," set the stage by calling him in on a shakedown case. The trail led to Pacific Playland, and the amateur sleuth's midway probe, played against an effective background of carnival sounds, was the best part of the show. In the course of events a trapeze trollop was murdered via a fall from her swing, and her murderer, a crooked drummer tagged "Hot Licks," was also silenced via a bullet in his back. The latter's body was hidden in the wax museum. Hood finally trapped the killer on a concession and unmasked him as the blonde's husband. He'd planned to kill her so he'd inherit the fortune.

The treacherous spouse was badly overdrawn—a fact which took away most of the surprise element. The actor was partly to blame, but some of his lines sounded like tongue-in-cheek scripting, especially when he turned on his frau and sneered: "You once told me you'd die for me. Now's your chance!"

June Bundy.

"Howdy Doody" Kid Mdse. To Get Xmas Promotion

(Continued from page 4)

on his TV show. This year he plans to hypo sales on the entire merchandising line with a more ambitious version of same, in co-operation with 30-odd Howdy Doody manufacturers. In line with this campaign, the Frederick Loeser store in Brooklyn and the Gilchrist Company in Boston have agreed to build their entire Christmas toy merchandising programs around the Howdy Doody line, and the puppet is slated to figure prominently in holiday parade plans for Macy's in New York, Gimbel's in Philadelphia and Bambergers in Newark. Smith's roster of store p. a. engagements covers several States and already extends into 1950.

In direct contrast to Howdy Doody's all-out commercial activities, the bossman of TV's Kukla, Fran, and Ollie flatly refuses to okay a similar merchandising scheme for his own puppet line-up. It's possible that he might come around on some gimmicks, such as games and like objects, but he's adamant against dolls, claiming mass duplication spoils the illusion.

endorsement by Claudette Colbert and the fact that Chesterfields spends well over \$1,000,000 a day on tobacco taxes alone. A certified check for \$1,063,000-plus flashed on the screen was enough to hold anyone's attention.

Sam Chase.

Off the Record!

CINCINNATI, Oct. 22.—WKRC's new chief, Tom McCarthy, pulled a nifty Wednesday (19) on the sharp lads who operate the gambling casinos in Newport, Ky., across the river from here.

After one of the usual periodic orders went out to the Newport Police Department, Wednesday, instructing the vice squad to clamp down on all gambling spots and keep them closed, McCarthy called five casinos and asked: "Are you going to have gambling tonight or is the lid really on?"

He didn't identify himself, and employees of all five spots unhesitatingly told him that the tables would be operating. McCarthy recorded his question and their answers and played them on his 6 p.m. broadcast.

PLUGGERS WAR ON PAYOLA

Folsom Rebuts Winchell Item On 45 R.P.M.

It's Here To Stay

NEW YORK, Oct. 22.—Frank M. Folsom, president of the Radio Corporation of America (RCA), yesterday (21) issued a strongly worded statement that "the 45 as a system of recorded music is here to stay—and let there be no doubt about it."

The Folsom statement, which was intended to clear the air of "rumors and false reports circulated by those who may have an axe to grind," followed by one day an item in Walter Winchell's column to the effect that in February RCA would announce a switch to 33½. There has, of course, been widespread trade talk that Victor would eventually go 33½ for its classical catalog (*The Billboard*, October 22), but what aroused the ire of the Victor brass was the use of the word "switch" in the Winchell item. The usage, it was felt, implied that Victor would drop 45. Victor, of course, is now in the midst of a promotional and advertising push on the 45 system.

The Folsom statement said: "By no means will the '45' be abandoned. It is here to stay." Folsom added that 45 sales have jumped 260 per cent in 90 days; that production facilities have been strained to keep up with demands in both disks and players.

BVC Enters L-A With 20 Tunes

NEW YORK, Oct. 22.—Bregman, Vocco & Conn (BVC), a major Yankee publisher affiliated with the American Society of Composers, Authors and Publishers (ASCAP), has entered the Latin-American field with a flourish, acquiring 20 Latin tunes within the last few weeks.

The pubbery's new department, which is handled by Jack Bregman and business manager Ira S. Wegard, will put out material for the rumba-mambo market, but will also endeavor to push certain Latin numbers into the American pop field. To date, nine of the songs are the work of Eliseo Grenet, one of the top Latin cleffers, and an ASCAP member. Six more are by Pepito Arvelo, maestro-vocalist at the St. Regis Hotel, a Victor recording artist. Three of the Grenet tunes are getting new English lyrics prior to the pubbery's initial exploitation drive. Those set for bilingual plugging are *Toda La Vida Pensando En Ti*, *Ni Me Quieres Ni Te Quiero* and *Constantemente*. The latter tune has been cut by Pedro Vargas for Victor.

Poll Slip-Ups

NEW YORK, Oct. 22.—In *The Billboard's* Third Annual Disk Jockey Poll, October 22, Ezio Pinza, winner of first place as favorite classical singing artist, is erroneously listed as a Victor artist. The *South Pacific* star, of course, rose to his high record position via the Columbia label.

In another section of the poll, the Modernaires are listed as fifth in the favorite small singing group category. They should correctly be listed as fourth.

Mills "Skirt" Sells Sensationally Despite Lack of Big Radio Drive

NEW YORK, Oct. 22.—One of the most interesting phenomena in the music business today is the sales performance of Mills Music's *Blue Skirt Waltz*, which has done sensationally well in disk and sheet music sales despite the lack of a strong radio drive. According to all present indications *Skirt* will wind up the year with 1,000,000 records and 250,000 sheet music sales.

The Columbia record of *Skirt*, etched by Frank Yankovic, started the ball rolling. This disk has already

sold close to 500,000. Guy Lombardo's Decca disk has sold approximately 100,000. In addition, the tune has been recorded on 19 other labels, and while these don't measure up to the aforementioned sales figures, they will measurably add to the expected grand total of 1,000,000 by the end of 1949.

Sheet Music High

With regard to sheet music, *Skirt* is still selling between 1,000 and 1,500 copies weekly, and is easily expected to hit the 250,000 figure by the end of the year.

Skirt has been on *The Billboard's* most played juke box charts for more than six months. It has also shown up on the folk charts. In addition it has received strong plugging on jockey programs. But major radio plugs have been few. Lombardo has been plugging the tune, but few other major artists. One of the explanations for the success of the tune is the fact that it appeals to the Midwest, which contains perhaps the greatest segment of the music buying public. Yankovic, too, is a Slovenian band, and lovers of this type of music flourish in that area.

The tune, of Czechoslovakian origin, was published in England. Jack Mills, head of the Mills firm, acquired it two years ago when he bought the D'Vor-sky catalog. Mitchell Parish wrote an English lyric for the tune.

Times-Columbia Lifts Franchises Of N. Y. Dealers

NEW YORK, Oct. 22.—Times-Columbia, the local Columbia disk distributor, tossed a wrench into the price-cutting activities of two large New York dealers this week by suspending their franchises. The action was described by a spokesman for the distributor as a part of a serious attempt to stabilize the price situation here before other big outlets also started cutting. Maintenance of the prices on long-playing disks, as fixed under the regulations of the Feld-Crawford Fair Trade Act, are the distributor's special concern here.

Sam Goody and the Chesterfield Music Shop have been running large cut-price ads in *The New York Sunday Times* and other weekly publications. Although most of the ads have not mentioned labels by name, prominent disk artists, whose affiliations are well known, have been listed. Last Sunday (16) however, Chesterfield's ad offered one LP platter free with every three at regular price.

Goody ran into a similar hassle with London several weeks back as the result of another *Times* ad. (*The Billboard*, September 10), but had his franchise reinstated immediately when he agreed to abide by the fixed prices.

Angels End Fuss; Choir Drops Tag, Billed "Rosettes"

PHILADELPHIA, Oct. 22.—Peace, it's wonderful! This sentiment was heartily endorsed this week by the Angelic Gospel Singers and the Angelic Choir, who have amicably settled their differences arising from the latter group's use of the "angelic" tag. The choir which has been associated with Sister Rosetta Tharpe and is handled by the Taps Agency, has agreed to drop the name, and is billed on its forthcoming Decca disks as "The Rosettes."

According to Ivan Ballen, whose Gotham Attractions office handles the Angelic Gospel Singers, the Angelic Choir had also sought to identify itself with *Touch Me, Lord Jesus*, a big number waxed by the Gospel group for Ballen's Gotham label.

The incumbent Angels, incidentally, leave Friday (28) on a one-nighter tour of the South, accompanied by May Gooch and the Gospel Stars of Detroit, who record for DC label.

MPCE Acting As Old Curse Hits New High

3-Point Cure Set Forth

(Continued from page 3)

the long history of payola and the many abortive crusades against it, take a dim view of the pluggers' chances. They predict the publishers will be less than unanimous in cooperating, and the pluggers themselves will lapse into the old rut instead of carrying thru their admittedly worthy intentions.

The contact men feel impelled to make the move now out of desperation. Payola is sapping plugger employment and lowering plugger wages. Publishers, well aware that they can get a plug now by dispatching a messenger with a \$50 bill, can fire the contact man and use the \$7,500 they may have been spending on his salary for orkster pay-offs. Or the pubber may in part deduct the cost of plugs from his contact man's salary. More and more music firms—and top-drawer outfits are included—are paying off the band leaders. Many of these firms have been firing pluggers and not replacing them, figuring that it's cheaper to bribe for plugs. Even big fem No. 1 plugs have to be bought.

Further pressure on the plugger has come from the devaluation of the live plug in favor of the recorded plug. The practice of firing the contact man and hiring a record promotion specialist is on the upgrade among publishers. The value of the live plug has been narrowing to one thing: Piling up ASCAP credits toward the annual performance payment. For this reason, and to make the Peatman and his sheets, the live plug is still vital to the publishers. A good showing on the sheets means that the song will be attractive to the radio producers who program shows using music. This means more air performances and again a better showing in ASCAP. Hence the vicious circle, with payola the grease that keeps the wheels moving.

Prices

As to the prevalence of payola, every music man approached on the question agreed that it has never been worse. From all indications during the last two months an average of only two orchestras in New York City were not on the take. The price ranges from a piddling \$15 for an alleged "transposition" (the stock arrangement in an altered key—technically a legal procedure) to \$90 for an orchestration. A noted society band leader in one of New York's best known hotels regularly charges the \$90 fee. Bands, small groups, trios, etc., on locations in hotels, grillrooms, ballrooms, saloons and anywhere else that has a radio wire, have their price. Many a leader takes a band into a spot for union scale, figuring to make up the difference from the publishers—and usually does quite nicely.

There appears to be no honor at all among these chiselers, according to astute observers. Some of them fill their books to bursting with songs paid for in advance and then are unable to get them all on the air. What they do then is explain their difficulty to the pluggers, offering to put the songs on the air at so much a plug. One publisher is angry.

(See *Pluggers War On* on page 47)

Sept. Peak Mo. For Col'bia; LP Sales Help Rise

NEW YORK, Oct. 22.—Ted Wallerstein, president of Columbia Records, stated this week that Columbia enjoyed its biggest business month of the past two years during the month of September. A goodly portion of the rise in business was accredited to the Columbia LP line but also was due in part to an increase in the sales of the diskery's pop line, according to the exec.

Wallerstein is highly optimistic about Columbia's Christmas season sales potential. He believes that the LP line will boom business in view of the fact that the coming Christmas will be the first in which long-playing disks will be offered to a large-scale market.

Acts Out, Orks Stay at B'more

HOLLYWOOD, Oct. 22.—Biltmore Rendezvous, Los Angeles' only Class A daytime nitery, will abandon its long-standing act-band policy and move to a straight ork operation immediately. Joe Faber, operator of the Biltmore Hotel spot, booked the Vel-Tones ork and Henry Alpert trio to launch the new policy, effective this week. Room will offer continuous dancing between 1-7 p.m.

Dropping of act policy also meant the exit of Al Gayle, whose ork has held the Rendezvous spot for five continuous years. Faber hopes the continuous terp policy will draw more afternoon biz than a talent layout and looks for a hike in revenue as well as a saving in the talent budget.

Diskers Drive for Tax Repeal

United Front Against 5 P. C. Bite on Wax

Doob Calls Secret Huddle

(Continued from page 3)
was called by Oscar Doob, executive in the Loew organization, parent firm of MGM Records.

It is understood that the legislation now on the congressional calendar involving elimination of excise taxes was the chief subject of the conclave. These bills were stirred up by other industrial groups, but several of the bills include phonograph records as one of the items which should be relieved of the burden of the excise tax, particularly in view of the fact that business conditions in these industries are at low levels.

One of the objectives of the meeting was to analyze the various bills and to select the one which is best applicable to the cause of the record industry. When the selection is made, it is believed that the diskers, as a body, will actively support the bill.

The several excise tax bills are being studied by the diskers' legal eagles, and a second meeting will be held once the lawyers have prepared their recommendations.

Raise Averts Strike at RCA

(Continued from page 10)
wage increase, altho most of the increment will come in welfare benefits, the union said. Negotiations for the new contract began last May under a wage reopening clause. The old agreement was to have expired next June. The union demanded management accept a formula that would provide for a \$500 annual increase for each employee, made up of insurance and pension benefits as well as a general increase. Earlier in the month, the employees at each of the four plants had voted the union authorization to call a strike. It is expected that the employees will accept the company's package offer.

Altho neither management nor the union will discuss the terms of the contract, it was reliably learned that of the 14.6-cents-an-hour across-the-board raise, 3½ cents will be a cash increase and the rest will cover hospital and surgical fees for the employee and insurance to be paid for by the company. Under the old contract, the insurance was paid for jointly by the company and the employee.

The contract also includes the addition of one paid holiday to be selected by the union, the accumulation of seniority during lay-off periods, increased vacation benefits in the five-to-10-year service brackets, and plant seniority within the occupation.

It was said that the company also agreed to wipe out two pending arbitration cases. One concerned the matter of computing vacation pay and the other concerns transfers within the plant by seniority from section to section. Several other small contract benefits also were included in the package offer, which has been upped from the 5 cents an hour increase originally offered the union by the company.

Claude and Fran On E. T. in RCA Program Pitch

NEW YORK, Oct. 22.—Thesaurus, Radio Corporation of America's library service, plans to add extensive name programming to its list of transcribed features. Donald J. Mercer, manager of RCA Recorded Program Services, this week announced that subscribing stations would receive a show built around Claude Thornhill's orchestra and another featuring vocalist Fran Warren. Both are RCA Victor artists.

Use of RCA Victor artists on Thesaurus programs to an increasing degree has been indicated under the new set-up, which divorces Thesaurus from the NBC radio-recording division.

Thornhill's show, titled *Win a Holiday*, involved a tune-titling contest idea in addition to the maestro's music. Winners get a week-end in New York at Thesaurus's expense. System of awards also includes Thornhill RCA Victor albums.

The Fran Warren show, with Allen Roth providing musical direction, includes current and standard tunes and specially composed theme music. The warbler is heard on opening and closing voice tracks.

Both shows are scheduled for November release, together with regular Thesaurus output.

Merchandising Pays Off:

Ya Got Troubles Selling Wax? Then Talk to Felix in Philly

PHILADELPHIA, Oct. 22. — Retailers belonging to the order of the crying towel can pursue their hobby of weeping about the state of the record business until doomsday as far as Felix Valdera is concerned, for his two Paramount Record Shops at 1519 South Street and 1801-03 Ridge Avenue continue to show an upswing regardless of the so-called trends in the retail business.

According to 33-year-old Valdera, the people still like their music on records as much as ever, and will continue to buy the product so long as the best of the biscuits are brought to their attention. A firm believer in the adage, "Advertising is the life of business," he has demonstrated thru his successful operation that it pays to advertise.

Radio Gimmick

Thru his radio show, *Jumping at the Record Shop*, a full hour starting at midnight on WIBG, with Bob Knox for the past four years spinning the disks, Valdera has hammered away at listeners the idea that "when you think of records, think of Paramount." And when they call, write or phone Paramount, customers discover that it is true that you can find any type of record at either of these two shops.

Located in the heart of Philadelphia's most densely populated Negro area, the Paramount shops have been able to develop a white following which accounts for 50 per cent.

Boasting the largest stock of spirituals, hot jazz, bebop and swing recordings, Paramount also has an astonishing collection of pops, classics and children's recordings.

Always bristling with new ideas, Valdera injects new life into his record business by adding innovations and offering new services for his customers. To build added sales, he started a mail-order service for his

Col'bia Fixing Classical LP Wax Royalties

Need Pubbers Okay

NEW YORK, Oct. 22. — Columbia Records has virtually completed an entire schedule of publisher royalty rates to be paid in the future on its long-playing records. In addition to the 1½-cent and 2-cent rates previously fixed for pop material, the diskery, with the approval of pubbers and agent Harry Fox, has fixed a rate on long works of a classical type which are not in the public domain. The rate to be paid will be half of the established rates paid on an equivalent number of regular 78 r.p.m. etchings of the work involved. The established shellac rate is 2 cents per side.

The rate schedule, which will set the precedent for payment of LP royalties by all firms using the long-playing medium, includes the 1½-cent rate per selection for 10-inch items priced at \$2.85 and a 2-cent rate per selection on disks priced at \$3.85 and \$4.85.

Decca Going All-Out on "Back Home"

Crosby-Waring Disk

NEW YORK, Oct. 22.—Decca Records is undertaking the greatest all-out single disk promotion in the history of the company on its forthcoming Bing Crosby and Fred Waring recording of a 15-year-old tune called *Way Back Home*. The campaign will be capped with a nationwide, round-the-clock disk jockey drive set for October 25.

The campaign actually started Monday (17) when the Decca distributors and salesmen were notified of the release of the disk and were instructed to begin selling the waxing without samples. According to Decca execs, the initial orders, piled up mainly in the 24-hour period following the notification of the distributors, were the greatest in the history of the diskery.

Heavy Ad Bally

The October 25 jockey campaign will mark the initial date of public sale on the disk. The spinner drive will be complemented by heavy trade paper advertising, posters and window streamers.

The Crosby-Waring disk was sliced last June and has been held back as a top secret project since then. The only previous wax which this pair has made for the diskery was *The Whiffenpoof Song*, a platter which has sold over 1,000,000 copies.

The pairing for the *Way Back Home* oldie, which was written by Tom Waring and Al Lewis and is published by Bregman, Voeco & Conn, is a new Meredith Willson piece, *The Iowa Indian Song*, which is published by Leeds Music.

MGM To Bypass DJ Xmas Disk Services, Except for Requests

NEW YORK, Oct. 22.—MGM Records, whose disk jockey service has consistently won the plaudits of the spinners, has this year adopted a new approach regarding Christmas disks. No deejay pressings on the seasonal material will be sent out. Trial shipments have indicated to the diskery that such material isn't played until two or three days before Christmas, if at all. Most Christmas disks are bought, however, at least a week before the holiday.

MGM intimates, however, that deejays who request specific Christmas items will be supplied immediately, and assures its various distribs that material ordinarily allotted the jocks will be put to good advantage on the general releases.

est stock inventories in the industry. Where normal record business turns stock over four times a year on the average, Valdera's turnover is almost 10 times annually. He employs 29 persons in both stores and is planning to open two more stores.

As an adjunct to his record business and also to help promote interest in records, Valdera also operates the Paramount Entertainment Service, a juke box operation with some 80 machines on location. At present he is also preparing to introduce his own record label, having installed a recording studio in his South Street store.

So, while record dealers throuth the nation weep and wail over the sorry plight of the business, anyone taking the trouble to ask Felix Valdera how business is will receive an optimistic reply.

Heavy Ad Budget

To build up his mailing list, which gets his own catalog listing every month, Valdera has been using such media as the national editions of *The Pittsburgh Courier*, a weekly, and *Grit*, a farm circulator reaching half a million residents of small towns. Starting in November, Valdera will begin a schedule in *American Weekly*, largest of the Sunday newspaper supplements. While record manufacturers have used *American Weekly* in the past, this will be the first time that a local record retailer has done such national advertising.

Another factor in the development of the Paramount shops is the full-scale modern merchandising program to develop sales in the area. For example, while all other local record dealers were finding a lukewarm response to cut-price stock clearance sales, Valdera smashed into the market with a sensational and dramatic "10 pounds of records for \$1.98" sale that took the town by storm. And with the steady stream of artist personal appearances, the better-than-average chance of running into a celebrity has brought many a new customer into one of the Paramount shops.

No War Baby

The business is no war baby, altho he started in 1939 with a small shop and a handful of records. While the stores carried on, Valdera served in the army and didn't pick up his business until his discharge in 1946. He got back behind the counter with only a few hundred records on the rack. Today he has one of the larg-

October 29, 1949

ILO Drafting Canned Music Rights Treaty

(Continued from page 4)

providing a similar system in other countries. Labor Department spokesmen say that a proposal to outlaw the use of canned music in radio and TV may be brought up, but that it is certain to be brushed off.

Other discussions at the meeting will include employment and wage conditions and general rights of performers in radio, TV, and canned music; technological changes and their effect on employment conditions; the position of the salaried inventor, and problems of salaried and professional workers and white collar workers.

Other meetings of the committee are to be held later, Labor Department officials said, with the possibility that a confab to draft a treaty may be called late next year. An ILO treaty will be treated as any other international pact and will be subject to ratification by all countries.

A possible stumbling block to this country's adherence to a performer pact is the general reluctance of the Senate to ratify ILO treaties. Labor Department spokesmen said that of 99 labor treaties drafted by ILO, the Senate has so far ratified only 5. All of those ratified dealt with working conditions for maritime workers.

Three Nations Out

Countries that would be asked to ratify a performer treaty include all of the larger nations except Germany, Japan and Soviet Russia, none of which is a member of ILO.

U. S. delegates to next week's meeting are Edward Persons, Labor Department, and Robert Meyers, Economic Co-Operative Administration (ECA), representing the government; Richard Doherty, National Association of Broadcasters (NAB), and Frank Rowland, Life Office Management Association (LOMA), representing employers; and Paul R. Hutchings, Office Employees International Union (OEIU), and Herman Kenin, AFM, representing employees.

Government delegates were chosen by the Labor Department; employer delegates by the National Association of Manufacturers (NAM) and the Chamber of Commerce, and employee delegates by the American Federation of Labor (AFL).

7 SPA Council Men Re-Elected

NEW YORK, Oct. 22.—Seven incumbents on the council of the Songwriters' Protective Association (SPA) were re-elected this week. They are Fred Ahlert, Abel Baer, Paul Cunningham, Milton Drake, Ferde Grofe, Joseph Meyer and Sam Seft. There are 21 members on the council, and each year elections are held for seven of the positions for a three-year term.

Next Friday (28) the election of officers will be held for council voting. Incumbents are Sigmund Romberg, president; Charles Tobias, veepee; Jesse Greer, second veepee; Abel Baer, treasurer, and Peter DeRose, secretary. Edgar Leslie is chairman of the council.

New 3-Speeder By Webster-Chi?

NEW YORK, Oct. 22. — Despite company denials, trade talk persists that Webster-Chicago is tooling up for a new three-speed record changer to supersede its Model 356. The present changer is an adaptation of previous Webster-Chicago Models 156 and 256.

It is generally understood that the new changer will be ready early in 1950 and that it will be a completely redesigned and simplified unit.

Mercury Prepping Jockey Promotion For Damone Ditty

CHICAGO, Oct. 22.—Following the success of the Frankie Laine disk jockey contest, which Mercury execs feel was largely instrumental in putting over *Lucky Old Sun*, Art Talmadge, the diskery's flack chief, unveiled plans for a second such promotion. Working with another airline, Eastern, Mercury is staging a d.j. contest in connection with Vic Damone's *Why Was I Born?*

Talmadge has selected 250 wax whirlers across the country to conduct the contest, in which all entrants will be asked to send their local d.j.'s their names and addresses and their exact place and time of birth. In return, all contestants will receive an individual horoscope to be sent by a nationally known supplier of astrological material. The person selected to have the luckiest and most interesting reading, together with the disk jockey to whom the entry was originally mailed, will receive a free round-trip vacation by air to the Caribe Hilton, San Juan, Puerto Rico, where the winner will spend a week in traveling.

Eastern Airlines is supplying demonstration scale models of the various types of ships in their air fleet to be utilized by record retailers, together with pictures and promotional material about the local d.j.'s who are co-operating.

Chi Blackhawk Ups Talent Nut

CHICAGO, Oct. 22.—The Blackhawk, local boite which normally utilizes a semi-name ork policy, joins the parade of Chi location spots upping the talent nut (*The Billboard*, September 24) when Eddy Howard's ork opens a seven-weeker there January 4. According to a rep of the Blackhawk, the Howard ork will be presented as part of a package show, such as the current *Whiffenpoof Revue*, in which Buddy Moreno and his band play an important part in a Sherman Marx-Hotel Sherman type revue. Signing of Howard marks the first time since before the war that the Blackhawk has used a high-budgeted ork.

Howard's date is an experimental move, with op Don Roth taking a "wait-and-see" attitude before booking in a band to follow.

New Headquarters For Rondo, Bard

CHICAGO, Oct. 22.—Rondo Records here moves into its own building at 220 W. Locust Street April 1 next year. The building will house the home office of Rondo, as well as the J. F. Bard Company, which handles Rondo disks for the Chicago territory. In recent distrib switches, Glenn Allen, Memphis, and Record Sales Company, Birmingham, have joined the Rondo fold.

Nick Lany, of Rondo, said that the firm has inked Bernie Roberts, Wisconsin polka crew, who first scored on Pfau, a Milwaukee label. Roberts will be out on Rondo in a week, with four sides. In addition, Rondo will start releasing a series of masters of German and Swiss music, acquired from a foreign source, as well as an LP record of Hawaiian music, obtained from Dave Bender of Chrome Seal, local label catering to industrial music users. It's expected that Rondo will acquire a series of Vince DiMaggio sides from Bill Putnam, of Universal.

Lany said that Rondo, which now has four LP records in its catalog, will release and additional four before November 15.

ASCAP Net License Awaits Members' Okay; Per Program Talks Still On; Kine Defined

NEW YORK, Oct. 22.—Reps of TV stations and the American Society of Composers, Authors and Publishers (ASCAP) are scheduled to resume discussions this week relative to the per program license. Meanwhile it was learned that the final acceptance of the ASCAP-network blanket license, which was signed Monday (17) by ASCAP and the National Broadcasting Company (NBC), the Columbia Broadcasting System (CBS) and the American Broadcasting Company (ABC), would be contingent upon the okay of the ASCAP membership. An ASCAP spokesman stated that the Society would probably wait for the conclusion of the per program discussions before sending out ballots to poll the membership on the blanket license deal. Polling the membership, it was stated, would probably require between 15 and 20 days.

For the blanket contract to become effective it is necessary that ASCAP deliver to the telecasters written notice that it has received the requisite rights from its members. The clause

specifies that these rights must be delegated to ASCAP from "your publisher-members and writer-members who in the aggregate received at least 85 per cent of your aggregate total distribution of domestic royalties during the calendar year 1948 . . ."

Kine Clarification

The agreement also specifies that ASCAP secure from its publisher members permission to allow the licensees to use kinescope recordings for the purpose of completing a network.

This section of the contract, titled Exhibit A, and which will be sent to publishers for signing, states in part:

"We both recognize that delayed and repeat broadcasts (i.e., broadcasts over certain affiliated stations subsequent to the original broadcast) of network television programs are often necessitated by time differentials and other circumstances such as unavailability of facilities, conflicting program schedules, etc. Also, the coaxial cables connecting television stations are still in the early stages of development, and it is not now—and may not be for several years—possible to connect by cable all of the television stations affiliated with the several networks." Those publishers signing this kine clause would grant the licensee the following:

Permission to make kine recordings, without any special fee, for limited broadcast use, such as completing a network, or for file and private audition purposes. Use of such a kine recording for a delayed or repeat broadcast is okayed providing such broadcast is made within 60 days after the date of the original broadcast.

Capitol Office For Cleveland

HOLLYWOOD, Oct. 22. — Capitol Records will expand its national distribution chain by opening a fifth regional office in Cleveland to cover the Eastern Central area. Max Callison, of Cap's Cincinnati outlet, will head the Cleveland operations. New office will take in the fringe territory heretofore covered by its Eastern regional office in New York and the Midwestern regional branch in Chicago.

Other regional offices are Eastern, Midwestern, Pacific Coast and Southern.

Ray Robbins Signed By Capitol Diskery

HOLLYWOOD, Oct. 22. — Capitol Records this week added to its band roster the commercially styled Ray Robbins ork. This gives Cap its fifth band on the sweet side. Others are Ray Anthony, Jan Garber, Skitch Henderson and recently acquired Benny Strong.

Robbins is currently sharing the Aragon (Ocean Park) podium with Harry Owens.

Ray Noble Cuts Two Disks for Columbia

HOLLYWOOD, Oct. 22. — Ray Noble, long absent from the record market, waxed his first brace of sides in many months this week-end for Columbia Records. Bob Graham held the vocal spot on four sides, titles of which are being kept quiet by diskery.

Date is only Noble's second disk session since lifting of recording ban.

S&S Puts Up Little Golden For Distribbers

NEW YORK, Oct. 22.—Simon & Schuster (S&S), book publisher and producer of Little Golden Records, sent out letters last week informing the record trade that the line is now available to disk distributors. In a little more than a year on the market, the line has been sold thru book salesmen and toy jobbers, or direct to large chains and department stores.

According to Sales Manager Robert Bernstein, the low margin of profit available to distributors made it doubtful whether a strong sales-promotion effort by distributors was possible. The diskery relies on a volume business. However, in the six-month period from March 15 to September 15 an experiment was made with three disk distributors in different sections of the country, and highly satisfactory results led to the present pitch.

According to Bernstein, all distributorships are non-exclusive because toy, disk and book jobbers hit different segments of the mass market which S&S aims at with both its Little Golden Books and Records. The low-margin profit schedule is unique in the record business, but Bernstein points out that this is compensated for by the company's 100 per cent return policy and by the extravagant display features of the line.

MGM Pic-Wax Tie-Up With "Nancy" Album

HOLLYWOOD, Oct. 22.—MGM Records will continue its film-record tie-ups with a special album release tagged *Nancy Goes to Rio*, with Jane Powell, Ann Southern and Carmen Miranda, all of whom are featured in pic of the same name.

Book will include six sides taken from the film sound track, with release date unsettled, pending word on film distribution.

Bard's Org Inks Mitchell

NEW YORK, Oct. 22. — Orkster Freddie Mitchell, currently riding high via his Derby disking of *Doby's Boogie*, has been signed to a booking pact by Ben Bard's Universal Attractions. The group, six men and a girl, embarks on a Midwestern road tour under the guidance of Universal's tour director, Dick Boone, November 22.

Clique Fights ASCAP Trend To Yield on Leibell Decision

NEW YORK, Oct. 22.—A clique of Hollywood songwriters and screen composers may soon petition the American Society of Composers, Authors and Publishers (ASCAP) to press the appeal against the Leibell decision to the limit of legal recourse. Grapevine reports have ASCAP ready, at the instance of the Department of Justice, to drop the appeal of the decision—which has suspended movie theater licensing—in order to facilitate formation of a revised consent decree (*The Billboard*, October 8).

Leonard Zissu, counsel to the

Screen Composers' Association (SCA), addressed SCA in Hollywood this week, raising the appeal issue. At the meeting the following points were raised:

1. The Leibell decision was made at the District Court level. There are still the Circuit Court of Appeals and the Supreme Court.

2. The government is not a party in the Alden-Rochelle litigation. The Justice Department, consequently, should be expected to permit ASCAP to carry the theater licensing fight as far as the law allows. The consent decree could be formulated insofar as all other fields are concerned, leaving the theater question open until a final court verdict is made.

3. Above all, ASCAP should not yield so valuable a field as film licensing without carrying the appeal to the limit.

Present at the SCA meeting were some top songwriters, who agreed to convey the impressions of the meeting to a working committee of the Coast's high-bracket tunesmiths. If this group agrees, then both the pop tunesmiths and the sound-track composers will make a pitch to ASCAP to carry on the appeal to regain picture house licensing.

Valando Starts Second Pubbery

NEW YORK, Oct. 22. — Tommy Valando, who recently became sole owner of Laurel Music when he bought out crooner Perry Como's half-interest in the firm, this week made a move toward expanding his publishing activities by starting a second pubbery, the Valando Music Corporation. The new firm will operate as a separate entity and will employ a full pluggers staff in the key cities. Valando Music will be chartered by the American Society of Composers, Authors and Publishers (ASCAP). Laurel also is an ASCAP firm.

The new Valando set-up will go to work on two new Benny Benjamin and George Weiss tunes, *Wedding Bells* and *Echoes*. Laurel's staff will continue to work on *The Meadows of Heaven* and *Give Me Your Hand*.

The Valando contact staff will not be selected until the beginning of next week. Laurel is manned by Artie Valando in Hollywood, Benny Miller in Chicago and Vic Pelle, Gene Piller, Pat Collier and Valando in New York.

BMI & Peer Intl. File Suit Against Totem Lodge Club

NEW YORK, Oct. 22.—Injunction and accounting action was filed in New York Federal Court this week by Broadcast Music, Inc. (BMI), and the Peer International Corporation, against the Totem Lodge and Country Club, Inc., of Rensselaer County, New York, for alleged infringement of four tunes. The tunes, according to the complaint, were used without consent of proper license during the past summer and other times. Tunes allegedly infringed are *It's a Big, Wide, Wonderful World*; *Recuerden la Ola Marina*, *La Ultima Noche* and *Un Poquito de Tu Amor*.

In addition to the injunction, the action asks for damages of not less than \$250 for each alleged infringement.

Michaels To Handle GAC Negro Talent

NEW YORK, Oct. 22. — Jay Michaels, General Artists' Corporation (GAC) flack, will move into the agency's New York office one-night department to handle the sales of the booking firm's Negro attractions. This will mark the initial move on the part of the agency to create a specialized department for booking of Negro talent.

Michaels, who will retain his post as flack for GAC while selling, will concentrate his efforts initially on the orks of Count Basie and Lucky Millinder, who went with GAC this week after eight years with the Gale Agency.

Dessa Label Dropped, Idessa Malone Will Market as "Staff"

DETROIT, Oct. 22.—The Dessa Record label, launched last summer by Idessa Malone, has been dropped and the Staff label, which she formerly headed, will be used on future releases. Miss Malone withdrew from Staff last spring as the result of a disagreement with various associates involved in the company, but confirms that she has now taken over sole ownership of Staff from her former partners in the venture.

Objections to the use of the Dessa label were voiced by Decca because of the similarity of names.

Parallel with the Staff change, the associated distributing firm, Midwest Distributors, Inc., has been taken over by Miss Malone and switched back to its former name of Idessa Malone Distributors.

Maurice King has been named musical director of Staff. The line will switch chiefly to the gospel spirituals and blues fields, rather than to ballads and pop tunes. The Religious Recordings label, distributed nationally by Miss Malone during the Dessa period, has been entirely dissociated from the present operation and remains under the control of John W. Gilbert, who is understood to be planning to dispose of the present masters.

Fadiman & Garner Dispute 1st Piano Quartet Ownership

NEW YORK, Oct. 22.—The disagreement between Manager Edwin Fadiman and pianist Adam Garner over the ownership and management of the First Piano Quartet erupted in an exchange of summonses between the contending parties this week.

Fadiman, thru Fadiman Associates, Ltd., is asking an injunction and \$100,000 in damages from Garner, who served him with a notice of termination of contract early this year. According to Fadiman, he launched the quartet in the United States in 1940 as a radio package and has since built it up into a substantial box-office attraction. He plans to replace the "striking" musi-

Mills Abroad

NEW YORK, Oct. 22.—Jack Mills, head of Mills Music, has gone abroad for a six-week combined business and pleasure trip. The Mills topper, who will scout material in England, France and Italy, checks into London as his first stop. He'll be guest of honor at the forthcoming Tin Pan Alley Ball in that city.

Record Fund To Disburse 100G

NEW YORK, Oct. 22.—Samuel R. Rosenbaum, trustee of the recording fund, announced this week that of the \$300,000 allocated for expenditure before December 31, \$100,000 has now been earmarked. The money will be disbursed in 100 of the 654 areas marked off in the trust agreement. The funds will be used to give musicians employment in free public concerts, dances, chamber music and symphony performances and entertainment of hospitalized veterans.

Cap Promotion Staff Shuffled

HOLLYWOOD, Oct. 22. — Capitol Records realigned its sales promotion department, appointing Hal Cook, Ned Hetzman and Adrian Roberts to handle sales promotion under Floyd Bittaker, diskery's sales veepee. Art Duncan will head the advertising department under Bittaker's supervision.

While there has been no replacement for recently resigned Bob Stabler, group will absorb some of Stabler's duties. Men will also lend a hand in firm's publicity operations.

W&F Spring Combo Kidisk - Book Deal

CHICAGO, Oct. 22. — Wilcox & Follett, local book publishing firm, joined the ranks of standard publishers entering the supplementary disk field last week, with the announcement of the first of a series of kidisk-book packages. First item, which contains a moppet's book with a seven-inch unbreakable disk in its cover, is a Christmas story, narrated by Dick Keyes. Perry Winston, of American Recording here, worked out the record side of the deal for the publishing firm. Package, which will be distributed in both record stores and book shops, will retail at \$1.39.

Winston said his firm is eyeing the possibility of entering the pop record field as a deal independent of the Wilcox & Follett affiliation for kiddie platters.

London Signs Brito, Massey, Eddie Heywood

NEW YORK, Oct. 22.—London Records this week signed three American artists, vocalists Phil Brito and Curt Massey, and pianist Eddie Heywood. Brito formerly cut for Musicraft (whose masters will now be issued by MGM). Massey previously cut pops and Westerns for several West Coast indies, and Heywood has fronted small groups on Decca.

Last week the diskery cut several gimmicked sides with disk jockey Frann Wiegler, of WAIT, Chicago, who superimposed his own voice eight times to affect an eight-voice choir, singing full harmony arrangements.

The London Gramophone Corporation of Canada, a branch of the local outfit, has obtained its own recording license from the American Federation of Musicians (AFM) and cut its first sides in Montreal last week. Dates were supervised by Tawny Neilson and consisted entirely of French-Canadian material. Previously the diskery cut its French-Canadian sides in England.

London has also closed a deal with Lew Chudd, of Imperial Records, to distribute Imperial thru the London branches in New York, San Francisco, Pittsburgh and Cleveland. The indie line consists mainly of folk (including square dances) and Latin-American material.

Before the end of the year the British-owned diskery plans to move to larger quarters in New York to consolidate all offices and warehouse space.

Keys Gets Rights To "Howdy Doody" Piano Book Sales

NEW YORK, Oct. 22.—Nat Tannen's Keys Music has acquired the national selling rights to the *Howdy Doody Folio*, a simplified piano book produced by the Martin Stone packaging organization, which also produces the popular kiddie TV show. The book was written by Bob Smith and Eddie Kean, edited and arranged by Leopold Rovenger.

The Stone outfit has formed a new firm, Children's Songs, Inc., to handle the enterprise.

Tannen, who returned last week from a three-week trip to the Coast, leaves next Friday (28) for another three-week expedition thru the Midwest.

Vera Fanning Wins Exam Before Trial

NEW YORK, Oct. 22.—State Supreme Court Justice Bernard Botine last week granted the right of examination before trial to Vera C. Fanning in her suit against Kay Starr. Miss Fanning is plaintiff in the suit originally brought by Berle Adams against the thrush for alleged breach of a management contract. The designation of another party to act as a proxy plaintiff is a common procedure, used for jurisdictional purposes when the original plaintiff and defendant reside in different States. Lee Eastman represents Miss Fanning, Jack Katz is counsel for Miss Starr.

The action asks \$100,000, with plaintiff claiming that the thrush, in March of this year, broke a three-year exclusive management pact made in 1947.

Judge Botine's motion gives Miss Fanning the right to examine Miss Starr's books and records.

HOLLYWOOD, Oct. 22. — Capitol Songs acquired its first plug since *Manana* when Mickey Goldsen this week took on *Save a Little Sunshine*, penned by Irving Gordon. Tune will become No. 1 plug January 1.



Thank you,
Disk Jockeys...
You're tops on
my list too.

Sincerely-
Perry

FAVORITE ALL-AROUND MALE VOCALIST

QUESTION 5 . . . Who is your favorite male vocalist
(with or without a band)?

SCORING Five positions; five points for 1st;
four for 2d; three for 3d, etc.

THE ANSWERS:

PLACE	WINNER
1.	Perry Como
2.	Bing Crosby
3.	Billy Eckstine
4.	Frank Sinatra

POINTS
837

The
Billboard
THIRD ANNUAL
DISK JOCKEY POLL

MOST HELPFUL ARTISTS ON OVER-ALL PROMOTION

PLACE

WINNER

- 1.
- 2.
- 3.
- 4.
- 5.

- Perry Como
- Vaughn Monroe
- Art Mooney
- Spike Jones

POINTS

Take a bow for
this, Ruder and
Finn Associates...
You deserve it.

ROCA VICTOR Records



Direction —
GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

BING CROSBY

BOTH ON
TOGETHER for the first time



'WAY BACK HOME

BING CROSBY—FRED WARING
and the 55 PENNSYLVANIANS

DECCA FIRST!
DECCA DOUBLE!
DECCA SMASH!



Decca

ONE RECORD!
since THE WHIFFENPOOF SONG-

FRED WARING



with the

55 PENNSYLVANIANS

IOWA INDIAN SONG

-O-WUH)

BING CROSBY—FRED WARING
and the 55 PENNSYLVANIANS

2 Great Stars!

2 Great Songs!

ALL ON ONE RECORD...

Both Vocal with Glee Club and Orchestra!

ORDER TODAY!

24800

AVAILABLE TODAY! Single record 75¢
(plus tax)

DECCA RECORDS

BMI

THANKS TO BROADCASTERS, ARTISTS, PUBLISHERS,
KEEPS HITTING . . .

4 out of 7
on the
LUCKY STRIKE
HIT PARADE

(October 15, 1949)

1. YOU'RE BREAKING MY HEART
2. SOMEDAY
5. ROOM FULL OF ROSES
7. JEALOUS HEART

and the same Broadcasters, Artists, Publishers, Composers, Disc Jockeys, Record and Transcription Companies, and Juke Box Operators now aim to

Hit With These Up-Coming BMI Leaders

THE BILLBOARD PICKS: CROCODILE TEARS

THE DISC JOCKEYS PICK: VIENI SU

ENVY

CANADIAN CAPERS

THE OPERATORS PICK:

BLUEBIRD ON YOUR WINDOW SILL

BMI PICKS:

SLIPPING AROUND

HUSH LITTLE DARLING

SHE WORE A YELLOW RIBBON

EVERYTHING THEY SAID CAME TRUE

WHY DON'T YOU HAUL OFF AND LOVE ME

WHO'LL BE THE NEXT ONE TO CRY OVER YOU

SEND TEN PRETTY FLOWERS TO MY GIRL IN TENNESSEE

CARELESS KISSES

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

COMPOSERS, DISC JOCKEYS, RECORD AND TRANSCRIPTION COMPANIES, JUKE BOX OPERATORS

HIT AFTER HIT... WEEK AFTER WEEK

57.2% OF SALES AND RECORD POPULARITY RATINGS

A Summary of Popularity Charts from The Billboard, Oct. 22, 1949

	TOTAL LISTINGS	BMI	ALL OTHERS	% BMI
HONOR ROLL OF HITS				
SHEET MUSIC—BEST SELLING	10	5	5	50.0
POP RECORDS	15	5	10	33.3
MOST PLAYED BY DISC JOCKEYS	30	16	14	53.3
BEST SELLING, RETAIL	31	13	18	43.3
MOST PLAYED ON JUKE BOXES	31	13	18	43.3
RHYTHM & BLUES RECORDS				
BEST SELLING	16	12	4	75.0
MOST PLAYED ON JUKE BOXES	16	13	3	81.2
FOLK RECORDS				
BEST SELLING	16	14	2	87.5
MOST PLAYED ON JUKE BOXES	15	12	3	80.0
TOTAL	180	103	77	57.2
SCORE PREVIOUS WEEK	181	101	80	55.8
SONGS WITH GREATEST RADIO AUDIENCES (PEATMAN ACI)				
R-H SYSTEM	51	13	38	25.5
	30	5	25	16.7
TOTAL	261	121	140	46.4
SCORE PREVIOUS WEEK	243	109	134	44.9

BMI

Two Great Songs
From The
Forthcoming Musical
"Gentlemen Prefer Blondes"
on
Columbia Records

Frank Sinatra



Sings 'em Both

JUST A KISS APART

and

BYE BYE BABY

Columbia Record #38556

 **Columbia Records**

The
Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

Based on reports received last three days of Week Ending October 21

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week

Last Week

- 1. THAT LUCKY OLD SUN** 2
 By Smith-Gillespie
 Published by Robbins Music Corp. (ASCAP)
 Records available: F. Laine, Mer 5316; T. Manners, Varsity 191; D. Martin, Cap 57-726; B. Houston, MGM 10509; H. Vance & Vocal Quartet, Castle 524; V. Monroe Ork, V(78)20-3531; (45)47-3018; S. Vaughan, Col 38559; L. Armstrong-G. Jenkins Ork, Dec 24752; C. Foster Ork, Vocalion 55035; Frank Sinatra, Col 38608; Hot Lips Page, Harmon 1677.
 Electrical transcription libraries: The Swingtones-The Jumpin' Jacks, Thesaurus; Jerry Gray Ork, Standard; Dick Haymes, World.
- 2. YOU'RE BREAKING MY HEART** 1
 By Genaro and Skylar
 Published by Algonquin (BMI)
 Records available: F. Brito Harmony 1051; R. Case Ork, MGM 10478; B. Clark, Col (78)38548, (LP)1-296; V. Damone-G. Oasser Ork, Mer 5271; Ink Spots, Dec 24693; J. Garber, Cap 57-719; B. Harrington, Vocalion 55019; P. Reed, Dance-Tone 351; T. Manners, Varsity 160; R. Flanagan Ork, Bluebird 30-0001.
 Electrical transcription libraries: Bob Eberle Ork, Chuck Foster, Lang-Worth; Johnny Guarneri, Thesaurus; Eddie Skrivaneck, MacGregor; Frankie Masters, Lang-Worth; Lawrence Welk Ork, Standard.
- 3. SOMEDAY (YOU'LL WANT ME TO WANT YOU)** 3
 By Jimmy Hodges
 Published by Duchess (BMI)
 Records available: P. Best-Four Tunes, Manor 1195; R. Bloch Ork, Hi-Tone 134; Mills Brothers, Dec 24694; V. Monroe Ork, V(78)20-3510, (45)47-2986; A. Smith, MGM 10496; T. Tucker, Harmony 1056; Philadelphia String Band, Tempo TR 658; P. Reed, Dance Tone 375; The Ravens, National 9089; Elton Britt, V 20-1864; H. Winterhalter-J. Thompson, Col 38593; P. Todd Ork, Coral 60104; Jerry Gray Ork, Standard; K. Griffin, Ronda R-191.
 Electrical transcription libraries: Nat Brandwynne Ork World, Chuck Foster, Lang-Worth; Novatime Trio, Thesaurus; Jerry Gray Ork, Standard.
- 4. SLIPPING AROUND** 6
 By Floyd Tillman
 Published by Peer, Intl. (BMI)
 Records available: W. Carter, Macy's 100; J. Dale, Vocalion 55022; F. Tillman, Col(78)20581, (33)2-216; E. Tubb, Dec 46173; T. Wallace, ABC-Eagle 148; M. Whiting-J. Wakely, Cap 57-40224.
 Electrical transcription libraries: Texas Jim Lewis, Standard.
- 5. JEALOUS HEART** 5
 By Jennie Lou Carson
 Published by Acuff-Rose Publications (BMI)
 Records available: C. Bailey, Bullet 1083; J. L. Carson, Dec 46176; E. Duchin, Harmony 1060; D. Palligant, MGM 10521; B. Lawrence, V(78)20-3539, (45) 47-5029; A. Morgan Ork, London 500; J. Owens, Dec 24711; H. Winterhalter Ork, Col 38593; Ivory Joe Hunter, King 4314; L. Noble, Vocalion 55030; T. Ritter, Cap 15256; H. Perryman, Col 20128; K. Roberts, Coral 64021; R. Turner, Varsity 213; L. Noble Ork, Vocalion 55030; R. Turner, Varsity 213; J. Garber, Cap 57-759.
 Electrical transcription libraries: Bob Crosby, Standard.
- 6. ROOM FULL OF ROSES** 4
 By Tim Spencer
 Published by Hill & Range Songs (BMI)
 Records available: P. Brito, Harmony 1051; Cass County Boys, Dec 46174; C. Foster, Vocalion 55013; D. Haymes, Dec 24632; E. Howard, Mer 5296; S. Kaye-D. Cornell, V 20-3441; G. Morgan, Col(78)20594, (LP)2-272; P. Reed, Dancetone 355; S. Sims, Coral 60067; The Starlighters-P. Weston Ork, Cap 57-517; Sons of the Pioneers, V 21-0065; P. Terry-R. Arthur Quartet, Hi-Tone 145; J. Searle Ork, Bluebird 31-0012; J. Wayne, Col(78)38525, (LP)1-278; Cousin Abner, Talent 747; M. Hogan, ABC-Eagle 197; T. Manners, Varsity 155.
 Electrical transcription libraries: George Wright, Thesaurus; Jan Garber, Capitol; Eddy Howard, World; Eddie Skrivaneck, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Foy Willing, Lang-Worth; George Wright, Thesaurus; Dave Terry, Muzak.
- 7. DON'T CRY, JOE** 8
 By Joe Marsala
 Published by Harms, Inc. (ASCAP)
 Records available: J. Desmond, MGM 10518; J. Hall, V 78)20-3557, (45)47-3050; J. Jenkins Ork, Dec 24720; F. Sinatra, Col 38555; C. Spivak, London 513; R. Flanagan Ork, Bluebird 30-007; B. Harrington, Vocalion 55058.
 Electrical transcription library: Bob Crosby, Standard.
- 8. I CAN DREAM, CAN'T I!** 9
 By Irving Kahn and Sammy Fain
 Published by Chappell (ASCAP)
 Records available: Andrews Sisters-G. Jenkins Ork, Dec 24705; I. Arden-R. Winterhalter Ork, Col 38612; T. Beneke Ork, V(78)20-3553, (45)47-3046; G. Gray Ork, Coral 60106; J. Saunders-Mandolin Ork, Rainbow 10038.
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 9. MAYBE IT'S BECAUSE** 7
 By Harry Ruby and Johnny Scott
 Published by Eregman-Vocco-Conn (ASCAP)
 Records available: B. Babbitt-The Veltones, Vocalion 55014; Bob Crosby-M. Morgan, Col 38504; D. Haymes-G. Jenkins Ork, Dec 24650; E. Howard Ork, Mer 5314; A. & D. Russell-B. Cole Ork, Cap 57-539; C. Thornhill Ork-R. McIntyre, V 20-3456; Connie Haines-The Highlites, Coral 60070; P. Reed, Dance-Tone 363; L. Armstrong, Dec 24751.
 Electrical transcription libraries: Bob Crosby, Standard; Eddy Howard Ork, World; The Manhattan Nighthawks, Thesaurus.
- 10. A DREAMER'S HOLIDAY**
 By Kim Gannon and Mabel Wayne
 Published by Shapiro-Bernstein (ASCAP)
 Records available: R. Anthony, Cap 57-764; B. Clark, Col 38599; P. Como, V(78)20-3543, (45)47-3036; E. Wilson-G. Jenkins, Dec 24738.
 Electrical transcription libraries: Michael Douglas-The Skylarks, Standard.

SMASH PAIRING ANY WAY YOU LOOK AT IT!

Look at The Stars!

"There's No Tomorrow" man **Tony Martin**

"Envy" gal **Fran Warren**

... two great made-for-each-other voices, paired at last for potent RCA Victor dueting!

Look at The Sides!

SPEAK A WORD OF LOVE and REMEMBER

... A big new ballad packed with promise ... plus an all-time favorite Berlin tune! Listen and you'll KNOW this pair is going places!

RCA VICTOR 20-3573 (47-3069*)

THIS WEEK'S RELEASE!

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

POPULAR

There's No Tomorrow
A Thousand Violins
Close Your Eyes And Dream
Merry Maiden Polka
Dardanella
The Gypsy In My Soul

TONY MARTIN
20-3582 (47-3078*)
THE THREE SUNS
20-3583 (47-3079*)
ANDRE PREVIN
20-3584 (47-3080*)

There's A Broken Heart
for Every Light on Broadway
Come, Josephine In My Flying Machine

TONY MARTIN
20-3566 (47-3056*)

"SQUARE DANCES WITH CALLS"

You Call Everybody Darlin'
Shocking Rye Straw
Black-Eyed Susie
The Battle Hymn Of The Republic
Fire On The Mountain
Cornbread, 'Lasses And Sassafras Tea

PEE WEE KING
21-0115 (48-0118*)
PEE WEE KING
21-0116 (48-0119*)
PEE WEE KING
21-0117 (48-0120*)

"SQUARE DANCES TONIGHT"

Devil's Dream
Fisher's Hornpipe
Sally Goodin
Arkansas Traveler
Billy In The Low Ground
Whistling Rufus

PEE WEE KING
21-0119 (48-0122*)
PEE WEE KING
21-0120 (48-0123*)
PEE WEE KING
21-0121 (48-0124*)

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.

POP SPECIALTY

Oh Jeanette—Polka
Flower Of Love Waltz

JOHNNY VADNAL
25-1138 (51-0029*)

COUNTRY AND WESTERN

I'll Never Slip Around Again
Revenge

TEXAS JIM ROBERTSON
21-0130 (48-0133*)

SPIRITUAL

Sign Of The Judgment
Swing Low, Sweet Chariot

THE FIVE TRUMPETS
22-0050 (50-0034*)

"OH YOU BEAUTIFUL DOLL" FILM ALBUM!

Oh You Beautiful Doll
I Want You To Want Me (To Want You)
Peg O' My Heart
When I Get You Alone Tonight

TONY MARTIN
20-3564 (47-3054*)
TONY MARTIN
20-3565 (47-3055*)

THE CERTAIN SEVEN

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

- Someday—Vaughn Monroe 20-3510=47-2986*
- That Lucky Old Sun—Vaughn Monroe 20-3531=47-3018*
- Jealous Heart—Bill Lawrence 20-3539=47-3029*
- You're Breaking My Heart—Ralph Flanagan 30-0001
- Envy—Fran Warren 20-3551=47-3036*
- I'm Throwing Rice at the Girl I Love—Eddy Arnold 21-0083=48-0080*
- Clair de Lune—Jose Iturbi 11-8851=49-0176*

*Also available on 45 RPM

The stars who make the hits are on ...



RCA Victor Records

RCA VICTOR DIVISION

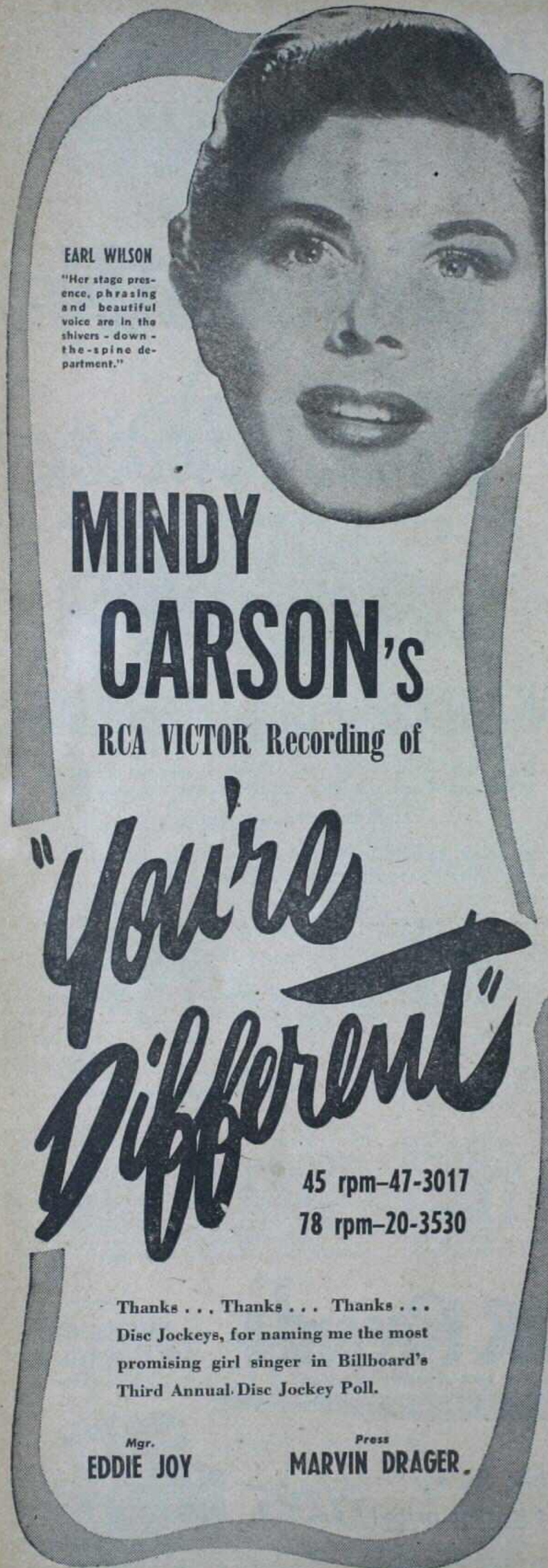
RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

SUPPORT
NATIONAL RADIO
AND TELEVISION WEEK
OCT. 30—NOV. 5

Every day, this amazing low price puts the "45" system into more thousands of homes! Cash in—load up with EVERY RCA Victor "45" release!

World's fastest automatic changer—**\$12.95**
world's lowest price!





EARL WILSON

"Her stage presence, phrasing and beautiful voice are in the shivers-down-the-spine department."

MINDY CARSON'S

RCA VICTOR Recording of

"You're Different"

45 rpm-47-3017
78 rpm-20-3530

Thanks . . . Thanks . . . Thanks . . .
Disc Jockeys, for naming me the most promising girl singer in Billboard's Third Annual Disc Jockey Poll.

Mgr.
EDDIE JOY

Press
MARVIN DRAGER

The Billboard

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of Week Ending October 21



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				Publisher
Weeks to date	Last Week	This Week		
9	5	1.	THAT LUCKY OLD SUN (R)	Robbins
15	1	2.	YOU'RE BREAKING MY HEART (R)	Algonquin
10	3	3.	SOMEDAY (YOU'LL WANT ME TO WANT YOU) (R)	Duchess
3	10	4.	DON'T CRY, JOE (R)	Harms, Inc.
8	4	5.	JEALOUS HEART (R)	Acuff-Rose
18	2	6.	ROOM FULL OF ROSES (R)	Hill & Range
3	8	7.	I CAN DREAM, CAN'T I? (R)	Chappell
13	6	8.	MAYBE IT'S BECAUSE (R)	Bregman-Vocco-Conn
3	10	9.	SLIPPING AROUND (R)	Peer, Int.
2	12	10.	A DREAMER'S HOLIDAY (R)	Shapiro-Bernstein
6	9	11.	HOP SCOTCH POLKA (R)	Cromwell
27	7	12.	SOME ENCHANTED EVENING (M) (R)	Williamson
4	—	13.	NOW THAT I NEED YOU (R)	Famous
3	14	14.	I NEVER SEE MAGGIE ALONE (R)	Bourne
7	—	15.	TWENTY-FOUR HOURS OF SUNSHINE (R)	Advanced

ENGLAND'S TOP TWENTY

POSITION				English	American
Weeks to date	Last Week	This Week			
9	2	1.	I DON'T SEE ME IN YOUR EYES ANYMORE	Connelly	Laurel
21	3	2.	FOREVER AND EVER	Francis Day	Robbins
16	1	3.	RIDERS IN THE SKY	Morris	Morris
29	7	4.	HOW CAN YOU BUY KILLARNEY?	Peter Maurice	Peter Maurice
18	4	5.	AGAIN	Francis Day	Robbins
5	8	6.	WEDDING SAMBA	Leeds	Duchess Music
14	6	7.	CARELESS HANDS	Edwin Morris	Melrose Music
14	4	7.	WHILE THE ANGELUS WAS RINGING	Southern	Charles K. Harris
8	10	9.	CONFIDENTIALLY	Chappell	*
1	17	9.	YOU'RE BREAKING MY HEART	Chappell	Algonquin
9	15	11.	LEISCESTER SQUARE RAG	Norris	*
19	12	12.	"A" YOU'RE ADORABLE	Connelly	Laurel
15	9	13.	ECHO TOLD ME A LIE	Chappell	Chappell
5	11	13.	TO WHIT TO WHOO	Bill Reid	Al Gallico
29	12	13.	WEDDING OF LILI MARLENE	Box and Cox	Leeds
2	14	16.	OUR LOVE STORY	Unit	J. J. Robbins
—	—	17.	BABY, IT'S COLD OUTSIDE	Morris	Morris
5	17	17.	SHAWL OF GALWAY GREY	Connelly	*
3	—	19.	WINDMILL SONG	Keith Prowse	*
2	19	20.	ROSE IN A GARDEN OF WEEDS	Box and Cox	*

*Publisher not available as The Billboard goes to press.

SUBSCRIPTION ORDER FORM

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, \$10.

Name \$10 enclosed

Address Bill me

City Zone State

THE MEADOWS OF HEAVEN

Words by
JOSEPH Mc CARTHY, Jr.

Music by
JOSEPH MEYER

Voice

Lis - ten my loved ones Ah, lis - ten to me there's

Colla Voce

more than the earth and it's beau - ty to see,

mp dim poco... poco

There are green a cres where dream - ers can go, Sure it

may sound like fan - cy but some - how I know.

mp *rall.*

Refrain *Slowly In A Rubato Style*

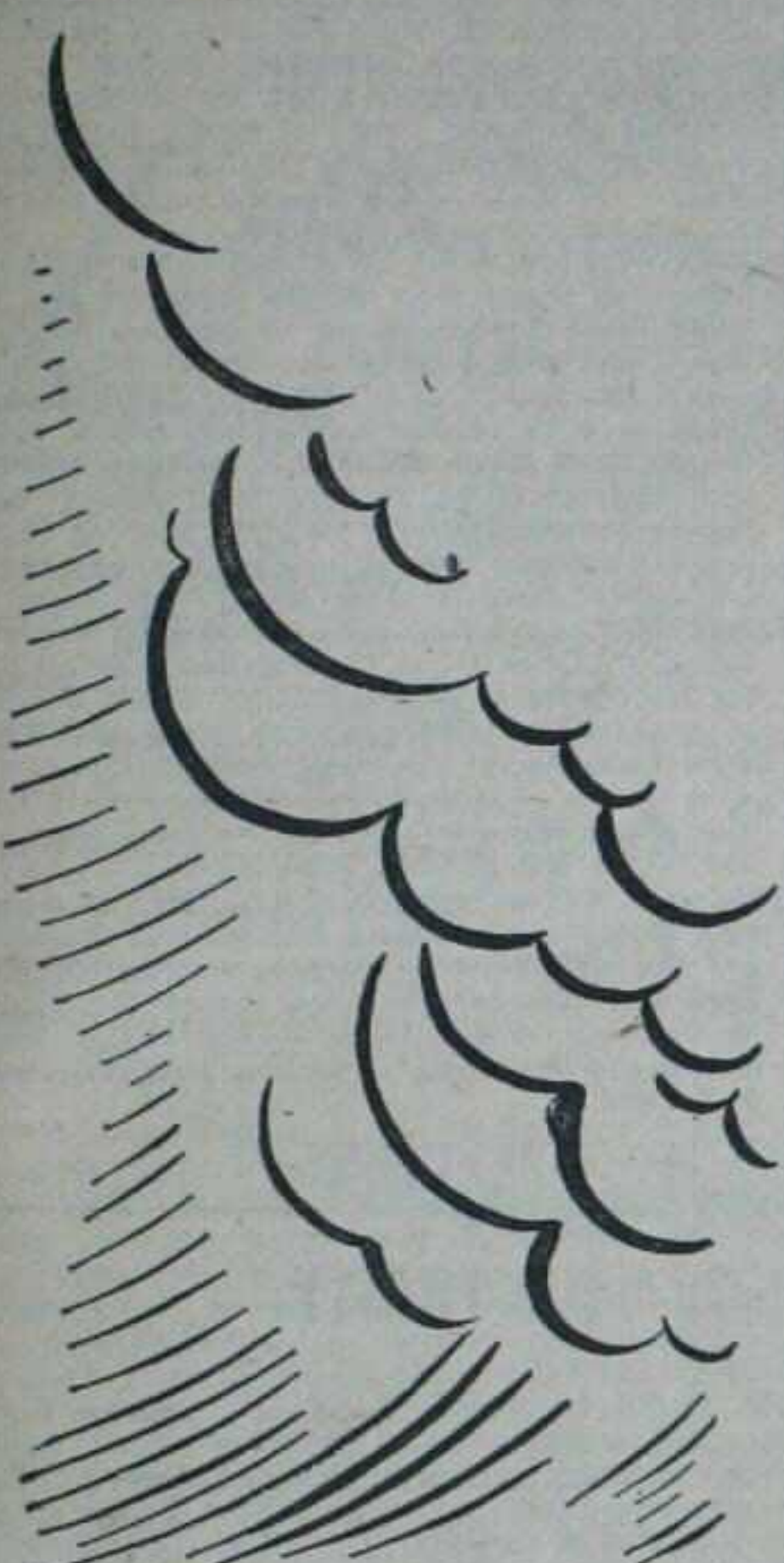
THE MEAD - OWS OF HEAV - EN are al - ways in sight, The stars are the

flow - ers that bloom in the night, and sure as there's heav - en you'll

find that it's true, When you're in love those stars a - bove are bloom - ing

for you. THE you.

rall.



Recorded by

- Perry Como Victor
- Bing Crosby Decca
- Gracie Fields London
- Bob Houston MGM
- Dick Jurgens... Columbia
- Mel Torme Capitol

LAUREL MUSIC CO.
 TOMMY VALANDO • 1619 B'WAY, NEW YORK
 NEW YORK
 CHICAGO BENNY MILLER
 VICTOR PELLE • GENE PILLER
 HOLLYWOOD ARTIE VALANDO



Copyright 1949 by Laurel Music Corporation, 1619 Broadway, New York, N.Y.
 International Copyright Secured
 Made in U. S. A.
 All Rights Reserved Including Public Performance for Profit

The Billboard

MUSIC POPULARITY CHARTS

PART III



Radio Popularity

Based on reports received last three days of Week Ending October 21

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout 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 This to date Wk. Lic. By

Table with 3 columns: Position, Record Title, Artist/Label. Includes entries like 'THAT LUCKY OLD SUN', 'YOU'RE BREAKING MY HEART', 'SLIPPING AROUND', etc.

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

(Beginning Friday, October 14, 8 a.m., and ending Friday, October 21, 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 ACI 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 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)

Table with 3 columns: Song Title, Artist/Label, Audience Points. Includes entries like 'A Dreamer's Holiday', 'A Thousand Violins', 'Ain't She Sweet?', etc.

(RH SYSTEM)

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

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

(Week of October 14 to October 20)

Table with 3 columns: Song Title, Publisher, Total Points. Includes entries like 'A Dreamer's Holiday', 'Ain't She Sweet', 'Dime a Dozen', etc.

Vox Jox

GOTHAM GAB... WMGM's Leonard Feather renews his Tuesday night jam sessions at Cafe Society beginning October 25. Rosalie Allen, WOV, did a week at the Adams Theater, Newark, N. J., last week. In conjunction with the premiere of Red, Hot and Blue here, WINS deejays Charlie Starke, Jack Lacy and Geoff Davis did their shows from the lobby of the Paramount Theater October 19, with giveaway gimmicks for the theatergoers and listening audience. Joe Given, WOV, has started a nightly 10-minute feature titled Then and Now, in which an old and a new platter version of the same song are contrasted.

STRICTLY FROM DIXIE...

Dick Richmond moved from WLBR, Lebanon, Pa., to WJBR, New Orleans, where he handles two disk shows and acts as chief announcer and special events director. Art Marcus, WFEC, Miami, keeps busy as musical director and platter spinner on three shows a day. Program Director Len Benson, KDET, Center, Tex., reports that Tommy Richards, new to the staff, is going great and that Program Director Jack Bell has a new hill-billy crier every morning called You Name It Roundup. Bryant Arbuckle, WAIR, Winston-Salem, N. C., now has his own five-piece combo, the Headliners. In addition to his deejay chores, Jim Burke, Philadelphia, has joined the WIRK, West Palm Beach, Fla., staff as deejay and announcer. Jim Anderson, at that station, has been upped to music librarian, and Rome Hartman has left to join WWPG, Palm Beach. Steve Starwick, KGRH, Fayetteville, Ark., has added two new shows—the afternoon Matinee with Starwick and the nightly Platter Party. Dug (Digger) Digdale, KVOL, Lafayette, La., reports that being in the heart of the Cajun country has its little problems: Perry Como is spelled Perry Comeaux in fan mail.

CHICAGO CHATTER...

Gil Newsome, the St. Louis disk jockey, and wife, Carol, spend most of their week-ends commuting to various Midwest cities to catch disk talent in person in one of the two Newsome private planes. Newsome then describes the new shows to his audience. Ed McElroy has taken over Bob Tunison's flack post with Eddie Hubbard, WIND. Linn Burton dickered with several waxeries about making narration disks. Fran Weigle, of WAIT, has a novelty vocal disk, which may be out soon on both London and Universal. Jim Lounsbury, of The Nite Watch, WIND, based three hours of his October 19 show on The Billboard's disk jockey supplement. Rush Hughes, WCFL, and formerly of St. Louis, is using a "Command Performance" gimmick, permitting a listener to select all music for his hour-long morning show. Sam Honigberg, local flack, has started mailing out a newsletter to 250 Midwest d.j.'s weekly.

GIMMIX...

Dave Mohr, WTWN, St. Johnsbury, Vt., has been working out a co-op deal with local record shops on a "name-it-and-you-can-have-it" scheme which involves spinning an unnamed instrumental dicking and giving a copy of the record to the first five people naming it in the sponsoring record shop. Mori Robinson, KCMJ, Palm Springs, Calif., has a three-way program scheme involving a jockey to-sponsor-to-listener gimmick. Robinson runs a request show and gets his requests by having request blanks and collection boxes placed prominently on the premises of his local sponsors' establishments. Daily collections of the requests are made, thus giving the spinner a program for the night and bringing into the circle a good number of extra friends for both sponsor and whirler. New whirler, Hal Golden, WJTN, Jamestown, N. Y., employs a feature, Music by Chance. Golden programs his show on the air by having a guest whirl a wheel which selects the type of music to be played next. If the wheel stops at a marker calling for "Hal," Golden pulls out a uke and serves up a live song.

PHILLY PHADDLE...

LeRoy Miller, WFIL's early morning deejay, was featured at the recent opening ceremonies of the Baltimore Markets' newest supermarket in suburban Roxborough, handing out orchids to the first 1,000 lady shoppers at the store. Bon Bon (George Tunnell), who conducts the daily Bon Bon Show on WDAS, is doing a string of personals as a solo singer, his original occupation. Taking in three nights at Lou's Moravian Bar and one night at Spider Kelly's, he has a full week coming up at Seimon's Teen-Age Club. Stan Friedman launched a daily Dixieland jazz disk show on WJMJ. Show promoters Jolly Joyce and Harry Steinman presented a silver loving cup to the Philadelphia Disk Jockey Association at their Larry Steel's Smart Affairs show promotion at Town Hall Wednesday (12) with WPEN's Eddie Newman, association prexy, accepting the honors. Bosh Pritchard, star back with the Philadelphia Eagles, champ pro football team, was grabbed up by WDAS to handle

(See VOX JOX on page 30)

NOW REMEMBER, Art - I DID
 "TOOT TOOT TOOTSIE" 20 YEARS AGO -
 AND AM DOING IT AGAIN IN MY PICTURE,
 "JOLSON SINGS AGAIN" - SO, DON'T SELL MORE
 THAN A MILLION RECORDS!

Al Jolson



Pressed on Non-Breakable Metrolite
MGM-10548

Art MOONEY'S
 "TOOT TOOT TOOTSIE"

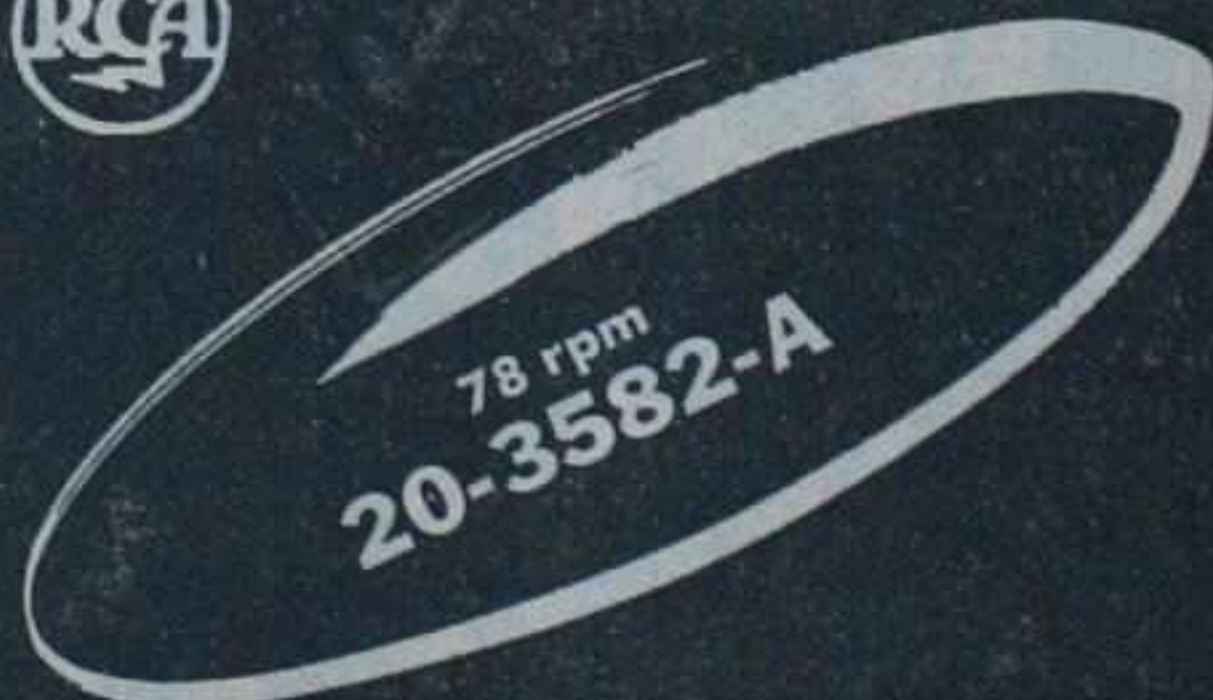
BIG BIG BIG BIG BIG BIG

TONY

There's No

by HOFFMAN-CORDAY and CARR

RCA VICTOR



BIG BIG BIG BIG BIG BIG BIG BIG BIG BIG BIG BIG BIG BIG BIG BIG

BIG BIG BIG BIG BIG BIG BIG

BIG BIG BIG BIG BIG BIG BIG

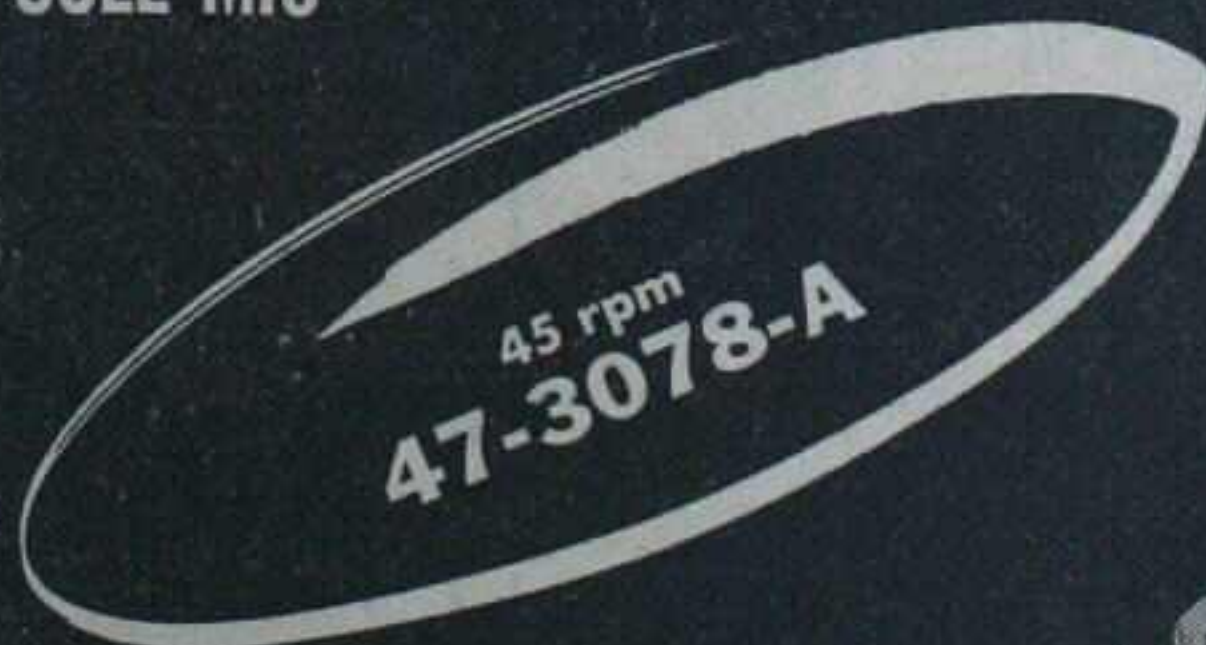
MARTIN

Temptation

Adapted from the Great Italian Melody "O SOLE MIO"



RECORDS



BIG BIG BIG BIG BIG BIG BIG

BIG BIG BIG BIG BIG BIG BIG BIG BIG BIG BIG BIG

The Billboard MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending October 21

PART IV



BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers...

Table with columns: POSITION, Weeks to date, Last Week, This Week, Song Title, Artist, Label. Includes entries like 'THAT LUCKY OLD SUN', 'SLIPPING AROUND', 'YOU'RE BREAKING MY HEART'.

CHILDREN'S RECORDS

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

Table with columns: POSITION, Weeks to date, Last Week, This Week, Song Title, Artist, Label. Includes entries like 'LITTLE TOOT', 'BOZO AT THE CIRCUS', 'BOZO AND THE BIRDS'.

CLASSICAL SINGLES

Table with columns: POSITION, Weeks to date, Last Week, This Week, Song Title, Artist, Label. Includes entries like 'Clair de Lune', 'Bachianas Brasileiras', 'Chopin's Polonaise'.

CLASSICAL ALBUMS

Table with columns: POSITION, Weeks to date, Last Week, This Week, Album Title, Artist, Label. Includes entries like 'Salome', 'Verdi: Traviata', 'Bellini: Norma'.

POP ALBUMS

Table with columns: POSITION, Weeks to date, Last Week, This Week, Album Title, Artist, Label. Includes entries like 'SOUTH PACIFIC', 'JOLSON SINGS AGAIN', 'MISS LIBERTY'.

Dealer Doings

GRIBE DEPT. . . . Charles M. Wood, manager of the W. N. C. Bookstore, Canton, N. C., says that his pet gripe is with "the distributors who think we dealers are supposed to buy everything on faith."

MERCHANDISING ALL . . .

Willard H. Young, general sales manager of Jimmy Oliver's, Elkhart, Ind., has some sage advice for all record retailers. "We are going all-out at present to merchandise records, regardless of speed or length of playing time."

IS IT FAIR? . . .

Joel S. Hays, who has the record shop in Fuller's Jewelry, Poplar Bluff, Mo., wonders whether many other dealers think that distributors are shoving out the hot platters over the counter.

BRIEF BEEFS . . .

Record department Manager Mrs. Lewis, of Davidson Furniture Company, Kansas City, Mo., reports that sales of kidisks are exceptionally slow of late.

ALLITERATION . . .

Vance Music, Mason City, Ia., makes excellent combined use of the store name and the RCA Victor name. Vance has a series of rubber stamps with such phrases as "When You Think of RCA Victor, Think of Vance's."

SPECIAL ORDERS . . .

Going out of the way to take special orders for customers is paying off in the Grinnell Bros.' store at Hamtramck, Mich., according to Lillian Kaluza, manager of the record department.

ON THE MAP . . .

Amelia C. Gornick, Modern Music Company, Ely, Minn., reports that her boss has garnered extra disk business and made his local Chamber of Commerce happy by imprinting the back of the store stationery with a map which tells disk buyers exactly how to get to Ely.

VOX JOX

(Continued from page 26) deejay chores in a daily slot tagged You Asked for It, from 1:30 to 5:30 p.m. . . . KYW's program chief, Jim Begley, auditioned girl disk jockeys, which will bring the first fem to the local disk field.

BLUEBIRD HITS

NOW OUT ON

45 rpm



ONLY

46¢ plus tax

It's the profit opportunity of the year!

Look at the big titles just released!

- | | |
|--|------------------------------------|
| My Hero
Tell Me Why | RALPH FLANAGAN
54-0001*-30-0006 |
| Don't Cry Joe
Swing To 45 | RALPH FLANAGAN
54-0002*-30-0007 |
| Whispering Hope
Penthouse Serenade | RALPH FLANAGAN
54-0003*-30-0008 |
| White Christmas
She Wore A
Yellow Ribbon | RALPH FLANAGAN
54-0004*-30-0009 |
| I Never See
Maggie Alone
The Old
Piano Roll Blues | EDDIE CANTOR
54-0005*-30-0010 |
| My Bolero
Foolish Tears | EDDIE FISHER
54-0006*-30-0011 |
| Rooming House Boogie
I Beeped When I
Shoulda Bopped | CAB CALLOWAY
54-0007*-30-0012 |
| The Greatest Mistake
Of My Life
Afraid | JACK LAWRENCE
54-0008*-30-0013 |

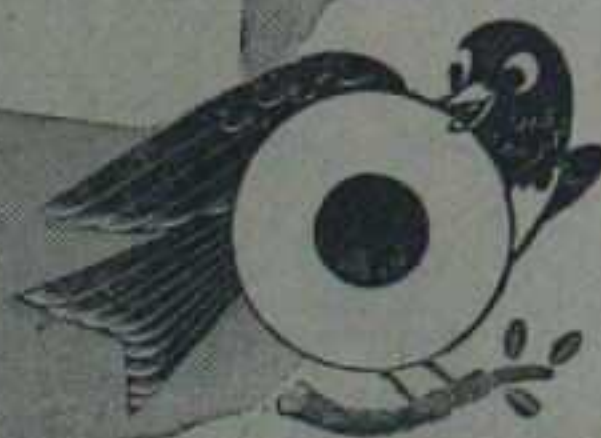
Low-cost, fast-moving BLUEBIRD records have burst into the booming 45 rpm market! And still at the same low BLUEBIRD price—only 46¢!

Famous BLUEBIRD records, made by RCA Victor, have always brought you the hits priced low for high turn-over. And now, with every Bluebird release coming out on both 45 rpm and 78 rpm, you have the biggest mass-sales potential in YEARS!

And WHAT a release this latest is! Eddie Cantor! Ralph Flanagan! Smash titles! Grab the whole works and really GO places!

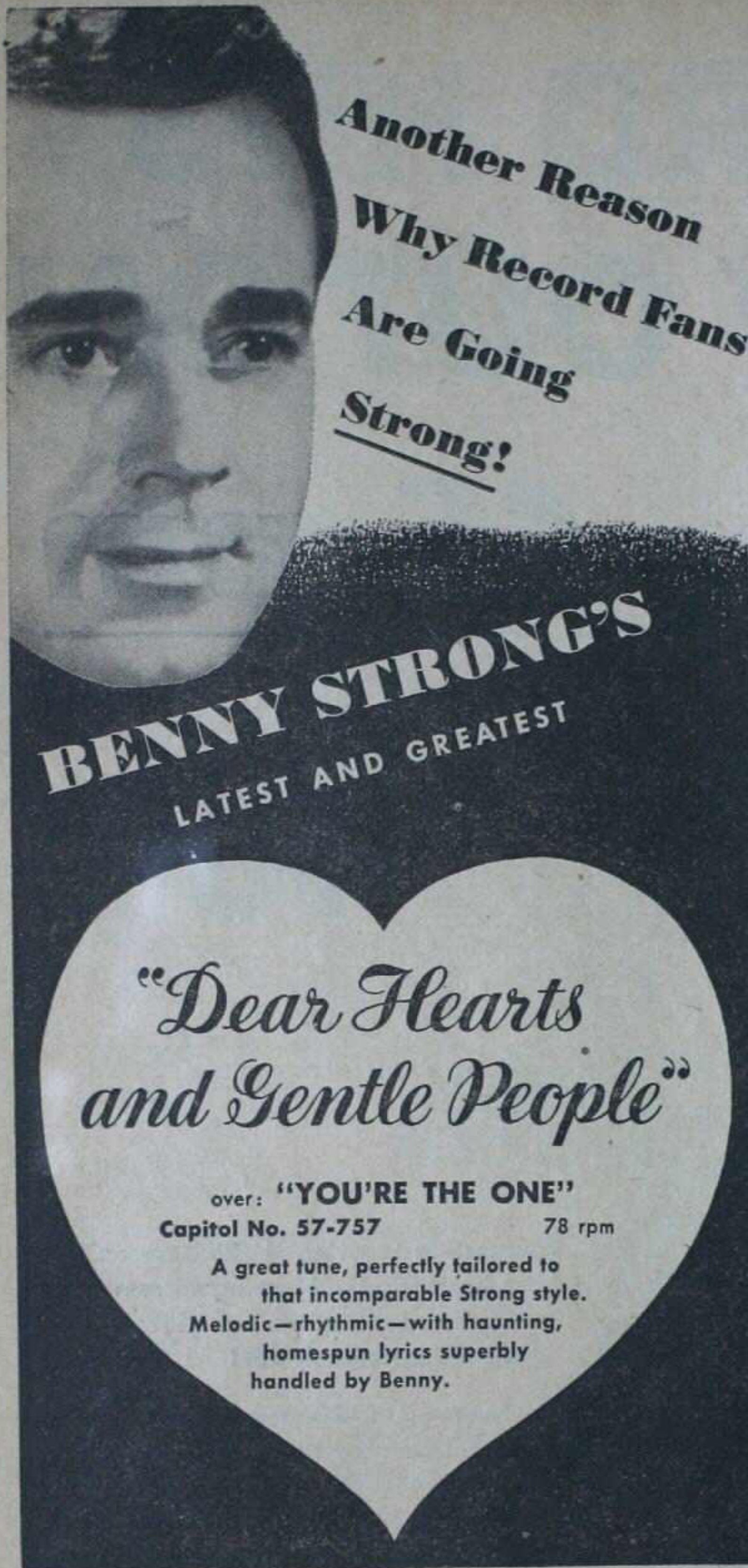
All prices are suggested list, subject to change without notice, exclusive of local taxes. Prices do not include Federal Excise tax. *45 rpm numbers.

"THE RECORDS THAT MAKE THE STARS"



Bluebird Records

made by RCA VICTOR



Another Reason
Why Record Fans
Are Going
Strong!

BENNY STRONG'S
LATEST AND GREATEST

*"Dear Hearts
and Gentle People"*

over: **"YOU'RE THE ONE"**
Capitol No. 57-757 78 rpm

A great tune, perfectly tailored to
that incomparable Strong style.
Melodic—rhythmic—with haunting,
homespun lyrics superbly
handled by Benny.

Feature These STRONG Sellers, Too!

- "I Never See Maggie Alone" and "When My Sugar Walks Down the Street" Capitol No. 57-750 78 rpm
- "Stumbling" and "The Sheik of Araby" Capitol No. 57-732 78 rpm
- "Five Foot Two, Eyes of Blue" and "That Certain Party" Capitol No. 57-729 78 rpm
- "That's My Weakness Now" and "Button Up Your Overcoat" Capitol No. 57-718 78 rpm



Get Set To Cash In!
Phone or Wire Your
Distributor TODAY!

FIRST WITH THE HITS FROM HOLLYWOOD!

The Billboard
MUSIC POPULARITY CHARTS
Juke Box Record Plays
PART V

Based on reports received last three days of Week Ending October 21



MOST-PLAYED JUKE BOX RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
8	1	1	1	THAT LUCKY OLD SUN	F. Laine	Mercury 5316—ASCAP
7	4	2	2	SLIPPING AROUND	J. Wakely and M. Whiting	Cap 57-40224—BMI
16	3	3	3	YOU'RE BREAKING MY HEART	V. Damone-G. Osser	Ork—BMI
11	2	4	4	SOMEDAY	V. Monroe	Ork—BMI
8	5	4	4	JEALOUS HEART	A. Morgan	Ork—London 500—BMI
10	7	6	6	SOMEDAY	Mills Brothers	D 24694—BMI
5	16	6	6	I CAN DREAM, CAN'T I?	G. Jenkins and Andrews Sisters	D 24705—ASCAP
10	8	8	8	YOU'RE BREAKING MY HEART	Ink Spots	D 24693—BMI
5	14	9	9	DON'T CRY, JOE	G. Jenkins	Ork—D 24720—ASCAP
18	6	10	10	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kaydets	V 20-3441—BMI
11	19	11	11	MAYBE IT'S BECAUSE	G. Jenkins Ork-D. Haymes	D 24650—ASCAP
7	13	12	12	I NEVER SEE MAGGIE ALONE	K. Roberts	Coral 64012—ASCAP (B. Hannon-J. Ryan, Dec 24739; E Lee & His Southerners, V 20-0023; B. Strong Ork, Cap 57-750)
6	10	13	13	THAT LUCKY OLD SUN	V. Monroe	Ork—V(78)20-3531; (45)47-3018—ASCAP
17	11	14	14	ROOM FULL OF ROSES	E. Howard	Mercury 5296—BMI
10	9	15	15	MAYBE IT'S BECAUSE	E. Howard and Ork	Mercury 5314—ASCAP
3	—	16	16	HOP SCOTCH POLKA	G. Lombardo	Ork—D 24704—ASCAP (G. Wisniewski & His Harmony Bells Ork, Dana 2054; Bob Crosby, Harmony 1068; B. Gale Ork, Col 12419; A. Mooney Ork, MGM 10500; E. Logan, Bluebird 30-0003)
3	25	17	17	A DREAMER'S HOLIDAY	P. Como	V(78)20-3543; (45)47-3036—ASCAP
16	17	18	18	ROOM FULL OF ROSES	D. Haymes	D 24632—BMI
5	15	19	19	JEALOUS HEART	J. Owens	D 24711—BMI
3	—	20	20	JEALOUS HEART	B. Lawrence	V(78)20-3539; (45)3029—BMI
8	12	21	21	YOU'RE BREAKING MY HEART	B. Clark	Col(78)38546; (LP)1-296—BMI
3	—	22	22	WHY DON'T YOU HAUL OFF AND LOVE ME?	W. Roney	King 791—BMI (T. Fletcher, Vocalion 55063; L. Fotine Ork, Dec 24778; Bull Moose Jackson, King 4322; Maddox Bros. & Rose, 4-Star 1389; B. Atcher, Col 20611; T. Clayton, Varsity 214; M. Shiner, Dec 46178; K. Marvin, Cap 57-4023; B. Hall, Talent 745; B. Nettles & His Dixie Blue Boys, Mer 6209; P. Pyle, Bullet 689)
5	23	23	23	WHISPERING HOPE	J. Stafford and G. MacRae-P. Weston	Ork—Cap 57-690—ASCAP (Andrews Sisters with V. Schoen Ork Dec 24717; T. Taylor-The Radio Ranch Hands, Mer 6166)
18	18	24	24	HUCKLEBUCK	T. Dorsey-C. Shavers	V 20-3427—ASCAP (P. Bailey-Hot Lips Page, Harmony 1049; C. Calloway & His Cab Jivers, Hi-Tone 135; B. Goodman, Cap 57-576; A. Kirk, Vocalion 55009; P. Sinatra Col 38486; L. Hampton Ork, Dec 24632; B. Marshall-Cozy Cole Ork, Dec 48099; R. Milton & His Solid Senders Specialty SP 328; The Pig Footers, Mer 8130; Big Sis Andrews & Her Huckie-Busters, Cap 57-70000)
2	27	25	25	SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	D 24725—BMI (G. Crosse, V(78)22-0049, (45)50-0033)
1	—	25	25	ROOM FULL OF ROSES	G. Morgan	Col(78)20594; (LP)2-272—BMI
1	—	25	25	TELL ME WHY	E. Howard and Ork	Mercury 5314—ASCAP (R. Flanagan Ork, Bluebird 30-0006; James Quintet, Coral 65016 & 85022; K. Smith-B. Stegmeyer, Dir., MGM 10338; R. Dorey, Gold Medal GM 941; J. Mathis, Talent 738; E. Wilson-G. Jenkins, Dec 24738)
2	20	28	28	NOW THAT I NEED YOU	F. Laine-C. Fischer's Ork	Mercury 5311—ASCAP (K. Thompson, Dec 24695; E. Duchin Ork, Harmony 1058; B. Hutton, Cap 57-820; V. Lynn-B. Parnon Ork, London 459; J. Garber, Cap 57-719; J. Harvey, MGM 10453; T. Manners, Varsity 191; P. Reed, Dance-Tone 371; F. Warren, V(78)20-3482, (45)47-3941; B. Harrington, Vocalion 55059)
4	24	29	29	DIME A DOZEN	S. Kaye	Ork—V(78)20-3532; (45)47-3010—ASCAP (Annie Lou-Danny Hill, Bullet 690; J. Atkins, Coral 60066; K. Kyser Ork, Col(78)38549, (LP)1-300; L. Noble Ork, Vocalion 55031; J. Owens, Dec 24711; A. Smith, MGM 10496; M. Whiting, Cap 57-709; K. Smith, Happiness 102; L. Welk & Ork, Mer 5312)
2	26	29	29	NOW THAT I NEED YOU	Doris Day-Mellomen	Col(78)38507; (LP)1-251—ASCAP

WARNING!

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

Thanks, Bellas!

FAVORITE BANDS *

PLACE	WINNER	RECORD CO.	POINTS
SWEET			
1.	Sammy Kaye	Victor	276
2.	Claude Thornhill	Victor	222
3.	Guy Lombardo	Decca	187
4.	Paul Weston	Capitol	168
5.	Vaughn Monroe	Victor	127

... and for my kids, too...

FAVORITE MALE BAND VOCALIST *

PLACE	WINNER	BAND	POINTS
1.	Vaughn Monroe	Vaughn Monroe	338
2.	Don Cornell	Sammy Kaye	394
3.	Tony Alamo	Sammy Kaye	212



FAVORITE FEMALE BAND VOCALIST *

PLACE	WINNER	BAND	POINTS
1.	Rosemary Clooney	Ex-Tony Pastor	375
2.	Marjorie Hughes	Frankie Carle	350
3.	Laura Leslie	Sammy Kaye	335



MOST PROMISING MALE VOCALIST *

PLACE	WINNER	RECORD CO.	POINTS
1.	Bill Lawrence	Victor	471
2.	Tony Alamo	Victor	98



* The Billboard's Third Annual Disk Jockey Poll

Sammy Kaye



GENERAL ARTISTS CORPORATION
 THOMAS G. ROCKWELL, President
 NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

Personal Management
DAVID KRENGEL
 607 FIFTH AVE.
 NEW YORK, N. Y.

**NEW ALADDIN RELEASES
FALL AND CHRISTMAS ITEMS
SURE FIRE HITS!**



Amos Milburn
"LET'S MAKE CHRISTMAS MERRY, BABY"
"BOW WOW"
Aladdin 3037

Charles Brown
"HOMESICK BLUES"
"LET'S HAVE A BALL"
Aladdin 3039



NEW ARTIST! WHAT A KICK HE HAS ...
Calvin Boze
"SATISFIED"
"WORKING WITH MY BABY"
Score 4008

SPIRITUALS!
THE TRUMPETEERS
"I'M SO GLAD TROUBLE DON'T LAST ALWAYS"
"BABYLON'S FALLING"
Score 5011

THE SOUL STIRRERS
"MY LIFE IS IN HIS HANDS"
"SILENT NIGHT"
Aladdin 2028



**NATIONAL'S SENSATIONAL NEW RELEASE
THE RAVENS**

NATIONAL 9053
"ONCE IN A WHILE"
"SEPTEMBER SONG"
Release date October 31

NATIONAL 9062
"WHITE CHRISTMAS"
"SILENT NIGHT"
now on sale

NATIONAL 9089
"SOMEDAY"
"IF YOU DIDN'T MEAN IT"

BILLY ECKSTINE NATIONAL 9086
"SOLITUDE"
**THE FIRST BILLY ECKSTINE
LONG PLAY RECORD NLP 2001**

Only ON NATIONAL RECORDS To RETAIL at \$2.85 tax inc.

NEWEST SMASH HIT
NATIONAL 9090 by FLORENCE WRIGHT
"THE GAME OF BROKEN HEARTS"
"DEAL ME A HAND"

NATIONAL Records
ORDER FROM YOUR NEAREST DISTRIBUTOR
NATIONAL DISC SALES • 1841 BROADWAY, N. Y. 23, N. Y.

The Billboard MUSIC POPULARITY CHARTS
Rhythm & Blues Records
PART VI

Based on reports received last three days of Week Ending October 21

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION	Weeks Last This to date	Week Week	Record	Artist	Label
4	1	1	SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	D 24725-BMI
6	2	2	BROKEN HEARTED	E. Williams	Supreme 1535-BMI
4	8	3	SNEAKIN' AROUND	R. Render	London 17000-BMI
6	5	4	EMPTY ARM BLUES	A. Milburn	Aladdin 3032-BMI
9	8	5	ALL SHE WANTS TO DO IS ROCK	W. Harris	King 4304-BMI
7	3	6	ROOMING HOUSE BOOGIE	A. Milburn	Aladdin 3032-BMI
10	12	7	IN THE EVENING WHEN THE SUN GOES DOWN	J. Witherspoon	Supreme 1533-ASCAP
1	-	8	LANDLORD BLUES	Ivory Joe Hunter	King 4306
4	-	9	SO LONG	R. Brown	Atlantic 879
27	-	9	TROUBLE BLUES	C. Brown	Aladdin 3024-BMI
5	4	11	NUMBERS BOOGIE	Sugar Chile Robinson	Cap 57-70037-BMI
1	-	11	GUESS WHO?	Ivory Joe Hunter	King 4306
2	-	13	ROCK THE JOINT	J. Preston	Gotham 188
31	14	14	AIN'T NOBODY'S BUSINESS	J. Witherspoon	Supreme 1506-ASCAP
3	7	14	IN THE EVENING WHEN THE SUN GOES DOWN	C. Brown	Aladdin 3030-ASCAP
20	-	14	DRINKIN' WINE, SPO-DEE-O-DEE	"Stick" McGhee	Atlantic 873

WARNING!

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

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

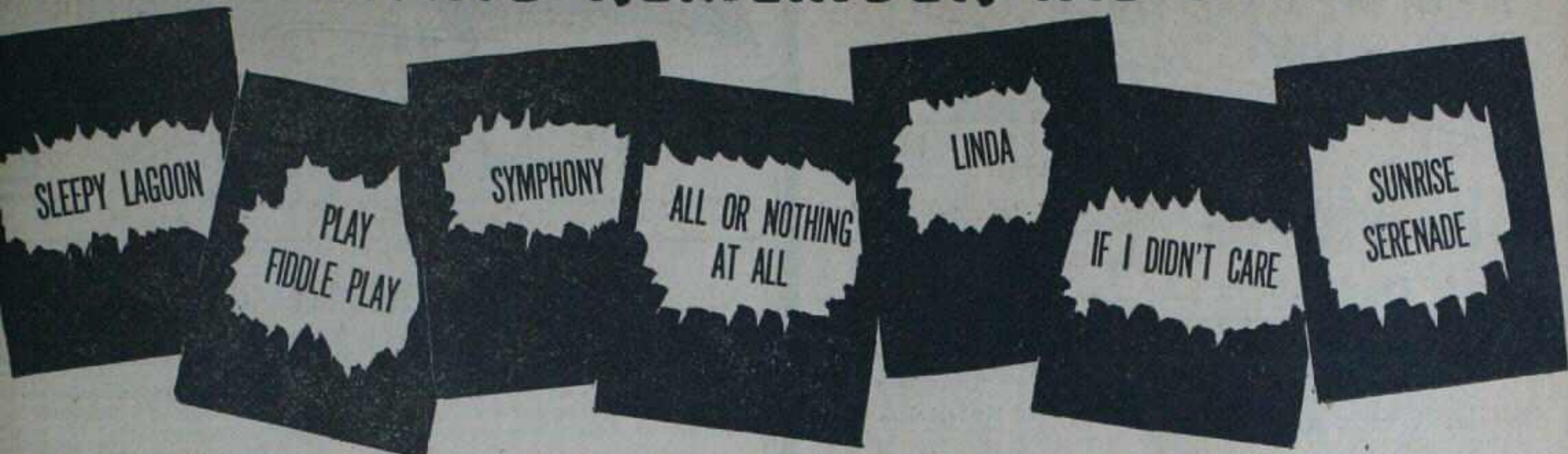
Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

POSITION	Weeks Last This to date	Week Week	Record	Artist	Label
4	1	1	SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	D 24725-BMI
7	3	2	BROKEN HEARTED	E. Williams	Supreme 1535-BMI
10	2	3	ALL SHE WANTS TO DO IS ROCK	W. Harris	King 4304-BMI
11	4	4	BABY, GET LOST	D. Washington	Mercury 8148-BMI
1	-	5	DON'T PUT ME DOWN	J. Liggins	Specialty SP-339
2	14	6	THAT LUCKY OLD SUN	H. Lance and Vocal Quartet	Castle 524-ASCAP
5	9	7	IT'S MIDNIGHT	Little Willie Littlefield	Modern 20-686-BMI
7	-	7	ROOMING HOUSE BOOGIE	A. Milburn	Aladdin 3032-BMI
2	-	7	SO LONG	R. Brown-E. Condon	Atlantic 879
2	-	10	IN THE EVENING WHEN THE SUN GOES DOWN	J. Witherspoon	Supreme 1533-ASCAP
24	-	10	TROUBLE BLUES	C. Brown	Aladdin 3024-BMI
5	5	12	IN THE EVENING WHEN THE SUN GOES DOWN	C. Brown	Aladdin 3030-ASCAP
2	-	12	GUESS WHO?	Ivory Joe Hunter	King 4306
4	-	14	DOBY'S BOOGIE	F. Mitchell	Derby 715
2	-	14	LANDLORD BLUES	Ivory Joe Hunter	King 4306

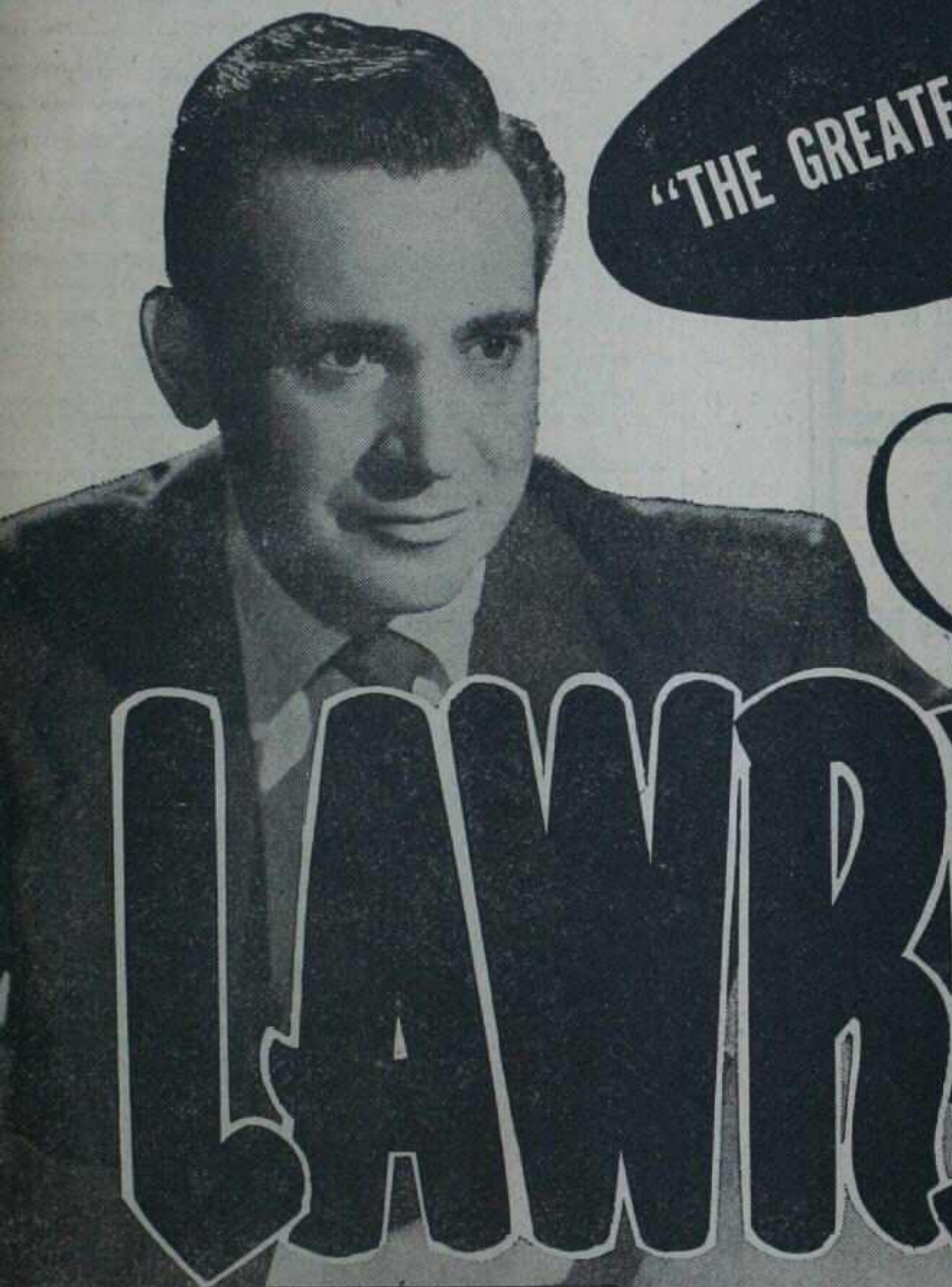
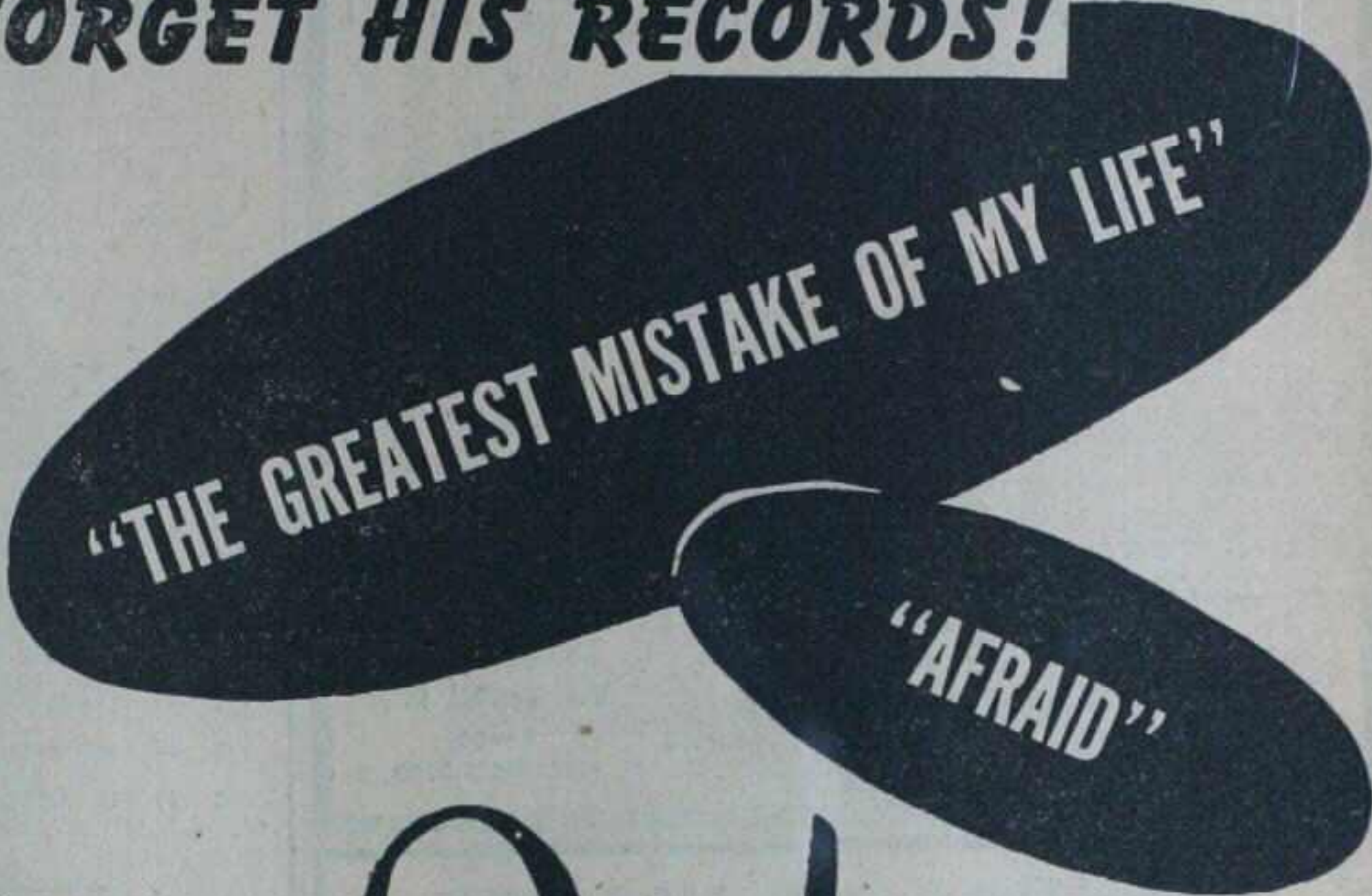
ADVANCE RHYTHM & BLUES RECORD RELEASES

Be Alone Hamptone All Star Ork (Lonesome Blues) International 522	Is That All I Mean to You Bull Moose Jackson (Why Don't I) King 4322
Boogie at Midnight R. Brown (The Blues) De Luxe 3300	Ja-Hoosy Baby M. Abernathy (Love Me) King 4319
Change Your Ways The Great Gates (Race Track) Selective 8108	Laughing Rag D. Pickett (That's Grieving) Gotham G-201
Don't Play Bad With My Love L. Johnson (She's So) King 43117	Lonesome Blues Hamptone All Star Ork (Be Alone) International 522
Flamingo W. Manone (North Hollywood) Kem 2702	Love Me or Please Let Me Be M. Abernathy (Ja-Hoosy Baby) King 4319
Forty-Nine-Fifty B. Myers Sextet (Memphis Hop) Selective 106	Mean Mistreatin' Mama Champion Jack Dupree (One Sweet) Apollo 412
Good Evening Corrine Hamptone All Star Ork (In the) International 520	Memphis Hop B. Myers Sextet (Forty-Nine-Fifty) Selective 106
Hawaiian War Chant 3 Sharps and a Flat (Yes, Yes) International 518	My Baby Done Left Me J. Thomas Ork (Tearing Hair) King 4318
In the Evening Blues Hamptone All Star Ork (Good Evening) International 520	North Hollywood Blues W. Manone (Flamingo) Kem 2702

YOU'LL ALWAYS REMEMBER HIS SONGS...



YOU'LL NEVER FORGET HIS RECORDS!



Jack

LAWRENCE

Now sings on

45 rpm
 54-0008

78 rpm
 30-0013

RCA VICTOR

BLUEBIRD

RECORDS

"WOW" what a Record!
ON **"DELVAR"**
#111-112

"THE MUSIC GOES 'ROUND & AROUND"

Brand new amazing arrangement by the ORIGINAL CO-AUTHOR **ED FARLEY** and his orchestra

Another "HIT" on the opposite side

(two hits for the price of one)

"IDA, SWEET AS APPLE CIDER"

DISTRIBUTORS

- | | | | |
|--------------------------------------|---|---------------------------------------|---|
| BALTIMORE, MD.
Barnett Dist. Co. | DETROIT, MICH.
Pan-American Dist. | MACON, GA.
Heath Dist. Co. | PITTSBURGH, PA.
Triangle Rec. Dist. |
| BOSTON, MASS.
Music Sup. of N. E. | EL PASO, TEXAS
Sunland Supply Co. | NEWARK, N. J.
Belmont Rec. Dist. | RICHMOND, VA.
Allen Dist. Co. |
| CHARLOTTE, N. C.
Oriole Corp. | HOUSTON, TEXAS
Macy's Dist. Co. | NEW ORLEANS, LA.
Music Sales Co. | ST. LOUIS, MO.
Millner Rec. Sales |
| CHICAGO, ILL.
Frumkin Sales Co. | JACKSONVILLE, FLA.
Pan-American Dist. | NEW YORK, N. Y.
Bruce Dist. Co. | SAN FRANCISCO, CALIF.
Elite Record Dist. |
| CINCINNATI, O.
Supreme Dist. Co. | KANSAS CITY, MO.
Millner Record Sales | OKLA. CITY, OKLA.
Burns Dist. Co. | SEATTLE, WASH.
Evergreen Rec. Sales |
| CLEVELAND, O.
F & M Rec. Dist. | LOS ANGELES, CALIF.
Central Record Sales | PHILADELPHIA, PA.
Marnel Dist. Co. | |

Write, wire, phone
your nearest distributor or . . .



62 Standish Ave.
WEST ORANGE, N. J.
Phone
ORANGE 5-2020

EVERYBODY WANTS MELODIES FOR MILLIONS!!



"IF I COULD BE WHERE I WANT TO BE"
and **"JEALOUS HEART"** S&G No. 3014

That New Singing Find

AUDRIE DEVINE
with CLAUDE KENNEDY TRIO

"I DON'T GIVE A HOOT"

S&G No. 3009

"SQUARE DANCE HULDA"

S&G No. 3010

YOGI YORGESSION

LAUGHS—LAUGHS—LAUGHS



"ME AND MY SHADOW"

"TERESA" S&G No. 3015

by the Voice You've Waited for

VAL GRAHAM
with CLAUDE KENNEDY TRIO



Record Biscuit Quality Material

ORDER FROM YOUR DISTRIBUTOR OR

S & G RECORDS

1401 SOUTH MATEO STREET
LOS ANGELES 21, CALIFORNIA

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

Based on reports received last three days of Week Ending October 21

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION				
Weeks to date	Last Week	This Week	Record	Label
8	1	1	SLIPPING AROUND Wedding Bells	M. Whiting-J. Wakely Cap 57-40224—BMI
14	3	2	WHY DON'T YOU HAUL OFF AND LOVE ME? Don't Know Why	Wayne Raney King 791—BMI
34	6	3	LOVESICK BLUES Never Again	Hank Williams and His Drifting Cowboys MGM 10352—BMI
18	5	4	I'M THROWING RICE AT THE GIRL I LOVE Show Me the Way Back to Your Heart	E. Arnold V(78)21-0083; (45)48-0080—BMI
7	6	5	BLUES STAY AWAY FROM ME Goin' Back to the Blue Ridge Mountains	Delmore Brothers King 803—BMI
4	10	6	I'LL NEVER SLIP AROUND AGAIN This Cold War With You	F. Tillman Col(78)20613; (LP)20615—BMI
13	4	7	SLIPPING AROUND My Tennessee Baby	E. Tubb D 46173—BMI
24	2	8	WEDDING BELLS I've Just Told Mama Goodbye	H. Williams and His Drifting Cowboys MGM 10401—ASCAP
6	9	9	I NEVER SEE MAGGIE ALONE Wedding Bells	K. Roberts Coral 64012—ASCAP
7	13	10	WARM RED WINE My Filipino Rose	E. Tubb D 46175—BMI
1	—	11	CRY-BABY HEART I Love Everything About You	G. Morgan Col(78)20627; (33)12-358—BMI
4	8	12	YOU'RE GONNA CHANGE Lost Highway	H. Williams MGM 10506—BMI
1	—	12	BLUEBIRD ON YOUR WINDOWSILL A Letter Asking for My Broken Heart	T. Williams Trio Cap 57-40225—BMI
5	—	14	WEDDING BELLS Slipping Around	J. Wakely and M. Whiting Cap 57-40224—ASCAP
3	13	15	WHOA, SAILOR Swing Wide the Gates of Love	H. Thompson and His Brazos Valley Boys Cap 57-40218—BMI

WARNING!

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

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

- A Dream Told Me
P. Pinto Trio (Love Me) Regent 7023
- A Hard Road To Travel
R. Sovine (I'll Worry) MGM 10547
- A Lifetime To Regret
R. Crabtree (If I) Talent 720
- A Night in May Waltz
J. Nejedlo Ork (Barn Swallow) Disc Jockey C-752
- After Tonight
J. Eanes (I Don't) Cap 57-40245
- All Because of My Jealous Heart
B. Strickland-The Hillbilly Kings (Hillbilly Wolf) Regal 5067
- American Girl Polka
J. Nejedlo Ork (Firemen's March) Disc Jockey C-754
- Back to Old Smoky Mountain
B. Dean (I'll Take) DC 4101
- Barn Swallow Polka
J. Nejedlo Ork (A Night) Disc Jockey C-752
- Before You Call
C. Gribbs (There'll Be) Vocalion 55064
- Blue Christmas
J. Rogers (Here Comes) V(45)48-0100
- Call Your Own Square Dances Album—
C. Robison & His Pleasant Valley Boys (2-10")
- MGM L-13
Cracklin' Corn Bread . . . MGM 30218
Mouse in the Bread Box . . . MGM 30219
- Right Foot Up—Left Foot Down . . .
MGM 30218
- Scratchin' Gravel . . . MGM 30219
- Carolina
Mel and Stan (I'd Like) Cap 57-40243
- Christmas on the Range Album—J. Wakely (3-10")
Cap CC 9004
It Came Upon a Midnight Clear . . .
57-90016
Joy to the World . . . 57-90015
O Come All Ye Faithful . . . 57-90015
O Little Town of Bethlehem . . .
57-90016
Silent Night . . . 57-90014
The First Noel . . . 57-90014
- Country Christmas Songs Album—G. Autry
R. Smith-Hoosier Hot Shots-American Novelty Ork (1-10")
Col (33)HL 9012
An Old Christmas Card
An Old-Fashioned Tree
He's a Chubby Little Fellow
Here Comes Santa Claus
Jingle Bells
Jolly Old Saint Nicholas
Santa Claus Is Comin' to Town
Santa, Santa, Santa
- Current Country Hits No. 2 Album—G. Morgan-B. Atcher-F. Tillman—"Little"
Jimmie Dickens-R. Smith-A. Dexter
Col (33)HL 9011
Country Boy
I'll Be Back a-Sunday
I'm Throwing Rice
Room Full of Roses
Saturday Night Boogie
Slipping Around
This Cold War With You
Why Don't You Haul Off and Love Me
- Don't Ask Me Why
A. Baker Trio (You and) Bullet 316
- Don't Be Afraid To Call Me Darlin'
B. Walker (Headin' for) Cap 57-40244
- Empty Arms
B. Carlisle (I'm Cryin') King 805
- Firemen's March
J. Nejedlo Ork (American Gtrl) Disc Jockey C-754
- Five Foot Two Eyes of Blue
Banjo McClees (Blues You) Bullet 692
- George's Playhouse Boogie
Maddox Brothers & Rose (Why Don't)
4 Star 1269
- Girl That Done Me Wrong
E. Clements & His Men From Music Mountain (Louisiana) MGM 10552
- Headin' for Heartaches
B. Walker (Don't Be) Cap 57-40244
- Heaven's Joy Awaits
The Statesmen Quartet (Hide Me) Cap 57-40242
- How Can I
E. Turner (You're Gonna) King 818
- I Don't Care What Happens to Me
J. Eanes (After Tonight) Cap 57-40245

The Billboard

MUSIC POPULARITY CHARTS

PART VII



Folk (Country & Western) Record Section

Based on reports received last three days of Week Ending October 21

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
14	2	1	1	SLIPPING AROUND.....J. Wakely and M. Whiting.....	Cap 57-40224—BMI
13	4	2	2	SLIPPING AROUND.....Ernest Tubb.....	D 46173—BMI
35	7	3	3	LOVESICK BLUES.....Hank Williams and His Drifting Cowboys.....	MGM 10352—BMI
17	6	4	4	I'M THROWING RICE AT THE GIRL I LOVE.....E. Arnold.V(78)21-0083; (45)48-0080—BMI	
22	3	5	5	WEDDING BELLS.....H. Williams and His Drifting Cowboys.....	MGM 10401—ASCAP
14	1	6	6	WHY DON'T YOU HAUL OFF AND LOVE ME?.....Wayne Raney.....	King 791—BMI
4	5	7	7	I NEVER SEE MAGGIE ALONE.....K. Roberts.....	Coral 64012—ASCAP
4	12	8	8	WHY DON'T YOU HAUL OFF AND LOVE ME?.....M. Shiner.....	D 46178—BMI
2	—	8	9	I'LL NEVER SLIP AROUND AGAIN.....F. Tillman.Col(78)20613; (LP)20615—BMI	
2	—	10	10	BLUES STAY AWAY FROM ME?.....Delmore Brothers.....	King 805—BMI
2	—	10	11	YOU'RE GONNA CHANGE.....H. Williams.....	MGM 10506—BMI
7	9	12	12	WEDDING BELLS.....J. Wakely and M. Whiting.....	Cap 57-40224—ASCAP
22	—	13	13	ONE KISS TOO MANY.....Eddy Arnold, the Tennessee Plowboy.....	V 21-0051—BMI
22	—	14	14	DON'T ROB ANOTHER MAN'S CASTLE.....Eddy Arnold.....	V(78)21-0002; (45)48-0042—BMI
13	—	14	15	TENNESSEE POLKA.....R. Foley.....	D 46170—BMI
3	11	14	16	WHOA, SAILOR.....H. Thompson and His Brazos Valley Boys.....	Cap 57-40218—BMI

WARNING!

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

FOLK TALENT AND TUNES

By Johnny Sippel

Western Wax Wampum: For the third week of the October polling of the nation's h. b. disk jockeys, 79 wax spinners named Wayne Raney's "Why Don't You Haul Off and Love Me" (King) as their top request. Following were Jimmy Wakely and Margaret Whiting's "Slipping Around" (Capitol), second; Hank Williams's "Lovesick Blues" (MGM), third; Ernest Tubb's "Slipping Around" (Decca), fourth; Kenny Roberts's "I Never See Maggie Alone" (Coral), fifth; Floyd Tillman's "Slipping Around" (Columbia), sixth; Floyd Tillman's "I'll Never Slip Around Again" (Columbia), seventh; Leon Payne's "I Love You Because" (Capitol) and the Delmore Bros.' "Blues Stay Away From Me" (King), eight, and Eddie Crosby's "Blues Stay Away From Me" (Decca) and Jimmy Wakely and Margaret Whiting's "Wedding Bells" (Capitol), ninth.

The Western platter spinners predicted the brightest disk future for Floyd Tillman's "I'll Never Slip Around Again" (Columbia). Following in order were: Jimmy Wakely and Margaret Whiting's "I'll Never Slip Around Again" (Capitol), George Morgan's "I Love Everything About You" (Columbia) and the Delmore Bros.' "Blues Stay Away From Me" (King), Dolph Hewitt's "I Wish I Knew" (Victor) and George Morgan's "Cry Baby Heart" (Columbia), Leon McAuliffe's "Panhandle Waltz" (Columbia) and Hank Thompson's "Swing Wide Your Gates of Love" (Capitol), Floyd Tillman's "Gotta Have My Baby Back" (Columbia) and Skeets Yaney's "Alone Again" (Columbia), PeeWee King's "Waltz of Regret" (Victor), Bob Flannery's "Revenge" (Capitol) and Bob Wills's "Little Rock Candy Baby" (MGM).

Homer and Jethro, who cut Victor disks in Chicago October 12-13, together with the Carter Sisters and Mother Maybelle and Chet Atkins, are being booked by Arena Stars, Inc., the Ralph Wonders-Spike Jones firm. The duo will work with the Jones ork, but will also be booked as an independent act. . . . Gene Dudley, manager of Peanut Faircloth, reports that Faircloth and his Georgia Hoedown Party Gang, WNEX, Macon, Ga., are doing a daily sustaining shot over the Mutual web. Personnel includes T. A. Calhoun, guitar; PeeWee Clark, steel; Hal Casey, fiddle, and Smiley Adams, bass. . . . Cowboy Copas (King) has split with Manager Les Hutchins. Music Corporation of America is temporarily booking his tour, in connection with his flicker, "Square Dance Jubilee," due to start around November 1. Fiddlin' Red Hixon (King) has left Copas for Wichita Falls, Tex., where he is working on a local radio station.

Slim Carter (MGM) and the Homefolks are installing remote equipment to do two d. j. shots daily from the Homefolks' record shop in Warren, O. Stanzas will be aired over WPIC, Sharon, Pa., and WHHH, Warren. Carter's group has his wife, Browneyes; Jackie

(Continued on page 42)

HERE COMES SANTA CLAUS

(RIGHT DOWN SANTA CLAUS LANE)



Words & Music by GENE AUTRY & OAKLEY HALDEMAN

Recorded by . . .

- GENE AUTRY Columbia 37942
- DORIS DAY Columbia 38584
- BING CROSBY
- ANDREWS SISTERS Decca 24658
- RED FOLEY Decca 46185
- JAN GARBER Capitol 90012
- CLIFFIE STONE Capitol 15205
- BENNY STRONG Capitol 90039
- SAMMY KAYE Victor 20-3575
- JESSIE ROGERS Victor 20-3243
- HARRY BABBITT Vocalion 55037

Sheet Music and Orchestrations available at

WESTERN MUSIC PUBLISHING CO.

6520 Selma Avenue
Hollywood 28, Calif.

146 West 54th Street
New York 19, N. Y.

Watch these climb!



Off To A Flying Start

BLUE BARRON

SEND TEN PRETTY FLOWERS TO MY GIRL IN TENNESSEE

IN A LITTLE GARDEN (You Made Paradise)

M-G-M 10534



2nd Smash Hit by The New Singing Sensation

BILL FARRELL

YOU'VE CHANGED AND IT STILL GOES

M-G-M 10519



A New Country Hit That'll Catch Coins

SLIM CARTER

HUNGRY HEART I WOULD SEND ROSES (But They Cost Too Much)

M-G-M 10513

ORDER FORM
(FILL OUT—SEND TO YOUR M-G-M RECORDS DISTRIBUTOR)

NAME _____

FIRM _____

STREET _____ STATE _____

CITY _____

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N.Y.

The **Billboard** MUSIC POPULARITY CHARTS
PART VIII

Record Reviews

RATINGS (100 Point Maximum)
90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. N.S. indicates a record is not suitable for approval within the market.

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

RATINGS			
OPERATOR	RETAILER	DISK JOCKEY	OVER-ALL

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

ARTIST LABEL AND NO.	TUNES COMMENT	OPERATOR	RETAILER	DISK JOCKEY	OVER-ALL
TEDDY PHILLIPS ORK (Lynn Hoyt) Tower 1461	Charley My Boy Side has started to roll in Midwest and could take hold nationally. Thrush Hoyt does a gay vocal in a smart production setting.	88	88	86	90
PEE WEE HUNT ORK Regent 164	Are You Kissin' Someone Else? Another clever production treatment of a happy rhythm novelty. Should get plenty of spins when disk is flipped.	80	80	80	80
JOE RICHARDSON Abbey 9001	I Got Rhythm Good straight dixieland jazz treatment of the standard, with okay solos and ensemble. But it lacks the gag touch that skyrocketed "Twelfth Street Rag."	62	64	62	60
JOE RICHARDSON Abbey 9002	The Preacher and the Bear Jump dixie novelty with a lyric in the vein of "Brother Bill." Pee Wee sings it fine, but appeal is too specialized.	63	63	63	63
RALPH FORD Crystaletta CR-611	Grin and Bear It Pop-calypso jingle with a dull lyric.	48	50	48	46
AL LOMBARDY ORK Cobra C-300	Playing the Numbers Trials of a number addict done calypso manner. This side has some humor and interest.	63	63	63	63
PAUL WESTON Capitol 37-756	Mary Ann Calypso aimed at pop market has a nothing theme and lyric.	40	40	40	40
FRANK SINATRA (Jeff Alexander Ork) Columbia 38613	Matilda Better material here, but still not extraordinary.	50	50	50	50
RAY ANTHONY Capitol 57-761	Mary Lou First-rate organ-and-bones treatment of an oldie. Compelling sound should bring juke action.	82	81	80	85
PERCY FAITH ORK Victor (45) 47-3063	Indian Love Call Tune doesn't seem to be as adaptable to the organ-bones treatment as flip.	71	70	70	74
FRANK SINATRA (Jeff Alexander Ork) Columbia 38613	Clarinet Mambo Novel instrumental has sleeper potential. A Shavian clarinet weaves a minor melody in front of a clean, Machito-type orking. It's a jockey natural, and boxes could follow.	85	87	82	85
FRANK SINATRA (Jeff Alexander Ork) Columbia 38613	Bounce Dance novelty, appealingly chanted by soft-voiced Joe Derice, with a simple, attractive orking.	73	73	73	73
FRANK SINATRA (Jeff Alexander Ork) Columbia 38613	A Thousand Violins Weston gives the gypsy minor ditty the "angel music" treatment—shimmering fiddles and a high singing fem group.	73	76	72	70
FRANK SINATRA (Jeff Alexander Ork) Columbia 38613	Dardanella Bright instrumental go on the oldie should get continued steady play, tho it's not likely to be a flash hit.	73	77	70	71
FRANK SINATRA (Jeff Alexander Ork) Columbia 38613	Bye Bye Baby A lovely ballad from the forthcoming "Gentleman Prefer Blondes" musical with a natural beat gets a smart dance treatment and fem vocal from the hard-hitting Anthony band.	82	85	80	80
FRANK SINATRA (Jeff Alexander Ork) Columbia 38613	A Dreamer's Holiday A dance treatment with touches of Miller makes for smart and different coverage of the oncoming ballad.	80	82	78	80
FRANK SINATRA (Jeff Alexander Ork) Columbia 38613	Whirlwind Job probably has too much quality to go places but it's "the" interpretation of the Stan Jones tune. Arrangement, with cascading strings and choir effect, is poetic. Jocks should like.	71	74	70	68
FRANK SINATRA (Jeff Alexander Ork) Columbia 38613	My Dream Concerto A love song styled in pop concerto style, with piano soloing against ork while choir does the lyrics "angel-voice style." Pretty but precious.	66	70	66	63
FRANK SINATRA (Jeff Alexander Ork) Columbia 38613	On the Island of Stromboli Frankie serves up a volcanic idyll, with mandolins and a chorus in Italian. If the public's still interested in The Actress and the Director, they'll buy a few.	80	80	80	80
FRANK SINATRA (Jeff Alexander Ork) Columbia 38613	Mad About You A beautiful, lyrical ballad by Ned Washington and Vic Young gets a feelingful Sinatra interpretation. A bit classy for flash performance, but figures to have permanent, standard character.	77	79	77	75

(Continued on page 48)



LOUIS PRIMA

AND HIS ORCHESTRA

First releases guaranteed to "RING DA BELL!"

"CHARLEY MY BOY"

AND

"YES, WE HAVE NO BANANAS"

MERCURY 5338

"I BEEPED

WHEN I SHOULD HAVE BOPPED"

"THE MANUELO TARANTEL"

MERCURY 5339

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

"The Story Of Annie Laurie"

Three Dynamite Records...

● **GUY LOMBARDO**

Decca 24760

● **ART MOONEY**

MGM 10517

● **DINAH SHORE**

Columbia
78 rpm 38579
(LP) 1-334

More Recordings to follow . . .

SANTLY-JOY, Inc.

1619 Broadway, New York 19, N. Y.

EDDIE JOY, Gen. Prof. Mgr.

Record Reviews

(Continued from page 38)

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	
POPULAR		
AL GRANT King 15019	Goodbye My Love Grant does a nostalgic torcher in waltz time with resonance and feeling.	72--72--72--72
	Lovebirds Al Grant and Barbara Cameron Grant and thrush in a close-harmony duet with organ and piano backing. Pleasant job, and tune's a likely enough hunk of schmalz.	74--74--74--74
DINAH SHORE (Harry Zimmerman Ork) Columbia 38605	Speak a Word of Love Dinah's usually proficient singing style handles this lovely Saxun-Wells song in okay fashion.	82--81--82--80
	Dear Hearts and Gentle People The thrush should have her biggest disk since "Buttons and Bows" in this airy rhythm item which is handled perfectly from start to finish by Dinah, vocal group and small ork.	92--93--91--91
SARAH VAUGHAN (Ted Dale Ork) MGM 10549	The Man I Love Sarah of her Muscraft days was better on wax than she has been of late. This disk of the Gershwin standard could stand as proof.	74--76--73--72
	Once in a While She's even better on this side with another pretty standard. Her many followers will want this one for her vocal gymnastics in the tag ending.	82--84--82--80
RICHARD HAYES (Glenn Osser Ork) Mercury 5333	Will You Remember? Since Tony Martin's disk of the "There's No Tomorrow" adaptation hit first, this other version of "O Sole Mio" will have a tough time, despite a vibrant bit of warbling by Hayes.	68--70--68--66
	Mabuhay Spelled backwards, this one's "Yabuhay," and it's a Latin-tinged bit of exotica that gets full-bodied virtuosic treatment from Hayes.	72--75--71--69
DIANE COURTNEY (Russ Case Ork) MGM 10545	Everything They Said Came True Competent, but undistinctive rendition of the promising tune has stiff competition from several earlier diskings.	67--68--67--67
	A Song for My Mother Minor melody has a Hebraic sound, and the classy sounding thrush does it with feeling. May have trouble finding its market.	64--66--66--60
JOHNNY KAYE (Freddie Sateriale Ork) Norfolk 1303	I Couldn't Do Without You Here's a first-rate job; tune is an attractive slow ballad, Jonny Kaye sounds so much like Como, and the ork has a big-league sound.	72--72--72--72
	There's a Flame in My Heart More of the same.	72--72--72--72
JUDY VALENTINE (Sid Ramin Ork) MGM 10546	I'm Cooked, Boiled and Toasted Baby-voiced chirp essays a contrived hunk of material that isn't even irksome, just innocuous.	62--64--62--60
	Please Take Me Home This Moment More of the same, with a slightly suggestive turn.	60--60--60--60
VIC DAMONE Mercury 5326	Why Was I Born? Looks like Da Moan's next big one. Great tune by Kern and Hammerstein dates back some, and Vic should have it pretty much to himself by virtue of his virtuosic performance.	90--91--90--90
	Lonely Night Melody is "Berceuse" by Jarnfelt, lyrics are by Alec Wilder. Pretty, but fancy for pop consumption.	79--81--78--78
BILL DARNEL (Alvy West Ork) Coral 60108	Sleepin' The virile-sounding bar's distinctive style, with its inherent beat, could register in the blues-rhythm market too. Fine blues-tinged side.	83--84--83--82
	Everybody Loves My Baby (But My Baby Don't Love Nobody but Me) Darnel sings a lotta choruses here, but then he does a lot with 'em. Top-grade rhythm warbling, tho unlikely to revive the oldie in pop field.	75--76--75--74
FLORENCE WRIGHT National 8090	The Game of Broken Hearts Bluesy thrush and star jazz men do a pleasing turn on the sleeper ballad that first showed signs as a hillbilly.	77--77--77--77
	Deal Me a Hand It's game time at National. Gal's style is a cross between D. Washington and E. Vaughan. Middlin' stuff.	71--72--70--70
ZIGGY ELMAN MGM 10543	Irresistible You The golden tones of Elman's legato trumpet show to beautiful advantage in his instrumental version of a pretty tune. Good tempo.	74--77--74--72
	Me and My Shadow Ziggy and lads take the oldie at a moderate bounce tempo. Nothing special here.	68--68--66--70
JO STAFFORD-GORDON MacRAE (Paul Weston Ork) Capitol 79-90032 (12")	Songs of Christmas, Parts I & II The "Whispering Hope" duo is perfectly cast in this Christmas medley. Organ, ork and mixed chorus assist, and the mixed chorus takes an occasional chorus in tasty fashion. Includes "Hark the Herald Angels," "The First Noel," "O Come, All Ye Faithful," "Deck the Halls," "O Come, O Come Emmanuel," "Joy to the World," "It Came Upon the Midnight Clear," "O Little Town of Bethlehem," "God Rest Ye Merry Gentlemen," "Silent Night." Should be a big one.	86--86--86--85

Record Reviews



ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
KITTY KALLEN (Mitch Miller Ork) Mercury 5327	A Man Wrote a Song Rich "philosophical" song is chirped with a warm intensity. Could take hold gradually.	81--83--81--79
	Mad About You Victor Young penned this one, and Miss Kallen performs it competently, if unexcitingly.	70--72--70--68
KEN GRIFFIN (Karen Ford-Bill Snary) Rondo 306	Our Christmas Waltz The fine Griffin waltz beat may attract some customers but aside from that there's not much luster in this Christmas offering.	65--64--62--70
	Star of the East Typical Griffin organ solo—clearly delineated melody and perfect time. Perfect Griffin fan fodder.	71--67--70--75
KEN GRIFFIN Rondo 198	Souvenir Waltz A lulling original waltz in the old-fashioned vein is handled in the usual proficient and perfect-tempoed Griffin manner.	80--80--80--80
	Ti Pi Tin Griffin treats this oldie tastefully albeit a bit jazzy at an upped tempo.	63--62--62--65
OLIVE MASON Rondo 300	Mason's Boogie Proficient boogie piano with tinges of Milt Buckner, Errol Garner and polite society pianists showing at different times.	63--63--60--66
	On the Sunny Side of the Street The standard is handled neatly and cleanly tho in rather routine small instrumental group fashion.	60--59--58--63
ART MOONEY ORK MGM 10548	Toot, Toot, Tootsie Goodbye Rousing, spirited waxing of the oldie brought back in the new Jolson flick. Should be one of Mooney's biggest.	90--91--89--90
	I Never See Maggie Alone Since the vaude-type oldie kicked up a storm as a folk effort, there are country touches to the Mooney production in the person of Tex Fletcher, who does the solo honors.	81--80--80--84
PHIL BRITO (Walter Cross Ork) MGM 10550	Vieni Su Brito, in a dinking he sliced for Musleratt, sings the current plug in its original Italian. Should draw brisk biz in Italian nabes.	70--70--70--70
	Mattinata This is the Italian ballad which fostered "You're Breaking My Heart," the current smash. Brito does it in the Italian original and should draw at least strong Italian nabe business.	73--76--73--70
JACK FINA ORK MGM 10544	Down Home Rag Fina's funky-styled 88-ing highlights an otherwise ordinary sort of band dinking of an oldie.	66--65--65--68
	Waltz in C Sharp Minor Fina tackles the Chopin favorite and plays it rather faithfully in dance time. Pleasant wax.	67--70--66--66
SARAH VAUGHN (Hugo Winterhalter Ork) Columbia 38617	Fool's Paradise Sarah, in a superb Winterhalter ork-chorus setting, turns in one of her best singing jobs on a new plug ballad.	80--84--79--77
	Lonely Girl She's even better in this light swing conception of another plug ditty. Fine ork support.	83--85--82--82
JIMMY COLLETT Metropolitan 20-03	Just an Old-Fashioned Christmas Inoffensive Christmas ballad treated almost in a country vein and pleasantly at that. But the competition's rough this year.	51--50--50--52
	Can't Forget Tho this ballad treats of most of the holidays, the waxing, tho it isn't hard to take, lacks a solid punch.	51--50--50--52
DAVID ALLEN (Johnny Richards Ork) Discovery 510	Wrong Ex-Raeburn warbler does a pleasing Eck-styling on a pretty ballad. Modern, fancy orking in back.	68--72--68--64
	When Love Comes A sophisticated, slow-moving ballad.	62--64--62--60
EDDIE CANTOR Bluebird 30-0010	I Never See Maggie Alone Cantor plus some old-fashioned orking equals a charming vaude-tinged rendition of the hit revival.	72--73--70--73
	The Old Piano Roll Blues Both song and dinking are new but the etching has an old-fashioned all-round flavor which should evoke memories of yesteryear.	75--77--74--74
EDDIE FISHER Bluebird 30-0011	My Bolero New and young warbler debuts impressively in a push conception of a tune which was off to a fast start via a Damone dinking.	68--70--65--70
	Foolish Tears Young Fisher sounds like Como here, Damone there and does a thoroly competent chore on the "Jealous Heart" sequel.	81--84--80--80
RALPH FLANAGAN ORK Bluebird 30-0008	Whispering Hope The folk ballad loses all of its effect and charm at a bright dance tempo. Harry Prime's weak vocal doesn't help this emulation of the Miller orchestra.	64--69--63--60
	Penthouse Serenade Handled instrumentally, the standard makes a fine fox-trot effort for Flanagan. He gets a chance to throw in most of the Miller sounds.	75--80--70--75

(Continued on page 124)

A Certain Smash! Gordon MacRae's

Best Yet!



"THE PRAIRIE IS STILL"

flip: "The Sunshine of Your Smile"
Capitol No. 57-755 78 rpm

Gordon MacRae's magnificent performance of this thrilling song, with a superb Paul Weston orchestral and choral background, marks it for all-time greatness. It can't miss!



Other Recent MacRae Hits:

- "I Want You to Want Me (to Want You)" and "Wonderful One" Capitol No. 57-723 78 rpm
- "The Wedding of Lilli Marlene" and "Twenty-Four Hours of Sunshine" Capitol No. 57-711 78 rpm
- "A Kiss in the Dark" and "Body and Soul" Capitol No. 57-704 78 rpm
- "Whispering Hope" and "A Thought in My Heart" Capitol No. 57-690 78 rpm



Phone or Wire
Your Distributor
TODAY!

FIRST WITH THE HITS FROM HOLLYWOOD!

THE BILLBOARD PICKS FOR CHRISTMAS:

Out of a large number of 1949's Christmas recordings, certain records, in the opinion of The Billboard music staff, warrant special mention. This group selection is in lieu of selecting the sides individually in the weekly "Record Possibilities" section.

- MERRY CHRISTMAS POLKA Andrews Sisters, Guy Lombardo (Decca), Freddy Martin (Victor), Dinah Shore (Columbia)
- OLD ST. NICHOLAS Doris Day (Columbia)
- THE MISTLETOE KISS Art Mooney (MGM), Russ Morgan (Decca)
- JINGLE BELLS Art Mooney (MGM)
- BLUE CHRISTMAS Russ Morgan (Decca)
- HERE COMES SANTA CLAUS Sammy Kaye (Victor), Bing Crosby (Decca), Gene Autry (Columbia—reissue)
- YOU'RE ALL I WANT FOR CHRISTMAS Bing Crosby (Decca), Frank Gallagher (Dana—reissue)
- RUDOLPH THE RED NOSED REINDEER Gene Autry (Columbia)
- C-H-R-I-S-T-M-A-S Eddy Arnold (Victor)
- ALL I WANT FOR CHRISTMAS IS MY TWO FRONT TEETH Patti Andrews-Danny Kaye (Decca), Splice Jones (Victor)
- AVE MARIA Perry Como (Victor)
- THE LORD'S PRAYER Perry Como (Victor)
- CHRISTMAS ROSES Kenny Roberts (Coral)
- CHRISTMAS CAROLS Jo Stafford-Gordon MacRae (Capitol—12-inch)
- CHRISTMAS GREETING ALBUM Bing Crosby-Andrews Sisters (Decca)

The Billboard MUSIC POPULARITY CHARTS

Record Possibilities

PART
IX

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.

- MULE TRAIN Frankie Laine Mercury 5345
Frankie Laine continues to surprise with a remarkable performance on a piece of material which is outstanding for its intriguing rhythm, loads of spirit and sound effects. This one should hit fast and big.
- I'LL NEVER SLIP AROUND AGAIN Margaret Whiting and Jimmy Walley Capitol 57-40246
The follow-up effort to this team's "Slipping Around" has the same feeling and proper spirit; should do a lively business on its own.
- WAY BACK HOME Bing Crosby and Fred Waring's Ork. Decca 24880
A Tom Waring-Al Lewis oldie revived wonderfully by Der Bingle with feelingful support from the Waring Pennsylvanians and choir. Subject of a giant Decca promotion which should stir added sales.
- I'VE GOT A LOVELY BUNCH OF COCONUTS Danny Kaye Decca 24784
Kaye's version of the Freddy Martin hit dishing has plenty of the vim and vinegar which draws the nickels. Kaye's cockney dialect and a thumping bass drum are the attractions.
- ALLOP OF THE COMEDIANS Jerry Murad and Harmonicats Mercury 5331
The "Peg o' My Heart" guys come back to wax with a fresh-sounding instrumental based on an excerpt from Kabalevsky's ballet, "The Comedians," which previously was recorded by Gene Krupa's ork. It's a catchy tune and a "different" sound, which certainly should stir up plenty jockey play.

THE DISK JOCKEYS PICK:

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

1. WHY WAS I BORN? Vic Damone Mercury 5326
2. I'VE GOT A LOVELY BUNCH OF COCONUTS Freddy Martin Victor 20-3554
3. ENVY Buddy Clark Columbia 38599
4. CANADIAN CAPERS Doris Day Columbia 38595
5. CROCODILE TEARS Eddy Howard Mercury 5325
6. A DREAMER'S HOLIDAY Buddy Clark Columbia 38597

THE RETAILERS PICK:

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

1. THERE'S NO TOMORROW Tony Martin Victor 20-3582
2. MY GEE GEE FROM THE FIJI ISLES Chuck Thomas Capitol 57-746
3. CROCODILE TEARS Eddy Howard Mercury 5325
4. VIENI SU Vaughn Monroe Victor 20-3549
5. LET'S HARMONIZE Sammy Kaye Victor 20-3555

THE OPERATORS PICK:

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

1. TOOT, TOOT, TOOTSIE Art Mooney MGM 10548
2. CROCODILE TEARS Eddy Howard Mercury 5325
3. I'VE GOT A LOVELY BUNCH OF COCONUTS Freddy Martin Victor 20-3554
4. WHY WAS I BORN? Vic Damone Mercury 5326
5. THERE'S NO TOMORROW Tony Martin Victor 20-3582

FOLK TALENT AND TUNES

(Continued from page 37)

Osborne, formerly at WRVA, Richmond, Va.; Little Art Haggerty and Bob Rutledge. . . . Casey Clark, once with Ernie Lee and Jerry Byrd, has a two-hour disk show over WVLK, Versailles, Ky. He is also reorganizing his band, the Lazy Ranch Boys, with Dick Chaffin, vocals; Buddy Ratcliffe, bass and his own fiddle. Clark's group is working the "Kentucky Mountain Barn Dance," along with Molly O'Day and Lynn Davis and others over WVLK. . . . Charles Petzold, Chicago chief of Capitol records, is setting up a series of h. b. shows for vets' hospitals in the area. On his first junket, Bob Flannery and Jenny Lou Carson were starred.

Arleen Wright and her Maids of the Prairie are working at the Turf Club, Linden, N. J., and are doing a Sunday shot over WAAT, Newark, N. J. . . . Jimmy Browne and Al Parker, of WJJD, Chicago, are using The Billboard's h. b. and Western pop charts as basis for their three-hour morning show every Saturday. . . . Bob Wills (MGM) and the Texas Playboys are working at KYBE, Oklahoma City, where they air over five stations. Wills works an hour per day from the stage of the local Criterion Theater. In addition, the band plays Friday and Saturday dances at the Trianon Ballroom there, with a date at Cain's Dancing Academy, Tulsa, every Tuesday. . . . John Lee Wills cut his first sides for Bullet October 16. His band will play two weeks of one-nighters thru Kansas and Texas and New Mexico, starting November 1. . . . Slim Luse, once fiddler with Pee Wee King, is heading the Swingin' Rangers at WICA, Ashtabula, O. Personnel includes: Gene Mason, accordion; Dan Shannon, guitar; Donald Dickenson, rhythm guitar; Red Alderman, bass; and Hazel Scoutin, vocals, with the leader's fiddle and vocals. . . . Jack Kennedy, pianoman with Ben Christian's band (4 Star) reports that Moon Mullican (King) has reorganized his band at KPBX, Beaumont, Tex. Sidemen include: Cotton Thompson, fiddle; Muff Collins, guitar; Cotton Erwin, sax; Ray Kennedy, bass, and Jimmie Harper, drums, with Moon's piano. Mulligan enlarged from a trio.

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

Wagner Joins Heidt; Term Troubles Nix Philly 'Parade' Show

NEW YORK, Oct. 22.—Martin Wagner, veteran agent, has joined the Horace Heidt Agency, and will open a Los Angeles office for the impresario-maestro within the next few weeks. Wagner, who recently handled the tours of Bob Hope, Jose Iturbi and Sigmund Romberg, had been previously associated with the William Morris office since 1912. Heidt's Parade of Philip Morris Stars troupe, which was scheduled to open at the Shubert Theater, Philadelphia, November 23 (The Billboard, September 10) has cancelled that booking due to an inability to agree on terms with the theater. According to John Leer, general manager of the Heidt office, the New York theater engagement, projected for late December, is still hanging in air, pending negotiations with a legit house.

London Offers Pre Pearl Harbor Doc

NEW YORK, Oct. 22.—Prelude to Pearl Harbor, an unusually long non-musical set, is being released this week by London Records. The documentary, including actual voices of modern historic figures and actual on-the-spot reporting of world-shaking events, in the manner of Columbia's I Can Hear It Now package, will cover 16 12-inch records for 78 r.p.m. players, or four 12-inch long-playing discs. Most of the material was collected from the British Broadcasting Company (BBC) archives in 1940 and 1941 by Dick O'Connor, an American journalist who also edited the set. O'Connor was killed in a train accident in 1941. The commentator is Kent Stevenson, a Canadian announcer, who was killed in an air mission over Germany.

Lovely Lorry Raine



the originator of "CAN'T SLEEP" (Decca) and "IT'S TOO LATE NOW"—starred Mark Warnow's "Sound Off"; Rudy Vallee's "College Days"; Winner Orchestra World's "Most Promising New Discovery" poll, etc.

NOW INTRODUCES:

"ONE MORE TEAR"

(By Tim Gayle, Marilou Dawn and J. Fred Coats)

"CAMP MEETIN'"

(By Tim Gayle, Marilou Dawn and J. Fred Coats)

on SERENADE Disk Jockeys, Operators—Available Now.

Also Coming Up: "BABY, I'D KNOW IT WAS YOU"; "I SENT YOU AN S.O.S. WITH FLOWERS"; "MY RUNAWAY HEART," "SADDLE CREEK CANYON"

"Lorry's great—" Ed McKenzie
JACK THE BELLBOY, WJBK, Detroit

SERENADE RECORDS

Disk Jockey Exploitation and Public Relations by

TIM GAYLE*

Current Mail Address: Care Hotel Sheraton, Detroit 2, Mich.

*And, of course, Miss Raine's personal manager-publicist and co-writer "It's Too Late Now," introduced by Lorry, and on records by Evelyn Knight, Mel Torme, Chuck Foster, etc.

EXCLUSIVE FIRST ON COLUMBIA RECORDS!

Dinah Shore's greatest



DEAR HEARTS
and
GENTLE PEOPLE

coupled with

**SPEAK A
WORD OF LOVE**

Columbia Record #38605

(Orchestra under the direction of Harry Zimmerman)



Columbia Records

No. 524

TEDDY PHILLIPS
"CHARLEY MY BOY"

ARE YOU KISSIN' SOMEONE ELSE

Teddy Phillips and His Orchestra, vocal Lynn Hoyt and the Phillipaires

No. 501

JACK TETER TRIO
"JOHNSON RAG"

BACK OF THE YARDS

Jack Teter Trio, vocal by Jack Teter

MORE

LONDON

HITS

No. 508

AL MORGAN
"FOOLISH TEARS"

I WISH I HAD A SWEETHEART (Like That Old Sweetheart Of Mine)

Al Morgan Vocal and Piano with Orchestra

No. 519

THE PASTELS
"THE GAME OF BROKEN HEARTS"

DON'T SPOIL A MEMORY

The Pastels Orchestra under the direction of Billy Moore, Jr.

No. 513

CHARLIE SPIVAK
"DON'T CRY JOE" (Let Her Go, Let Her Go, Let Her Go)

Charlie Spivak and His Orchestra, vocal by "Stardreamers"

BABY WON'T YOU PLEASE COME HOME

Charlie Spivak and His Orchestra, vocal by Irene Daye

Records 75¢ plus tax

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

The Billboard

MUSIC POPULARITY CHARTS

PART

X

Advance Information

ADVANCE RECORD RELEASES

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

POPULAR

- A Dreamer's Holiday
R. Anthony (Bye Bye) Cap 57-761
- A Thousand Violins
P. Weston (Dardanella) Cap 57-756
- At Dawn
J. Murad's Harmonicats (Gallon of) Mer 5331
- Bounce
A. Lombardy (Clarinet Mambo) Cobra 300
- Bye Bye Baby
R. Anthony (A Dreamer's) Cap 57-761
- Christmas Music Album
Rutgers University Club (1-10") Key (33) 10
- Clarinet Mambo
A. Lombardy (Bounce) Cobra 300
- Cross My Heart
B. Scott (Twilight) Metro M-8005
- Danse Arabe
X. Cugat Ork (When I) Col 38615
- Dardanella
C. Foster (Oh! You) Mer 5334
- Dardanella
P. Weston (A Thousand) Cap 57-756
- Don't Spoil a Memory?
The Pastels (The Game) London 519
- Down Home Rag
P. Dally (O Katharina) Cap 57-760
- Egg Head
B. Goodman (Why Don't) Cap 57-758
- Festival of Roses
D. Day (The Three) Col 38614
- For Me and My Gal
P. Reed (If Tears) Dance-Tone 1139
- Gallon of the Comedians
J. Murad's Harmonicats (At Dawn) Mer 5331
- Thanksgiving
Don Q (Major Alteration) Bullet 317
- The Game of Broken Hearts
The Pastels (Don't Spoil) London 519
- The Hop-Scotch Polka
J. Garber (Jealous Heart) Cap 57-759
- The Jolly Coachman
C. Ravazza (Princess Poo-Poo-Ly) MGM 10559
- The Lord's Prayer
P. Como (Ave Maria) V(45)52-0071
- The Man I Love
S. Vaughan (Once in) MGM 10549
- The Merry Christmas Waltz
G. Lombardo (An Old-Fashioned) Dec 24770
- The Old Piano Roll Blues
E. Cantor (I Never) Bluebird 30-0010
- The Organ Plays at Christmas Album—B. Cole (3-12") Cap CC-9002
- Way in a Manger . . . 57-90009
- Cantique de Noel . . . 57-90008
- God Rest Ye Merry, Gentlemen . . . 57-90009
- Joy to the World . . . 57-90009
- O Come All Ye Faithful . . . 57-90010
- O Little Town of Bethlehem . . . 57-90010
- Silent Night . . . 57-90008
- We Three King's of the Orient Are . . . 57-90010
- The Prairie Is Still
G. Macrae (The Sunshine) Cap 57-757
- The Preacher and the Bear
Pee Wee Hunt Ork (I Got) Regent 164
- The Three Rivers
D. Day (Festival of) Col 38614
- The Saviour Is Born
N. Paons-A. M. Gliscel (Merry Christmas) Etna ET-1505
- The Sunshine of Your Smile
G. Macrae (The Prairie) Cap 57-757
- The Story of Annie Laurie
B. Harrington (Don't Cry) Vocalion 55058
- The Wedding of Lili Marlene
J. Leonard-The Riddlers (It All) Signature 233
- The Whole Year Around
P. Craig Ork (My Tears) MGM 10558
- There's a Broken Heart for Every Light on Broadway
R. Clooney (Chicago) Harmony 1074
- There's a Flame in My Heart
J. Kaye (I Couldn't) Norfolk 1303
- There's No Tomorrow
T. Martin (A Thousand) V(78)20-3582; (45)47-3078
- This Cold War With You
J. Day (I'll Never) Vocalion 55061
- Through a Long and Sleepless Night
The Stardusters (Wouldn't It) Dec 24781
- Toot, Toot, Tootsie, Goo'bye
Hoodler Hot Shots (You're Driving) Col 20533
- Twilight
A. Albert Ork (Cross My) Metro M-8005
- Two Lips Are My Favorite Flower
C. Bari Casa Seville Ork (Nina) Metro M-8003
- Two Timer
A. Holmes (Be Sure) Metro 8004
- Under the Christmas Tree Album—J. Garber Ork (3-10") Cap CC-9003
- Deck the Halls . . . 57-90013
- Here Comes Santa Claus (Right Down Santa Claus Lane) . . . 57-90012
- Jingle Bells . . . 57-90011
- Santa Claus Is Comin' to Town . . . 57-90013
- The Christmas Waltz . . . 57-90011
- Winter Wonderland . . . 57-90012
- Vieni Su
P. Briot (Mattinata) MGM 10550
- Waltz of the Fairies
B. Smeage (Cute Young) Prudentia P-103
- Waltz in C Sharp Minor
J. Pina Ork (Down Home) MGM 10544
- Wedding Bells
P. Hall (When He's) London 518
- Wedding Bells Will Soon Be Ringin'
L. Fotine Ork (Why Don't) Dec 24778
- When He's All Dotted Up
P. Hall (Wedding Bells) London 518
- When I Write My Song
X. Cugat-B. Clark (Danse Arabe) Col 38615
- When Love Comes
D. Allen-J. Richards Ork (Wrong) Discovery 510
- Where Are You
L. Brown Ork (Tenderly) Col 38616
- Whispering Hope
R. Flanagan Ork (Penthouse Serenade) Bluebird 30-0008
- White Christmas
R. Flanagan Ork (She Wore) Bluebird 30-0009
- White Christmas
H. Parr (Silent Night) Horace Heidt MS 1010
- Who Are You?
E. Hawkins (Miss Eva) V(78)20-3585; (45)47-3081
- Why Don't You Haul Off and Love Me?
L. Fotine Ork (Wedding Bells) Dec 24778
- Why Was I Born?
V. Damone (Lonely Night) Mer 5326
- Why Don't We Do This More Often?
B. Goodman (Egg Head) Cap 57-756
- Why Fall in Love With a Stranger
D. Hudson Ork (Regardless) Bullet 1085

(Continued on page 112)

The following abbreviations are being used thruout the list of Advance Record Releases:
 Cap—Capitol
 Col—Columbia
 Dec—Decca
 Mer—Mercury
 V—Victor
 All other labels will continue to be spelled out.
 Where 78, 45 and 33 1/2 (LP) r.p.m. numbers are listed, the speed is indicated in parentheses preceding the record number. For example: V (78) 20-1941; (45) 47-2354, etc.

the same low price since 1938

ROUND ELLIPTICAL

PERMO POINTS

with PERMOMETAL (OSMIUM ALLOY)

TIP

LONG LIFE... KIND TO RECORDS... DEPENDABLE... ECONOMICAL...

More Permo Needles Sold Than All Other Longlife Needles Combined

PERMO, INCORPORATED
6415 North Ravenswood Avenue Chicago 26

The Billboard MUSIC POPULARITY CHARTS

Album and LP Record Reviews

PART XI

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

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

THE RATINGS
(100 points—the maximum)

90-100	tops
80-89	excellent
70-79	good
60-69	satisfactory
50-59	poor

THE CATEGORIES

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

PRAYERS OF MOSES — The 80
Cantor of Warsaw (3-7")
Victor (45) WS 60
Edushah; Av Horach m/m; Ovinu Malkenu; V'al Y-Dei Avodecho.
Cantor Meshe Kusevitsky is one of the most brilliant cantorial voices to have made a disk appearance since the death of the fabulous Joseph Rosenblatt. Kusevitsky boasts a pair of pipes which compare favorably with the best concertizing artists'. His previous disks have found a strong market among Jewish populated areas. This package of familiar Hebrew prayers should meet with equally warm reception in these same locales. The artistry of the Cantor will probably sell a number of sets outside the Jewish areas. Kusevitsky is aided by a choir on four of the six sides while a trio backs him instrumentally on the remaining pairing. Also available on shellacs.

JUKES Not suitable.
JOCKS Jewish spinners will delight in these grand recordings.

GOULD: INTERPLAY FOR 80
PIANO AND ORCHESTRA AND MUSIC OF MORTON GOULD—Morton Gould-The Robin Hood Dell Ork of Philadelphia (1-12")
Columbia (33) ML 4218
Cowboy Rhapsody; American Salute; Go Down, Moses; Sometimes I Feel Like a Motherless Child; New China March; Red Cavalry March.
A pair of Morton Gould albums are put together to make up one long-play disk, which manages to include just about a smattering of each of Gould's talents—composer, pianist, conductor, arranger. "Interplay" is a major Gould composition which appeared to a favorable reception slightly more than a year ago. The LP reproduction is superior in most ways to the shellacs. Of the remaining works, "Cowboy Rhapsody" and "American Salute" are Gould compositions while the remaining items are his arrangements of familiar works. These made up another popular Gould package. And again LP is superior to the shellacs.

JUKES Not suitable.
JOCKS LP-equipped stations should make plenty use of this disk.

BRAHMS: GERMAN REQUIEM, 80
OP. 45, VOLS. I and II — 80
Herbert Von Karajan, Dir.-Singverein Der Musik Freunde in Wien-The Vienna Philharmonic Ork-Elizabeth Schwarzkopf-Hans Hotter (2-12")
Columbia (33) SL-157
This work is one of the masterpieces of musical history. It certainly stands as one of Brahms' greatest works and there is little that Brahms wrote which was not great. The lengthy work stands as a magnificent choral composition and the best of its kind written after Beethoven. It differs from other liturgical works in that it is sung in German rather than Latin. The text is extracted from the Bible. The performance of the work, done in its entirety, is excellent with Von Karajan molding the entire thing in appropriate fashion. Miss Schwarzkopf does the solo in the fifth section commendably while Hans Hotter sings the several baritone solos quite capably. Choral work is well-turned while the Vienna ork has rarely made better ensemble sounds in the recorded idiom. All told this is a masterful reading of a masterful work.

JUKES Not suitable.
JOCKS Extra long but worth the time.

ROBIN HOOD — Basil Rathbone 80
and Others (1-10")
Columbia (33) ML 2003
The excellent dramatization of the ancient tale was written by Ralph Rose, and has been available for several years on conventional 78 r.p.m. disks. In the LP package it is even more effective, as it builds its suspense without jarring pauses. The fine acting of Rathbone and cast, the flavorful old English folk songs, and the production effects are permeated with taste and intelligence. Should continue to sell as a standard, with broad appeal from the age of six up to the teens.

JUKES Not suitable.
JOCKS A hard one to improve on.

DVORAK: STRING QUARTET IN 71
F MAJOR, OP. 96—The Griller String Quartet (1-12")
London (33) LLP 4
This disk contains quite a straightforward and outstanding performance of what is probably Dvorak's best-known and most oft played chamber composition. It is more familiarly known as the "American" quartet, having acquired the title primarily because it was written during Dvorak's lengthy stay in this country. This was a prolific visit as well since it also produced, among a number of other compositions, his best known work, the Fifth or New World Symphony. The Griller Quartet, a most competent chamber group, rounds out the long-play etching with a thorough workmanlike reading of the familiar Mozart Adagio and Fugue.

JUKES Not suitable.
JOCKS LP-equipped FM and long hair spinners could use for chamber music presentations.

CAMPUS DAYS—Joel Herron Ork 68
(4-10")
MGM 45
Fight On; Notre Dame Victory March; Roar, Lion, Roar!; On Brave Old Army Team; Rambling Wreck From Georgia Tech; Indiana, Our Indiana; Alma Mater; Anchors Aweigh.
Sound dance and march arrangements of a series of leading school songs make up an acceptable package for the collegiate set. The work sounds just like it may have been picked off a top-notch radio studio ork show. This feeling is reiterated since one of the better of the radio arranger-conductors, Joel Herron, is responsible for the package's music. The ork performance is adequate. There's a vocal group around to do the lyrical chores on most of the sides. The album cover is colorfully attired in a canary yellow.

JUKES Okay in college boxes.
JOCKS Adequate collegiate stuff for fall shows.

MR. TOAD—Basil Rathbone-Eric 82
Blore (1-12")
Capitol EAS 3018
This story, taken from the second section of the new Disney production, "The Adventures of Ichabod and Mr. Toad," is based on the English classic, "The Wind in the Willows," by Kenneth Grahame. It's an unusual tale dealing with "Reynard the Fox" type characters, and as such, would have to sell to school-agers. The irresponsible Mr. Toad, who neglected his home duties to go gallivanting around the country, falls into the hands of a gang of weasels who get him in a pack of trouble. The sometimes amusing, sometimes exciting narration and dramatization are handled beautifully by Rathbone, Blore and Company. Billy May's music, as usual, is tops. Cover's an eye-catcher, and with the flick getting around, this set should do business.

JUKES Not suitable.
JOCKS Top story - time fare.

SOUTH PACIFIC ALBUM—AI 80
Goodman Ork - Sandra Deel - Dickinson Eastham-Thelma Carpenter - Jimmy Carroll - The Guild Choristers (4-10")
Victor BN 3
I'm Gonna Wash That Man Right Out-a My Hair, A Wonderful Guy; Some Enchanted Evening; A Cock-Eyed Optimist; This Nearly Was Mine; Younger Than Springtime, Ball Ha!; There's Nothing Like a Dame.
The listed as Victor BN 3, this is a Bluebird album—and a fine buy at the price. The big Goodman ork does a bang-up job of music-comedy backing. "South Pacific" understudies Eastham and Deel give authentic renditions of the Pinza and Martin tunes, and Thelma Carpenter and Jimmy Carroll handle their chores admirably. On top of this, the disks are unbreakable, with good surface and technical recording. Recommended to show fans who don't have to have the original cast job and would like to save a couple of bucks on the album.

JUKES Good buy for ops.
JOCKS Cast album probably preferred.

(Continued on page 123)

New Sure Fire "MIRACLE Hits!"

M-140 (INSTRUMENTAL) EDDIE CHAMBLEE
"DUREOP" I & II

M-141 (VOCAL) THE 4 VACABONDS
"MIGHTY HARD" (To Go Thru Life Alone)
"MY HEART CRIES"

M-142 (SPIRITUAL) CLEOPHUS ROBINSON
"NOW LORD"
"I LOVE THE NAME JESUS"

M-143 (VOCAL) BILL SAMUELS TRIO
"SAY IT ISN'T SO"
"LET ME OFF UPTOWN"

M-144 (INSTRUMENTAL) TOMMY DEAN
"SWEET AND LOVELY"
"JUST ABOUT RIGHT"

M-145 (BLUES) MEMPHIS SLIM
"ANGEL CHILD"
"NOBODY LOVES ME"

M-146 (INSTRUMENTAL) SONNY THOMPSON
"BACKYARD AFFAIR"
"DREAMING AGAIN"

MIRACLE RECORD CO.
500 East 63rd St. Chicago, Ill.

"HOT LIPS" PAGE AT HIS BEST!

"BIRMINGHAM BOOGIE" and "GIMME, GIMME, GIMME" (Apollo 411)
with an all-star lineup
Featuring EARL BOSTIC

Order from your nearest distributor or direct from

APOLLO RECORDS
457 West 45th St. New York, N. Y.

EVERYBODY IMITATES ENVY

ON TOPS RECORDS #1001 (Unbreakable)

THE ORIGINAL AND BEST
Sample Copies Available
TOPS MUSIC ENTERPRISES
4705 So. Vermont St., Los Angeles 37, Calif.

The Best Polka Since "Beer Barrel"

R-607 "JOLLY MUSICIAN'S POLKA"
"Juneau Park Schottische"

Bernie Roberts and His Jolly Musicians
Snappiest Polka Band in the Country

Rondo RECORDS
329 S. WOOD ST. CHICAGO 12
537 W. 50TH ST. NEW YORK 19

NEW OPERATING PRESSING PLANT

250,000 Monthly Production of Shellac and Vinyl Records.
Very reasonable labor and MOST economical production conditions.

FOR SALE OR LEASE
BOX 466
The Billboard, 1564 Broadway, New York City 19

ANOTHER KING NATURAL

WHY DON'T YOU HAUL OFF AND LOVE ME!

backed by

IS THAT ALL I MEAN TO YOU!

by

BULL MOOSE JACKSON

on

KING 4322

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

RALPH WILLIS ROCKS
"SPORTIN' LIFE"
Backed by
"COOL THAT THING"
ABBEY 3002

ABBEY RECORDS
PETER DORAINE, Inc.
(National Distributors)
754 10th Ave. New York 19, N. Y.
JUdson 6-5291

SOON ON THE TOP!

SAVOY #710
BILLY WRIGHT

"BLUES FOR MY BABY"
"YOU SATISFY"

SAVOY RECORD COMPANY, INC.
58 Market St., Newark 1, N. J.

RELIABILITY — QUALITY
RECORD PRESSING
Originators of the NON-SLIP FLEX (Pat Pending)
Research Craft Co.
4912-14 SANTA MONICA BLVD. LOS ANGELES 27, CALIF.

The
Billboard

MUSIC POPULARITY CHARTS

PART
XII

The Honor Roll of Popular Songwriters

By Jack Burton

NO. 42—COLE PORTER

To the acclaim of Broadway and Hollywood by way of Peru, Ind.; Paris and Park Avenue, New York. That's the road Cole Porter traveled before theatrical producers and first-night audiences alike greeted him with "You're the top," an encomium that later served as the title for one of his many outstanding songs.

In following such a round-about route to fame, Cole Porter also observed the detour signs along the way provided they led to the ski trails of Switzerland, the canals of Venice and the big game hunting grounds of Africa. All of which makes Cole Porter's life far more spectacular than the three-ring circus that wintered at Peru, Ind., where June 9, 1892, this playboy-composer was born with an 18-karat gold spoon in his mouth.

Porter's father was a prosperous fruit grower with a 750-acre farm. His maternal grandfather, J. O. Cole, had recently acquired a fortune in the coal fields and timberlands of West Virginia. And all his grandson had to do to inherit one-sixth of \$7,000,000 was to study for the bar.

By mastering the violin when he was six years old and the piano two years later, Cole Porter gave the old man more than a few anxious moments, and when he composed *The Bobolink Waltz* at the age of 11, the heir-apparent to the tidy sum of

\$1,666,666 was sent off to Worcester Academy with the stern warning he would end up in the poorhouse if he continued with his fiddling and piano playing.

After finishing preparatory school, Cole Porter made Yale the next stop on his itinerary. Here, forgetting his grandfather's admonition, he wrote *Bingo* and *Bulldog*, which probably will send the sons of Eli out on the gridiron to do or die as long as A. G. Spalding makes pigskins. His skill at the Steinway also gained him admission to the gilded undergraduate clique of New Haven and made him a welcome week-end guest at Southampton, East Hampton and Newport house parties.

Graduating from Yale in 1913, Cole Porter moved on to Cambridge, Mass., where he completed his first year at Harvard Law School and then transferred to the Department of Music at the suggestion of the dean but without acquainting Grandfather Cole of the change. In his final year at Harvard, Porter wrote his first musical, *See America First*, but after a two-week Broadway run, the scenery was carted to Cain's theatrical storehouse; Lawrason Riggs, who had written the libretto, entered the priesthood, and the composer-lyricist joined the French Foreign Legion, determined to drown his shame and sorrow in absinthe.

PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

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

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

Instead, Cole Porter marched thru embattled France and Alsace-Lorraine with a portable piano strapped on his back and entertained his comrades-in-arms with front-line recitals on this musical knapsack, being awarded the Croix de Guerre for camaraderie and composing his first song hit, *An Old-Fashioned Garden*, while German guns thundered across No Man's Land.

In 1917, when the United States entered the war, Legionnaire Porter was transferred to the French artillery school at Fountainsbleu where he schooled Yankee doughboys in the intricate mechanism of the French 75's. While on leave in Paris, he suffered a major heart wound when introduced to Linda Lee Thomas, a former Louisville belle, a ravishing beauty and the rich widow of the man who gave his name to the Thomas Flyer automobile.

With the signing of the Armistice, Cole Porter caught the first boat to America for a heart-to-heart conference regarding affairs of the heart with his grandfather. Raymond Hitchcock was a fellow passenger, and after listening to some of Cole Porter's tunes, he asked the composer of *An Old-Fashioned Garden* to write the music for *Hitchy-Koo* of 1919, which was soon to go into rehearsal. Porter, fearing that his grandfather might not listen to reason and refuse to advance him a part of his inheritance as a wedding dowry, accepted the offer.

It is well that he did. The con-

ference with Grandfather Cole was short and futile, ending with a brusque "No law, no money." But *Hitchy-Koo* of 1919 ran for two years on Broadway and the road, and its success was the silver lining to the clouds that hung over Cole Porter's romance. For with \$12,000 in royalties in his pocket, the composer-lyricist in 1921 returned to France where he married Mrs. Thomas and became the leader of a Paris post-war social set.

Rendezvous of Royalty

Cole Porter's home on the Rue Monsieur, where the walls were papered with platinum wallpaper and the chairs upholstered in zebra skins, became the rendezvous of European royalty and wealthy Americans.

On one occasion the Cole Porters hired the Monte Carlo Ballet to entertain their house guests. On another, while summering in Venice, they engaged 50 gondoliers to serve as footmen and employed a troupe of high-rope walkers to perform aloft in a blaze of colored lights. The Plaza Rezzonico, where they spent four summers, cost them \$4,000 a month rental, but "the lira was cheap then" (the quotes are Cole Porter's), and in addition, Grandfather Cole had relented before he died in 1923 and given the couple his golden blessing. Cole Porter also inherited from his maternal grandfather a preference for white cotton socks, which he still dons for daytime wear.

(To be continued next week)

COLE PORTER'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

1916—SEE AMERICA FIRST

Book by T. Lawrason Riggs, and presented by a cast headed by Clifton Webb, Red Eagle, Jeanne Cartier, Leo Gordon and Felix Adler. G. Schirmer. **BUY HER A BOX AT THE OPERA EVER AND EVER YOURS I'VE A SHOOTING BOX IN SCOTLAND I'VE AN AWFUL LOT TO LEARN THE LANGUAGE OF FLOWERS LIMA OH BRIGHT FAIR DREAM PITY ME PLEASE PRITHEE COME SEE AMERICA FIRST SLOW SINKS THE SUN SOMETHING'S GOT TO BE DONE WHEN I USED TO LEAD THE BALLET**

1919—HITCHY-KOO OF 1919

Book by Raymond Hitchcock, who starred in this revue that had a cast that included Charles Howard, Florence O'Denishawn and Joe Cook. Harms, Inc. **PAGLIACCI WHEN BLACK SALLIE SINGS PAGLIACCI I INTRODUCED—HITCHY'S GARDEN OF ROSES WHEN I HAD A UNIFORM ON I'VE GOT SOMEBODY WAITING PETER PIPER THE SEA IS CALLING I'M AN ANESTHETIC DANCER MY COZY LITTLE CORNER IN THE RITZ AN OLD-FASHIONED GARDEN BRING ME BACK MY BUTTERFLY A LITTLE BEAR** By Sally J. Farnum and Neysa McMein.

1924—GREENWICH VILLAGE FOLLIES OF 1924

Book by Irving Caesar and John Murray Anderson, and presented by a cast headed by the Dolly Sisters, Moran and Mack, Bobbe Arnst and Vincent Lopez. **SYNCPATED PIPES OF PAN I'M IN LOVE AGAIN LIEBESTRAUM LET EVERY DAY BE A HOLIDAY BOM-BOM-BEEDLE-UM-BO** By Owen Murphy and Jay Gorney. **WHEN EVENING SHADOWS FALL** By Owen Murphy and Jay Gorney. **ZULU LOU** By Owen Murphy and Jay Gorney. **THE GARDEN OF USED TO BE** By Owen Murphy and Jay Gorney. **DO A LITTLE THIS, DO A LITTLE THAT** By Benton Ley and Lee David.

1928—PARIS

With E. Ray Goetz. Book by Martin Brown, and presented by a cast headed by Irene Bordoni, Margotson, Louise Closser Hale and Irving Aaronson's Commanders. Harms, Inc. **LET'S MISBEHAVE BABES IN THE WOOD DON'T LOOK AT ME THAT WAY VIVIENNE HEAVEN HOP LET'S DO IT (LET'S FALL IN LOVE)** (Available on the following Decca records: Decca 24645 in A-1928, Basil Fomeen orchestra; Decca 23148 in A-123, Mary Martin with orchestra.) **THE LAND OF GOING TO BE** By E. Ray Goetz and Walter Kollo. **PARIS** By E. Ray Goetz and Louis Alter.

1929—FIFTY MILLION FRENCHMEN

Book by Herbert Fields, and presented by cast headed by William Gaxton, Genevieve Tobin, Jack Thompson, Betty Compton and Helen Broderick. Harms, Inc. **A TOAST TO VOLSTEAD YOU DO SOMETHING TO ME** (Available on the following records: Columbia 35745 in C-105, Eddy Duchin, piano with rhythm section; Capitol 20095 in BD-43, Eddie LeMar orchestra; Decca 23139 in A-115, Marlene Dietrich with orchestra.) **THE AMERICAN EXPRESS YOU'VE GOT THAT THING FIND ME A PRIMITIVE MAN WHERE WOULD YOU GET YOUR COAT? DO YOU WANT TO SEE PARIS? AT LONGCHAMPS TODAY THE HEAVEN OF HARLEM WHY SHOULDN'T I HAVE YOU? IT ISN'T DONE TALE-OF THE OYSTER PAREE, WHAT DID YOU DO TO ME? YOU DON'T KNOW PARIS I'M UNLUCKY IN GAMBLING**

I WORSHIP YOU

(Available on Decca Record 23218 in Album A-352, Hildegard.)

1929—WAKE UP AND DREAM

Book by J. H. Turner, and starring Jack Buchanan in a cast that included Tilly Losch and Jessie Mathews. Harms, Inc.

WHAT IS THIS THING CALLED LOVE?

(Available on the following records: RCA Victor 27782, Tommy Dorsey and Connie Haines; RCA Victor 20-1942, Betty Rhodes with orchestra; RCA Victor P(27629) in P-88, Leo Reisman orchestra; RCA Victor P(27820) in P-118, Lena Horne with orchestra; Capitol 20011 in BD-8, King Cole Trio; Decca 23565, Billie Holiday with orchestra; Decca 23501 in A-121, Phil Baker, accordion; Decca 24053 in A-1930, Ted Straeter orchestra; Decca 23150 in A-123, Mary Martin; Decca 23699 in A-499, Fred Waring's Pennsylvanians; Columbia 36543 in C-87, Eddy Duchin, piano solo; Columbia 7555-M, Morton Gould orchestra; Columbia 7548-M, Rise Stevens with orchestra; Columbia 37517, Eddy Duchin, piano and orchestra.) **SHE'S SUCH A COMFORT TO ME** By Douglas Furber, Donovan Parsons and Arthur Schwartz. **ONLY A SCHOOL GIRL FANCY OUR MEETING** By Douglas Furber, Phil Charlq and Joe Meyer. **WHICH IS THE RIGHT LIFE? I'M A GIGOLO**

1930—THE NEW YORKERS

Book by Peter Arno and E. Ray Goetz, and presented by a cast headed by Hope Williams, Ann Pennington, Charles King, Jimmy Durante, Lew Clayton, Eddie Jackson, Tammany Young, Richard Carle and Fred Waring's Pennsylvanians. Harms, Inc. **GO INTO YOUR DANCE SAY IT WITH GIN VENICE LOVE FOR SALE**

(Available on the following records: RCA Victor P(27385) in P-31, Hal Kemp orchestra; RCA Victor P(20-1881) in P-158, David Rose orchestra; Decca 23619 in A-422, Ruby Newman orchestra; Columbia 36544 in C-87, Eddy Duchin; Columbia 37918 in C-157, Jane Russell with orchestra; Capitol 10038 in CE-19, Benny Carter orchestra.) **I HAPPEN TO LIKE NEW YORK I'M GETTING MYSELF READY FOR YOU THE GREAT INDOORS THE SHEIKEN FOOL LET'S FLY AWAY SING SING FOR SING SING TAKE ME BACK TO MANHATTAN** Jimmy Durante also contributed the following songs to this production: **THE HOT PATATA**

MONEY WOOD DATA

1932—THE GAY DIVORCEE

Book by Dwight Taylor and presented by a cast that included Fred Astaire, Grace Moore, Eric Blore, Luella Gear and Claire Luce. Harms, Inc.

AFTER YOU WHO?

WHY MARRY THEM?

SALT AIR

I STILL LOVE THE RED, WHITE AND BLUE

NIGHT AND DAY

(Available on the following records: Decca 25401 in A-893, Carmen Cavallaro; RCA Victor M-11-9039 in M-1033, Allen Jones with orchestra and chorus; RCA Victor 20-1940, Russ Case orchestra; RCA Victor 25657, Tommy Dorsey; RCA Victor 20-1589, Frank Sinatra with orchestra; RCA Victor 36835, Paul Whiteman orchestra and Pickens Sisters; RCA Victor P(20-1572) in P-149, Whittemore and Lowe, piano duo; Capitol 20655 in BD-24, Buddy Cole with guitar and bass; Capitol 15114, Starlighters with Paul Weston orchestra; Decca 23972, Bing Crosby; Decca 18887, Bing Crosby; Decca 18823, Carmen Cavallaro, piano; Decca 24062, Carmen Cavallaro, piano; Decca 23618, Ruby Newman orchestra; Decca 23997, Hot Club of France Quintet; Columbia 36541 in C-87, Eddy Duchin; Columbia 36110, Eddie Duchin; Columbia 36439 in C-76, Fred Feibel, novachord; Columbia 35410, Benny Goodman; Columbia 4290-M, Andre Kostelanetz orchestra; Columbia 36627 in C-92, Don Baker, console; Columbia 7553-M, Morton Gould orchestra; Columbia 7547-M, Rise Stevens with orchestra; Columbia 38644, Billie Holiday with orchestra; Columbia 37868 in C-140, Robert Maxwell, harpist; Columbia 37955, Claude Thornhill orchestra.)

HOW'S YOUR ROMANCE? WHAT WILL BECOME OF OUR ENGLAND?

I'VE GOT YOU ON MY MIND MR. AND MRS. FITCH YOU'RE IN LOVE

1930—ANYTHING GOES

Book by Guy Bolton, P. G. Wodehouse, Howard Lindsay and Russel Crouse, and presented by a cast that included Victor Moore, William Gaxton, Ethel Merman and Bettina Hall. Harms, Inc. **ALL THROUGH THE NIGHT** (Available on the following records: Columbia 7589-M, Andre Kostelanetz orchestra; Decca 24277, Victor Young orchestra.)

(To be continued next week)

SONGWRITERS COMING UP!

In Issues Subsequent to November 5

The Billboard Will Present

SIGMUND ROMEERG

GEORGE GERSHWIN
RICHARD RODGERS
VINCENT YOUMANS
A. BALDWIN SLOANE
HARRY RUBY (with BERT KALMAR)
ARTHUR SCHWARTZ (with HOWARD DIETZ)
JIMMY McHUGH
HARRY B. WOODS
DUKE ELLINGTON

Goldmark to Eng. For LP Lecture

WASHINGTON, Oct. 22.—The Columbia Broadcasting System's (CBS) director of research, Dr. Peter Goldmark, will leave for England next week to deliver a lecture on and demonstrate the LP disk, CBS announced this week.

Goldmark will speak in London November 1 before many of Britain's musicians, engineers and leaders of the music field. Goldmark was invited to make the trip by the British Institute of Electrical Engineers and British Electric Musical Industries. While in London, Goldmark will also demonstrate the CBS TV color system.

Pluggers War On Old Curse

(Continued from page 13)
at a contact employee who, without permission, paid the leader of a small group \$50 for a week's worth of plugs and then saw the batoneer leave the location after delivering only one.

"It's a waste of time to make the spots any more," is the gloomy consensus of pubbers and pluggers. Only the crack name bands are not on the take—the rest of the plugs can be bought in an afternoon's phone calls.

Who's the Villian?

Nobody seems to be able to put his finger on the people who are responsible. Song pluggers blame their bosses for making the deals without the pluggers' knowledge. Publishers blame their employees for buying plugs out of their own pockets. The established professional men with solid contacts blame the newcomers and the lazy pluggers for starting the bribe system. All agree that the plug is diminishing in its value toward establishing a song, especially with the cheap payola orksters cramming as many as a dozen songs (depending on the tempo), one chorus each, into a 15-minute shot.

Payola, in one form or other, is as old as the music business. Before radio, in the vaudeville heyday, the vaude performer was the song creator. It was not considered unethical in the early days to furnish individual performers with special piano copies transposed in their keys. Many vaude singers were on publishers pay rolls, openly carrying the dual function of song plugger and performer. It was more common then than now to cut in a stand-out performer on the song. Because of the concentration of audiences, a single singer could well make a song.

The great music business crusade against payola was the late John G. Paine's attempt in the late '30s to create an industry code under the eye of the federal Fair Trade Commission. Paine was head of the Music Publishers' Protective Association (MPPA) at the time. Joseph V. McKee, one-time mayor of New York, was hired as front man. He made several trips to Washington in behalf of the cause. Paine moved in as general manager of ASCAP during this period and continued to push for a code as a labor of love. But the movement was torpedoed by the publishers themselves, because, as one old-timer dryly recalls, "that's how they wanted to operate."

HARRIS HEADS AFAP

DETROIT, Oct. 22.—Jerry Harris, songwriter, vocalist and former orchestra leader, has been named public relations director of the American Federation of Authors and Publishers (AFAP), independent music licensing organization, according to Robert Selbert, national president. Harris, who is also an AFAP publisher, heading the Park Avenue Music Publishers, will make headquarters at 9510 Grand River Avenue, Detroit.

Showbiz Bills Unsettled As '49 Congress Winds Up

(Continued from page 4)

the bill as soon as possible. The house passed it a couple of weeks ago.

January hearings will also be held on the bill to ban liquor plugs on the air and in the press. These hearings will be held before the Senate Interstate Commerce Committee. Committee staffers feel that for the first time distillers may appear in opposition to the measure. Dry forces as usual will be on hand in full strength.

Following consideration of the liquor measure, the Committee is expected to schedule hearings on radio and television matters. For a year the communications subcommittee, which is headed by Sen. Ernest MacFarland (D., Ariz.), has been examining FCC records and files on radio and TV licensees and applicants. Also on the Committee agenda are probes of communications associations and common carriers. If the FCC decision on color television and reallocations is not forthcoming by February, the group may put off open hearings until later in the year. Members of the Senate unit are especially interested in the question of color.

McFarland's bill to revamp FCC along functional lines in order to expedite decisions will be up for early action by the House Interstate Commerce Committee. In view of the bill's unanimous passage by the Senate, it is guaranteed almost certain House approval.

Excise Tax Sessions

The first item on the agenda of the House Ways and Means Committee consists of the 100-bills to cut or eliminate excise taxes. Hearings are slated to begin in late January. There have been indications that the administration may drop its opposition to changes in excises, but with or without administration support the House is ready to cut most, if not all, excises.

About the only obstacle in the way of excise cuts is the possibility of a presidential veto. Should the President veto a tax-cutting measure, there is no certainty that it could be passed over the veto.

Despite the general favorable congressional attitude toward excise tax cuts, it may be necessary for show business to put on the pressure to make sure that the admissions and the cabaret levies are included for cuts. Odas now favor cuts for showbiz as well as for other excises, but there is a strong bloc in Congress antagonistic toward reducing the so-called "luxury taxes." Less than an even chance is given proposals to cut the liquor levy. Not only the high-tax congressmen but also the dries will fight such a reduction to the last ditch.

Technically, the Inter-American Copyright Convention will be on the agenda of the Senate Foreign Relations Committee. However, with the State Department backing the global copyright proposal to the hilt, this treaty has been given the brush-off and will probably be permanently pigeon-holed.

Pigeon-Hole Bill?

Also slated for the pigeon-hole is the bill of Rep. John Rankin (D., Miss.), to force stations to appoint persons in each State to be available to accept papers in the event of a libel suit. Rankin himself has evinced little interest in his bill since he introduced it after making a bitter denunciation of columnist and radio commentator Drew Pearson.

Little chance is given in the coming session for legislation to force juke operators to pay royalties to composers for disks used in automatic phonos. Such a measure was strongly pushed in the 80th Congress but failed to make the grade. So far in this session, no such bill has even been introduced. If one should

be hopped, it would have a hard time finding a place on the judiciary committee schedule, since the group is making a detailed investigation of anti-trust laws.

A bill to prohibit radio stations from charging above their usual time charges for political talks faces an uncertain future. Ordinarily, it would be shelved, but 1950 is election year, and any attempt by stations to make a windfall out of the pre-election talkathons is likely to result in passage of the measure. It was introduced by a couple of Pennsylvania legislators after they complained of getting over-charged in talks concerning a special election in the State early in the first session.

ATE Sets Operation Of Wichita Dancery

CHICAGO, Oct. 22.—Final preparations for taking over the Blue Moon, Wichita, Kan., dancery, have been made by William Karzas and Ken Moore, of Aragon-Trianon Enterprises (ATE) here. In a deal reportedly engineered by Carl Fox, who sold out his three Midwest ballrooms to ATE two and a half years ago. Johnny Dotsen, the Blue Moon's owner, sold to the Chicago chain owners. Up to the present time, the Blue Moon has been operating as a full-week location spot. During the summer, an outdoor floor behind the ballroom was opened. A three-day week-end policy is currently utilized by Dotsen until the new owners take over.

Addition of the Blue Moon raises the ATE total of ballrooms to six. Other danceries operated by the firm include: Aragon and Trianon ballrooms, Chicago; Surf, Clear Lake, Ia.; Surf, Austin, Minn., and Prom, St. Paul.

Wiley Velvet Label Moves to Cincinnati

HOLLYWOOD, Oct. 22. — Coast indie ranks recently lost a newcomer when Wally Wiley moved his Velvet label headquarters to Cincinnati. Wiley decided in favor of the Queen City to facilitate distribution thru Cincy's centralized location. Also, Wiley intends to escape Coast's high labor and manufacturing costs. Velvet's product will continue to appear on nonbreakable flex.

Velvet's talent roster includes Dick Farney, American-Brazilian balladist now residing south of the border; Jimmy Rodd, Cincy cleffer-singer; Redd Harner, Western warbler, and the "Old Ragtimer," old-time novelty piano player. Wiley will motor back to Cincy, hitting stations and disk jockeys en route. Diskery head is currently negotiating with various Cincinnati backers to sponsor a U. S. tour for Farney.

Morales Starts Diskery

NEW YORK, Oct. 22.—Latin pianist-maestro Noro Morales has started his own record company, Rivoli Records. The outfit, which will aim at the local Latin-American market, will employ local Latin talent. The disks will be unbreakable and will retail for 79 cents. Morales himself will continue to cut for MGM, to whom he is under exclusive contract.

Jubilee Buys 20 Kidisks

NEW YORK, Oct. 22. — Jerry Blaine's Jubilee Records has purchased 20 kidisk masters from Alert Records. The disks, which were issued on Kiddie Time label, previously sold for \$1.05. Blaine is issuing them on unbreakable material at 79 cents. He will continue to use the Kiddie Time name.

OPERATORS TIP

"JEALOUS HEART" by AL MORGAN
LONDON RECORD #500

WE'LL EAT 'EM RAW
If You Don't Agree
ENVY

TOPS THE FIELD
ROY CORDELL'S 32-PIECE ORCHESTRA
AND CHORUS ON TOPS RECORDS
(Unbreakable) #1001
Sample Copies Available
TOPS MUSIC ENTERPRISES
4705 So. Vermont St., Los Angeles 37, Calif.

TEMPPO

SWEETER THAN EVER!
"SWEET GEORGIA BROWN"
TR #652
THE RECORD THAT MADE
BROTHER BONES
AND STARTED
THE BONES CRAZE

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

RECORD STAMPERS
MASTERS-MOTHERS-DUBBING
NEW PLANT
Under Expert Operation
NEW LOW PRICES
(Write for List)
CENTRAL LOCATION
Fast Service
SHAW RECORD PROCESSING, INC.
1914 Dana Ave. Cincinnati 7, Ohio.
Melrose 1870

TOOT, TOOT, TOOTSIE!
(GOOD-BYE)

Featured By
AL JOLSON
In The Columbia Picture
"Jolson Sings Again"
on
Decca Records

LEO FEIST, INC.

NEW VICTOR, COLUMBIA
\$12.00 per 100

OTHER LABELS—\$10.00 PER 100
1/2 with order, balance C. O. D.
Write for LATEST CATALOG.
500 Different Standard and Hit Tunes.
VEDEX COMPANY
674 10th Ave. New York 19, N. Y.
PLaza 7-0636

MUSIC—AS WRITTEN

Cuban Composers Seek National Org

The establishment of a single national organization to represent Cuban composers has been requested of Cuban President Prio in a declaration issued by the Committee for the Liberation of Authors in Havana. The declaration bears the signatures of Orlando de la Rosa, Isolina Carrillo and Pablo Cairo, all well-known composers. The org asserts Cuban composers have at least \$1,000,000 due them on royalties from world-wide performances.

Byrne Quits GAC After Nine Months

Trombonist-orkster Bobby Byrne has terminated his nine-month association with General Artists Corporation (GAC), and October 20 signed with Joe Glaser's Associated Booking Corporation (ABC). Byrne's reorganized band is now 15 pieces. Frank Hanshaw is personal manager.

Muzio Disks To Be Reissued on LP

Eight operatic selections cut by soprano Claudia Muzio in 1917 will be issued on a single long-playing disk November 1 by the Esoteric Record Corporation. The label, newly organized by Jerry Newman, Bill Fox and Seymour Weiss, has obtained enough additional Muzio masters, all private recordings, to make up two more 12-inch LP platters soon.

New York:

Savoy disk topper, Herman Lubinsky, left Thursday (20) for a talent-hunting expedition down South. When he returns, he'll head for the Coast and, subsequently, to Europe before the end of the year. . . . Atlantic Records threw a party for jocks and reviewers Wednesday (19) night at the Keyboard in honor of Vince (Blue) Mondie. Mondie, the one-man band who cuts exclusively for Atlantic, is appearing at the spot. . . . Western warbler Smiley Burnette has penned three tunes which he'll sing in the forthcoming Columbia flick, "Trail of the Rustlers." Titles are "Shoot Me Dead for That One," "I Should Say" and "I Wish I'd Said That." . . . Joe Davis's Beacon Music pubbery has acquired Tito Guizar's Spanish language adaptations of "Mattinata" ("Vuelve a Mis Brazos") and "O Sole Mio" ("Sabor Amargo"), which the Mexican crooner cut recently for RCA Victor (The Billboard, October 22). English adaptations of the same Italian folk melodies are riding here with other pubberies as "You're Breaking My Heart" and "There's No Tomorrow," respectively.

Mynna Granat, of Dave Dreyer Music, left last week on a five-week promotion tour thru the South and Midwest. . . . Apollo Records has signed blues warbler Bob Range and Samuel Patterson, spiritual singer. Range is also a trombonist. Patterson is a guitarist who accompanies Mahalia Jackson. Both are making their debuts as warblers for the label. . . . Dave Dreyer has acquired the Austrian tune, "Wenn Einmal in Fernen Tagen" from the American-Elite diskery here. . . . Patricia Peale has done a new English lyric entitled "Stringers in the Starlight."

Orkster Sammy Kaye last week entered St. Clare's Hospital here for a physical check-up. . . . Nellie Lutcher will play a return engagement at Cafe Society Downtown beginning November 3. . . . Guy Ward, sales manager for Supreme Records, completed a flying trip thru 16 key cities to work up additional promotion for the diskery's line.

Elliot Lawrence, a University of Pennsylvania alumnus, paid off the alma mater by waxing a pair of tunes from the school's coming Mask and Wig show, "Adamant Eve." . . . Lionel Hampton's ork is skedded for a couple of weeks' stay at the Blue Note Cafe in Chicago beginning November 21. . . . Duke Ellington's crew is set for a week at the Earle Theater in Philadelphia beginning November 18. . . . Harry Lim, jazz entrepreneur, has gone into his own diskery biz. Lim will turn out jazz waxings on a label which will bear his initials, the HL label. His initial diskings feature a quintet headed by pianist Al Haig and spots such jazzmen as tenorist Stan Getz and tramist Kai Winding.

Blues and rhythm warbler Larry Darnell has been set for the Village Vanguard on the strength of his first record, "I'll Get Along Somehow." . . . Barron Music, managed by Jack Osfeld, set an advance guarantee deal with Broadcast Music, Inc. (BMI), retroactive to August 1.

"Rum and Soda," etched for MGM by Noro Morales, is being promoted via novel use of cocktail cards and streamers in bars, taverns, etc. Copy on the streamers points up a "hit combination"—that is, listen to—and drink—"Rum and Soda." Sol Handwerker thought up the gimmick. . . . The Daryl Harpa ork opening at the Club Diana, in Union, N. J., Tuesday (25), booked by McConkey Artists Corporation. . . . The Billy Austin Trio is held over for a third month at Bowman's Melody Room in Harlem.

Hill & Country Record Company has signed thrush Dolly Dimples to an exclusive pact. . . . Cece Blake, chirp with the Vaughn Monroe ork, has signed a disk exclusive with Reuben Mould's Motif diskery in Boston. She cut four sides last week. . . . Mindy Carson, RCA Victor wax artist, starts her own show on the National Broadcasting Company (NBC) the first week in November. Fifteen-minute seg will be aired three times a week, coast-to-coast. La Carson also guests on "We, the People" November 4, the night the show switches to NBC from CBS.

Phil Brown, who left the Willard Alexander Agency several weeks ago, last week unveiled his own agency, bearing his name, in Cleveland. Agency will operate on a territorial basis. Brown, who has moved his family to Cleveland, spent the past week here to clean up his affairs in town. . . . Russ Case, who is conducting a series of house dates for MGM Records, and who formerly was musical director for RCA Victor Records, last week landed the four-week Christmas show for the Paramount Theater here. It will be a brief orchestral presentation to fill in between showings of the new 2½ hour Cecil B. DeMille epic, "Samson and Delilah."

Bop City will follow its current show, which features Louis Prima and his ork, with a package which will include blues shouter Wynonie Harris, thrush Patti Page and Herbie Fields's ork. . . . Columbia Records' pop artist and repertoire chief, Manie Sacks, was due back over the week-end from a couple of weeks on the Coast. . . . Jimmy Dorsey and Henry Busse are both in town for a couple of days between one-nighters. . . . Former

orkster and star trumpeter Shorty Sherock has joined Jimmy Dorsey's band. . . . Pubber Buddy Morris popped into town from the Coast last week, as did Personal Manager Carlos Gastel, who is here to work on the promotion of a string of Eastern concerts to be played by clients King Cole and Woody Herman.

Vaughn Monroe's engagement at the Cafe Rouge of the Hotel Statler here has been pushed back a couple of days to allow the maestro to complete his movie colony chores. Originally skedded to open October 31, Monroe will now open November 2 for his initial work with his crew, since his flick went into the works three weeks ago. Claude Thornhill's ork, currently working at the spot, will fill the two days. . . . Woody Herman's ork and the King Cole Trio will concertize at Carnegie Hall November 4. . . . Cab Calloway and His Caballiers, a quartet, are set for a four-week job at the Montmartre, a new spot in Havana, which will employ Yankee attractions.

Warbler Margaret Phelan, who recently signed a recording pact with MGM Records, on Wednesday (25) will cut her first four tunes for the diskery. Titles are "Man Around the House," "Dumbest Girl," "An Arizona Wedding" and "Why Don't We Do This More Often."

Music and perfume have again been combined in a promotion, this time by Muzak and Parfums Corday, Inc. Ballyhoo is built around the perfume "Zigane," which composer Harry Revel has transposed into sound. The melody, recorded by Glenn Osser, will be featured on the Muzak Dinner Program November 3 in thousands of restaurants taking the wired music service. . . . Corday, RCA Victor and Ravel worked out a similar gimmick months ago.

Esmeraldy, MGM Records hillbilly, has begun a five-a-week Mutual network radio show, beamed to over 500 outlets and originating at WHBQ, Memphis. . . . Hot Lips Page and ork goes into the Village Vanguard Thursday (27) following their engagement at Jimmy Ryan's.

Southern Music Publishing Company, Inc., has signed a pact with Gail Kubik for publication of the latter works. Deal was set by Wladimir Lakond, director of the company's serious music department.

Chicago:

Joe Glaser, of Associated Booking Corporation, in town to arrange for network co-operation on dance band remotes during National Dance Week, November 13-19. Glaser has promised Larry Geer, NBOA prexy, that he'll contact web execs in New York. . . . Dan Cleary, young MCA promotion rep here, being groomed for a spot in the Chicago one-night department, assisting veteran Joe Kayser. . . . Jack Owens into the Swiss Chalet of the Bismarck Hotel October 28 for a month. . . . George Devine, of the Million-Dollar Ballroom, Milwaukee, celebrated his birthday and 40th year in show business October 21 with a giant free birthday party at the terpalace. . . . Miracle Records' Prexy Lee Egalnick became father of a second son, Kenneth, October 14. Miracle has inked Robert Anderson, Baptist singer, and his choir to a long term pact. . . . Don Carlos's Casino, Winnipeg, has a name a month lined up for week stands. Calendar of record biggies include Billy Eckstine, November 3; Helen Forrest, December 9; Nellie Lutcher, February 3; Mel Torme, January 6; Peggy Lee, March 3.

Philadelphia:

Preparing to leave for engagements on the West Coast, Steve Gibson and the Red Caps put in a waxing session for Mercury in New York last week. . . . Billy Hays is located at the Ward Grill, at near-by Chester, Pa., airing nightly over a six-station regional network, with WILM, Wilmington, Del., making the remote pick-up. . . . Red Norvo leads his own musical unit at Lee Guber's Rendezvous. . . . Rita Konstance leaves the Ted Forrest combo to strike out in New York as a single. . . . Altho the election won't be held until next spring, Charles McConnell has started his campaign for the presidency of the American Federation of Musicians' Local. . . . The Jolly Joyce Agency is ironing out a Capitol Record contract for Earl Plummer, former vocalist with the Red Caps and now soloing at the Little Rathskeller here.

Harry Uber brings live music on Tuesdays and Fridays to the Teen and 20 Club, non-alcoholic nitery at near-by Oaklyn, N. J. . . . Buddy Lawrence takes in Wednesdays and Saturdays at the Sun Mill Ballroom here and the Sunday night sessions at the Starlight Ballroom across the river in Camden, N. J. . . . Louis Prima has been added to the line-up at the Click, opening November 3, with Sammy Kaye taking over November 14. . . . Oscar DuMont is making his bow in this area at Sunset Beach Ballroom at near-by Almonesson, N. J., with the Columbia Broadcasting System remoting the rhythms for week-end nights.

Hartford, Conn.:

Joe Dorenbaum was named house orchestra leader at the Capitol Theater, Middletown, Conn. . . . Kid Kaplan's, Hartford night spot, has launched a Saturday evening dance policy, with music provided by Lou Holtman's orchestra. . . . Maestro Gordon Jenkins came thru Connecticut key cities, plugging "Don't Cry, Joe." . . . Jim Hogan, record sales manager of the Post & Lester Company, Decca distributors for Connecticut and Western Massachusetts, went along with Jenkins on his tour of radio stations and music stores.

The Tonga Room, formerly operated as part of the Royal Diner, Hartford, is now under the direction of Michael Piranian, with Bill LaPointe and his Royal-Aires providing music Friday and Saturday evenings.

Cincinnati:

Music has resumed in the Patio of Hotel Netherland Plaza, with Johnny Bowman, fiddler, heading a four-piece string crew. Group has Chris Williams on guitar, and Buddy Saveries, piano. . . . Spike Jones takes his Musical Depreciation group into Taft Theater for a one-nighter November 14. . . . Elaine Bauer, former chirper with the Henry Busse ork, is making a comeback at Artie Dennert's new Club Alexandria, Newport, Ky., after six years out of the biz playing the role of hausfrau and mother. . . . Gardner Benedict ork is set until December at the Biltmore Hotel, Dayton, O., and follows with the Commodore Perry Hotel, Toledo.

2d Campbell Tune Goes Into Cornell

NEW YORK, Oct. 22.—Nick Campbell's second American Society of Composers, Authors and Publishers (ASCAP) tune will be *If I Didn't Already Love You, Baby*, written by his wife, Mabel Wayne. The tune goes into Cornell Music, launched by Campbell to accommodate the English tune *I've Got a Lovely Bunch of Coconuts* (*The Billboard*, October 1).


The significance of the placing of the Mabel Wayne tune in the Cornell pubbery lies more in the future than the present. Miss Wayne has three important copyright renewals coming due in the next few years—*In a Little Spanish Town*, *Romona* and *It Happened in Monterrey*, all published by Feist. Until the *Coconuts* tune, Campbell had one firm, Campbell Music, a Broadcast Music, Inc. (BMI), affiliate. Because *Coconuts* is an English tune, Campbell had to open an ASCAP firm to publish it, thereby also paving the way for the acquisition of the Mabel Wayne renewals when they come due.

MGM Cracks Blues Field, Gets Hunter

NEW YORK, Oct. 22.—MGM Records this week grabbed off its first important blues and rhythm artist when the diskery inked and recorded Ivory Joe Hunter here. Hunter formerly waxed for the King diskery.

Hunter was able to go to MGM after the American Federation of Musicians (AFM) declared that his pact with King was not binding. He sliced his initial MGM sides Friday (21).

Mfd. by Columbia Records, Inc.



The only 49¢ record with major names and top tunes

Solely Distributed by VARSITY RECORD CORP., 47 West 63rd St., New York

PHONOGRAPH RECORDS

Closing Out 100,000 Brand New

Popular, Hillbilly and Race Records **9¢ EACH**

5,000 Tubby the Tuba Children's Albums **75¢ EACH**

Wholesale Only

A. EICHLER, 776 6th Ave., N. Y. 1, N. Y.

10 INCH RECORD PRESSINGS

Shellac or Vinylite

Fast Service—High Quality

Small or Large Quantity

Labels — Processing — Masters

SONGCRAFT, INC.

1650 Broadway New York 19, N. Y.

Record Stamping Plates

Complete processing low rates fast service! Daily air express shipments practically put our plant at your door. High fidelity reproduction mirror-like appearance tops in craftsmanship Write or our rate card.

THE CHARLES ECKART COMPANY

4800 Santa Monica Blvd., Los Angeles 27, Calif

Olympic 2901

Value Bows in Philly; Other Labels Revive

PHILADELPHIA, Oct. 22.—A new local record label will enter the wax scene here next month, with two prior labels returning to activity. The new disk will be tagged Value Records and will feature spiritual singing. The label will be bannered by Felix Valdera, operator of the two Paramount Record Shops. Valdera will do his own recording, having set up a sound studio in one of his record shops.

Public Records, the label used for string band recordings by Elliot Wexler, local indie disk distributor and personal manager for Benny Goodman, will enter the regular field. Wexler secured a recording license from the American Federation of Musicians this week and will use the label as a means of building up Emily Longacre, local songbird, under his personal management wing. He will use the label to promote artists under personal contract, planning on a single record release each month.

Jack Howard this week puts in the first recording session in some time for his Cowboy Records label by adding Jimmy Collett and the Arizona Ramblers from Norristown, Pa., to the artists list. Until now, Howard has been reissuing earlier cut sides. Collett, cowboy singer, will cut four sides in an original, an *Unsigned Valentine* backed by *Mary, the Prairie and I*, with a second twosome in *Ragtime Cowboy Joe* and an original in *Don't Take It That Way*.

AUTOGRAPH LABEL DEBS

NEW YORK, Oct. 22.—A new label, Autograph, made its debut here this week. The outfit, which will endeavor to pioneer new pop material, is headed by Albert Morehead, president, and George Bard, treasurer. Bard is also head of the Bard Record Company, Inc., disk pressing plant in Pelham, N. Y.

The diskery's first sides feature chirp Martha Lou Harp and an orchestra directed by Danny Mendelsohn. Miss Harp who has signed an exclusive with the outfit, made her nitery debut here recently at Cafe Society.

Monthly Plans for Deutsch Disk Issue

NEW YORK, Oct. 22.—The London Records' scheduling of imports from the Deutsches Gramophon diskery in Germany is now being based on a different theme each month. For example, this month the sets picked for release here are principally works that haven't been available previously on wax. Among these are the Reger's *Eine Ballet Suite*, Respighi's *Concerto Gregoriano*, Stamitz's *Symphony in E Flat Major*, Vivaldi's *Concerto Grosso in A Minor* and Wagenseil's *Symphony in D Major*.

Next month the imports will be commemorative editions. In honor of the Goethe bicentennial, an album of Beethoven's complete score for *Edmont* will be issued, to include songs, entre, acts and some narration. Honoring the late Richard Strauss, waxings of *Don Quixote* and *Ein Heldenleben*, cut in 1944-1945, with the composer conducting the Bavarian State Orchestra, will be released.

The group following that will be composed of new recordings of abridged operettas from Vienna. Already set are Nicolai's *Merry Wives of Windsor*, Lortzing's *Zar und Zimmerman* and Millocker's *Beggar Student*.

With the exception of the Strauss works, all of the above sets were cut this year with new full-frequency equipment.

Swing That Whip, Jump Date; Cut 'Mule Train,' Vaughn's Irate

NEW YORK, Oct. 22.—Mercury Records' artists and repertoire chief, Mitch Miller, whopped up a rumpus this week over a new song entry, *Mule Train*. Not only did Miller himself swing the whip which made for the sound effects which will be heard on the coming Frankie Laine waxing of the song, but he also whipped Vaughn Monroe in the contest for the song.

Miller got his hands on the epic last week and rushed to Chicago where he waxed the tune with Laine last Sunday (16). The recording was rushed into the factory for immediate production and shipment and will be out next week.

Meanwhile Monroe, who is in Hollywood filming his initial horse opera, *Singing Guns*, planned to use *Mule Train* in the movie after proper synchronization rights had been arranged with Walt Disney Music, the pubbery which owns the song. This tune was to replace *Riders in the Sky* in the score. Monroe had lost the movie rights to *Riders* when publisher E. H. Morris peddled the rights elsewhere.

Monroe Jumps Gun

Just after recovering from the hassle which followed the loss of *Riders*, Monroe learned of the Mercury recording of *Mule Train* and again blew his stack. He, Republic Pictures and

his manager, Williard Alexander, at first decided to pull *Train* out of the flick, claiming that the Disney pubbery had not lived up to its November 15 release date on the song. But Friday (21) Monroe and his associates made a deal with Fred Raphael, Disney pubbery head, whereby the release date would be lifted especially for Monroe in order that the singing maestro could introduce the song on the air on his Saturday (22) evening Columbia Broadcasting System show and thus claim first association with the tune, which is similar to *Riders*, a smash hit waxing for Monroe.

Meanwhile Raphael, who is now in New York preparing to go to work on his first Disney score, *Cinderella*, was trying to remain as neutral as possible in the entire situation in order to prevent the Disney pubbery from accumulating enmity on its very first publishing venture.

RCA Offers Bach Harpsichord Wax

NEW YORK, Oct. 22.—RCA Victor's Red Seal department has launched a major repertoire project, scheduling the complete recording of Bach's *Well Tempered Clavier* by harpsichordist Wanda Landowska.

The entire work, composed of 48 preludes and fugues, will probably be released in a series of six albums, with the first set, containing the first eight pieces, to be released in February. Others will be released as they are recorded. Altho portions of the work are performed fairly frequently on the piano, this will be the first complete waxing with the harpsichord.

Madame Landowska's recording of the Bach Goldberg variations, a six-record set released in 1946, turned out to be one of the big longhair sleepers. It is reported to have sold 30,000 sets to date, despite the reputedly esoteric nature of the music and the instrument.



MUSIC BOURNE TO LIVE

CORAL 64012

KENNY ROBERTS

"I NEVER SEE MAGGIE ALONE"

BOURNE, Inc. 109-7th Ave. N.Y. 19 N.Y.

JAN. AUGUST ALBUM

3 POCKET — 54c

2030—MAKE BELIEVE MELANCHOLY BABY

2031—OL' MAN RIVER SOME OF THESE DAYS

2069—MALAGUENA—AY AY AY

Records can be bought separate @ 9¢ ea. 1/2 Dep. With Order, Bal. C. O. D., F. O. B.

BEACON SHOPS

905 No. Main St. Providence, R. I.

"LONELY WORLD"

Plus

RILEY CRABTREE

What a Money Maker!

STAR TALENT RECORDS

3313 Oakland Dallas 15, Texas



nu hole

DOUBLE YOUR MONEY ON EVERY SALE

NU-HOLE is a positive record repair where spindle holes have been chipped and enlarged by automatic record changers. NU-HOLE repairs outlast new record spindle holes—a permanent record repair. A fast turnover item—with a good profit margin. Increase your record department sales and profits with NU-HOLE record repair kits.

YOU DOUBLE YOUR MONEY ON EVERY SALE

Sold only direct from manufacturer to dealers. A post card brings you complete information.

FERN MANUFACTURING CO. Dept. 10, 3915 Pleasant Ave. Minneapolis, Minn.

COLUMBIA RECORDS

ORIGINATORS OF THE SENSATIONAL NEW LP LONG PLAYING MICROGROOVE RECORD

FREDDY MILLER

Arranged for C. B. S., A. B. C., Paul Whiteman, Kay Armen, etc., announces the opening of his offices and studio at 37 West 57th Street, N. Y. C. A higher type arranging service for recordings, music publishers, vocalists, vocal groups, "name" bands, acts, etc., is offered at moderate fees. Inquiries invited.

FREDDY MILLER

Dynamic Recording Studios

37 W. 57th Street. Plaza 5-1486 New York 19, N. Y.

Scramble for Name Acts in D. C.

City Getting Prevue of '50 Sesqui Boom

Field Day for Big Talent

(Continued from page 3)

at the seams as it did during the war. The Shoreham Hotel's Blue Room and the Statler's Embassy Room, about the sole name spots for the past few seasons, are getting competition for top talent from former semi-name locations like the Blue Mirror, Club Kavakos, Club Bali, Cross-Roads and Merry-Land Club.

Spots like the Old New Orleans and Rowe's are moving out of the strictly eatery bracket into the supper club ranks with semi-names. Even the honky-tonks are blossoming with live talent in the form of hillbillies and small combos.

Prize plum was plucked by the Blue Room when it signed up Rudy Vallee for next week. Vallee follows the Nine Frenchmen. The Embassy Room started off the season with Guy Lombardo and has signed Burl Ives, Dorothy Shay and Peter Lind Hayes and Mary Healey for the coming week.

The Blue Mirror, which has been featuring the Four Tunes, will have the Red Caps Monday (24), to be followed by Billie Holiday and the Three Flames as a package. Miss Holiday just finished up at the Club Bali and is being followed there by Sarah Vaughan.

Bill Kavakos, who once claimed he would run his Club Kavakos with two-bit talent, has a fall line-up well above the two-bit level. He has signed Dean Hudson, Helen Forrest, Alan

(Scramble for Names on page 54)

IN SHORT

New York:

The Milton Berle Warner flicker, "Always Leave 'Em Laughing," will get plenty of hometown assistance. The Friars (Berle's the Abbott) will throw him a party at Lou Walter's Latin Quarter. There'll be a high priced prevue for the Cancer Fund at the Strand, and finally Lindy's will be taken over to show the picture at 4 a.m. when the joint closes its doors to visiting firemen.

Stanley Melba, band leader-booker of the Pierre, will do the Madison Square Garden Horse Show again this year. Incidentally, the Pierre's Cotillion Room has upped the budget, and in the next show it will use Myrus and a dance team. . . . Hymie Goldstein, head of the Associated Agents of America, was just operated on. He's okay now. . . . Barbara O'Brien is in Brooklyn's Unity Hospital, quite sick.

Gene Baylos opened at the Mocambo for a guarantee plus a percentage. . . . Sam Levinson got his first TV guest shot, and the result may be a new show built around him. Levinson, a former schoolteacher, now gets \$2,000 in cafes and probably as much more for club dates, making more than all the teachers and the principal of his school, put together.

Here and There:

Jolly Joyce Agency, Philly, in addition to the exclusive on the Little Rathskeller here has the exclusive for Ameen David's Blue Mirror, Washington, and the Argyle and Blue Mirror in Newark, N. J.

The Feeley Theater in Hazleton, Pa., is the latest in Eastern Pennsylvania to take a try with vaude. The house added five acts with the feature film last week.

Sunday Vaude For B'port Loews

BRIDGEPORT, Oct. 22.—Vaudeville, which was slated to play at the Poli-Palace Theater here, has been nixed by the Loew Circuit, which has decided to put one-day (Sunday) vaude bills into the Loew-Lyric Theater, starting tomorrow (23), instead. There is a possibility that a split-week policy will be used if business warrants it.

For the Sunday shows, the house will use eight acts and a first-run feature picture. Gus Meyers Jr., formerly Loew-New England circuit

A Good Question

NEW YORK, Oct. 22.—Solly Violinsky, back from his annual visit to his home in Binghamton, N. Y., was asked where he had been.

"In Binghamton."

"You didn't stay long, did you?"

"How long can you stay in one place with the same material?"

musical director, will handle the pit crew. Ruth Bolton, formerly assistant manager of Loew's Theater, Norwich, Conn., has been appointed house manager of the Lyric Theater.

Who'll Get the Waldorf Plum?

MCA's Grip Slips; Others Have Chance

Management Undecided

(Continued from page 3)

running the hotel, he'll put Miss Abbott in the buying spot, and the competitive offices, William Morris, General Artists Corporation (GAC) and the indies, will have a chance they've long been waiting for.

The situation may be particularly keen in band bookings. GAC, with its heavy band roster, is even now preparing sales talks to convince the new hotel management that their properties will fit the room.

MCA is still in a key competitive spot. It has the class hotel acts which the hotel will want. It has Morton Downey, Dorothy Shay and others in the same class. It also has a large list of society bands and smaller units.

In the near future, however, or as soon as the hotel rearranges its talent policies, the battle for position will start.

Carnaval, Class Room, Features Only Music; Hotels Eye Policy

NEW YORK, Oct. 22.—The opening of the new class room, the Carnaval at the Sherry-Netherland, with no talent except music, has given other hotels some pause. Right now the only competition the new room has is from the Plaza's Rendez-Vous, which incidentally, was started by Serge Obolensky, who is now managing the cross-the-avenue Sherry-Netherland.

Like the Rendez-Vous the Carnaval has two small orks, supertable service and a maitre d' who has been around, knows the plush trade flatteringly enough to have it come back. The Rendez-Vous has Gigi on the door. The Carnaval has Otero.

But where such rooms stand to profit is in their dinner tabs, their main stock in trade. Where a commercial nitery with a big talent budget collects tabs that average \$5, class rooms with practically no talent budgets, except musicians at scale, have tabs that average \$10. Also practically every diner is a wine buyer. The catch to such an operation is longevity plus properly channeled publicity.

Inasmuch as the hotels are better

heeled than the average cafe, longevity isn't such a big headache. The cafe has to make it on its own dough. If a hotel room doesn't pay off right away, it can keep running on profits obtained from straight hotel operation.

Accent on Flacking

Public relations must of necessity play a major part in such a venture. It cannot be limited to column breaks; it must be channeled to society pages and have tie-ins with society charitable ventures. In the latter field, the Sherry-Netherland has combo of Dorothy King and Adele Brown, who formerly did the same job for the Plaza where Ed Seay is now handling it. Both outfits know their way around and get plenty of assistance from the local society and picture editors.

There is some speculation among hotelmen whether or not such an operation can pay off. In most cases long-time reps of established hotels prevent talentless policies. The St. Regis Maisonette uses one moderately budgeted name. In the summer months, however, its Roof goes on (See *Hotels Eye Carnaval* on page 53)

1 Wk. & Option Bookings Are Taking Hold

NEW YORK, Oct. 22.—Booking of acts for one week and options, a policy that many ops have tried to follow in the past, but failed, has now taken hold.

Main reason for it catching on is that jobs are scarcer almost daily, so more and more acts are laying off.

Nick Agneta, booking the Boston Latin Quarter, for example, offers acts the one-week-and-options deal almost in every case. Recently Dick Henry, of the William Morris Office, has begun using it in at least one spot, the Prince George Hotel, Toronto. The May Johnson office, also booking Canadian rooms, buys on the same basis.

Primary reason is that cafes want to keep changing talent and few performers, they feel, can hold up for more than a week. Another reason is that ops are shy of being stuck with unsuitable acts. If they buy an act for the customary two weeks and options, and cancel out, they are liable for the entire two weeks on a pay-or-play contract. On the one-week deal they still are liable, but only for a single week.

If an act takes the one-week deal and options, the latter is picked up usually after the first day. By that time the op has had his chance to see if the act lived up to its build-up and if it fits the room.

During the war some abortive efforts were made by various ops to buy on a one-week basis. In those days, however, it was the scarcity of talent that was the motivating factor. By spreading acts thin ops thought they could all get some playing time. But even where the plan was followed it cost so much that it was soon dropped.

A performer, for example, getting \$500, wanted \$750 for a single week, arguing that it didn't pay to take it otherwise. Some acts still hesitate to take one-weekers without some hike, but thin bellies and thinner wallets are making others change their minds.

Leon, Eddie's Keep Boff Celeb Night

NEW YORK, Oct. 22.—Celeb nights used to be the big gimmick all over the country. Now there's only one spot, Leon and Eddie's on 52d Street, which still puts it on every Sunday night. While nobody in authority will admit how much it pays off, the fact remains that come Sunday night Lou Katz, headwaiter, has to know you pretty well before you can get a table up front.

Last Sunday (17) Leon and Eddie's celebrated its 21st anniversary. To emcee the shindig it brought back Joey Adams (who just became an author for the second time) and his two partners, Tony Canzoneri and Mark Plant.

The joint kept rocking until 5 a.m., with practically every comic in town there and ready to go on. Most of the performers got their start here, and even some of the town's leading bonifaces began here. For example, Toots Shor, present with a party, used to work for Leon and Eddie's.

While there are no official figures available, it is estimated that the club does near capacity business Sunday nights when something big's on tap. For permission to use cuffo talent that night, Eddie Davis, the sole op, pays the American Guild of Variety artist: \$50 a week.

Tony and Sally
DEMARCO



Currently

PERSIAN ROOM, HOTEL PLAZA, New York

15th Return Engagement

Exclusive Management: MUSIC CORPORATION OF AMERICA

Orpheum, Los Angeles

(Wednesday, October 19)

Capacity, 2,200. Price range, 50, 65 and 85 cents. Four shows daily. House booker, Bill McIlwain. Show played by Rene Williams' house ork.

Top acts here are the Merry Macs in the six slot and the Three Swifts in the closer. Macs make merry with a brace of well-chosen songs, tossing in a couple of dance routines that help sell the foursome. Tastefully garbed they win hearts and hands with a novelty ditty *Natch*, a country flavored item *Pass the Biscuits*, *Mirandy*, highlighted by a song and dance resume of terp steps of the past to prove there's nothing like *The Old Fashioned Waltz*.

The Swifts, smooth juggling trio, work only with dumbbells and carry on chuckle-spurring patter as they display amazing feats of tossing and catching.

Eddie Fisher, 20-year-old Bluebird disking balladist, gets a transcribed intro by Eddie Cantor who claims his discovery. Lad's pleasing voice wins patron response with *Everywhere You Go*, *Breaking My Heart* and *Lucky Old Sun*. A specialty piece in which he vocally disclaims copying Sinatra, Crosby, etc., makes act drag.

Comics Al Shaw and Lee Sam dish up old gags that audience eats up. George Andre Martin uses his fingers to ape dancers to polite palming. Act is okay for clubs or tele, but it doesn't sell in a large house. Lela Moore's half-man-half-woman illusion of a dancing couple is cleverly executed. Lipham Trio's acro routines are standard and well done, but better pacing would enhance the turn. Seal's sea lions (Sandi, Kelpi and Princess) fit well in the opener. Rene Williams' ork seemed unsure of cues during first show.

Pic, *Holiday in Havana*.

Lee Zhito.

VAUDEVILLE REVIEWS

Paramount, New York

(Wednesday, October 19)

Capacity, 3,654. Prices, 65 cents-\$1.50. Number of shows, four daily; five week-ends. Paramount chain booker, Harry Levine. Show played by Erskine Hawkins' band.

This is a jump show to keep pace with the staccato Betty Hutton in the flicker, *Red, Hot and Blue*. There's a lot of tumult onstage, with possibly too many conflicts and too much of one thing. The audience, however, liked it, and if it likes it long enough, it will pay off.

Erskine Hawkins' band blasts it out with a series of jumpers strictly for the juve trade. The tempo occasionally comes down, but with practically every act doing some sort of tumult routine, there is little change of pace. The only exception was Nellie Lutcher, who has her own rhythm group with her.

Miss Lutcher was as competent as ever on her old stand-bys, *Hurry on Down*, *Real Gone Guy* and *Fine Brown Frame*. The audience was receptive even if not wildly enthusiastic. It kept its enthusiasm for the mad caperings and muggings of Stump and Stumpy, who just about stopped everything.

The Clark Brothers opened the show with a zing in their standard sizzling hoofery. The duo's precision was perfect, and their challenge stuff was equally effective.

Miss Green Drops Pace

Madeline Green, band canary, dropped the pace with a dull, expressionless *Lucky Old Sun*. Her dispirited style got her tepid hands.

The tempo got a big lift from Stump and Stumpy's mad caperings, muggings, crazy chatter and dancing. The

(See *Paramount, N. Y.*, on page 54)

Palace, New York

(Thursday, October 20)

Capacity, 1,700. Price range, 65 cents-\$1.20. Number of shows, four daily; five week-ends. RKO chain booker, Dan Friendly. Show cut by Don Albert's house ork.

The current bill proves at least one thing; fast, smart comics or hep singers, either of whom would do great jobs in competitive stem houses, mean little here. The audience, made up mostly of older people, like their comedy obvious and go for straight singing with no flourishes or stylings. The sight stuff is made to order here. Any deviation and the performer suffers.

This was demonstrated by the reception received by the Marshall Brothers and later by Art Lund. The Marshalls (there's a new boy in the act) have some funny material, and the new lad is quite good. But when they threw some really funny lines, it became a staring contest. On the other hand some of their corny stuff, which they're apparently trying to shed, got laughs.

Art Lund was another example. The ex-Benny Goodman singer is the same blond, tall, good-looking lad with a good robust voice, yet his *Blue Skies* and *Mam'selle* (both MGM recordings), when announced here, got apathetic reactions. Only his first, a bright number, *Bye-Bye Baby*, registered. With more youngsters in the house, he'll probably do better. To the oldsters he meant little.

Timblin Biggest Hit

The biggest hit on the bill was the next to closer, Charles (Slim) Tim- (See *PALACE, N. Y.*, on page 54)

Strand, New York

(Friday, October 21)

Capacity, 2,700 seats. Price range, 65 cents-\$1.50. Five shows opening; four shows daily thereafter. Warner chain booker, Harry Mayer. Show played by Jo Lombardi's ork.

The second package tab show in this house, *Make Mine Manhattan*, a General Artists Corporation (GAC) unit, ran well, was hung nicely, but like its predecessor could use better lighting. Downstage is bright; upstage, from about two back, gets dim, so the kids working that area are almost lost.

This shortcoming didn't detract from the all-round good job the 28-person show did. The dances by Lee Sherman were pleasingly managed by the kids and, at times, even had spots of excitement. The high choreographic spot was the Phil the fiddler ballet, which was interpreted imaginatively. Much of its value came from Ralph Young's booming but pleasantly effective narration.

Lamb in Key Spot

The key spots were held down by Gil Lamb and Betty and Jane Kean. In the sketches Lamb did a fair job, tho he's no Sid Caesar. The restaurant scene, for example, originally written to show off Caesar's double-talk ability, fell flat. But when Lamb went into his regular vaude act he was dynamite. The yocks were terrific.

The Kean Sisters were equally outstanding. Jane's singing was bright; she handled her lines with deftness, getting the most out of what was originally a dull book. Betty's comedy and comic-dancing were provocative. Her bit drew big laughs, and her sister Jane's feeding of the straight lines was skillful. The sisters also did their vaude act, using their saga for hearty chuckles.

Bobby Brandt, a fresh looking young hooper, made a fine impression. Muriel King, Peggy Henry, Stuart Harris and Perry Bruskin also contributed handsomely to a tab show cut down to 65 minutes.

The tank scene was not used. Jo Lombardi played a show full of trick cues with commendable skill. Pic, *Beyond the Forest*.

Bill Smith.

Oriental, Chicago

(Thursday, October 20)

Capacity, 3,200. Price policy, 50 to 88 cents daily. Four shows daily, five shows week-ends. House booker, Charley Hogan. Show played by Carl Sands' house band.

The flicker *Tokyo Joe* will carry most of the load here for the next three weeks, and this average vauder won't affect attendance much. Show lacks any real high spots and little continuity is evident.

Los Gatos, a terrific tumbling and balancing turn, has worked too often locally in the past six months, with the result that the boys can't change their act enough to get full power of this run.

The Crosby Sisters, a pair of vivacious chicks, give out with plenty of animation and voice thru a good substantial turn. Natural comedienne, the gals need stronger material to work with.

Leon Navara can throw away the first four minutes of his piano-comedy turn. It lacks interest. His original tune, *Gigelette*, is a poor opening item and the early part of the story of how he learned piano lacks punch narration lines. He turns on the heat with an unusual demonstration of playing difficult longhair with only one hand. His closing aping of standard piano classics by various maestri got him off to an average hand.

Desi Arnaz had a weak foundation to build on, in that Latin-American music packs little punch locally. Despite the handicap, the fiery ex-flicker star built up attention, so that his closing *Babalu* won a good mitt. Arnaz has plenty of stage savvy, with his spirited ballading and gimmicks, such as a huge congo drum which he uses on the closing ditty, adding up to more response. Arnaz was presented smartly, with curtain closing during last part of Navara's act to let house band change into congo shirts and ties, giving impress Arnaz had his own ork. Arnaz carries his own conductor and a drummer, who is tops in the South-American tempi.

Johnny Sippel.

The Langs



Tops in Dazzling Thrill-a-Batricks

EARLE THEATRE—

Philadelphia Inquirer Says:

"The Langs fill closing spot adequately . . . Stunts are phenomenal . . . Flash finish."

Direction:

Chicago: Sam Roberts

New York: Miles Ingalls

OPENING

ROXY

NEW YORK
OCTOBER 25

BILL DAVIS
THE NEW LOOK
IN
ORGAN ENTERTAINMENT
Currently
LEO'S LOUNGE
CHICAGO.

Exclusive Management
BILLBOARD ATTRACTIONS, Inc.
203 NO. WABASH AVE CHICAGO, ILLINOIS

HERB KENNY
Sensational Singing Star
HOW TOURING EUROPE
WIT. THE INK SPOTS
AVAILABLE IN AMERICA
LATE IN NOVEMBER

JOLLY JOYCE
Earle Theater Bldg.
Philadelphia 7, Pa.

MAX GORDON
TRIO
Music With
Personality
Currently
OASIS CLUB
MUNCIE, IND.

BILLBOARD ATTRACTIONS, Inc.
203 NO. WABASH AVE CHICAGO, ILLINOIS

NIGHT CLUB REVIEWS

Charley Foy's Supper Club, Sherman Oaks, Calif.

(Tuesday, October 18)

Capacity, 300. Price policy, no minimum, no cover. Owner-operator, Charley Foy. Shows at 9:30 and 11:30. Booking policy, non-exclusive. Publicity, Charlotte Rogers. Estimated budget this show, \$2,000. Estimated budget last show, \$2,500.

Charley Foy has made a clean sweep of his talent layout, bringing in four fresh acts and dropping the old stand-bys, including himself. Results are first rate, with radio character comic Pat Patrick rating top bows, ably backed by George Beatty, Bob Evans and thrush Ronnie Gibson.

Patrick, familiar as "Urcil Twing" of the Edgar Bergen radio stanza, is one air comic who can more than ably handle himself on a nitery floor. Doubling as emcee, Patrick was a fast click from the start, leaning heavily on monologs and story spinning. His humor boasts a fresh, intelligent slant which is far cry from typical bistro gagsters, and delivery and timing both show professional polish. Spotted three times during the hour-long show, he spaced material wisely for best effect. For a wind-up he goes into a specially written nitery version of "Urcil Twing" which proves funnier by far than radio counterpart.

Bob Evans displays plenty of flash and style in both vocal and terp departments, combining special material tunes with hoofing turns for solid results. Best of the lot was series of take-offs on vaude greats, including George Primrose, Bill Robinson; Bubbles, of Buck and Bubbles; Pat Rooney and Charley Foy. Vocally, lad's lusty pipes are appealing, but effect was slightly dulled by the fact that he chose opening night to break in a raft of new tunes.

George Beatty, fave at Foy's is currently playing his 12th return stint, which should attest for his ability. Smooth and polished, Beatty's stock in trade are parodies, original tunes and mimicry, all slightly on the bluish side but never offensive. Such classics as *I'm Married to a Strip Tease Dancer*, and *Who Ever Said Life Begins at Forty* are well worth a listen. For a clincher, Beatty's drunk pantomime is a knockout. Last caught here several years ago, comic is better than ever.

Rounding out the bill is youthful thrush Ronnie Gibson, a newcomer to these parts. Lass has a voice boasting many of qualities of Gertrude Niesen and shows good judgment in mixing tunes. Inexperience, however, is evident in over-dramatic gestures and zealous attempt to click. With more bistro background gal should become a crowd-pleasing act.

Music is provided by Abbey Browne's combo, with 88-er Vivian Greene handling intermission stints. Gal is a terrific jazz pianist, sings well and is definite asset to the show.
Alan Fischler.

Silverman Heads R. I. Agents

PROVIDENCE, Oct. 22. — Samuel Silverman, of this city, was re-elected, for a third term, president of the R. I. Theatrical Agent's Association at the annual dinner-meeting held last week. Ray Mullin, of Pawtucket, was re-elected vice-president and Cliff Eddy, Providence, secretary-treasurer.

Empire Room, Palmer House, Chicago

(Thursday, October 20)

Capacity, 500. Price policy, \$1-\$1.50 cover, plus \$2 minimum. Exclusive booker, Merriell Abbott. Choreography, Eddie Brastow. Publicity, Fred Townsend. Estimated budget this show, \$6,000. Estimated budget last show, \$5,200.

This elite hostelry room continues its lower budget shows, instituted last month, with the current edition hitting much higher than its predecessor in quality. Three-act bill is as easy-moving as anything here in quite a while, but does lack a headline name.

Clifford Guest, back after a year, still needs about four minutes of really funny chatter with his dummy, Lester. While Lester isn't as an important part of Guest's act as most vent's foils, still the poor start hurts him. After he turns attention from Lester to his own unusual and unequalled voice-throwing ability, interest is tops all the way. In addition to his startling fox hunt, crying baby and suitcase exchange with Lester, Guest has added an approaching echo-bit. Won a much-deserved encore.

Back in the U. S. after a year abroad, Cabot and Dresden have polished up a ballroom act that was mighty nigh perfect. Jose Cabot's handling of his partner overhead, while he's executing rapid whirls and his recovery of her to normal dance position, gets more amazing with each appearance. Pair opened with straight ballroom routine, followed by a sprightly waltz that showed their stepping ability. Their wind-up, in which Cabot did some astonishing, original lifts and whirls, won them the heaviest mitt a dance team has obtained here in a long time.

Nancy Donovan needs a definite style before she can fill the headliner's niche in so important an outlet as this. While gal's vocalizing is adequate, she still needs that special material and individual approach that one associates with chirps like Evelyn Knight and Dorothy Shea, who are standard here. Gal's closest approach was two Irish ditties, but even there she needs Gaelic ditties that no one else is doing or associated with. The stuff is there, when it comes to voice and delivery, but it needs polishing.

The Merriell Abbott Dancers contributed two holdover numbers. Eddy O'Neal continues his fine job of ork-fronting and emseeing.

Johnny Sippel.

HOTELS EYE CARNAVAL

(Continued from page 50)

with no talent. The Waldorf has used class names so long that switching it might hurt it. The more commercial hotels operate with name bands, and it is doubtful if they will or could change. In fact the Statler chain, which dropped talent some years ago thruout the country, has recently brought it back because business fell off.

Hotelmen say that only those hotels which can set aside one room for shows and another for fashionable dining can make the latter policy pay off. The Plaza, for example, besides its Rendez-Vous, also has its Persian Room. The Waldorf has many rooms, but for its show it uses the Wedgwood Room. The same thing is true of the Pierre. It, too, has a straight restaurant, with no music at all, and also has its Cotillion Room and the Cafe.

To overcome that handicap of a straight grill room with dance music and no other entertainment, the Sherry-Netherland has a piano going in its main floor bar. It also uses its musicians in the Carnival for intermittent strolling bits. The room layout, however, is such that sight values are almost completely lost. King-sized pillars, even tho relieved by mirrors, obstruct views. But this obstruction makes it an ideal hideaway spot, which may help build it to

Persian Room, Hotel Plaza, New York

(Tuesday, October 18)

Capacity, 275. Price policy, \$1.50-\$2 cover after 9:30. Policy, shows at 9:30 and 12:30. Owners, Hilton chain. Booking policy, Merriell Abbott, exclusive. Publicity, Ed Seay. Estimated budget this show, \$2,000.

If there was any doubt of a show's pulling at the chi-chi Persian Room, it was removed Tuesday (17). Instead of two shows, the opening had only one, at 11:30. According to room officials, dinner that night was murder, but for supper it was sold out days in advance, with patrons clamoring for tables.

For return of Tony and Sally DeMarco, at least 10 dance teams were spotted, who came in to see the act. If they can duplicate the work of the DeMarcos they'll have something to show. Tony and Sally were never better. Since last caught they have added a couple of comedy talk bits, changed some of their material and sold everything like the experienced showmen they are. Their routine ranged from the slow dreamy things to beautifully arranged music, all of it in the familiar standard vein, to novelty things that included Latin-American tempos. The team has even developed a cute walk-off gimmick that was good for extra hands.

Maria Neglia

Maria Neglia, a pretty pixy-ish brunette, wearing a Mary Martin hairdo, surprised with her violin playing. She showed imagination added to skill which hushed the room completely. The gal opened with the listenable *Fiddle Faddle* and then changed to a couple of the lighter Chopin pieces, displaying a sensitivity and control that were as remarkable as they were effective. Then came a few novelties winding up with a strolling *Sorrento*.

Miss Neglia left no doubt she's a highly skilled artist. Where she missed was in not letting the light humorous pieces stand by themselves. Time and again the gal over-mugged, making a burlesque out of something that didn't need it at all. She's a pretty kid and screwing her face up time and again, or crossing her eyes, to show she was playing something meant to be funny, didn't make it funnier. This deliberate grotesqueness just detracted from her lovely music.

Bob Grant's ork cut the show without a flaw. Mark Monte's Continentals did the relief work.

Bill Smith.

Cafe Society, New York

(Wednesday, October 19)

Capacity, 200. Price policy, \$2.50-\$3.50 minimum. Shows at 10, 12 and 2. Operator, Louis Lewis. Booking, non-exclusive. Publicity, Ivan Black. Estimated budget this show, \$800.

Anne Cornell, first caught here some years ago, is back. But during the years she has lost that childish naivete and freshness that made her sirging distinctive. She has since gained experience, not to mention a few superfluous pounds, and is now a stylist with many voice tricks, some of them intriguing. The over-all reaction, however, is an appeal now limited to the connoisseur who thrills to high stylings.

Harry (the Hipster) Gibson is the same mad hip lad, with a series of lyrics dedicated to the boys who use "tea," with piano work to accompany it. The latter, mostly of the boogie-woogie type, occasionally reaches exciting heights.

Warp and Woof

Moms Mabley's philosophical dissertations and homespun philosophy about people and things make her act a strange one in a spot between two performers who specialize in jump material. Moms has other material, a lot of it blue, but she didn't use it when caught this time. Her audience gradually warmed up, finally switching from intellectual nods to full-throated yocks.

Billy Taylor, who emsees, fronts the band and has his own spot, showed a brilliant piano technique in the jazz idiom, reminiscent of Art Tatum at his best. Taylor, a tall, good looking Negro, has long fingers and uses them for exciting piano runs as he weaves in and out of arrangements of various standards.

The Billy Taylor group (piano, drum, bass, guitar) did an okay show-cutting job.

Bill Smith.

ALFORD SISTERS
TWIN LOVELIES
AT TWIN PIANOS
Currently
NORTHLAND HOTEL,
GREEN BAY, WIS.



Exclusive Management
BILLBOARD ATTRACTIONS, Inc.
203 NO. WABASH AVE CHICAGO, ILLINOIS



"The Year's Fastest
Rising Comic Personality"

HERKIE STYLES

Just Completed ROXY THEATER, New York City

N. Y. DAILY MIRROR SAYS:

"Wit with a variety of amusing comedy... all a-sparkle with originality."
Frank Quinn
October 16, 1949

BILLBOARD SAYS:

"... the lad is a nervy, brash fast-line thrower with better than average possibilities."
Bill Smith
October 22, 1949

THANKS B. G., for eight months of work with your band and for the opportunity of appearing at the Palladium, London, and Roxy, N. Y. C. Thanks, Sammy Rauch, A. J. Balaban and the entire staff of the Roxy Theatre.

Thanks, Mary Hatcher, for marrying me —

NORM DYGON
and "JR."
PIANO NOVELTIES
In Duplicate
Currently
CENTURY CLUB
Mankato, Minnesota.



BILLBOARD ATTRACTIONS, Inc.
203 NO. WABASH AVE CHICAGO, ILLINOIS

FRANK WALKER
the Showman's Friend
WELCOMES YOU TO THE
ALEXANDRIA HOTEL
5th at Spring St. LOS ANGELES

War or peace, we always found accommodations for our friends in show business. And now—as always—you'll receive traditional Frank Walker service... plus a special theatrical rate!

DRIVE-IN GARAGE

ALL ROOMS HAVE RADIO AND BATH

Stem Biz Still Dull, at 389G; MH 142G, Roxy 67, Cap 40

NEW YORK, Oct. 22.—Tho it is expected that next week's grosses will be up, with new bills opening at some of the houses, this week's takes showed little to encourage theatermen. Income at the six combo houses was \$389,000, against \$390,000 last week.

Radio City Music Hall (6,200 seats; average \$134,500) faded fast when it showed \$142,000 for its second week of the Gaudsmith Brothers and *The Heiress*, against an opening of \$156,000.

The Roxy (6,000 seats; average \$78,000) opened to a fair \$67,000 for its initial week of the Benny Goodman show and *Father Was a Full-back*.

The Capitol (4,627 seats; average \$55,000) did a miserable \$40,000 for its opening of Emil Coleman's band, Phil Foster, Connee Boswell and Roseanna McCoy.

The Paramount (3,654 seats; average \$73,250) held up fairly well in its third and final week of Martin and Lewis and their picture, *My Friend, Irma*, doing \$73,000. New bill (reviewed this issue) has the Erskine Hawkins band, Nellie Lutcher and Red, Hot and Blue.

The Strand (2,700 seats; average \$22,750) exited to \$45,000 for its third and final week with the tab review, *High Button Shoes* and *Task Force*. The bill opened to \$70,000 and followed it with \$50,000. The new show (reviewed this issue) has a tab show, *Make Mine Manhattan* and *Beyond the Forest*.

The Palace (1,700 seats; average \$22,000) advanced to \$22,000 for this week's bill of George DeWitt, Paul

Haakon, six other acts and *Holiday in Havana*, against \$21,000 the week before. The new bill (reviewed this issue) has Slim Timblin, Art Lund, six other acts and *Prison Warden*.

PALACE, N. Y.

(Continued from page 52)
blin, working in the latter part of his act with a girl and a boy. Timblin's blackface preacher monolog registered as solidly today as it did when he played here on the two-a-day. It was yock upon yock as he rambled thru biblical inconsistencies. He got added va'ues when the unbilled girl and boy (bride and groom) came on to be married. The gal's Scotch dialect and the boy's Italian bit, incongruous with both in blackface, were hilarious. The show opened with the Three D's on horizontal bars. The act (two boys, one girl) made for a good opening. One of the boys did light comedy which missed. The girl was on strictly to dress the act, tho she contributed some mild acres.

David Powell, son of Jack Powell, on in two, showed himself an apt pupil of his father's long-time standard drumming act. The youngster, however, elaborates. He uses a pair of shears in castanet fashion, hoofing to a Spanish beat, then switches to drumsticks yanked out of a cane. From then on the act is similar to his dad's, tho it is equally or even more effective.

The dance team, Enrico and Novello, who've been caught in various niteries, seemed stale and had trouble with their timing and music. The girl seemed unsure, and the act seemed labored instead of graceful.

Chester Dolphin is a clever juggler with a flair for comedy and chatter that shows off a pleasant speaking voice and an ingratiating personality. But like others on the bill, his talk didn't register until almost the end of his act. On sight stuff, his spinning of five hoops while doing a head stand was the payola.

Alphonse Berge and his dress draping act, using three girls—he just closed at the Ziegfeld when Ker Murray's *Blackouts* did a folderol-worked fast. The girls looked good and the oohs and ahs built up for satisfactory exit mitt.

Pic, *Prison Warden*. Bill Smith.

Stork Now Story

DETROIT, Oct. 22.—The Stork Club here has been renamed the Story Bar by its new owner, Roger Dolphyn, a newcomer in the niter business, who took over the room from Eddie De Mercurio. The spr was ordered to change its name by Federal Judge Frank A. Picrad several months ago, after a suit by the New York Stork Club. The room now operates as a lounge.

SCRAMBLE FOR NAMES

(Continued from page 50)
Dale, the Three Suns and Count Basie. Art Tatum, who is packing the pint-sized Merry-Land Club, will be followed by Savannah Churchill, Rose Murphy and Pearl Bailey. The Old New Orleans is presently featuring JBC-TV performers Johnny Bradford and Tony Romano, while Rowe's—well off the niter beat in Southeast Washington—is running to four acts nightly, with Fred and Fay Wakefield on top.

Tank for Berle

NEW YORK, Oct. 22.—The salesman sketch in *Make Mine Manhattan* in which the tank was used is not in the Strand show. Warner Bros. bought that bit for Milton Berle. And while the tank number can be used in non-Warner houses, it can't at the Strand or any other Warner theater.

COMEDIANS WANTED FOR TERRIFIC NEW OFFER!!!

Complete Comedy Acts written in perfect continuity with Gags, Stories, Routines, Intros and Heckle Stoppers by Professional Script Writers. These are Soffo Acts ready to perform, NOT a gag file. Sock Song Parody free with every order. C.O.D.'s accepted. We write for Radio, Stage, Television and any other type of comedy at lowest possible prices. Introductory Specials: For M.C.'s, Comics, \$10. Ventriloquist Act, \$10. Parody Comic Act, \$5. Raconteur Act, \$10. Disk Jocks, \$5. Dialect Acts (Specify), \$10. Magician Act, \$5. SPECIAL: Double Acts, \$15. Burly Skits, \$10 each. Many Others. Don't Delay! Order Now!

SCRIPT WRITERS

c/o FRED WOLFE
2425 Kings Highway Brooklyn 29, N. Y.

COMEDY MATERIAL

For All Branches of Theatricals

FUN-MASTER

The ORIGINAL Show-Biz Gag File

NOS. 1 to 30 @ \$1.00 Ea.

(Order in Sequence Only)
—SPECIAL: First 13 Files for \$10.00—
All 30 Files for \$25.00

- 3 Bks. PARODIES \$10 Per Bk. •
- MINSTREL BUDGET \$25.00 •
- HUMOR FOR Emcees 25.00 •
- 1 Blackout Book \$25 Ea. •
- or all 3 Diff Vols for \$50 •

Send for FREE info on other material
No C.O.D.—Open Daily incl. Sundays

PAULA SMITH

200 W 54th St. Dept. B, New York 19
CIRCLE 7-1130

EXCLUSIVE THEATRICAL HOTEL
the Smart IN THE HEART of EVERYTHING

PARK Lido 2216 PARK AVE. MIAMI BEACH

50 ROOMS All With Private Baths
• AMAZINGLY LOW RATES •
\$12 - \$15 - \$17 DAILY
2, 3 or 4 in a room Per Person
SEASON Dec 1 to \$500 Double Occupancy
RATE June 1

ONLY 1/2 BLOCKS FROM OCEAN

IN DETROIT
Show Folks Stop At The

FORT WAYNE HOTEL

\$3.00 Daily
Home of the Burgundy Room
Cass at Temple Detroit, Mich.

ROOMS WITH BATH REASONABLE RATES

MILNER & EARLE
Hotels
COAST TO COAST

WANTED
ALL ACTS GOING EAST OR WEST

Contact new Mexico's only theatrical agency.
Can offer 10 weeks to swing combos, dance bands, strips, novelty acts. Send pictures and full details to
MR. FRANK M. RALSTON
The Great Southwestern Theatrical Exchange
113 West Central, Albuquerque, New Mex.

DINGY TEETH RADIANT WHITE
Like a movie-star smile in 3 minutes with marvelous new cosmetic enamel!

KOPAL IS AMAZING new cosmetic discovery, now used by thousands of smart women and theatrical people to beautify unattractive teeth. KOPAL is a dentist's formula, absolutely harmless and tasteless. FREE literature on request. KOPAL brushes on, quicker and easier than nail enamel. KOPAL covers stained, discolored, yellow, blemished teeth, even gold fillings, with pearl-like luster and beauty. SEND NO MONEY. Simply pay postman \$3 plus C.O.D. postage. (Or send \$3 with order and save postage.) Price includes Fed. tax. Radiant results or money back. FROSTIE WINTERS, Dept. 121, 1 East 42nd St., New York 17.

PARAMOUNT, N. Y.

(Continued from page 52)
team's material hasn't changed but the crowd couldn't get enough of them.

Nellie Lutcher, who followed, was a sharp drop from the pace set by the previous act. Then came the Trenier Twins, two boys, last caught at Bop City, who have toned down heir act considerably. They're still a tumult team, bouncing around and shouting songs like *Hucklebuck* and *Good Rocking Tonight*. Much of their work resembles that of Stump and Stumpy without their class. The fact hat they also did dancing (as did Stump and Stumpy and the Clark brothers) made the acts too much alike.

Hawkins's biggest number was an exciting arrangement of *Temptation*, n which he was on kettle drums low front.

The show ended with the Treniers on stage raising bedlam for the descent, with Hawkins's band right in here with them blasting it out.
Bill Smith.

IN PHILADELPHIA, PA.
CLINTON HOTEL SPRUCE 10th BELOW
200 OUTSIDE ROOMS from \$2 DAILY
SPECIAL WEEKLY RATES
HOUSEKEEPING FACILITIES
Beautiful Air Conditioned Cocktail Lounge
WALKING DISTANCE OF ALL THEATRES

WANTED—Acts, Comedians
Colossal Value! Professional INDEX CARDED Gag File & Monthly Service. (1) 2,000 Gags, Juifs, Heckler Stoppers, Comedy Stunts, etc. on 3 by 5 inch INDEX CARDS. Classified 38 Subjects. (2) Portable File Cabinet. (3) Plastic TRANSPARENT Windowed Wallet holding 48 Gags VISIBLE for Quick Study on Trains, at Lunch, etc. OUTFIT as above, plus 3 Months' Service, Fresh Gags, etc. (LIMITED). \$10 postpaid. SAMPLE 800 Gags on Cards (including Oct. issue). \$4. "PATER-DEX" GAG-DEX BOX 2, WOODSIDE, N. Y.

SENSATIONAL VALUE
We will send you THREE BOXES of beautiful assorted Christmas Cards for only \$1. Mail cash or money order to
THE MAYROSE CO.
913 Chandler Ave. Linden, New Jersey

SELAN'S
World's Largest Creators of HAIR STYLED PIECES

Write for FREE CATALOG
Our Hair Goods are all expertly made of the finest first quality HUMAN HAIR. Write for our FREE CATALOG and WHOLESALE PRICE LIST on latest style Hair Pieces.

SELAN'S
HAIR GOODS CO.
37 N State St
Dept 1
Chicago 2, Illinois

- Waterfalls • Braids
- Chignons • Page-boys • Top Curls
- Switches • Transformation • Wig
- Toupees

SALE ON NEW COMEDY MATERIAL
For MC's, Comics, Magicians, Disk Jockeys, etc. PUNCH LINES, Gagfiles, 8 files, \$1.00 per file. Contains actor-proof sock rags on all topics. ORIGINAL MONOLOGS, 20 for \$10.00. ORIGINAL DIALOGS, 8 for \$5.00. SKITS, 3 for \$5.00. Sample gag: "Reason for shortage of houses, they've used up all the wood to make television puppets."
LAUGHS UNLIMITED
176 W 43rd St., N. Y. C. Ph. LO. 4-5943.
Free with each order; 4 parodies, 1 sketch. Send for latest price list, free.

ACTS WANTED
Break your jump East or West. Can offer many night club, theater, convention and banquet bookings now. Write, wire, come in!
RAY S. KNEELAND
AMUSEMENT BOOKING SERVICE
75 1/2 West Chippewa St., Buffalo 2, N. Y.
A.G.V.A. Franchised

Entertainers Wanted
Who are in search of fresh and new material. Writing good, solid, funny night club song parodies and special material is my business. Over 150 top song parodies with different situations to my credit. Have written for the best. If interested send for 1950 new catalogue
MANNY GORDON
819 W. North Ave. Milwaukee 3, Wisc.

NOW! the EMCEE magazine
Contains original material, Monologues, Parodies, Band Novelties, Skits, Dialogues, Songs, Patter Gags, Jokes. Subscription \$2.00. Add \$1.00 for 4 gag-packed back issues. EMCEE, Desk 53, 1508 So. Homan Ave. Chicago 23, Ill.

THE MUSICAL SAW
THE GLASS-O-PHONE
Other Novelty Instruments for the profession. Send for FREE literature.
MUSSEHL & WESTPHAL
Established 1921
Fort Atkinson, Wis.

Bonus Audience Revealed by NU Auto Radio Poll

CHICAGO, Oct. 22.—Many drivers of automobiles equipped with radios can identify programs, a few can identify sponsors and all have their sets on more than home listeners at comparable times. These and other pertinent facts were revealed here last week upon release of a survey of automobile driver listening habits made by Northwestern University students under the direction of Dr. George R. Terry, university research expert.

The students made a one-day stop-light check of 1,071 car-equipped radios at 42 strategic intersections believed to represent a cross-section of Chicago traffic. By application of cross-checking with controlled samples the results were found to be indicative of the entire Chicago auto radio audience, Dr. Terry stated, and are considered to be important in view of the dearth of research on automobile listening. Station operators have long contended that car listeners constitute a bonus audience not reflected in station rates and are often overlooked by those who predict that TV will deliver a death blow to American radio.

The survey was made between 7-9:30 a.m., 11 a.m.-1 p.m., 4-6:30 p.m. and 8-10 p.m.—hours of top traffic flow.

About four out of ten cars had radios on between 7-9:30 a.m., or 42.5 per cent; between 11 a.m.-1 p.m. the percentage was 42; between 4-6:30 p.m. it was 40 per cent and between 8-10 p.m., 41.5 per cent. According to national Hooper ratings, home sets-in-use percentages for comparable time periods are 13.5, 11.9, 15.4 and 23.9.

Forty-one and seven-tenths per cent of those interviewed could correctly identify programs; 22.1 per cent could identify the sponsor. Those who said they didn't know the name of the program were 39.6 per cent of the sample, and 60.5 per cent said they did not know the sponsor. The rest answered these two questions incorrectly.

General program preferences were in following percentage order: Music, 35.2; sports, 17.7; variety, 17.4, and news, 14. The men preferred music, sports and news, while the women preferred variety, music and drama, in that order. Over 80 per cent of the drivers were men, but Dr. Terry stated that the sex of the driver had no discernible effect on the extent to which auto radios were turned on.

Dr. Terry also said that almost one-half of those sampled said they listened most to their auto radios during the hours of 7-9 a.m. and 5-8 p.m.

Detroit Operetta Schedules 10 Shows

DETROIT, Oct. 22.—The seventh annual season of Detroit Civic Light Opera opens December 25 at the Masonic Temple Auditorium. A 10-week run, with weekly change of bill, will wind up March 5. This year's series skeds productions of *Show Boat*, *Naughty Marietta*, *Good News*, *Chocolate Soldier*, *The Desert Song*; *No, No, Nanette*; *Up in Central Park*, *Song of Norway*; *Annie*, *Get Your Gun*, and *Carmen Jones*. Casts are not yet signed but will include stars similar to those booked in past seasons.

Dan Eckley will direct the dances and J. Albert Hurley the vocal ensemble.

Magic

By Bill Sachs

LAWRENCE NELSON, who for years appeared thru the Middle West and East with a mental turn billed as *Alla Raghah*, is now a resident of Burbank, Calif. Lawrence, who is a brother of Bob Nelson, of the Nelson Enterprises, Columbus, O., has built an enviable reputation in the Hollywood movie colony and among West Coast socialites as a magician and handwriting analyst.

Mysterious Brown and wife, Lillian, now in their third season with National School Assemblies of Los Angeles, are set for the season in schools and colleges thru the Dakotas, Colorado, Nebraska, Iowa and Wyoming with their novelty turn consisting of magic, vent, talk talks and rag pictures humorously presented. The Browns recently visited with old friends, George McAthy and family, Harry and Zola Pavey, and Loring and Katherine Campbell in Burbank, Calif. The past summer, the Browns attended the Chavez Studio of Magic in Los Angeles and are loud in their praise of the school operated by Ben and Marian Chavez. . . . The Great Lawrence (Lawrence Bishop), who opened his season recently at the Marquet Hotel Mirror Room, Hot Springs, hopped from there to Dallas to play the Parrot Club and Strand Theater. Handling the Lawrence advance and publicity is B. G. Mathis. Lawrence is skedded for a trek thru the Southwest and South. . . . Dr. Redford L. North, after four weeks at Pier 76, Providence nitery, is set on a long string of club dates thru New England by United Artists Enterprises, Providence, headed by Alan M. Sherwood and Richard M. Burgess. In addition, North is operating a school of hypnotism in Providence. . . . Marquis the Magician infers from Milan, Tenn., that he's back on the road with what he describes as "the second largest all-magic show touring the country today." Roster numbers 16, including advance agents and company manager. Visitors on the Marquis show at Jackson, Tenn., included J. C. Bisbee, of Bisbee's Comedians, and several members of his company; Clarence Auskings, advance agent of Buck Bros.' Magic Show, and Morgan Howard, formerly with Ade Duval and now assistant manager of Jackson's new Southern Hotel. Marquis unit is touring under the direction of Barney B. Spear, New York.

THE LIPPINCOTTS, Mal B. and Maxine, en route south from a season of fairs thru Nebraska and Kansas, spent a week at their home in LaPlata, Mo., where they had as visitors Hazel Felton, wife of King Felton, magician, and Doc and Mrs. Gaffney, magicians, who are playing schools thru Northern Missouri. Doc Gaffney is regaining his health after a serious illness and operation the past summer, and is now sporting a new van-type truck and much new equipment, Lippincott reports. Mal and Maxine also enjoyed a visit from their daughter, Francine, whose husband, James Bailey, is a magician and student at the University of Kentucky, Lexington. The Lippincotts played the Palestine, Tex., Fair October 10-15. . . . Paul Hubbard, sporting a new house trailer to replace the one destroyed by fire in Cincinnati recently, has resumed with his magic in Ohio schools. . . . Stuart Kramer, Cleveland conjuror, has again contracted with the same local brewery to appear four nights a week at its rathskeller theater for a series of sales meetings thru the fall and winter. He gave his first show under the new contract Monday (24). Last year, starting in November, the meetings ran over five and a half months. Kramer has also completed another series of TV commercials, this time for Rini California Wines. "I recently motored to Lorain, O., with Bob Wing and Bill Hackman to catch the McDonald Birch show," writes Kramer. "Birch

CBS Mulls TV, AM Execs War Arbiter

Lewis Sitch Starts Fire

NEW YORK, Oct. 22.—The Columbia Broadcasting System (CBS) this week was considering the appointment of a liaison man between its AM and TV programing execs as the result of a hassle between them over the format of the new Robert Q. Lewis video program. The disagreement was finally settled by bringing it before CBS Prexy Frank Stanton, who decided in favor of the radio brass.

The Lewis skirmish actually brings out into the open a problem which has been occurring with increasing frequency—who is to have final say on TV programing, the video or AM boys? It is said in trade circles that the TV programing execs opposed presenting *This Is Showbusiness* on video because of their belief that panel shows would not be successful in TV. The program now is sponsored.

Behind the opposition of the TV brass, observers believe, is their fear that if the CBS radio brain trusters get their hooks into TV the web may decide to dispense with the services of the video program execs when integration comes. *Suspense*, *Studio One* and Arthur Godfrey's *Talent Scouts*, now sponsored on CBS-TV, all originated in the web's radio package mill.

That the net is aware of the conflict can be seen by CBS's decision to do *Yours Truly*, *Johnny Dollar* and the *Adventures of Philip Marlowe* from the Coast on kine because Harry Ackerman, the AM Hollywood program chief, also heads TV programing out there. The same difficulties cannot arise, tho both shows are also radio packages.

AM Shows for TV

The fact that CBS also has a number of proved radio shows on the air which are slated for TV consumption only makes the position of the video execs weaker. In addition, plans are afoot to convert many of the unsuccessful CBS radio packages into TV programs in an effort to recapture some of the investment which the net has already made in them. Shows like *Broadway Is My Beat*, *Cabin B 13*, *The Green Lama*, *Tell It Again*, *Rooftops of the City*, *Garden Gate* and *You Are There* are slated for TV consumption.

Since CBS already has this considerable backlog of programs ready for TV, the pressure on video idea men to come up with stronger shows of their own origination becomes even heavier. That is why CBS is looking for a Solomon to keep peace in the family until integration does come about and the problem is finally settled.

said he is making a six-week tour before returning to his farm at Malta, O., for another vacation. The show was good, as usual, with Mac and Mable just as full of vitality and charm as ever. . . . Landrus the Magician is currently swinging thru Georgia country, with R. Temple Greystoke former pro magician, setting the dates. Greystoke is now in the antique business in the Georgia country. . . . Jay Bee Flesner joined the J. C. and Frank Admire magic units recently at Owensboro, Ky., to do his magic and hypnotism. Flesner was with the Famous Players Tent Show in Iowa all summer. The Admires now have four one-man units doing school shows in the Ohio, Indiana and Kentucky sectors, featuring Gordon the Wizard, Joe Goud, Mysterious Hatfield, and Flesner.

Burlesque

By UNO

BOB COLLINS and Seymour Linder are set to inaugurate a new flesh policy at the 2,000-seat Gracie Square Theater, Yorkville, Manhattan, operated by Al Bryon and William Laight. Starting November 5, the house will offer combo program Saturdays and Sundays, using two comics, a straight, and an eight-girl line and two vaude acts plus pix, booked thru the Jack Linder office, New York. . . . Harry Lander and Morris Lloyd have revived their former vaude act. . . . Pete DeCenzie is managing the Four Star Theater, Portland, Ore., for Harry Farros. . . . Helene McCree is emseing and lecturing with one of Duvain Esper's units now at the Allen Theater, Akron, managed by Spence Spencer. Line-up includes Jimmie and Sus Matthews, Irene DeMarco, Lysle Smith, Charlene, and Elsie and Gabby Gonzales. L. C. MacCracken is director, and Bud Carper, drummer-leader.

ZANANA and Fifi, her monkey, open November 7 at the Alamo Club, San Antonio, for four weeks thru Wallace Brennan. . . . Lois DeFee replaced June St. Clair, who was skedded to head the new Hirst unit featuring Dick Bernie and Vic Puree, in Boston recently. . . . Harry Kane, vocalist, is held over at Max Schreiber's Famous Door, New York. . . . Dorothy Morey and Harry Eaton opened October 24 at Herman Pirschner's Alpine Village, Cleveland, booked by Noel Sherman. . . . Samuel H. Malkin, former burly comic, recently appointed to the Connecticut State Boxing Commission by Gov. Chester Bowles, was feted recently at a testimonial dinner at Wilco Pier Restaurant, West Haven, Conn. Malkin was formerly Democratic State senator representing New Haven. . . . Margie Hart is appearing in the legit drama, "Light Up the Sky." . . . Phil Seed, comic, after four weeks on the Jack Kane circuit, joined the major wheels in another unit October 20 at the Avenue, Detroit. . . . George Snyder, former burly straight, is now an Electrolux representative in Flushing, N. Y. . . . Irving Selig and Milt Hamilton are newly teamed for a comedy act. . . . Myrna Dean is playing Manhattan club dates.

"Peter Pan" for Zorina

NEW YORK, Oct. 22.—The Stem will get its first revival of *Peter Pan* since Eva Le Gallienne included it in her Civic rep in 1928. Peter Lawrence announces the signing of Vera Zorina for the title role and has already raised half the production nut of 125G.

Rehearsals are skedded to start November 15 with a Stem Christmas night opening in view. In anticipation of a subsequent tour, Zorina has signed thru June, 1951.

OPENING SOON All American Walkathon Speed Derby

Downtown location, city of 800,000. Can use sober, reliable help in all departments. Write—Don't wire.

LEE GORSUCH

1303 N. Charles, Apt. #1, Baltimore, Md.

WATCH NEXT WEEK'S BILLBOARD For Opening Date

Walkathon Speed Derby

To Be Held in the V. F. W. Building COMPTON, CALIF.

One hundred per cent financed by the V. F. W. Under the personal direction of

JIM PASSO (Only)

This show will be the first to be Televised. Contestants and help contact JIM PASSO, 3402 Abbeyfield St., Long Beach 4, Calif. (No collect calls or wires please.)

WANTED
Exotic Dancers and Strips
For Theaters and Clubs from
MAINE to CALIFORNIA.
Be a Scoopster for
MILTON SCHUSTER
137 North Dearborn St. CHICAGO 2, ILL.

Teeth for Stem Tix Code Soon?

Sauter Ready With Specific Scalping Cures

Two Confabs This Week

NEW YORK, Oct. 22.—James E. Sauter, chairman of Mayor O'Dwyer's 10-man theater committee, announced this week that his committee was ready to get down to specific recommendations. Luncheon meetings are skedded for Tuesday (25) and Friday (28) at which Investigation Commissioner Murtagh and License Commissioner McCaffrey will be present at the Hotel Astor. On top of the agenda is putting enforcement teeth in the current ticket code of the League of New York Theaters and Actors' Equity by incorporating its provisions into the city license department's regulations of ticket brokers. Heretofore, it has been freely admitted that the code was unenforceable. It is believed that municipal control will be effective.

Both the industry and the commissioners will have an opportunity to co-ordinate their opinions. Their findings will then be submitted to the mayor for approval. If such is forthcoming, the license department will immediately take over their enforcement.

Probe Almost Over

Murtagh said this week that his probe into ticket scalping was "about concluded". To date 30 out of a total of 66 ticket agencies have either surrendered their licenses or seen them revoked. This is in line with the mayor's statement a couple of weeks ago that he did not subscribe to witch-hunting. However, the commissioner of investigation pointed out that the current phase of the probe "is a concentration on making the gains permanent."

Further activities anent the fabulous invalid's welfare next week sked a meeting Thursday (27) by the League of New York Theaters to consider the Edward L. Bernay survey of what's wrong with the theater. The Bernay report, which included little information which could not have been picked up locally between 42d and 59th streets, cost the League 6G out of a \$33,500 fund collected from members for stimulation of national legit business. This Monday (24) the theater committee, under the chairmanship of Morton Baum, meets to set up the stage groups which will represent it at the national theater assembly skedded for Washington next January, under the auspices of the American National Theater and Academy.

Savoyard Revival On Stem Gives Up

NEW YORK, Oct. 22.—S. M. Chartock's Savoyard revivals will forego their last week at the Mark Hellinger. *Iolanthe* was to have been next week's bill. Chartock and his troupe have called it a day as of tonight, with a final performance of *Pinafore*.

Early this week, Anthony B. Farrell, owner of the theater, was reported as permitting the troupe to stay on provided business improved. Apparently, the *Pinafore* production, the poorest of the Chartock offerings, hasn't upped finances.

Chartock's intention is to send the company on extended tour in January.

Stars To Get Work In D.C. Sesqui Show

WASHINGTON, Oct. 22.—Several top spots will be open for Broadwayites in the symphonic drama tentatively titled *The Merciless Days* and slated to run during the local sesquicentennial celebration next year, playwright Paul Green told *The Billboard* this week. The drama, which will concern a period of about five days in the life of George Washington, will be the first attraction for the permanent amphitheater to be built in Rock Creek Park.

The total cast will be between 100 and 150, Green said, but the majority will be selected from local drama groups. The parts of George Washington and a couple of others will probably be filled by top stage stars, Green stated.

The new amphitheater will seat at least 3,500 and is to be run on a non-segregation basis. The latest in amplifying equipment is to be used on the stage, and planners figure on equipping the actors with button mikes to assure being heard. Following the run of *The Merciless Days* the amphitheater will be available for other productions.

East Hartford Gets Stock Co.

HARTFORD, Conn., Oct. 22.—The new stock theater company functioning in suburban East Hartford, Conn., was assured of a full house for opening night, Monday (24), thru the efforts of the East Hartford Rotary Club, which is sponsoring the performance. The \$800 to be raised by the group thru the ticket sale will be donated to an East Hartford development project.

The new legit project is quartered in the 497-seat Astor Theater. Producer Harold J. Kennedy, who for the last three years has tenanted the McArthur Theater, Princeton, N. J., for summer runs, will inaugurate a 10-week series, starting with *The Front Page*, starring Dane Clark. The Astor was selected, he said, because of its location in the Greater Hartford area and also because it was not sold outright to movie, radio and TV rights.

Speaking at a meeting of the East Hartford Chamber of Commerce last week, Kennedy described the Astor as "better than the Bushnell (downtown Hartford legit house with 3,300-seat capacity) because it is smaller and closer to the real New York theaters."

The Front Page will run a full week at \$2.40 top. Following this (October 31) will be *Let Us Be Gay*, starring Kay Francis. Subsequent bills will include Elizabeth Scott in *Anna Lucasta*, Edward Everett Horton in *On Approval* and Ilka Chase in *Design for Living*.

The local 10-week experiment will be watched carefully. Theater interests in Connecticut believe that if the attempt to produce legit attractions on a consistent basis in the small East Hartford film theater proves profitable, it may signpost repetition in cities of similar size.

"Lend an Ear" Moves Again

NEW YORK, Oct. 22.—*Lend an Ear* makes its fourth theater move Monday (31) when it switches operations to the Mansfield. Yvonne Adair leaves the cast at the Shubert tonight (22). Beverly Hosier, Jenny Low Law and Shirley Brown will divide her revue chores.

Cut-Rate Tix Revival Fizzle

NEW YORK, Oct. 22.—Last week's press announcements of a revival of cut-rate theater tickets selling were somewhat premature. Published reports (not in *The Billboard*) advised that the Leblang Theater Ticket Service was prepping a reopening of the less-than-tariff-service which made the basement of the late Grey's drug-store at 42d Street and Broadway famous 20 years back. Two shows were reported on the agency list—*Goodbye, My Fancy*, and *Yes, M'Lord*. Unfortunately, the publicity backfired. *M'Lord* was withdrawn from the cut-rate circulation Thursday (20) and *Fancy* went back to b.-o. tariffs Friday (21).

The move has left operator Dorothy Leblang and Manager Saul Lancourt holding somewhat of a bag, with prospective indignant customers keeping the office wires hot. Both Miss Leblang and Lancourt, however, stressed that they have no grievance. "It is just unfortunate," they said, "that producers and theater owners feel that cut-rate selling injures b. o. sale and a play's prestige. We feel and still feel that it can be a help in merchandising of a product which everybody admits is on a down grade."

Other Brokers Content

Lancourt also stressed the fact that no objections to the practice stemmed from other ticket brokers. In fact, he stated that most of the fraternity were in favor of the project. Freely admitting that over-all tariff-cutting could not save an average production at present-day operation costs, he insists that there is still ample opportunity for salvage via a judicious use of cut-rate—aside from the obvious assets of new audience build-up.

Miss Leblang stated that the agency was prepared to go on with the project "as and if producers want to support it." However, if anything is to come of it of lasting usefulness to the business, a proper clientele must first be developed. In such circumstances her agency would be willing to buy in on shaky productions. She believes that with proper producer support, such a clientele could be lured to the counter in less than six months. It is her intention this week to contact James Sauter, chairman of the mayor's committee for theater reforms, with a view to enlisting its support of the cut-rate notion.

"Shoes" Only Norfolk Show

NORFOLK, Oct. 22.—The bleakest show season since the war is in prospect here. The only attraction booked so far is *High Button Shoes*, for a tentative three-day engagement in the spring.

Efforts by local promoters to book road shows into the Center Theater have met with little or no success, contrasting with last season's half-dozen presentations which included *Oklahoma*; *Annie*, *Get Your Gun*; *Harvey* and *O Mistress Mine*.

Bridgeport Season To Open

BRIDGEPORT, Conn., Oct. 22.—Bridgeport's legit season gets its first booking at the Klein Memorial here next Friday and Saturday (28-29) when Tallulah Bankhead opens her road tour here in *Private Lives*. Mrs. Albert E. Shea, who took over the United Booking Office franchise on the death of her husband last year, has transferred all of her bookings into the Klein Memorial, instead of the Loew-Lyric Theater, which previously had all legitimate showings.



BROADWAY SHOWLOG

Performances Thru October 22, 1949

DRAMAS

	Opened	Perfs
A Street Car Named Desire (Barrymore)	12-3-'47	739
Anne of the Thousand Days (Shubert)	12-8-'48	302
Born Yesterday (Henry Miller)	2-24-'46	1,567
Death of a Salesman (Morosco)	2-10-'49	292
Detective Story (Hudson)	3-22-'49	244
Diamond Lil (Plymouth)	2-5-'49	83
Goodbye, My Fancy (Martin Beck)	11-17-'48	389
Mister Roberts (Alvin)	2-13-'48	363
Shake Hands With the Devil (Blackfriars' Guild)	10-20-'49	2
The Browning Version (Coronet)	10-13-'49	13
The Madwoman of Chaillot (Royale)	12-8-'48	280
Twelfth Night (Empire)	10-3-'49	24
Yes M'Lord (Booth)	10-4-'49	23

MUSICALS

As the Girls Go (Broadway)	11-13-'49	324
Kiss Me, Kate (Century)	12-30-'48	308
Lend an Ear (Broadhurst)	12-16-'46	356
Miss Liberty (Imperial)	7-15-'49	115
South Pacific (Majestic)	4-7-'49	226
Touch and Go (Broadhurst)	10-13-'49	12
Where's Charley? (St. James)	10-11-'48	437

ICE SHOWS

Howdy, Mr. Ice of 1950 (Center)	5-16-'49	200
---------------------------------	----------	-----

CLOSED

Ken Murray's Blackouts (Ziegfeld)	9-6-'49	51
H.M.S. Pinafore and Trial by Jury (S. M. Chartock's G. and S. Repertory) (Mark Hellinger)	10-17-'49	8

COMING UP

Montserrat (Fullton)	10-29-'49	
Lost in the Stars (Music Box)	10-30-'49	

"Miss Liberty" Only 80G Off 180G Nut

NEW YORK, Oct. 15.—Despite preem night mixed notices, *Miss Liberty* in three months has earned 100G of its \$180,000 production nut. The remaining 80G is confidentially expected by Christmas.

Paramount is currently talking pic rights, with Irving Berlin, Robert Sherwood and Moss Hart replying to the tune of \$500,000.

ROUTES

Dramatic and Musical

Anne of the Thousand Days (Erlanger) Buffalo, 26-29
 A Streetcar Named Desire (Omaha) Omaha, 26; (City Auditorium) St. Joseph, Mo., 27; (Music Hall) Kansas City 28-29.
 At War With the Army (Harris) Chicago.
 Barretts of Wimpole Street, with Susan Peters (Playhouse) Hershey, Pa., 27; (Playhouse) Wilmington, Del., 28-29.
 Blackstone (Nixon) Pittsburgh.
 Blossom Time (Victory) Providence, 28-29.
 Brigadoon (Hall of Music) La Fayette, Ind., 26; (Paramount) Toledo, O., 27-29.
 Death of a Salesman (Erlanger) Chicago.
 Detective Story (Cass) Detroit.
 Finian's Rainbow (Curran) San Francisco.
 Goodbye My Fancy (Ford) Baltimore.
 High Button Shoes (White) Fresno, Calif., 26-27; (High School Aud.) Stockton 28; (Memorial Aud.) Sacramento 29.
 I Know My Love, with Lunt & Fontanne (Plymouth) Boston.
 Inside U. S. A., with Beatrice Lillie (American) St. Louis.
 Kiss Me, Kate (Shubert) Chicago.
 Light Up the Sky (Avon) Utica, N. Y., 26; Strand Ithaca 27; (Auditorium) Rochester 28-29.
 Love Me Long (Locust St.) Philadelphia.
 Mr. Roberts (Hanna) Cleveland.
 Montserrat (Forrest) Philadelphia.
 Oklahoma (St. Paul Auditorium) St. Paul, 27-29.
 Private Lives, with Tallulah Bankhead (Klein Auditorium) Bridgeport, Conn., 28-29.
 Student Prince (Shubert) Philadelphia.
 Summer and Smoke (Davidson) Milwaukee.
 Texas Lil' Darlin' (Shubert) New Haven, Conn.

Broadway Review

H. M. S. PINAFORE AND TRIAL BY JURY

(Opened Monday, October 17)

MARK HELLINGER THEATER

Operettas by W. S. Gilbert and Arthur Sullivan. Staged by S. M. Chartock. Sets by Ralph Alswang. Costumes by Peggy Morrison. Musical director, Lehman Engel. General manager, Philip Adler. Stage manager, Lewis Pierce. Press representatives, Nat Dorfman and Marian Byram. Presented by S. M. Chartock.

H. M. S. PINAFORE

Little Buttercup.....Jean Handzlik
Tommy Tucker.....Marie Petek
Bill Hobstoy.....Robert Eckles
Dick Deadeys.....Joseph Macaulay
Ralph Rackstraw.....Morton Bowe
Capt. Corcoran.....Earle MacVeigh
Josephine.....Kathleen Roche
Right Hon. Sir Joseph Porter, K.C.B.
Cousin Hebe.....Ralph Riggs
Bob Beckett.....Craig Timberlake
FIRST LORD'S SISTERS, HIS COUSINS, HIS AUNTIES, SAILORS AND MARINES—Dolores dePuglia, Patricia Hall, Annabelle Lee, Trudy Prager, Elsa Shannon, Martha Aleson, Phyllis Blake, Regina Burger, Laura Byola, Inez Harris, Dorothy Johnson, Helen Stanton, Mia Stenn, Stanley Ames, Thomas Batten, Joseph Caruso, Anthony Cerami, Edwin Easter, Frank Gagliardi, Joseph Mazzolini, James Vitale, Samuel Kirkham, Mathew Powers, John Salter, Glen Scander, Jack Shannon.

TRIAL BY JURY

Usher.....Robert Eckles
Defendant.....Morton Bowe
Judge.....Ralph Riggs
Counsel.....Earl MacVeigh
Barrister.....Howard Andriola
First Bridemaid.....Joyce Carroll
Second Bridemaid.....Marie Petek
Third Bridemaid.....Natalya Green
Foreman of the Jury.....Craig Timberlake
Plaintiff.....Elaine Malbin

After what, in this reporter's opinion, amounted to a nice production start with the *Mikado* and *Pirates of Penzance*, S. M. Chartock's G. and S. troupe skidded badly this week with a switch to *Pinafore* and its inevitable companion piece, *Trial by Jury*. It is their least worthy bill to date.

While Gilbert's combined lampoons of British naval snobbery and courtroom shenanigans have never belonged on his top libretto shelf, and neither contains the best of Sullivan's melodies, they have always enjoyed a popular spot in the rep and their nonsense can have zest and bounce, provided it is paced and played to the proper key. The current exhibit at the Hellinger is not. In fact, it is a very tired brand of G. and S. and its ensemble doesn't even seem too well drilled. The opening night's congregation of the faithful was attentively polite, as befits true Savoyards, but *Pinafore's* and *Jury's* reception were far from on a par with their predecessors.

Bad Sets

Chartock is obviously operating on a close budget, but there seems little excuse for Ralph Alswang's drab and unimaginative backgrounds, which don't stack up against the efforts of a lot of campu technicians laboring in a lower expense bracket. Nor do they add to the showing off of Peggy Morrison's costumes, which are sufficiently bright and cheerful. But physical production defects are not the worst of this edition.

Heretofore, Chartock's songbirds have behaved as if they were thoroughly enjoying what they were doing and communicated their enthusiasm to the last pew. The *Pinafore* ensembles romp on as if they had a job to do—and exit as if they were glad it's over. In considerable measure this is true of the principals. The words come over clearly enough, but there is little or no individual sparkle. Vocally, Morton Bowe carries off the evening's honors, but he is as dull a topmast hand as this reporter has seen in the opus. Kathleen Roche is as nice to look at as ever, but she has both sung and acted the captain's flighty daughter far better.

Riggs Not So Bad

Ralph Riggs' Sir Joseph is superbly in the snob tradition, altho he also appears to find the assignment something of a chore, and Earle MacVeigh's captain is over-all stiff and

OFF BROADWAY REVIEWS

SHAKE HANDS WITH THE DEVIL

(Opened Thursday, October 20)

BLACKFRIARS' THEATER

A documentary play by Robert C. Healey. Staged by Dennis Gurney. Sets by Gregg Kane. Lighting by Joan Tyne. Stage manager, Norman Barrs. Presented by the Blackfriars' Guild.

CAST—Frett O'Hollewitt, Paul Lynch, Vincent Gordon, William Rublen, Robert Grenville, Gwenda Talens, David Grozier, Gerald Gannon, Phillip Kenneally, Marcia Murray, Ernest Moyles, Roberta Hewitt, Jane Murray, Virginia Sutton, Craig Norris, Lore Noto, Arnuad Mitchell, Saddle Stockton, Harry Bolden, Robert Sloat, John Murphy, Aram Katcher, Madeleine Morka, Gertrude Slack, John Michael, Robert Muller, James McMullen, Phillip Abbott, Robert Anderson, Norman Barrs.

That worthy experimental troupe of the Blackfriars' Guild opens its ninth season with as furious an all-out blast against communism as has been seen on Stem or off in this reporter's memory. There is no pussy-footing about *Shake Hands With the Devil*. There is no attempt to dress up its message in terms of theater. Its structure is something crude and some of its scenes anti-climactic, but its young author, Robert C. Healey, has certainly rolled up his sleeves for an outspoken arraignment of borders from within and without on our American way of life. It carries a ring of truth and is completely interesting thruout.

Healey has made use of published testimony and incident of the recently completed communist trial before Judge Medina as the basis of his play. Via a half-dozen flashbacks—done in "living newspaper" technique—he illustrates the infiltration of the philosophy of the defendants at work on the American scene. An idealistic writer on a communist sheet finds himself out on a limb via abrupt about-faces in the party line. The Allis-Chalmers strike is a background for a vignette of the Red grab at labor unions. Oksana Kasenkina, the Russian school teacher, and her frenzied attempt to escape a forced return to the Soviet is another. The duping of the families of the defendants of the remembered Scottsboro trial in order to obtain party funds is a fourth. Gouzenko, the Russian embassy clerk, is shown trying in vain to convince the Canadian authorities of the presence of an espionage ring. The final episode is the tragic fate of Hungary's Cardinal Mindszenty.

Sickle Gets Hammered

Obviously, all of these items, as well as the background trial itself, have been exhaustively reported in the news. As reportorial adaptations to drama, some sequences are good—a few are excellent. There is no question where Healey stands on the issues. There are no intermediate shades in his book—black is black and white is white—which, for a young man who is sickling and hammering with both hands at the communists, is quite as it should be.

With a few minor improvements, which will doubtless be made, Dennis Gurney will have accomplished one of his best staging chores. Putting his flash-back actors behind a scrim and his courtroom practically in the audience is an effective device. Brett O'Hollewitt and Paul Lynch acquit themselves excellently as the judge and the prosecutor. Other outstanding performances in a huge cast stem from Marcia and Jane Murray, Arnuad Mitchell, Sadie Stockton, Harry Bolden, Aram Katcher and Madeleine Morka. A special bow goes to Philip Abbott's cardinal.

Healey and the Blackfriars are to be congratulated on their outspokenness. **Bob Francis.**

stylized. Jean Handzlik handles her vocal duties excellently, but her Buttercup must have been on a benzadrine diet. She's the most shockingly slim bumboat girl ever to tread the *(See H. M. S. Pinafore, page 98)*

YOSELE, THE NIGHTINGALE

(Opened Thursday, October 20)

YIDDISH ART THEATER

A comedy by Maurice Schwartz from a story by Sholem Aleichem. Music by Sholem Secunda. Staged by Maurice Schwartz. Settings by Leon Foch. Choreography by Belle Didjah. Stage manager, Morris Strassberg. Press representative, Anne Woll. Presented by Maurice Schwartz.

Motye.....Morris Krohner
Mirel.....Jennie Casher
Kalman Badchen.....Boris Auerbach
Sholem Aleichem.....Yudel Dubinsky
Shmuel.....Anatole Winogradoff
Gedalye Baas.....Maurice Schwartz
Esther.....Charlotte Goldstein
Gayge Bashe.....Berta Gersten
Issac.....Jacob Mestel
Zlate.....Lucy Gherman
Alter Peshes.....Jacob Zanger
Yosele.....Moshe Zamar
The Tallor.....Saul Krause
Bentshik.....Moshe Bielavsky
Berl Isaac.....Gustave Berger
Perela.....Ola Shlifko

Out of *Yosele Solovei* by Sholem Aleichem, a tale which deals with a boy cantor who sings like a nightingale, Maurice Schwartz has contrived a romantic folk comedy of nostalgic charm and vivid characterization. However, its total effect as quality theater somehow fails to come off. In the story's transition to the stage, too much of the original content is drained off in favor of the adaptor's own imagination. In some scenes a tendency to the grotesque warps the flow of Aleichem's native humor, which in itself needs but little revision even for the taste of modern playgoers.

Nevertheless, there is liveliness and pace in the well-handled action. As the plot unveiled on opening night, after some obvious scene pruning, Sholem Aleichem arrives in a Ukrainian village to write a novel. There follows a meeting with an assortment of characters and particularly Yosele, the boy singer. The lad is in love with a certain comely Esther, who also pines for him. But an ugly, old fat usurer covets the lass and intrigues for her on the strength of his ill-gotten money bags. Meanwhile, a Mephistophelian villager lures the reluctant songbird off on a singing tour for his own unholy profit. Then enters glamor in the person of a passionate, wealthy widow-to-be, enchanted by the boy's voice to the point of diverting him from his devotion to the virtuous Esther. To escape her lovely claws, he flees home to marry his anguished girl-friend. The subsequent rejoicing, however, is suddenly chilled when the wicked charmer, now fully widowed, reappears and gathers the finally exhausted Yosele to her bosom. All that is left for poor Esther is mournful wedlock with the ancient loan shark. The wedding scene, incidentally, is executed in imaginative dance forms and exciting climax.

Zamar an Asset

Maurice Schwartz, with customary craftsmanship, extracted a sardonic playfulness from his supporting role. Moshe Zamar, a talented importation from Paris, acts and sings the title role superbly and is an asset to Yiddish trouping. Charlotte Goldstein is attractive, if not too convincing, as lovelorn Esther. Anatole Winogradoff acquits himself with credit, and Berta Gersten, a Yiddish Art Theater repatriate, handles her unsympathetic lines well. Lucy Gherman, once teamed with her late husband, Misha, gives a moving impersonation. Other outstanding contributions stem from Ola Shlifko, Boris Auerbach, Yudel Dubinsky, Jacob Mestel, Jacob Zanger and Gustave Berger.

Yosele, the Nightingale was on the Yiddish Art schedule for 'ast season; its unveiling signposts a popularity to make up for time lost. **Samuel Kreiter.**

Out-of-Town Review

THAT LADY

(Opened Tuesday, October 18)

ERLANGER THEATER, BUFFALO

A drama by Kate O'Brien. Staged by Guthrie McClintic. Set and costumes by Rolf Gerard. Company manager, William G. Tisdale. Stage manager, James Nellson. Press representatives, Bernard Simon and Howard Newman. Presented by Katharine Cornell. Rodrigo.....Douglas Watson
Anichu.....Jada Rowland
Bernardina Caverro.....Esther Minciotti
Juan de Escovedo.....Joseph Wiseman
Antonio Perez.....Torin Thatcher
Philip II.....Henry Daniell
Ana de Mendoza.....Katharine Cornell
Pablo, a Footman.....Peter Barne
Cardinal Gaspar de Quiroga.....Henry Stevenson
Esteban.....Will Kuluva
King's Footman.....Wallace Chadwell
Mateo Vasquez's Secretary.....Oliver Cliff
Don Manuel.....David J. Stewart
Anichu at 18.....Marian Seldes
Pedro.....Richard Sterling
A Doctor.....Oliver Cliff
SOLDIERS, SERVANTS—Anthony Radecki, Wallace Chadwell, Lita Dal Porto.

The impact of events that rocked 16th Century Spain made itself felt again when Katharine Cornell and Guthrie McClintic unfolded their new drama of old world love and intrigue at the Erlanger. *That Lady* offers a dramatic and moving evening thru a magic fusion of superb acting, excellent staging and direction and a powerful and well-written historical drama.

The major plot concerns the ardent love affair between aristocratic, widowed Ana de Mendoza and her late husband's successor in office, Antonio Perez, Spain's state secretary under King Philip II, who'd always been extremely interested in that lady himself. A political intrigue fits in as a secondary theme. Ana's decision to prove her loyalty to her lover and the world, in defiance of the king's wishes, brings but brief happiness and long years of privations and degradation to both via the jealous ruler's relentless persecutions. The Ana remains an ill and wretched prisoner, her pride refuses submission, and when her lover Antonio flees to freedom after a moving farewell, she becomes the moral winner.

Kate O'Brien, from whose book this play originates, makes 16th Century Spain seem quite understandable. Her lines are crisp, sometimes relieved by broad humor, and build to many emotional peaks. Rolf Gerard's three stage designs, his first in America, an austere study, drawing room and luxurious boudoir, produce the right moods, as do the eye-filling period costumes. This reporter's only criticisms were the difficulty in hearing many of the lines and the three-hour running time of the play, defects easily remedied via an over-all vocal pick-up and a bit of judicious pruning.

Miss Cornell at Best

Katharine Cornell is at her best, bringing out all the nuances that this complex characterization offers. She gives her one-eyed Princess Ana warmth, charm, stature and nobility, and builds a mature, romantic role that is ripe and full-blown and quite unforgettable. Even with a black patch over the right eye, she manages to look glamorous, and to act rings around her co-players. Henry Daniell's King Philip is excellent, full-bodied, royally bold, cruelly dictatorial and humanly frail. A warmly moving portrait of the old Cardinal is offered by Henry Stevenson, who contributes excellently whenever he appears. Torin Thatcher, as Ana's lover, has a direct approach, vibrant and exhilarating whether making tender love or pondering weighty affairs of state. Joseph Wiseman is the sinister, scheming Juan De Escovedo, who threatens Ana's love, and puts in a short but telling performance. Also deserving bows are Esther Minciotti as the duenna, and Marian Seldes and Douglas Watson as Ana's daughter and son.

This Cornell play has all the earmarks of one of the actress's brightest roles. It should appeal to a vast number of pew-buyers on the score of superlative acting alone. **Eva Warner.**

Drive-In Notes

Mrs. Joe Dolgin, wife of the general manager of Pike Drive-In Theater, Newington, Conn., has been appointed director of the Young Adult and Adult Little Theater Group program at the Hartford Jewish Community Center this fall. Fred Jackson has joined the Pike staff as cashier, and Paul W. Amadeo, assistant manager of the theater, has assumed additional duties of refreshment stand supervisor.

The hearings on a suit against the Darien, Conn., Board of Adjustment in the Court of Common Pleas, Bridgeport, Conn., are to be transferred soon to the Darien Town Court to accommodate two of the town's witnesses.

Illness Continues To Dog B. Terrell

BATON ROUGE, La., Oct. 22.—Billy Terrell, former owner-manager of Billy Terrell's Comedians and present owner-operator of theaters in Amite and Roseland, La., is a patient at General Hospital here. Terrell, who has been in ill health since last March, was rushed here last week after suffering a relapse at his home in Roseland.

Terrell says that he has been given 35 shots thus far to correct a liver and kidney ailment, but his best shot came via a visit from Smoky Cole, a friend of long standing. Terrell's wife, Bonnie, is operating their theaters in his absence. He expects to be released from the local hospital in time to celebrate Christmas at his home, he says. Mrs. Helen Sanders, widow of George Sanders, is visiting with Bonnie in Roseland.

DEPENDABLE MONEY MAKERS

RED HOT ENTERTAINMENT

16mm SOUND

MOVIES

FOR YOUR

ROADSHOWS

The best in 16mm movies. Star-studded productions. Color pictures. Westerns. Dramas. Comedies. Serials. Extra low rates. Fast Service. Perfect prints. Use the Largest Independent Film Library in the East . . . Send TODAY for your FREE copy of the I.C.S. 1949-50 Catalog crammed with hundreds of suggestions for more SUCCESSFUL Roadshows.

—Largest Independent Film Library in New York—

Institutional Cinema Service, Inc.

1560B Broadway • New York 19, N. Y.

\$19.50 PUTS YOU IN SHOW BUSINESS

We supply you complete, 16MM. Sound Projector and Films. Everything ready for showing. Be your own boss. EARN BIG MONEY.

Write SOUTHERN VISUAL FILMS, 68 Monroe (Dept. BB), Memphis, Tenn.

CLOSEOUT SALE

35MM. PROJECTORS AND FILM (Sound or Silent)

Perfect to good running Westerns and Features. \$10.00 and up. Late Musical Westerns, \$35.00 each. Programs rented, \$7.50. Pair of Holmes Projectors, \$675.00. Shipping Case, 2,000 ft. for \$4.00 each. Silent Features, \$15.00. Shorts \$3.50. Poster supply. Free lists.

SIMPSON FILMS, 155 High St., Dayton, Ohio

16MM FILMS RENTED

Over 400 Westerns to choose from at \$5.00 each advertising loaned Free. Write for catalog. Complete new 35mm drive-in theatre equipment, \$3,174 installed. Construction and operating instructions furnished.

ACE CAMERA SUPPLY

150 N. Irby St. Tel: 2487-J Florence, S. C.

HOLMES, SWEET HOLMES!

Rebuilt (like new) Holmes Educator 35mm. Portable Sound Projectors. Dual outfit, \$550; single, \$350. Send for 1949 catalog—check-full of values in 16 & 35mm. equipment & supplies; also Chair Bulletin #15. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52d St., New York 19.

Drive-In Theaters' Growth Proves Bonanza for Popcorn

By Haviland F. Reves

WITHIN the past several years a new source of profitable popcorn sales has been opened up by the mushrooming construction of outdoor or drive-in theaters in practically every State of the Union. From crude screens suspended on poles with a portable box office, to the \$500,000 super-deluxe offspring of the mating of Hollywood and Detroit, there is a field for the sale of popular food products, with popcorn very close to, if not actually at, the top of the list.

Construction has gone ahead so fast, with building being started even in early fall in the Northern States, despite the impossibility of operating during the winter season, that complete statistics are not wholly up to date. In comparison with 19,323 regular motion picture theaters, there were 983 drive-ins as of January 1. The number has increased sharply this year, as weekly construction reports from many States indicate. The growth of the drive-in field is evidenced by comparison with the year 1945, only four years ago, when there were 96 drive-ins listed across the country, many of them dating back 5 to 10 years, while the number of regular theaters was 20,355.

The refreshment concession is an important part of virtually every drive-in today. Exact figures on popcorn volume in drive-ins are as yet not readily obtainable. Total concession sales in movie theaters was estimated at \$60,000,000 last year. While this represents about one-fourth the total volume for the candy industry, it is a mere 4 per cent of the \$1,545,000,000 annual gross of the film industry itself (excluding amusement tax), instead of being just about equal to box office grosses as so often, and somewhat ludicrously, is proclaimed.

Actual comparisons place the popcorn business in proper perspective. Business is good, but not such a bonanza as to encourage any get-rich-quick rush. Sound merchandising practice in selling even a good thing is just as necessary with popcorn in drive-ins as in any sensible business operation.

Co-Ordinate Control

Experience shows popcorn sales can rarely be divorced from the rest of the concession operation. A central service point is necessary, and the peculiar conditions of a drive-in, including the multitude of parked cars and the normal darkness, make a co-ordinated control necessary. Sub-leasing of popcorn as a part of the concession operation is possible, but efficient utilization of personnel usually requires that they be available to transfer from, say, popcorn to hot dogs and coffee on a cool night. Flexibility of operation makes such integrated organization preferable.

Should the job be handled by a specialized concessionaire or directly by the theater owner? Many small indoor theater owners like to handle their own popcorn because they sense big profits. Too, many have found the operation is profitable in some medium and larger-sized theater circuits, which are their competitors. In these houses, however, the refreshment division of the circuit staff becomes, in effect, a concession operation in itself, with specialists devoting full time to that particular phase of the business.

The man who knows his own business can usually do a better job of it than a man primarily interested in something else. The average theater owner is in no position to make a thorough study of the popcorn situation and is rarely qualified to handle the special problems that arise therein. For instance, he is unlikely to know what types of corn are best for his customers. He is apt to judge by the price tag and buy whatever brand will cost least per bag, with too little attention given to the quality of the finished product. The result must be

decreased customer satisfaction, complaints and loss of repeat sales.

Finds Favor

Popcorn is fortunate in finding a ready welcome in the drive-in, in contrast to the attitude of indoor theater managers, and even more, by many patrons who do not happen to like the crunch and other disturbing noises that accompany it. In a widespread outdoor theater, with the patrons comfortably seated in their own cars, no one is annoyed if the fellow in the next car is munching corn.

The one serious remaining objection, that of the noise of bursting bags, blown up by youngsters, can be eliminated, even if boxes are not used, by a little trick developed by a popcorn vendor, Henry Lemke. A small hole is punched in the bag with a hand punch or any convenient gang-punch, and the most eager noise-maker will be unable to make the air stay in the bag long enough to create the familiar bang.

Basic merchandising of popcorn in a drive-in, from the promotional standpoint, is relatively easy. As most people realize it really sells itself, thru its pleasant aroma, when warm and fresh. Having it available and able, by sight, sound and fragrance, to suggest its own desirability at the point of sale, are the essential factors. Nor does this conflict with the previously stated qualification that it should not become objectionably obtrusive. While the aroma of corn will carry in diluted form across the theater on an average night, it is only concentrated at the concession counter, where people are usually ready to buy.

For Pre-Popping

The first major problem met in drive-ins is the question of when and how to pop. Pre-popping has many advocates, notably in the indoor theater field. Now some drive-ins are also reported switching from their own popping to the pre-popped product. Such instances are too few to constitute a trend, according to Anthony A. Szwarga, who operates the Nu-Way Popcorn Sales, a pre-popping firm which is entering this profitable sector of the theater trade.

One argument in favor of pre-popping is the resultant saving to the concession on labor costs. The expenses of popping are eliminated, as well as the investment in equipment. The corn is placed in the warmer and is ready to be served.

Packaging

Another factor, according to the advocates of pre-popping, is that corn should be packaged immediately, before it cools, and the factory-popping process allows careful control of the operation to see that this is done. On the other hand it is true that careful operation in the drive-in by trained help could aim at a similar process, if the ratio of popping to sales can be closely controlled. The reason for immediate packaging of the hot corn is to prevent the absorption of moisture.

Humidity is, in fact, the big enemy of successful popcorn operation in drive-ins. Opinions within the corn industry itself differ on methods of combating the situation. Storage space is usually in a concrete block type of building erected at, or even below, ground level, which is subject to the inroads of dampness from the very nature of its construction. The result is likely to be damp corn—and popcorn is inclined to soak up any available moisture, thus spoiling, whether in a raw or popped condition.

Moisture in raw corn results in decreasing the volume of popped product from a given amount of stock, and quickly affects profits.

The location of drive-in theaters, at the outskirts of town, results in a fre-

Rep Ripples

JAMES BOLDUC will have 16mm. pix in the Woonsocket, R. I., area. He has had religious films in the East for several years. . . . **Varney Players** will be active this winter after a lay-off of two years. Trick will have four people and will be sponsored. **A. L. (Al) Varney** states that he has winter dates lined up for New England and New Jersey. . . . **Austin Esters** narrates that he is framing a dance-show unit and will cover many of his former dates in Western Wyoming. He will play school's in between with some short-cast bills and music. . . . **Dave Lowery** is promoting amateur shows around Harrisburg, Pa.

Tucker Lauds Operation of Bisbee Show

CINCINNATI, Oct. 22. — Terry Tucker, of the rep and med shows bearing his name, in a communication to the rep desk this week from Kenton, Tenn., waxed enthusiastic over Bisbee's Comedians. Tucker says that after attending the org's performance at Dyer, Tenn., he can honestly report that Bisbee is truly living up to his "everything new but the name" billing.

"Bisbee's show really clicked," Tucker penned. "Mr. Bisbee's Tented Theater, as it is called by towners, has a seating capacity of about 1,000 and it was practically packed each night that I attended. This, of course, is due to the fact that Bisbee believes in investing chips in order to get more of them.

"I believe he carries the largest array of talent of any repertoire company in the South. His line-up includes Boob Brasfield, Munde and June, Jess and Dorothy Sund, Herbie Roland, Jimmy and Eddie Farren, Kitty Farren, Ernest (Toby) Vevea, Trixie Maskew, Cliff and Mabel Malcolm, Howard (Pops) Johnson, Bob Fisher's Dixie Swing Band, Leo and Maxine Lacey, and Bisbee, who portrays the role of Mahala, magician.

"Bisbee says that his business has been good all season despite flood and rain obstacles. He adds that he plans to add a new top for next year."

MOBILE, Ala., Oct. 22. — This city's second drive-in theater, the Bama, was thrown open to the public Wednesday (19). Theater is operated by T. G. Solomon and L. C. Montgomery, of New Orleans, who also operate eight conventional theaters and another drive-in at Baton Rouge, La.

Special features include individual sound boxes with volume control, sandwich and soft drink bar with a view of the screen and baby bottle warmer service.

WANTED BOOKING BILLING AGENT

Must be willing to hang the oil paintings. If you can't make money with this one, you're in the wrong business. Benny Doss, wire your route. Mr. Foster, please contact.

GREAT LIPPINCOTT MAGICAL FOLLIES
c/o General Delivery Hemphill, Texas.

COLORED PERFORMERS and MUSICIANS

For free Platform Medicine Show. All winter's work. No money; tickets only. No drinks wanted. Write or wire, pay your own.

JACK MILES
General Delivery TAMPA, FLA.

Want Live Wire Agent

To book theatres, sponsors, promotions. This is quick-action home-talent shows. Must be sober, producer. Work on commission basis.

BYRON GOSH
General Delivery DAYTON, OHIO

THE FINAL CURTAIN

BRANNEN — Alfred Lynne, 55, radio engineer-announcer the past 27 years, October 11 at his home in Atlanta. Brannen aided in the installation of several of the first radio stations in the South. For the past seven years he had directed WFON, Marietta, Ga. Surviving are his widow, three sons and a daughter.

CHAULSETT—Mary Lucille, wife of C. R. (Toddy) Chaulsett, October 10 in Litchfield, Minn. She also leaves a son, Raymond, and a daughter, Shirley, of Long Beach, Calif. Burial in Watkins, Minn., October 14.

CLIFTON—Elmer, 59, veteran film director, at California Lutheran Hospital, Los Angeles, October 16 of a cerebral hemorrhage. Starting his career as an actor, he appeared in D. W. Griffith's *Birth of a Nation*. He directed and scripted some 400 films. His last picture was titled *Not Wanted*, the Ida Lupino starrer. Survived by his widow, two daughters and a son.

DOKTOR—Karl, 64, violinist and teacher, October 10 in New York. With Adolf Busch he founded the Busch String Quartet, of which he was a member for 34 years. His widow and son survive.

DORE—Daniel, 73, composer, conductor and arranger of musical comedies, October 16 in Plainfield, N. J. He had been associated with Victor Herbert and Reginald DeKoven operettas from 1903 to 1928. A composer of ballads and several symphonic arrangements, Dore formerly conducted orchestras for the William Morris circuit of vaude houses.

FIELD—Henry, 77, radio pioneer, October 17 in Shenandoah, Ia. He built Station KFNF in 1924.

FRASER—Carl, 53, years ago advance man for Mills Bros.' and Clyde Beatty circuses, recently in Passavant Hospital, Chicago, of a cerebral hemorrhage. This season he had been with B. Ward Beam's Hell Drivers. Fraser was also associated with the Black Hills Passion Players, of South

Dakota, during the winter. Survived by his widow, Hilda, and two children. Burial in Lockport, N. Y.

GAREY—Samuel A., 47, former manager of Beverly Hills Country Club, Newport, Ky.; the Maketewah Country Club, Cincinnati, and the Neil House, Columbus, O., October 19 in Good Samaritan Hospital, Cincinnati, of a heart attack. At the time of death Garey was manager of the Swan Restaurant, Erlanger, Ky., near Cincinnati. Survived by his widow, Irene; his mother, Mrs. Grace Garey, and a brother, Robert, of Tucson, Ariz. Burial in Highland Cemetery, Fort Mitchell, Ky., October 22.

HEAD—J. Frank, 80, retired theater owner, October 14 at Hot Springs. He went to Hot Springs in 1898 to manage the old Grand Opera House. Upon the completion of the present auditorium there in 1905 he became its manager.

MITSON — Eddie, 65, bandmaster and circus musician, October 12 in General Hospital, Saginaw, Mich. Mitson had been with the Brown & Dyer Shows, J. M. Cole, Russell Bros., Clyde Beatty and Wallace Bros. circuses. Survived by his widow, Alma; his father, a sister and five brothers.

MONAHAN—John G., 75, veteran actor, in Fort Lauderdale, Fla., October 15 after a short illness. He was for 26 years an actor in legitimate, musical comedy and operas and, after retiring from the stage, operated a nitery in Norwalk, Conn., until 1944. He appeared in such productions as *The Merry Widow*, *The Pink Lady* and *Abie's Irish Rose*. Survived by his widow, Marie C., and two sons, John and Matt. Burial in Fort Lauderdale, Fla.

ODELL—Dr. George Clinton Densmore, 83, author of the 15-volume *Annals of the New York Stage*, October 16 in New York. Among other books, he authored *Shakespeare, From Betterton to Irving* and edited school editions of *Julius Caesar* and *Henry V*.

O'KEEFE—Sue Francis, 65, former vaudevillian, October 11 in Hollywood. She and her husband, Larry Francis O'Keefe, trouped as Francis and Milford, playing the major vaude circuits. Two daughters also survive.

ORLOWSKI—Charles, veteran organist, in Bridgeport, Conn., October 15 after a short illness. Survived by his widow, Mrs. Stella K. Orłowski; two sons, Carl and Francis, and a brother. Burial in St. Michael's Cemetery, Stratford.

OWENS—Robert E., 42, Petersburg, Va., worker with the World of Mirth Shows, October 15 in Wesley Long Hospital, Greensboro, N. C., of a

Mark Warnow

Mark Warnow, 57, orchestra conductor of *Your Hit Parade* radio show, died of a heart ailment in New York October 16. On the day before he had directed the 493d program of the show over the National Broadcasting Company.

Joining a neighborhood dance band at 16, Warnow later played in all types of musical groups, including ferryboat bands, symphony and opera orchestras, cabaret and movie outfits and Salvation Army units.

In 1929 he became the first violinist with the Columbia Broadcasting System orchestra and later became staff conductor. Among the other shows for which he conducted were *March of Time*; *We, the People*, and a Helen Hayes airer. He backed the musical comedy, *What's Up?* in 1943. As a musical director he handled the *Blue Velvet* show, among others.

His widow, brother, a son and two daughters survive. Burial in Beth David Cemetery, Elmont, N. Y.

broken neck sustained in a fall from the show train October 9. Survivors include a brother and sister. Burial in Petersburg.

PIO—Joao da Costa, 39, actor, October 8 in Lisbon. Featured as a child comic singer, he later played in many operettas and revues in Portugal and Brazil. His widow survives.

ROSENBLATT — Herman S., 37, film attorney, October 13 in New York. His sister, Ann Ronell, composer, another sister and his mother survive.

VANDER COOK—Hale A., composer of circus music, October 16 in Allegan, Mich. He also wrote many music instruction books and founded the Vander Cook School of Music in Chicago.

WEEKS—Aaron P., 62, father of Larry Weeks, juggler, currently with *Ice Vogues of 1950* and formerly with *This Is the Army*, October 20 in Crown Heights Hospital, Brooklyn, of uremic poisoning. Besides his son he leaves his wife.

YORK—Harry, 54, veteran doorman at Loew-Poli Palace Theater, Bridgeport, Conn., October 13 after a short illness. Survived by two sisters, Ann and Bessie. Burial October 15 in St. Michael's Cemetery, Stratford, Conn.

ZAREMBA—Augusta T., 103, former Bay City, Mich., musician, recently in that city. Interment in Bay City.

Marriages

BEAUCHAMP-CHURCHILL — Anthony Beauchamp and Sarah Churchill, actress, October 18 in Sea Island, Ga.

HARTMANN - BESSE — Charles Hartmann, musician, formerly on the RKO vaude circuit with Babe Egan's Hollywood Redheads, and Mildred Besse, widow of Charles J. Besse, secretary of Local 586, American Federation of Musicians, Phoenix, Ariz., October 6 in that city.

LIVERMORE - MURRAY — Paul Livermore and actress Peggy Murray in Los Angeles October 13.

MAYBERRY-GRAVER—Russ Mayberry, assistant director of the *Kukla, Fran and Ollie* television show, and Helen Graver October 8 in Chicago.

POSTON-LINDGREN—Tom Poston and Karen Lindgren, both legit actors, October 18 in New York.

HARRIS-ATWOOD—John H. Harris, Pittsburgh showman, and Donna Atwood, ice skating star, August 1, it has just been revealed.

Births

A son to Mr. and Mrs. Harry Owens October 9 in Hollywood. Father is a composer and band leader.

A daughter to Mr. and Mrs. Morris Stoller October 6 in Hollywood. Father manages the William Morris Coast office.

In Memory of

MAX LINDERMAN

Showman, Partner and Friend

Frank Bergen

World of Mirth Shows

In Loving Memory of
My Wife

Nellie Donegan

Who passed away
October 28, 1945

EARLE REYNOLDS

IN MEMORY
Of My Dear Husband

GEORGE YAMANAKA

Died October 25, 1942, Columbia, S. C.

LUCY YAMANAKA

RUBE NIXON

Passed away October 26, 1948.
He is not dead—just away.
And I am so lonely without you, dear.

Loving Wife,
VERNA NIXON

In Memory of My Beloved Husband

D. C. (MAC) McDANIEL

Died in Spartanburg, S. C., October 29, 1933

Bertha (Gyp) McDaniel

IN LOVING MEMORY
Of Our Beloved Daughter
Who Passed Away
October 29, 1943

"Darling, Time Can
Never Dim Our Sorrow"

You Are Constantly
In Our Thoughts

BILLIE and
HARLEY
SADLER



GLORIA SADLER ALLEN

2,000,000 DALLAS GATE LOOMS

Record Total Seen Assured Going Into Final Week-End; New Single Day Mark Is Set

Ice Cycles Top Major Lure; Midway Biz Tops 1948

DALLAS, Oct. 22.—An all-time high attendance of 2,000,000 or more loomed Friday (21) for the State Fair of Texas as it entered the 14th day of its 16-day run. Weather, except for the first few days and the early morning hours today, was ideal, and the throngs responded to the potent press campaign and the attraction-paced program and strong exhibits. Friday's bill, featuring afternoon and night high school football games, was expected to lure a strong turnout, while the closing Saturday, with its big Kentucky-Southern Methodist game in the Cotton Bowl was counted upon to spark a 200,000 crowd. The final day also was expected to hit close to the 200,000 mark.

As of Thursday night (20), the gate count for the first 13 days was 1,685,743, compared to 1,474,163 for the corresponding point last year. Total attendance for the full run last year was 1,892,327, the record going into this year's event.

Given much credit for the strong attendance is the powerful publicity campaign, supported by an \$85,000 advertising-publicity outlay, up 14 per cent from last year.

Ice Cycles, presented in the Coliseum, has been playing to capacity nightly, outdrawing any previous icer in this city. Spike Jones, offered in the Auditorium, has been showing to sparse turnouts. Joie Chitwood's Hell Drivers, in the first 10 days in front of the grandstand, drew light crowds in that remote location.

Midway business, in line with the strong attendance, is up from last year, with the shows providing the greatest strength. Topping the midway is Sally Rand, who is piling up a gross that probably will hit close to \$75,000 for the full run of the event. Midway rides and concessions are reported up about 5 per cent from last year.

16 Countries Participating In Haiti Expo

December 9 Preem Set

PORT-AU-PRINCE, Haiti, Oct. 22.—Sixteen nations will participate in the \$26,000,000 Haiti International Exposition and Bi-Centennial which will open a six-month run here December 9.

The 60-acre plant, situated on La Gonave Bay, has been under construction for 18 months. Many elaborate buildings have already been completed, including the \$500,000 Tourist Palace, where exhibits of Island handicrafts and industrial arts will be shown.

Among the exhibiting nations that have built special pavilions are (See 16 Countries on page 86)

Ford Designs New Three-Room Mobile House on Wheels

DETROIT, Oct. 22.—A new type house-on-wheels, providing a three-room apartment will soon be made available by the Ford Motor Company.

The vehicle, which requires no more room to park than a large passenger car, has interior height from floor to ceiling of 71 inches; width 6 feet 2 inches, and length, 15 feet. The steering gear is mounted ahead of the front axle to allow space for passengers and storage.

The body is manufactured by the Boyertown (Pa.) Body & Equipment Company and will be mounted on a Ford chassis made for parcel delivery trucks.

Powered by a 95-horsepower motor, the high body will permit off-the-highway travel. Other features include two special armchair seats in the driving compartment, bunk space for two, a galley stove, refrigerator, kitchenette, 20 cabinets and drawers, wardrobe space, a lavatory and shower bath tank.

Prices have not been announced.

N. Y. Firm Lists Three Texas Expos

NEW YORK, Oct. 22.—H. Hoffman, of Expositions & Shows, Inc., New York promotional firm, announces that his company will stage three shows in Texas in the spring of 1950.

The first will be *The Houston Chronicle's Sports and Vacation Show* in the Coliseum March 18-26.

A sports and outdoor show, sponsored by the *San Antonio Express* and *The San Antonio Evening News* will be held in the San Antonio Municipal Auditorium March 31-April 6.

The Fort Worth Star-Telegram will sponsor a sports and travel show in the Will Rogers Memorial Coliseum April 8-16.

Gate Is Hiked 26% 1st Three Days at Macon

Surprises Wary Sponsors

MACON, Ga., Oct. 22.—Aided by perfect weather, attendance at the Georgia State Fair for the first half of a six-day engagement ran 26 per cent ahead of same period last year, E. Ross Jordan, general manager, announced.

Kids' Day, ordinarily Tuesday, was switched to Wednesday and 26,771 paying customers went thru the gates, Jordan said, marking one of best days in the fair's 94-year-old history. The switch was made to coincide with a school holiday ordered for a teachers' meeting. Macon merchants also closed for a half holiday, and interest was heightened by the opening of an enlarged flower show the same day.

After many years' absence the Future Farmers Livestock Show is back with 446 head of cattle. Poultry Show is also bigger with a total of 102 Georgia counties represented.

In anticipation of a drop in attendance, fair expenses were cut to the bone and the increase came as a pleasant surprise to the Macon Exchange Club, which operates the fair as a non-profit venture under lease from the Chamber of Commerce.

With demand for commercial exhibits off, the fair abandoned the use of a large tent near the entrance used for this purpose and emphasized strictly educational shows in the buildings. Biz for the grandstand show of Gus Sun acts was termed fair, while the midway take of Cetlin & Wilson Shows was considerably up.

Autry Rodeo 10% Under 1948 as N. Y. Run Ends

NEW YORK, Oct. 22.—Bucking unseasonably warm weather, the 24th annual Madison Square Garden World's Championship Rodeo will wind up its 26-day run Sunday (23) night with little prospect of equaling last year's business. To date attendance has averaged about 10 per cent under '48.

Frank Moore's Western extravaganza has been getting its usual share of publicity, but the World Series, hot weather and polio scare brought about a comparatively modest gate slump.

This year's rodeo has been practically devoid of serious accidents to contestants. Glamor girl Dorothy B. Hughes, of Phoenix, Ariz., one of this year's sponsor girls, however, suffered a compound fracture of her right arm Tuesday (18) night when her horse shied and threw her during the clover leaf barrel race.

Madison Square Garden's rodeo contestants, Gene Autry and the other entertainers put on a free matinee Monday (17) afternoon for an audience of nearly 15,000 underprivileged moppets, guest of Gen. John Reed Kilpatrick, prexy of the Garden corporation, and Autry.

Sesqui Nut May Soar to 30 Mil

'50 D. C. Expo Likely To Run Even Into '52

Exhibit Space \$30 a Foot

(Continued from page 3) will be one of the chief factors in determining total cost, and for that reason estimates by sesqui officials vary widely. The commission authorized by Congress to handle the affair will be in existence for three years, altho it was first figured that the fair would run only two years at the outside.

Blueprints for buildings to be constructed on the fairgrounds were given an okay early this week by the Fine Arts Commission, and sesqui leaders now hope to get construction (See Sesqui Nut May Soar, page 98)

Kelly-Miller Show Loses \$16,000 In Stick-Up at Berryville, Ark.

HUNTSVILLE, Ark., Oct. 22.—Four middle-aged, well dressed gunmen took \$16,000 from the Al G. Kelly-Miller Bros.' Circus at Berryville, Ark., Wednesday morning (19) and apparently made good their escape despite the alerting of police in Arkansas and Missouri and use of road blocks in the area.

Kelly Miller, manager of the show, said here Wednesday afternoon that the gunmen stopped the truck he was driving as it started to leave the fairgrounds at Berryville at 7:45. The show played Berryville Tuesday.

Miller said three of the bandits left their automobile and ordered him and his wife, Mrs. Dale Miller, from the cab of the truck. The leader struck him on the head with a pistol, Miller reported, then forced him and his wife to lie in the back of the truck

after Miller opened the cash box at gun point.

In addition, the gunmen took two diamond rings from Mrs. Miller, it was reported. Miller said no insurance was carried on the stolen money.

Before making their escape the robbers tied the Millers. They were released by the local groundskeeper whose attention was attracted by Miller's shouts.

Plan Charro Days Midway

BROWNSVILLE, Tex., Oct. 22.—John H. Hunter, chairman of concessions of the Charro Days Fiesta here, February 11-19, announced this week that the midway contract for the event will be let November 8.

ORDERS! ORDERS! ORDERS!

Orders for BIG ELI Wheels have been coming in regularly. Is yours among them? Don't wait, now is the time to be considering a BIG ELI Wheel for 1950. The Amusement Business is still very profitable. A new BIG ELI Wheel will assure you of some of these steady profits.

Write for Price List A-60 today.

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Cate Avenue Jacksonville, Ill.



Close-Ups:

Little Lord Fauntleroy Suit Put Walter Driver in Tent Biz

By Hank Hurley

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

A LITTLE LORD FAUNTLEROY suit led William Walter Francis Driver, now in his 78th year, into the tent manufacturing business and, indirectly, into show business. That was 64 years ago and today finds Walter still in show business as treasurer of the Showmen's League of America. He is one of the few charter members still living. When Walter was about 13 years old, he sold newspapers at the corner of Madison and Halsted streets, just outside Chicago's Loop district. A clothing store owner at the intersection took an interest in Walter and one day presented him with a new suit. It turned out to be a Little Lord Fauntleroy affair. At the corner with his newspapers, all decked out in his new suit, Walter created quite a stir. He caught the eye of D. L. Moody, then a well-known evangelist in Chicago, and the two became friends.



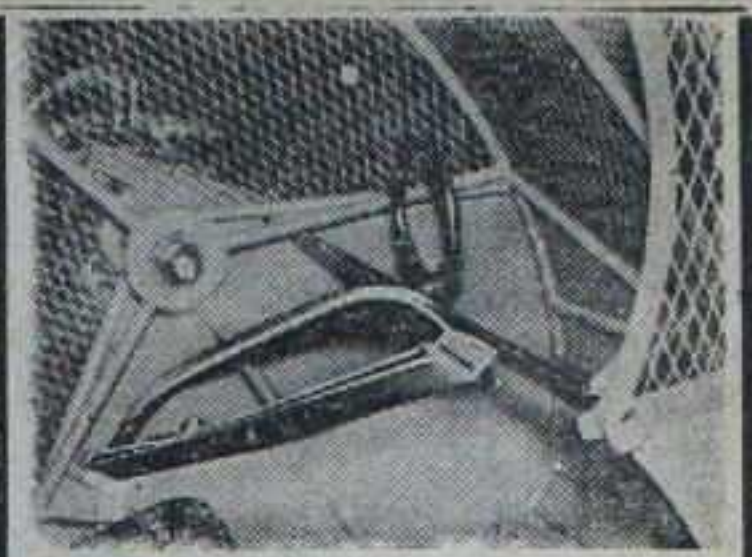
WALTER DRIVER

A few weeks later Moody asked the boy, "Are you going to sell newspapers all your life?" Walter had no answer for that one. "You come with me," Moody told Walter, and took him to the Murray & Baker tent factory at 100 South Desplaines Street. Moody bought all his evangelist tents from this concern and he placed many of his Bible students in jobs there.

Walter took a job as errand boy. He stayed 10 years, working his way up to plant superintendent. Then Walter saw the firm break up, with Murray staying on in the Chicago plant and Baker moving to Kansas City, Mo., where he started the Baker & Lockwood Tent Company.

That was the time Walter decided he'd like to go into the tent business. With Edward P. Neumann, William Leeper and himself, plus the \$10,000 they scraped together, the United States Tent & Awning Company made its debut in a rented building at Desplaines and Randolph. Neumann was president, Leeper vice-president and Walter secretary-treasurer. In those days, Walter recalls, most of the tent companies concentrated on making tents for evangelists. Walter foresaw a future in outdoor show business and concentrated on that type of business. He personally contacted all circus and tent show owners. From the time he entered business on his own, until he retired in 1938, Walter figures he sold canvas, at one time or another, to every circus and tent show in the country. It was thru this work that Walter became acquainted with showmen from all walks of life. "Thousands of these acquaintances have passed on," Walter says, "and every time I've learned of a funeral of one of these friends I've turned heaven and earth to be on hand for the service. I think I've probably attended more funerals than any other living showman." While the tent and show business has occupied the greater part of Walter's lifetime, he has been an active church-goer, Masonic and American Legion member and full-time govern-

(See Little Lord Fauntleroy, page 86)



RIDE OWNERS are reporting greatly increased grosses on peak cap-city stands with Eyerly rides having the new Eyerly automatic passenger safety belt now standard equipment on new 1949 models. This speedy positive and self-adjusting fool-proof safety development actually decreases passenger loading time from fifty to seventy-five per cent. Write for complete information.



Portable One-Truck Rides for Carnivals

- OCTOPUS
- ROCK-O-PLANE
- ROLLOPLANE
- FLY-O-PLANE

Engineered and sturdily built for parks. Write for descriptive circulars.

EYERLY AIRCRAFT CO.
SALEM, OREGON

ASTRO FORECASTS

All Readings Complete for 1949

Crystal Balls Imported

On hand in three sizes: 2 3/4; 3 inch; 8 9/16; 4 3/16. Write for prices

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00

4-p Good Fish Pamphlet, 8 1/2 x 11 12 Signs

Any Quantity, Each 1 1/2c

"WHAT IS WRITTEN IN THE STARS." Folding Booklet 2-P 8x5 Contains all 12 Analyses Very well written, \$5.00 per 100. Sample, 10c

FORECAST AND ANALYSIS, 10-p Fancy Covers, Ea 5c

Samples of each of the above 4 items for No. 1 45 Pages Assorted Color Covers 50c

NEW DREAM BOOK

120 Pages, 2 Sets, Numbers Clearing and Policy 120 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, 20c

HOW TO WIN AT ANY KIND OF SPECULATION, 24-p Well bound, 8 1/2 x 11 25c

PACK OF 79 EGYPTIAN F. T. CARDS. Answer All Questions. Lucky Numbers, etc. 60c

Signs, Cards, Illustrated. Pack of 36 15c

Graphology Charts, 9x17 Sam., 5c. Per 100, \$7.50

MENTAL TELEPATHY Booklet of 21 P 25c

Shipments Made to Your Customers Under Your Label. No checks accepted. C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra

SIMMONDS & CO.
19 West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices

36 PASSENGER STREAMLINER

5 Wheel Drive

Portable



Am... finest, Fastest, Most Economical.

CLARK MFG. CO. BRADENTON, FLA.

BOOMERANG

1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949

WRITE FOR CATALOG, ETC.

U. S. RIDING DEVICES CORP.
HARRY WITT
798 Junius St Brooklyn, N. Y.

Challenger FLOSS KING

Selling New Profit and Performance Records!



CHALLENGER EQUIPMENT CORP.
BOX 249 Harvey, Illinois
Phone: Harvey 4036

FLUORESCENT BANNERS

New • Glowing • Eye-Catching

Startling Outdoor-Indoor Signs. Your copy screen-processed on red fluorescent plastic cloth. 3 ft. wide, any length at \$2.00 lineal ft. 3'x6' sign—\$12.00

Send 50% Deposit. Postage Prepaid on Cash Orders.

JONES DECORATING COMPANY
2807 Sunset Blvd. Los Angeles 26, Calif.

NEW KIDDIE RIDES!

AIRPLANE RIDE ★
ELEPHANT RIDE ★
FIRE ENGINE RIDE ★
PONY AND CART RIDE ★
SPEED-BOAT RIDE ★
MINIATURE TRAINS ★

KING AMUSEMENT CO.
41 CLEMENS, MICHIGAN

ALLAN HERSHELL

Park and Carnival Amusement Devices

Makers of THE CATERPILLAR, LOOPER, MOON ROCKET, HURRICANE, CARROUSELS, KIDDIE MERRY-GO-ROUND, KIDDIE AUTO RIDE, KIDDIE BOAT RIDE, LITTLE DIPPER and other famous rides. Order now for early delivery.

The TILT-A-WHIRL Ride

Outstanding for
Public Appeal ★ Stability
Good Quality ★ Portability
High Class ★ Earning Power



SELLNER MFG. CO.
Faribault, Minnesota

HIT THE DECK

Get your share of the 1949 profits with our amazing new Boat Ride. Also manufacturers of Adult and Kiddie Chairplanes, Kiddie Airplane Rides and Green Waves. Write, wire, phone for literature.



SMITH & SMITH
100 FRANKLIN ST. SPRINGVILLE, N. Y.

TWO PROVEN MONEymAKERS!

C-CRUISE and LITTLE SKIPPER

The "Skipper" for the small kids and "Cruise" for the big kids! A real combination for any park.



C-CRUISE CORPORATION Seventh & Murlark Aves., Salem, Ore.

FOR PROVEN MONEY MAKERS

GET A JOHNSON KIDDIE RIDE

AIRPLANES, FIRE ENGINES, TUG BOAT, JET PLANES, JEEPS, JR. FERRIS WHEEL. SEND FOR CATALOG.

STACY JOHNSON MFG.
3640 N. W. 47 STREET MIAMI, FLORIDA

"America's Finest Show Canvas"
TENTS—SIDESHOW BANNERS
 IN STOCK—NEW!
 90 Ft. Round Top with 3 40-Ft. Middles. White Flameproofed DeLuxe Red and Blue Trim. 10-Ft. Sidewalls.
Bernie Mendelson—Charles Driver

 4862 N. CLARK ST. CHICAGO 40

SHOW TENTS
CENTRAL
Canvas Company
 516-518 EAST 18th ST.
 Kansas City 8, Missouri
 Phone: Harrison 3026
HARRY SOMMERVILLE

D. M. KERR MFG. CO.
TENTS
 1954 W. GRAND AVENUE
 CHICAGO 22, ILLINOIS

<p>STOCK TICKETS One Roll \$ 1.00 Five Rolls 4.00 Ten Rolls 6.00 Fifty Rolls 20.00 100 Rolls 38.00</p> <p>ROLLS 2,000 EACH Double Coupons Double Prices No C. O. D. Orders Size: Single Tkt., 1x2"</p>	<p>Habit, if not resisted, soon becomes necessity.</p> <p>Manufacturers of TICKETS of every description</p> <p>THE TOLEDO TICKET COMPANY 114-116 Erie, Toledo (Ticket City) 2, O.</p>	<p>SPECIAL PRINTED Cash With Order. Prices:</p> <table border="1"> <tr><td>2,000</td><td>.....</td><td>\$ 6.80</td></tr> <tr><td>4,000</td><td>.....</td><td>7.65</td></tr> <tr><td>6,000</td><td>.....</td><td>8.50</td></tr> <tr><td>8,000</td><td>.....</td><td>9.35</td></tr> <tr><td>10,000</td><td>.....</td><td>10.20</td></tr> <tr><td>30,000</td><td>.....</td><td>14.60</td></tr> <tr><td>50,000</td><td>.....</td><td>19.00</td></tr> <tr><td>100,000</td><td>.....</td><td>30.00</td></tr> <tr><td>500,000</td><td>.....</td><td>118.00</td></tr> <tr><td>1,000,000</td><td>.....</td><td>229.00</td></tr> </table> <p>Roll or Machine Double Coupons. Double Prices.</p>	2,000	\$ 6.80	4,000	7.65	6,000	8.50	8,000	9.35	10,000	10.20	30,000	14.60	50,000	19.00	100,000	30.00	500,000	118.00	1,000,000	229.00
2,000	\$ 6.80																														
4,000	7.65																														
6,000	8.50																														
8,000	9.35																														
10,000	10.20																														
30,000	14.60																														
50,000	19.00																														
100,000	30.00																														
500,000	118.00																														
1,000,000	229.00																														

AGVA MEMBERS:
LIFE INSURANCE
 NOW AVAILABLE
 TO
ALL MEMBERS OF AGVA
 AT NO CHARGE

All members paid up to November 1, 1949, or beyond will be insured for \$500.00 as of November 1, 1949, and will continue to be insured as long as they remain in good standing. Delinquent members are urged to put themselves in good standing immediately in order to benefit.

CONTACT THE NEAREST AGVA BRANCH OFFICE FOR FURTHER INFORMATION
AMERICAN GUILD OF VARIETY ARTISTS
 DEWEY BARTO
 National Administrative Secretary

TENTS
 All Sizes—NEW AND USED—All Styles
 BRIGHT FLAME-PROOF FABRICS—Khaki Blue Forest Green Olive Green Tangerine
E. G. CAMPBELL TENT & AWNING CO.
 100 CENTRAL AVE (Phone 38885) ALTON, ILLINOIS

TENTS
ANYTHING IN CANVAS
 Tents—Concessions, Gypsy, Camping, Hashy trimmings Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops Wire, write or phone. Quick delivery.
TENTCO CANVAS, INC.
 130 GREENE STREET Phone: Worth 4-0013 NEW YORK 12, N. Y.

TICKETS PRINTED TO YOUR ORDER 100,000—\$28.00
ROLL—FOLDED—CASH WITH ORDER—SAVE

Minimum Order Each Wording. Price or Color 10,000 Tickets.	10,000	\$10.00
	Each Additional 10,000.	
	Same Order	2.00
	Price Change	3.00
	Color Change	.50

DALY TICKET CO. COLLINSVILLE, ILL.

Carnival Routes
 Send to
 2180 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- A-1 Am. Co.: Rector, Ark.; Hoxie 31-Nov. 8.
- Alamo Expo.: Waco, Tex.
- All American Midway: Colorado City, Tex.
- American Eagle: (Fair) Hollandale, Miss.; Shaw 31-Nov. 5.
- American Funland: Marshall, Tex.
- American Midway: Austin, Tex.
- Becht, Lee: Portland, Ind.
- B. & H.: (Fair) Barnwell, S. C.
- Big Four: Clarkton, Mo.
- Blue Grass: (Fair) Sylvester, Ga.; season ends.
- Bohn, Carl, & Sons United: Athens, Tex.
- Borderland: Palacios, Tex.
- Burdick's Greater: Buffalo, Tex.
- Burke, Harry: (Fair) Crogley, La.; (Fair) Jennings 31-Nov. 5.
- Burkhart: (Colored Fair) Morrilton, Ark.
- Capital City: (Fair) Fitzgerald, Ga.; (Fair) Eastman 31-Nov. 5.
- Cavalcade of Amusements: (Fair) Beaumont, Tex.
- C. & B. Am.: Dyerburg, Tenn.
- Central Am. Co.: (Fair) Loris, S. C.; Andrews 31-Nov. 5.
- Cetlin & Wilson: (Fair) Anderson, S. C.; (Fair) Florence 31-Nov. 5.
- Crescent Am. Co.: Gilmer, Tex.
- Crystal Expo.: (Fair) Dublin, Ga.; (Fair) Hazelhurst 31-Nov. 5.
- Dickerson, Frank: Wilson, N. C.
- Dodson's Imperial: (Fair) Mobile, Ala.
- Dumont: Lumberton, N. C.
- Dyer's Greater: Walnut Ridge, Ark.; Earle 31-Nov. 5.
- Endy Bros.: (Fair) Wilson, N. C.
- Fidler United: Forrest City, Ark.
- Fleming, Mad Cody: (Colored Fair) Dublin, Ga.; (Fair) Adel 31-Nov. 5.

- Franklin, Don: (Fair) Goliad, Tex.; (Fair at Mission Road & Mitchell St.) San Antonio 31-Nov. 7.
- Gentsch, J. A.: (Fair) Liberty, Miss.; (Fair) Lexington 31-Nov. 5.
- Glades Am.: Uleta, Fla., 24-Nov. 5.
- Gooding Am. Co., No. 1: Alliance, O.
- Great Western: Caraway, Ark.
- Groves Greater: (Fair) Sulphur, La.
- Gulf Coast: West Memphis, Ark.
- Heart of Texas: Anson, Tex.
- Heth, L. J.: (Fair) Dawson, Ga.; (Fair) Opelika, Ala., 31-Nov. 5.
- Hill's Greater: Uvalde, Tex.
- Holbrook Am.: Leola, Ark.

(See Carnival Routes on page 84)

Misc. Routes
 Send to
 2180 Patterson St., Cincinnati 22, O.

- Barton's Society Circus: Loris, S. C., 24-29.
- Ice Vogues of 1950: (Nates Armory) Scranton, Pa., 24-26; (State Armory) Waterbury, Conn., 27-Nov. 2; (Bushnell Hall) Hartford 3-9.
- McClung's Pythons: Waco, Tex., 24-30.
- Pan-American Animal Exhibit: Newton, Miss., 26-27; Union 28-30; Philadelphia 31-Nov. 1; Louisville 2-3.
- Piunkett's Stage Show: Tahoka, Tex., 24-26; O'Donnell 27-29.

Coming Events

- ARIZONA**
 Tucson—Old Tucson Days. Nov. 12-13. John E. Alexander, Box 814.
- CALIFORNIA**
 Los Angeles—Great Western Livestock Show. Nov. 26-Dec. 1. Harold W. Lane and W. H. Byrnes.
 San Francisco—Grand Nat'l. Livestock Expo., Horse Show & Rodeo. Oct. 28-Nov. 6. Carl L. Garrison.
- FLORIDA**
 DeFuniak Springs—Armistice Day Celebration. Nov. 11. John W. Paul.
 Wauchula—Cucumber Expo. Nov. 7-12. Carl Hanna.
- GEORGIA**
 Atlanta—Shrine Circus. Nov. 11-20. C. E. Wilson, 650 Cascade Ave., S. W.
 Macon—Shrine Circus. Nov. 21-26. Eva Hall Barnes, 745 Poplar St.
- ILLINOIS**
 Chicago—Internat'l Livestock Expo. Nov. 26-Dec. 3. Wm. E. Ogilvie, Union Stock Yards.
 Chicago—Nat'l Assn. Amusement Parks Trade Show, Hotel Sherman. Nov. 28-30. Paul H. Huedepohl.
- INDIANA**
 Bremen—State Muck Crop Show. Oct. 31-Nov. 3. Roscoe Fraser, Purdue Univ., W. La Fayette.
 Evansville—Shrine Circus. Nov. 21-27. Lew Petzold.
- KANSAS**
 Wichita—Shrine Circus. Nov. 20-27. Jesse L. Moore, 115 N. Topeka Ave.
- KENTUCKY**
 Louisville—Pat Cattle Show. Nov. 9-11. Ernest L. Germau, Stock Yards, Johnson & Main Sts.
 (See Coming Events on page 100)

Dog Shows

- CALIFORNIA**
 Fresno—Nov. 13. Mrs. L. Auld, 1412 Vagades Ave.
 Turlock—Nov. 12. B. I. Jackson, Box 428.
 Ventura—Nov. 20. Mrs. Grayce Greenburg, Camarillo, Calif.
- CONNECTICUT**
 Hartford—Oct. 30. Foley, 2009 Ranstead St., Philadelphia.
- GEORGIA**
 Atlanta—Nov. 20. Mrs. Marcia B. Carroll, 500 Spring St., N. W.
 Augusta—Nov. 18. Mrs. Edward Lewitz, 2136 Kennedy Drive.
 Savannah—Nov. 17. Mrs. William G. Ganan Jr., 114 Barnard St.
- ILLINOIS**
 Chicago—Nov. 20. J. Lynn Welsh, Glenn Ellyn, Ill.
 Rockford—Nov. 6. Mrs. B. C. Hazelton, Rochelle, Ill.
- KENTUCKY**
 Louisville—Oct. 30. Mrs. R. B. Eddy, 5713 S. Parkway.
- LOUISIANA**
 New Orleans—Oct. 29-30. Charles T. Nelson, 3705 Mistletoe St.
 Shreveport—Oct. 27. W. R. Hirsch, Box 1100.
- MASSACHUSETTS**
 Boston—Nov. 20. Mary Rourke, 718 Huntington Ave.
 Boston—Oct. 29. Foley, 2009 Ranstead St., Philadelphia.
- MICHIGAN**
 Detroit—Nov. 13. Edwin M. Combs, 24245 W. Nine Mile Road.
- NEW JERSEY**
 Camden—Nov. 13. Foley, 2009 Ranstead St., Philadelphia.
 Elizabeth—Nov. 8. Mrs. Josephine R. Thrall, Union, N. J.
 Newark—Nov. 20. Foley, 2009 Ranstead St., Philadelphia.
 (See DOG SHOWS on page 100)

Circus Routes
 Send to
 2180 Patterson St., Cincinnati 22, O.

- Biller Bros.: Morganton, N. C., 25; Lincolnton 26; Lancaster, S. C., 27; Wadesboro, N. C., 28; Hartsville, S. C., 29.
- Dalley Bros.: Lafayette, La., 25; Jennings 26; Lake Charles 27; Port Arthur, Tex., 28; Baytown 29.
- Davenport, Orrin: Houston, Tex., Nov. 2-15.
- Davies, Ayres & Kathryn, Indoor: Lee, Ill., 25; Stockton 26; Durant, Ia., 27; Moline, Ill., 28; Ohio 29.
- Kelly, Al G., & Miller Bros.: Van Buren, Ark., 25; Booneville 26; Mansfield 27; Mena 28; DeQueen 29; Broken Bow, Okla., 30; season ends.
- King Bros.: Leachville, Ark., 25; Blytheville 26; Forrest City 27; Marianna 28; Pine Bluff 29; DeWitt 30.
- Mills Bros.: Burlington, N. C., 25; High Point 26; Winston-Salem 27; Lexington 28; Charlotte 29; Shelby 31; Spartanburg, S. C., Nov. 1; Greenville 2; Anderson 3; Laurens 4; Aiken 5.
- Polack Bros. (Eastern): (Armory) Utica, N. Y., 25-31.
- Polack Bros. (Western): (Auditorium) Harlingen, Tex., 25-27; (Auditorium) Wichita Falls Nov. 1-3.
- Ringling Bros. and Barnum & Bailey: Dallas, Tex., 25-26; Longview 27; Texarkana 28; North Little Rock, Ark., 29; Memphis, Tenn., 30; (Arenas) St. Louis, Mo., Nov. 1-8; Rogers Bros.: New Boston, Tex., 25; Magnolia, Ark., 26; El Dorado 27; Hamburg 28; Greenville, Miss., 29; Vicksburg 31.

SHOW TENTS
CARNIVAL — CIRCUS CONCESSION
Book Your Order Now
Assures Prompt Spring Delivery
Best in Workmanship and Plenty of Flash
BILL SANDERS

AMERICAN TENT & AWNING CORP.
 132 W. Main St. Norfolk 10, Va.

TENTS CANVAS SHOW
CARNIVAL—CONCESSION—CIRCUS
 Prompt delivery any type tents to order
IN STOCK NEW 80 ft. rd. Top, 3-40s, LIGHT LOAD WHITE FLAMEPROOFED. 50x100 rd. end Khaki F.P. SQ. HIP TOPS 20-30 ft. widths always in stock.
UNDERWRITERS APPROVED. IMMEDIATE SHIPMENT.

UNITED STATES TENT & AWNING CO.
 2315-21 W. Huron CHICAGO 12
 Chicago's Big Tent House Since 1870

THE MAKERS OF...
Quality Show Canvas
 Show, Concession and Exhibit Tents, Horse Troughs, Casing Nets, Ring Mats, Canopies and Marquees built to your specifications.
Arthur E. Campfield Inc.
 145 W. 54th STREET NEW YORK 19, N. Y.
 Phone Plaza 7-8039

GIVE TO THE RUNYON CANCER FUND

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, \$3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. **DOUBLE CARDS**, No. 1 size, 5 1/2 x 14 1/2. 10¢ each

3000 KENO

Made in 30 sets of 100 cards each. Played to 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 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, \$15.00.
Replacements, Numbered Balls, Ea. 40¢
3,000 Jack Pot Slips (strips of 7 numbers) Per 1,000 1.35
M. W. Cards, 5 1/2 x 7 1/4, White, Green, Red, Salmon. Per 100 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M 1.50
3,000 Leatherweight Bingo Sheets, large size, 5 1/2 x 3, 5 colors, loose no pads. M 1.75
Adv. Display Posters, size 24x36. Each Cardboard Strip Markers, 10 M for 75¢
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00
Thin Transparent Plastic Markers, Brown, 3/4 inch. Per M 1.00
Red or Green Plastic Markers, 3/4 square, Round or Scalloped, \$2.50 M
Mj 3/4ths size \$2.00 M
Cork Markers, 1/2 inch diameter. M 75¢
Round White Cardboard Markers, 1800 to Lb. Lb. 85

AirLite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight 90¢. Send for illustrated circular. For 135.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W Jackson Blvd., Chicago 4, Illinois

Talent Topics

Lee Barton Evans, manager of George A. Hamid's featured "Gold-rush Revue," which closed a week ago at the Atlantic Rural Exposition, Richmond, Va., was a New York visitor last week. Before working some winter indoor dates, Evans plans to spend a few days with J. W. (Patty) and Frank Conklin at their homes in Branford, Ont. . . . **George A. Hamid** talent appearing in front of the grandstand at the South Carolina State Fair, Columbia, included **Green and Dooley**, vent; **Wilfred Mae Trio**, jugglers; **Paul Kohler**, xylophonist; **Campbell Sisters** and **Kurtzo and Kurtz**.

While playing Aberdeen (Miss.) Fair, the **Aerial Snyders** were presented with a cake from the Elkins brothers, who own two theaters in town. Booked thru the Charles Zemar Agency, Chicago, the act closed its season October 15 at Aberdeen. Eugene Snyder plans to visit his brother in New Jersey before leaving for Florida.

Harry Froboess, the Swaying Marvel, will appear for the third straight year at the Pee Dee Fair, Florence, S. C., week of October 31. He also is skedded to appear for the American Legion Armistice Day week at De Funiak Springs, Fla. . . . **Monty Montana** presented his miniature Western show at the recent Fuller-

ton, Calif., Fall Festival. Also featured was **Joe Kell**, rodeo performer. . . . **Pete Hox** and **Johnny Brown**, assisted by **Joy Hox**, appear weekly on Bozo's Circus over tele Station KTLA as the guest of **Pinto Colvig**.

Speedy Babbs, globe and drome daredevil, was a visitor at the home office of The Billboard in Cincinnati last Wednesday (19) and reported that he plans to work out of Cincy this winter. He has his drome and three trucks stored at Springfield, O., while his globe is barned at Coney Island, N. Y., where Speedy held forth the past summer. Serious injuries sustained in two bad falls during the summer whittled his actual working days down to 29 on the season and caused him to lose the important Decoration Day and Labor Day business. . . . **Sid and Gladys Alcido** entertained numerous visitors during their recent engagement at the Rockdale County Fair, Conyers, Ga., including the **Teeter Sisters**, the **Great Knoll**, Mr. and Mrs. **Jimmy Thompson**, and Mrs. **Thomas Crank**, mother of Mrs. Alcido. Thompson formerly played pro baseball with the Philadelphia Athletics. After a five-day visit with her daughter and son-in-law, Mrs. Crank hopped to Atlanta to grab a plane for her home in Elizabeth City, N. C.

BERMAN

TRAILERS AND TRUCKS

carry the load!



Available

Now for immediate delivery — a full and complete line of New and Used Trucks and Trailers. We can arrange convenient payment forms for you.

BERMAN Sales Co.
PHONE 521, PENNSBURG, PA.

NEW CHEVROLET TRUCKS

SPECIAL FINANCE PLAN FOR SHOWMEN

GET OUR PRICES FIRST

STANDARD CHEVROLET CO.
EAST ST. LOUIS, ILL.

Out in the Open

J. W. (Jack) Shillan, former British ride manufacturer, has left for Milwaukee after spending a few days in New York. Shillan disposed of his manufacturing interests in England some time ago and has been dividing his time between England and Bermuda.

President **J. Alfred Valentine**, **Samuel S. Underhill Jr.** and **Arthur V. Youngs** will represent the Mineola (N. Y.) Fair at the annual convention of the New York State Association of Agricultural Fair Societies at Albany, N. Y., February 6-7.

Valentine is the president of the State association. . . . **E. J. Warner**, of the Warner Poster Printing Company, New York, reports that his alfresco showbiz jobs for the season just ending hit a new hgh.

George A. Hamid spoke on the future of the Greensboro (N. C.) Fair during a luncheon meeting of the Greensboro Civitan Club Friday (14). . . . **Movie producer Cecil B. De Mille** and the **Ringling circus** provided material for a picture story in the Sunday (16) issue of This Week magazine. (See Out in the Open on page 98)

GIANT 3-IN-1



Make yourself from \$100.00 to \$300.00 a day with this NEW, IMPROVED CANDY FLOSS MACHINE. Spins 3 separate colors or flavors with a flip of the switch. Large 10-inch head holds 5 lbs. of sugar. 3 compartments, 3 bands, 3 ribbons, everlasting brush holders, rheostat and remote control, better bands. 100 cones in 15 minutes by actual test.

ORDER NOW
ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So. Nashville 4, Tenn.

CHAIRS

Every Type and Variety

- AUDITORIUMS
- ARENAS
- HALLS

Portable Bleachers
Wood—Steel

U. S. SEATING CO.
570 7th Ave., N.Y.C. (41 St.) LO 4-3524

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS

DAY & NIGHT SERVICE
SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 10M, \$10.20 --- ADDITIONAL 10M's AT SAME ORDER, \$2.20

Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK	ROLL TICKETS	WELDON, WILLIAMS & LICK
1 ROLL	\$1.00	FORT SMITH, ARKANSAS
5 ROLLS	75c	Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number
10 ROLLS	60c	

Multiplex Faucet Co. Serving the Trade 45 Years

About a 4¢ Profit on a 5 Cent Sale!

The Multiplex ROOT BEER BARREL


IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.

It Advertises ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS FOR COCA-COLA, ORANGE, OTHERS

Manufacturers: MULTIPLEX FAUCET CO. 4325-B Duncan Ave. St. Louis 10, Mo.

BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE

We also handle Snow Supplies.
P. O. BOX 7803, FAIR PARK, DALLAS, TEX.

Originally Designed

MIDWAY TRAILERS and TRUCK BODIES

All Types of CONCESSION TRAILERS
Custom Built
Write for FREE ILLUSTRATED BOOKLET



Frank Thomas
Mfrs. of Eze-Way Frozen Custard Machines.
GENERAL EQUIPMENT SALES, Inc.
814-824 S. West St. Indianapolis 2, Ind.

FOLDING CHAIRS

• IN Steel or Wood
FOLDING BANQUET TABLES

WRITE FOR CATALOGUE AND LOW DIRECT PRICES

J. P. REDINGTON & CO.
DEPT. SCRANTON 2, PA.

Repossessed Equipment

Several Long Range Shooting Galleries mounted either on truck bodies or semi-trailers. Combination Living and Popcorn Trailer, over-all length 28 ft. Frozen Custard Trailer, complete with freezer and storage cabinet. Write for photos and full information.

KING AMUSEMENT CO.
82 Orchard St. Mt. Clemens, Mich.

TICKETS PRINTED TO YOUR ORDER 100,000—\$28.00

ROLL — FOLDED — CASH WITH ORDER — SAVE

Minimum Order Each Wording. Price or Color 10,000 Tickets.	10,000 \$9.00
	Each Additional 10,000 1.95
	Same Order 3.00
	Price Change60
	Color Change60

DALY TICKET CO. COLLINSVILLE, ILL.

SHOOTING GALLERIES

And Supplies for eastern and western type Galleries EST 1927 WRITE FOR CIRCULAR

H. W. TERPENING
137-139 Marine St. OCEAN PARK CALIF.

STRONG NAAPPB PROGRAM SET

Elmer Foehl Arranges for Varied Card

Prices To Be Discussed

CHICAGO, Oct. 22.—Members of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) attending the org's annual convention in Hotel Sherman, November 27-30, will hear talks and discussions covering almost every phase of the amusement park field.

That was the word this week from Paul H. Huedepohl, executive secretary of NAAPPB, in reporting on the program as put together by Elmer E. Foehl, Willow Grove Park, Philadelphia, program chairman. Members of Foehl's committee include John Gurtler, Elitch Gardens, Denver; William Muar, Roseland Park, Canandaigua, N. Y.; Fred Pearce Jr., Walled Lake Park, Detroit, and Huedepohl.

The program for the beach and pool sessions, Huedepohl said, is not complete, but he has been informed by Vernon D. Plant, Somerton, Philadelphia, chairman, that an interesting line-up is being arranged. C. Y. Hyatt, of the Halogen Company, Chicago, is vice-chairman of the pool and beach program committee. Other members are John H. Carlin Jr., Carlin's Park, Baltimore; Henry A. Guenther Jr., Olympic Park, Irvington, N. J.; O. B. Jenkinson, Jenkinson's Pool and Pavilion, Point Pleasant, N. J., and R. N. Perkins, Omaha, pool engineer.

Subjects ranging from picnics to drive-in theaters in parks will be covered during the three-day confab, Huedepohl reports.

Edmund To Speak

Opening day, Monday, November 22, will be given over mostly to general business sessions. Only one talk is scheduled that day, that of W. H. Edmund, president of the National Industrial Recreation Association and personnel director of the Goodyear Tire & Rubber Company. His topic, *Spare and Strikes*, will deal with picnics, how to go after them, how to arrange them, deals to be made, etc.

"Because the lush days are long over," Huedepohl said, "parkmen right now are going after picnic reservations stronger than ever in an effort to stimulate business for next year. It is a proven fact that picnics, both large and small, stimulate park business. There's more than meets the eye in talking concerns, especially large industrial organizations, into staging a picnic in your park. Edmund, who has had years of experience in staging such outings, will be able to give our members plenty of helpful hints."

Don Dazey, owner of LeSourdsville Lark Park, Middletown, O., and John Coleman, Riverside Park, Indianapolis, will lead the discussion on the price outlook for 1950. This will cover prices on admissions, rides, games and refreshments and will give park owners a chance to compare notes on what to do about prices next year. This topic is scheduled Tuesday, November 29, along with an open forum on promotions. There will be five speakers on promotions, with four to be selected from the floor.

Wednesday, November 30, final day of the confab, will be packed with interesting talks and discussions. William Schmidt, Riverview Park, (See NAAPPB Program on opp. page)

Most Southern Funspots Hold About Even With '48 Figures

DALLAS, Oct. 22.—Business for most parks in the South held about even with 1948, a survey by *The Billboard* reveals. Weather, for the most part, was okay, altho several spots in Alabama were hit by rain in July and this cut deeply, in some cases, into final figures.

One such instance was at Cascade Plunge, Birmingham, where James H. Dickson, owner, reported his July business was 50 per cent under July, 1948. He reported the season's attendance 10 per cent below last year and the concession gross off about 22 per cent. The 1949 advertising budget at Cascade Plunge was kept at the '48 figure.

Here in Dallas, State Fair Park reported attendance and concession business about on a par with last year, but ride figures were down slightly. In New Orleans, Harry J. Bitt, owner of Pontchartrain Beach, said business was up a little over 1 per cent.

Two Spots Up

Two spots reporting better biz this year were Pavilion Surfdeck, Isle of Palms, S. C., and Washington Park, El Paso, Tex. J. Coats Jr., reporting on Pavilion Surfdeck, said:

"I was located in Panama City last year and enjoyed excellent business. I moved to this section June 1 this year. I was pleasantly surprised this year with attendance and receipts. We hardly passed a day without an increased take over last year; this despite the fact that weather on weekends was against us.

"We lacked time to place equipment in shape for the continuous and strenuous running necessary to daily operation but next year we plan to have everything in ship shape and we are

looking forward to an even bigger season."

Meyer Reports Gain

Hugo Meyer, in telling about Washington Park's biz, said attendance was up 10 per cent, with the ride gross up 15 and concession biz up 20 per cent.

Attendance at Buckroe Beach Resort, Buckroe Beach, Va., according to P. V. Stieffen, manager, was way ahead of last year, but spending was down. The '49 ride gross was off 30 per cent, while the concession gross kept pace with a year ago. Stieffen reported his advertising budget increased this year and that, in part, helped hypo attendance.

Unusually cool weather was held responsible for the lower figures registered this season at Crystal Plunge, Florence, Ala. C. H. Jackson, secretary, said attendance this year was off 40 per cent, with gross concession biz off about 25 per cent.

At Lakeforest Park, Henderson, Tex., business held even with a year ago, according to W. M. Armstrong, secretary.

Pleasure Beach '49 Net 16G; 25% Under '48 Take

BRIDGEPORT, Conn., Oct. 22.—Altho gross receipts decreased approximately 25 per cent below last year, municipally-operated Pleasure Beach Park showed a profit of \$16,931 for the past season, according to figures released this week by City Comptroller Adolph D'Aulisa.

Receipts from April 1 to date have totaled \$273,276, while operating and capital expenditures were \$256,345. Receipts last year were \$399,605 and expenditures \$400,824, a loss of \$1,219. In the current budget an appropriation of \$390,000 was allotted the park, while estimated receipts were placed at \$410,000.

D'Aulisa reported that when it became apparent that park receipts were declining, cuts were made in expenditures. June and July were good months, with business dropping off in August. Poor business was laid to the slump in employment and the polio scare. Ballroom attendance held up well thruout the season. John Molly is the manager in charge of the park.

75G Grant for Restoration of Milford, Conn., Beaches

MILFORD, Conn., Oct. 22.—Progress in restoration of the town's beaches, from Charles Island Bar to Milford Point, is seen in the announcement by Council Chairman Ralph F. Clarkson that enabling legislation was passed in Congress and by the Legislature, making available \$75,000 for a survey of this area, along with two other critical areas on the Connecticut shoreline. Project was initiated by Clarkson four years ago.

The Milford survey has been completed by joint action of the town council, the State Water Commission and the U. S. Army Engineers and has been forwarded to the United States Beach Erosion Board, Washington.

The report points out that not only will restoration provide exceptional recreation facilities, but property affected will be enhanced in value upwards of \$2,000,000.

Travel Speed-Up Seen as Boon To N. Y. Spots

NEW YORK, Oct. 22.—Coney Island and Rockaway Beach are expected to profit handsomely next season from major improvements in rail and highway transportation facilities.

Most important transit project is the linking up of the Sixth Avenue Independent Subway line with the Culver Line elevated route, at the Church Avenue station, which will give uptown New Yorkers a single fare-no transfer route to the big Stillwell Avenue terminus in Coney Island's amusement area. Cost of hooking up the two lines is set at \$5,606,392. New set-up also will ease the crush on the three other subway-elevated lines serving the Coney Island terminus during the rush season.

More Changes Set

While this is the major transit improvement skedded for completion this winter, there are several other projects under way, including a hook-up between the Eighth Avenue Independent subway line and the Fulton Street (Brooklyn) elevated line at Euclid Avenue in East New York, which will simplify and speed up service to Coney Island and Rockaway Beach, and a three-way hook-up of the Independent, Interborough and BMT subway systems at Queens Plaza, Long Island City, which will also facilitate access to beaches.

Three major highway projects, which are well advanced, will improve auto travel from all points to practically all of the beach and amusement park areas near New York City. Van Wyck Expressway, primarily being constructed to serve Idlewild Airport, will give a direct route to Rockaway Beach and will bisect or connect with all the parkways serving Long Island and New York summer spots.

Tunnel to Aid

Bottleneck four-lane stretch of the Belt Parkway, direct route to Coney Island and major link of parkway system serving all resorts in this area, is being expanded to six-lane route, which will eliminate congestion. Costliest project, the long tunnel from the Battery, New York, to Brooklyn, is nearing completion and will provide a speedy short-cut for West-of-the-Hudson motorists heading for Coney Island or Long Island beach resorts. Practically all of these projects will be completed before spring. Several important transit projects in New Jersey tie in with the New York projects and also will link Jersey resorts to the set-up.

City Nixes Kiddieland Deal for Chicago Spot

CHICAGO, Oct. 22.—Oscar E. Hewitt, public works commissioner, who recently received a certified check for \$5,000, plus a detailed proposal from Windy City Enterprises, Inc., for the leasing of Rainbow Park, 75th St., and the Lake, for a kiddieland, for 15 years, at either \$12,000 a year or \$7,500, plus a proportion of the profits, has nixed the proposition.

Hewitt said Mayor Kennelly decided "We can't purchase land for use as a city park and then rent it out to private concessionaires."

A. C. Ops Plan Mardi Gras To Build Post-Season Biz

ATLANTIC CITY, Oct. 22.—Boardwalk Association of Atlantic City is considering a proposal to stage a week-long Mardi Gras fiesta as a means of stimulating business during the off-season. George McAvoy, who advanced the proposal, suggested the possibility of a preview of the Philadelphia New Year's Day Mummers Parade as a climax to the event that would attract big crowds and much publicity.

John Burke, association president, and other members agreed that such an event would be a tremendous asset during the winter, and Burke ap-

pointed a committee, headed by McAvoy, to find out if the Philadelphia Mummers would be available and to otherwise explore the project.

The Mardi Gras proposal came after Albert H. Skean, Atlantic City Convention Bureau manager, reported that the resort will have more convention business in 1950 than this year. Competition for convention business is getting keener every day, Skean said, but added that Atlantic City has more good facilities concentrated in a small area than any other city, which is a strong factor in securing conventions.

While pointing with pride to the resort's assets, Skean also mentioned some of its shortcomings, such as lack of entertainment during the off-season, obliging large conventions to provide their own shows, and pointing out that the National Association of Wholesale Druggists, meeting here this week, is spending thousands of dollars for talent brought in from out of town. Skean observed, however, that the resort is doing a much better job of entertaining visitors than it did a year ago.

Boardwalk Association members did some soul-searching as to the reason for the sharp drop in post-season business, and found some of the fault at the doors of the Boardwalk merchants.

NAAPPB PROGRAM

(Continued from opposite page)

Chicago, will be chairman of an open forum on short cuts and timely advice on general maintenance and operation. Speakers will include James Mitchell, Crystal Beach, Ont.; Edward Pratt, Forest Park Highlands, St. Louis; John Allen, Philadelphia Toboggan Company, and J. W. Starrett, Monsanto Chemical Company, St. Louis, who will deal with wood preservatives. Fire prevention methods also will be discussed. Leader of the discussion, Huedepohl said, will be a representative of an insurance firm yet to be selected.

John Gurtler, Elitch Gardens, Denver, will preside at the forum on "What Do We Have To Advertise and How Should It Be Done." Also on this phase of the program will be George A. Hamid, free acts; Art Briese, Thearle-Duffield Fireworks Company, Chicago, fireworks; Freddie Williamson, Associated Booking Corporation, paid attractions; DeArv G. Barton, Music Corporation of America, music; Harry Kodzinsky, West View Park, Pittsburgh, newspaper and radio advertising, and a representative from the General Outdoor Advertising Company, speaking on bus, streetcar and billboard advertising.

Final forum of the day will deal with varied subjects. Edward Sheck, Summit Beach Park, Akron, will preside. Titled "Odds and Ends of Interest," the forum will feature N. S. Alexander, Woodside Park, Philadelphia, who will speak on free television shows in parks; Robert L. Plarr, Dorney Park, Allentown, Pa., midget auto racing; Harry J. Batt, New Orleans; A. W. Ketchum, Forest Park Highlands, St. Louis, and Carl Henninger, Kennywood Park, Pittsburgh, Kiddielands; Harry Storin and/or Eddie Carroll, Riverside Park, Agawam, Mass., drive-in theaters in parks; G. M. Harton, West View Park, Pittsburgh, off-season promotions, and theft precautions, by a speaker as yet unnamed.

Indian Point, Hudson River Funspot, Sold At Auction for 117G

NEW YORK, Oct. 22.—It looks like the end of the once popular Hudson River excursion resort, Indian Point Park, on the Hudson River at Peekskill, N. Y., which was knocked down to H. W. Margolis, New York real estate developer and builder, at auction held on the site Wednesday (19).

Indian Point Park belonged to the old Hudson River Day Line, which for many years operated the park as picnic grounds for river excursionists. The park, covering 232 acres, was served by two large piers and was fully equipped as a recreation center, with a 100 by 150-foot swimming pool, 1,650 lockers, a restaurant, cafeteria and outdoor gardens, dance pavilion, four baseball diamonds and concrete picnic tables.

When the Day Line's fleet of four vessels was sold last year, Indian Point Park and several other pieces of real estate were not included in the sale. Indian Point was put on the market, with a price tag of \$365,000 but found no takers. On Wednesday (19) it went, in two parcels, for high bids totaling \$117,000. The 232-acre park section went to Margolis for \$106,000, while an adjoining 52 acres of vacant land was bid in by K. B. Weissman, of New Rochelle, N. Y., for \$11,000.

Strong efforts were made by various groups of Westchester County residents to have that county, in which the park is located, create an amusement park along the lines of swanky Playland, which the county owns and operates at Rye, N. Y., on Long Island Sound, but this idea was turned down, primarily because it would take valuable property off the tax lists. Efforts to interest New York State in taking it over for park purposes also failed.

While Margolis, the new owner, has made no announcement as to what he will do with the property, it is generally believed he will use it for a real estate building development. The auction was handled by Joseph P. Day, Inc., of New York. The Day firm also auctioned off several other Hudson River holdings of the old Day Line firm at Catskill, N. Y., Thursday (20). One building and three small plots at various points were bid in at a total of \$24,000.

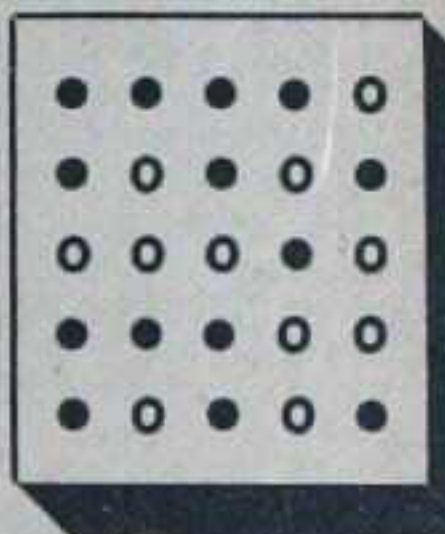


THE GREATEST GROUP GAME OF ALL TIME

SUSPENSE

SCIENCE & SKILL Patent Pending

More FASCINATING
More THRILLING
More SUSPENSE
than any game you've
ever PLAYED or SEEN!!!



(NOV. 27, 28, 29, 30) See Our Games at the CONVENTION (BOOTHS 88, 89)
Sherman Hotel, Chicago

METRO-ELECTRONIC CO., Inc.

Manufacturers of the Metro Derby
2156 Union St. • Indianapolis, Indiana

World's Largest Designer, Builder and Manufacturer Of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie Ferris Wheels, Kiddie Roller Coasters and the Famous

CENTURY FLYER MINIATURE TRAIN

Operating now in more than 100 leading parks in the United States with gratifying results.

Roller Coaster Chain, Rails and Equipment on Hand.

WRITE FOR INFORMATION TO

NATIONAL AMUSEMENT DEVICE CO.—Dayton 7, Ohio

Miniature Steam Trains DEVALUATION MAKES IT POSSIBLE!

Britain's leading makers of passenger-hauling miniature railroad equipment offer the world's finest Custom-Built Locomotives and Coaches at record low prices. Made to last forever, they earn big profits for their operators.

Write for catalog and watch "The Billboard" for further announcements shortly.

CARLAND ENGINEERING, LIMITED
Harold Wood, Essex, England.

Hot Southern California Opportunity

Active or silent associate wanted to complete development of year round 40-acre amusement, recreational and picnic park, located 13 miles from the Los Angeles City Hall, on main highway; beautiful trees, running stream, boating and fishing lake; long-term low percentage lease. Now operating on adjoining property, new Speedway and Rodeo Stadium, one of California's largest rainbow trout hatcheries and fish farm, riding stables and Cowboy Country Club, Trap and Skeet Gun Club. HOT SPOT FOR KIDDIE RIDES, SWIMMING POOL, ROLLER HINK AND ADULT AMUSEMENTS. A NATURAL!! For further details:

REG REGELIN, 927 ARDEN DR., TEMPLE CITY, CALIF.

HAVE 60 ACRE RECREATIONAL AREA AND SWIMMING BEACH

Next to State Park with million person year draw. Desire syndicate to establish amusement park; also need 200 unit boat livery; dance casino, bowling alleys, and other concessions. Wire direct to

ROBERT H. CHAPIN
4300 Cass-Elizabeth Lake Rd., Rt. #9
Pontiac, Michigan.

Miniature Golf Courses

Designers and builders of the most scientific courses in the country. Engineered for ultimate capacity. No bottlenecks, yet interesting. No drainage problems. References and photographs gladly furnished.

HOLMES COOK
Room #508, 302 State St. New London, Conn.

SAVIN ROCK RIDE LOCATIONS

FOR 1950 SEASON

No. 12 Ferris Wheel
Merry-Go-Round
Kiddie Rides

ALSO

Game Stores available.

THE BEACH FRONT AMUSEMENT CO.
445 Beach St. West Haven, Conn.

WORLD'S LARGEST

EXCLUSIVE MANUFACTURERS OF AUTHENTIC MINIATURE TRAINS!

FOR BIGGER PROFITS "GET THE BEST"



MINIATURE TRAIN CO.

Executive Offices: Rensselaer, Indiana

FOR SALE

Wagner Built Train

4-4 Engine Tender and 10 Cars. Engine rebuilt like new. Ready to go, \$5,300.00.

R. W. HOOPER

4405 Diaz Ft. Worth, Tex.

MINIATURE TRAINS

The Custom Built to Order Line: Steam, Diesel, Electric, Amusement and Industrial Types. Track Gauges, 12" to 36", portable, permanent. Fall Special: 30 Pass. Gas Train, \$2,975.00. Portable Train, \$1,995.00. Light Rail. Trade-ins accepted. Catalogue with 8"x10" Photos, \$2.00. IRON HORSE LINES

106 Main St. Wareham, Mass.

RALEIGH, COLUMBIA HIT PEAK

460,000 New N. C. Record

Top grosses for all segs—\$2,000,000 plant improvement to start

RALEIGH, N. C., Oct. 22.—Attendance at the North Carolina State Fair, which ends a five-day run here today, will top the 460,000 mark, Dr. J. Dorton, manager, said last night in the wake of the biggest Friday crowd ever to attend the annual.

With good weather prevailing, new gate marks have been set each day from opening Tuesday (18) on. On Tuesday an estimated 80,000 attended as compared to the 75,000 on hand last year when President Truman was the special attraction.

The gate Wednesday (19) topped 75,000, an increase of about 25,000 over the same day a year ago. Another record crowd was on hand for Thursday. Yesterday's gate may have approached the 100,000 mark and, with continuing good weather today, another record crowd is expected. Big car auto races, promoted by Sam Nunis, are the principal afternoon grandstand attraction.

Record Grosses

All money-handling departments at the annual are assured of record grosses as they go into the final day of operation. Preopening interest also hit a new high, as all exhibit space was sold out fully a month in advance. Rural interest was hyped by the increase in the premium list from last year's \$25,000 to \$35,000 and the offer of \$1,000 to any farmer producing 200 or more bushels of corn per acre.

The throngs have made it necessary to stage two performances nightly of George A. Hamid's *Fantasies Revue*. A performance of Jack Kochman's *Hell Drivers* drew over 15,000. Since the grandstand seats only about 4,200, the paddock area soon overflowed and thousands had to be shunted into the infield. Capacity crowds attended the afternoon horse racing programs.

Strates's Biz Ahead

The James E. Strates Shows on the midway are well ahead of the gross chalked up here a year ago. A new four-lane midway layout provides more space for patrons, always a problem on big days here in the past.

Shortly after the closing of this year's event preliminary work will get under way in preparation for the \$2,000,000 improvement program which was authorized by the last State Legislature. Dorton said that everything will be torn down or removed with the exception of the main exhibit building, the grandstand and the race track.

Elaborate plans have already been drawn up and Dorton said the final result would be a model fair plant, on a par with any in the country.

Aiding in the handling of this year's record crowds was the new bus unloading zone which allowed the vehicles to unload more rapidly and kept the main gates from being jammed, and a new 10-acre parking lot with convenient entrances to the grounds.

Louisburg, N. C., Licensed

LOUISBURG, N. C., Oct. 22.—Franklin County Fair, Inc., has been granted a charter by the secretary of State to operate a county fair. Authorized capital stock is \$50,000, with \$300 stock subscribed by A. H. and Mary Fleming and Sam Mattox, all of Louisburg.

Lohr To Guide in Setting Up Chi's Annual Permanent Fair

CHICAGO, Oct. 22.—Maj. Lenox Lohr, president of the recently closed and highly successful Chicago Railroad Fair, agreed this week to direct the organization of the 1950 program for the commission planning an annual exposition at the lakefront grounds, but declined to take on the job of permanent manager.

Lohr will help draft the budget, which is expected to range between 1 and 1½ million dollars, counsel the commission in selection of a manager, and will urge staff members of the Railroad Fair to join the new organization. Previous commitments, Lohr maintained, would not allow him to take over as active head of the exposition.

The fund to underwrite the establishment of the fair this week was swelled by \$50,000 contributed by *The Chicago Tribune*. Previously, Marshall Field & Company, department store, pledged a like amount.

William J. Burns, president of Consolidated Concessions, Inc., holder of the exclusive concession rights on the Chicago park board-controlled fair site used by the railway show, said he was willing to negotiate with the permanent exposition managers on any amendment to his contract that is okayed by the park commissioners. Consolidated holds concessions exclusive in all city parks.

A deferment of the dismantling

of the Chicago Railroad Fair's facilities this week was granted by the park board, with March 1 set as the new deadline. Meanwhile, the organization which will operate the permanent fair is expected to be set up, functioning, and will have determined which buildings to leave up.

Year-Round Use Of Mich. State Plant Skedded

DETROIT, Oct. 22.—Inaugurating a policy of year-round entertainment at the Michigan State fairgrounds here, Jack Dickstein, attraction manager, has signed *Grand Ole Opry* for matinee and evening performances, Sunday, December 4, in the Coliseum.

Lulu Belle and Scotty, the Duke of Paducah, Ernest Tubbs, and the Pine Ridge Four also will appear on the bill. Square dancing will follow the show, with music by Clayton Perry's ork. The Perry aggregation has played the State fair here for the past three seasons.

Dickstein, who also is manager of Edgewater Beach Park here, has already started to line up talent for the 1950 Mid-Century Fair. He is credited with giving the fair here this year its strongest attractions in history. The bill embraced Bob Hope, Jo Stafford, Bobby Breen, *Welcome Traveler*, Joie Chitwood's *Thrill Show*, the Tex Ritter Rodeo, and *Grand Ole Opry*.

Van Cise, Newberry To Handle Lynch Org For Two More Years

INDIANAPOLIS, Oct. 22.—Jimmie Van Cise and Earl Newberry will handle Jimmie Lynch's Death Dodgers for another two years as the result of arrangements completed here during the recent International Dairy Exposition.

Both Jimmie Lynch and Jimmie Lynch Jr. attended the conference with Van Cise and Newberry. Leo Overland again will direct the Iowa, Minnesota and other Midwestern activities, it was announced. Al Martin will represent the show in New England and New York, with the Barnes-Carruthers Theatrical Enterprises, Chicago, handling other bookings.

Van Cise again will direct operational activities while Newberry will supervise general booking, promotion and advertising. Newberry announced his staff will be the same this year with Jimmy Rose, Ben Smith and Bill Reed handling the advance.

Vinton, Ia., 1950 Annual Skedded for August 7-10

VINTON, Ia., Oct. 22.—The 1950 Benton County Fair is tentatively set August 7-10. New rest room facilities and a new grandstand with an exhibitor's area in the building are included in major improvements contemplated next year.

D. H. Hibbs, president, and all other officers were re-elected. Eight new directors were named.

S. C. Annual Tabs 265,000

Extra night shows needed as record crowds turn out each day—officers elected

COLUMBIA, S. C., Oct. 22.—The South Carolina State Fair smashed all attendance records this week with a total mark that may hit 265,000 by tonight's closing. The final figure was set by Paul V. Moore, veteran secretary-manager, and W. A. Seegars, treasurer, as the fair went into its final sessions, already assured of the biggest gate in its 80 years of continuous operation. Last year attendance was only 160,000, but this was due in part to bad weather.

Fair, warm weather played a big part in the success of the annual. Rain threatened the Monday night (17) pre-vee, featuring a free gate, and showers did occur on several nights but failed to trim the throngs on hand. Monday's free gate drew a crowd of 35,000, about 12,000 over a year ago.

Record Tuesday Gate

On Tuesday (18), Future Farmers and Junior Homemakers swelled the attendance by an estimated 13,000 to boost the total for the day to 45,000. This was the biggest Tuesday attendance in fair history.

The newly enlarged Carolina Stadium, adjacent to the fairgrounds, was jammed with 35,000 spectators for the classic South Carolina-Clemson football game Thursday (20). As a result of this influx a record single-day mark of 75,000 was chalked up.

A freshman game between the two schools was partly responsible for the 45,000 attending the fair Wednesday (19).

Yesterday (21) was School Day and an estimated 40,000 children and adults attended. Crowds will dwindle today, but the final mark is expected to hit around 25,000.

Night Show Biz Up

George A. Hamid's *Show Time* revue, the night grandstand feature, opened to an overflow crowd Monday night. Two shows were given and receipts totaled \$1,500 over last year.

Frank Bergen's *World of Mirth* Shows on the midway garnered a record gross.

Notable fair features this year included the flower show and the largest display of heavy farm machinery ever seen here.

At the annual meeting of the South Carolina State Mechanical and Agricultural Society Tuesday night (18), D. D. Whitecover was re-elected president, and Ransome J. Williams, former South Carolina governor, was re-elected vice-president. Paul V. Moore continues as secretary-manager.

Neb. State Board Will Retire Debt On Stands in '50

LINCOLN, Neb., Oct. 22.—The Nebraska State Fair's \$250,000 grandstand will be paid for next year, Edwin Schültz, of the fair board, reports. Payment of \$58,000 this year leaves \$15,000 to be retired. Bonds for the erection of the stands were issued in 1929.

A long-range building program will be mapped out at the January meeting. A new horse barn and unloading dock are being constructed.

500G, 8,000 Capacity Grandstand Started At Edmonton, Alta.

EDMONTON, Alta., Oct. 22.—Construction of Edmonton's new \$500,000 grandstand at the fairgrounds here has started, with the three-story concrete and steel structure skedded for completion in November, 1950. It will seat 8,000.

Part of the stands, enough to hold 5,000, is expected to be ready for the 1950 annual. Plans call for a mezzanine with pari-mutuels below, but present mutuel sheds will be used in 1950.



Meetings of Fair Assns.

Association of Connecticut Fairs, Meriden Grange Hall, Meriden, October 29 at 7:30 p.m.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 28-30. Frank H. Kingman, Brockton (Mass.) Fair secretary.

Western Fairs Association, Biltmore Hotel, Los Angeles, December 8-10. Lou Merrill, Sacramento general manager.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 12-13. E. W. (Deak) Williams, Manchester secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 4-6. Douglas J. Curran, Black River Falls, secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 5-6. L. (Doc) Cassidy Louisville secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 10-11. R. M. Sawhill, Glasco, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel Winnipeg, January 16-18. Mrs. Letta Walsh, Saskatoon, secretary.

Illinois Association of Agricultural Fairs, Hotel St. Nicholas, Springfield, January 22-24. Clifford C. Hunter, Taylorville, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 22-24. Charles B. Ralston, Staunton, secretary.

Pennsylvania State Association of County Fairs, Bedford Springs Hotel, Bedford Springs, January 25-27.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 6-7. James A. Carey, Albany, secretary.

Neosho Attendance Hits 40,000 Mark

NEOSHO, Mo., Oct. 22.—Southwest Missouri Harvest Fair attracted over 40,000 patrons for its four-day run here, Secretary Thomas F. Burch announced here this week. He said that attendance and commercial interest in the event, a replacement for the Newton County Harvest Show, topped the fair board's highest expectations and that plans already are being formulated for next year's event.

Fair this year was presented on a new 30-acre tract obtained from the city to permit moving of the annual from Neosho's business square where the Harvest Show had been successfully presented for nearly 40 years.

Newton County Agricultural and Mechanical Society, sponsoring group, purchased and erected an administration and home economics building and also erected 900 feet of permanent play buildings for livestock and commercial exhibits.

The fair board has tentatively set the 1950 date for the third week in September. Plans call for doubling the livestock building space and erection of a farm crop building, a conservation, first-aid and rest building and a large restaurant.

Aberdeen Gate Up 25%

ABERDEEN, Miss., Oct. 22.—Despite only fair weather, the gate at Monroe County Fair and Livestock Show here jumped 25 per cent over 1948, according to A. J. Elkin, director. Wallace Bros.' Shows on the midway reported excellent biz.

\$3,806,025 Wagered At Mass. Annuals; 75G to Aggie Dept.

BOSTON, Oct. 22.—The Agricultural Purposes Fund of the Massachusetts Department of Agriculture earned \$75,202.44 in percentages as the result of the \$3,806,025 wagered at seven Bay State fairs this year.

The total pari-mutuel betting handle exceeded last year's \$3,207,844, despite pre-season predictions that drought conditions and the fact that less money was in circulation would tend to lower attendance and revenue at fairs.

The betting handle at Barrington was \$1,074,585; Northampton, \$844,934; Marshfield, \$482,025; Brockton, \$424,519; Weymouth, \$421,955; Middleboro, \$280,906; Topsfield, \$277,101.

New Bern, N. C., Event OK'd

NEW BERN, N. C., Oct. 22.—Tri-County Agriculture Fair Association, Inc., has been chartered by the secretary of State for operation of a fair here. Principals include Norris Reed, Louis Dunn and Dewey Dixon, all of New Bern.

Trenton Charter Granted

TRENTON, N. C., Oct. 22.—Jones County Agriculture Fair Association, Inc., has been granted a charter by the secretary of State. A non-stock corporation, the incorporators are John Larkins Jr., G. B. Johnson and A. V. Thomas, all of Trenton.

ACTS WANTED

We are now contracting first-class Acts for our 1950 fairs. Give full details, photos and salary.

Marlo Show Productions
Wesley, Iowa

WANT HIGH-CLASS CIRCUS ACTS

For our 1950 fairs. Troupers or family acts doing more than one act. Acts of all kinds wanted. Mail photos, full descriptions of acts and price.

WILLIAMS AND LEE
464 HOLLY AVE. ST. PAUL 2, MINN.

YOU CAN HAVE THE WORLD'S HIGHEST AERIAL ACT WITH



Available for Fairs, Parks, Circuses, Carnivals and Special Events.

c/o THE BILLBOARD CINCINNATI 22, O.

WANTED ACTS

For 1950 FAIRS AND CELEBRATIONS

WANTED
Acts for Clubs and Indoors this winter.

BARNES-CARRUTHERS

228 Royal Union Bldg. Des Moines, Iowa



THE Sensational ORTONS

CRISS-CROSS SWAYING POLE THRILLERS

With their own original creation

A FLIRTATION IN THE SKY

Represented by

AL MARTIN AGENCY
Hotel Bradford, Boston

ACTS WANTED

★ FOR OUR 1950 FAIRS ★

Want High Thrill Acts—Teeter Board Acts—Cycling Acts—Horizontal Bar Acts—Aerial Acts—Family Acts—Troupes and Acts of every kind suitable for fairs.

Quote salary; give details, send photos.

★ **J. C. MICHAELS ATTRACTIONS** ★

Reliance Building Kansas City, Mo.

VANCE JERNIGAN AND HIS ALBINO WONDER HORSE "ACE"

He Makes No Mistakes on His Repertoire of 28 Impressive Tricks.

★ Recently Starred 168 Performances CHICAGO RAILROAD FAIR ★

Beautiful Wardrobe and Trappings. Strictly a High-Class Act—truly the "Horse Act Supreme." This horse was the talk of the Fair Grounds.

"A Horse With a Personality"

NUBBIN and ABNER

"A Fool With a Mule"

That will rock you with laughter from start to finish.

Never a Dull Moment!

The public has definitely OK'd these acts.

ATTENTION BOOKING AGENTS

For 1950 Fairs and Special Events.

Contact: **VANCE JERNIGAN**
Malvern, Ark. Phone 77W
Publicity and Photos Upon Request.

"The Pair With the High I. Q."

AMERICA'S GREATEST THRILL SHOW

Seeks financial backing of \$10,000. One of the soundest investments in the outdoor field, proclaimed the best by Bookers and Fair Secretaries all over the country. This show intact from Clowns to Ramp Men, consists of the outstanding Auto, Airplane and Motorcycle stunt men in the business. New stunts and thrills being added. Bookings of 30 weeks or more on still dates and fairs. Address or call between 11 a.m.-2 p.m.

GEO. W. GALLAGHER, Mgr.
90-47 SUTPHIN BLVD REPUBLIC 9-1071 JAMAICA, N. Y.

Proves constant money winner even when other phases of the show may fail; flashy stands are an important factor in attracting patrons

POPCORN CONCESSION CARNIVAL GOLD MINE

By HERB DOTTE

POPCORN, to use the jargon of outdoor show business, has moved many a carnival.

In explanation, popcorn, a consistent money winner when other things fail, has provided the required cash to pay for railroad moves or to fill up gas tanks of a show's rolling stock.

The consistent money-getting ability of popcorn in the alfresco entertainment world is reflected sharply by the fact that frequently either the show owner himself or one of his key execs holds the concession rights.

Often, too, when the title to a show changes hands, the seller, fully aware of the privilege's potential, insists on disposing of everything but the concession. Thus, many an ex-owner or wife of an ex-owner travels with their former property long after the change of ownership.

Popcorn is a sure-fire item outdoors for a combination of reasons. Not the least is that it is nutritious, appetizing and, when compared with other eat and drink items sold at an outdoor event, reasonable in price.

Flashy Stands

A tremendous factor in the sale of popcorn at outdoor amusement events is the enticing flash of the popcorn stands. They embrace the last word in showmanship and materials and throw out an irresistible appeal that sends sales mounting.

To illustrate, consider the No. 1 popcorn stand on the Royal American Shows, the largest of more than 300 carnivals which tour the U. S. and Canada. That stand matches, if not outdoes, the spectacular lighting and the brilliant, colorful fronts of the Royal American Shows, which requires anywhere from 50 to 70 cars to carry it over its route from Calgary to Tampa. During the lush war years this unit grossed as much as \$700 in one day.

Built of stainless steel, the 20-foot-long, 8-foot-wide popcorn trailer glistens with eye-catching, highly polished metals, vari-colored lights and a dazzling treatment of plexiglas, all accented by the white trim on the interior woodwork.

Without being garish, the wagon arrests the eye with its electric signs.



FLASH, WITH GOOD TASTE, IS EMBODIED IN THE LIGHTING and other treatment of the No. 1 popcorn stand on the Royal American Shows. Just as important as the flash, however, is the immaculate condition in which the sparkling trailer is maintained. (Note the stamped plexiglas ceiling, the stainless steel supports and the brilliancy of the lighting.)

Rimming the trailer's top are neon signs with letters more than a foot high.

Three long variegated tubes, operating on a flasher, extend the full length of each corner. These flicker on and off to attract attention.

Interior lighting is provided by many colored fluorescent tubes. Panels, each consisting of two tubes, line the interior, with three long panels, also of two tubes each, dividing the ceiling lengthwise.

Plexiglas, stamped in one-by-two-inch sections, comprises the ceiling,

and it maintains a high sheen, thus projecting a jewel-like effect while simultaneously reflecting the cleanliness of the working area inside the trailer. Light blue plexiglas which provides much the same effect of glitter on painted signs, is used as molding, and emphasizes the sparkling effect of the stamped plexiglas ceiling.

Canopy

Adding much to the general appeal and, of course, providing shade and shelter, is a canvas canopy in blue and white which circles the trailer. Also contributing much to the arresting exterior is the finish given the stainless steel sections, die-cut to simulate sunbursts.

Use of Cretor's double popper in the extreme front of the trailer provides quite a show in itself as the freshly popped corn cascades out and rains against the plate glass front.

The eye-appeal is definitely there, and so, too, is the appeal to the nose. Sliding windows permit each shift of the breezes to sweep out the enticing aromas. Three overhead fans are used in the trailer to carry off the heat.

These, however, blow high into the air, and the trailer's owners now are mulling the possibility of installing other fans solely to send the compelling aroma of freshly popped corn wafting out on the midway.

Typically, this unit on the Royal American Shows is an operation of one of the shows' key execs, Robert L. Lohmar, the general agent, and of Billie Cooper, who actually heads up the day-by-day popping operations while Lohmar handles business details for the Royal American.

Location is a prime factor in any outdoor operation, and on the Royal American, as on most shows, the

No. 1 popcorn unit is spotted at the mouth of the long midway. Thus, it gets its play as the patrons enter and then leave the midway.

The Lohmar-Cooper duo have many observations on the business. For instance they point out, they use Butana gas heated poppers because they believe gas gives a more constant and quicker heat than electric poppers. Electric power on a carnival is subject to fluctuations. Moreover, it is vital often to get a popper into quick operation on a carnival, and the gas heat, they maintain, speeds up the process.

Invariably, the popcorn stand is the first unit on a carnival to be ready for operation and the last to close. If pushed for time, the Lohmar-Cooper unit could be spotted, set up and in operation within 10 minutes. Too, it can be shuttered in short time, a boon inasmuch as midway days are long and the popcorn customers, it seems, linger longer than any others.

In addition to popcorn, caramel corn, candy apples and peanuts are sold from the Lohmar-Cooper No. 1 unit. Popcorn itself is packaged, either in boxes priced at 15 cents or cellophane cones at 10 cents.

Manpower

Four persons, neat in appearance, wearing white aprons and, in the case of men, white hats, are required during the busy hours. Business perks up as soon as the sun starts to set, and is also at a peak during meal times when carnival patrons, who may be skipping a meal, take to popcorn as a substitute. Children especially pass up meals for popcorn and thus have more money to spend on a midway.

Normally, Lohmar and Cooper sup-
(See Popcorn Concession on page 70)



FOR EYE-ARRESTING QUALITIES, the No. 1 popcorn stand on the Royal American Shows rates among the leaders in the carnival field. Only thing missing from this picture is the customary buying crowd which surrounds the wagon, but the photographer had to get up early before the crowds were out to take the shot.

Drive-In Theaters' Growth Proves Bonanza for Popcorn

(Continued from page 58)

quent condition of fog or humidity not found in the center of towns, and is an additional cause of possible deterioration of corn.

Advocates of pre-popping believe they have found the answer, in providing their product to the concession in a moisture-proof sack, designed to keep it in suitable condition until sold. Actual tests made at the plant showed corn packaged in such containers remained fresh for three months after it was popped and sealed, according to Szwarga.

One argument against pre-popping would appear to be the requirement for greater storage space for the much bulkier finished product. However, it is contended that the elimination of seasoning and other supplies and equipment necessary when popping is done on the premises makes enough of a saving in space to offset this bulk.

Anti-Pre-Pop

Drive-in locations, fairly remote from the center of town where most warehouses are located, are against pre-popping, also. For daily deliveries of concession supplies are considered impractical by wholesalers in the business. A delivery schedule of one to two times weekly is held economically desirable in the average large city. With such a schedule, and the great turnover of corn in drive-in sales, it is impossible to operate satisfactorily with pre-popped corn, according to Ben Lefkowitz, head of the L & L Concession Company, one of the largest operators in this field. On the other hand, in a small town where the drive-in is located close to the warehouse, and daily delivery is practical, the pre-popped product could be satisfactory.

By following the average rule of maintaining a week's supply of raw stock, based upon careful estimate of needs, the drive-in operator usually will eliminate the hazard of humidity damage to stock, according to Lefkowitz. The average concession building is small and makes it physically impossible to spot too large a stock there, even if the concessionaire wanted to for any reason.

The weather has an important effect upon the corn, and care should be taken accordingly. On wet days the corn, either raw or popped, will absorb much moisture, a condition rarely found in indoor theater operation. On a warm dry day this problem will not exist.

Actual storage should be in a cool building, but not cold. It is especially important to have an adequate ventilation system in the structure. Un-

der such conditions raw corn is carried over by wholesalers from one year to the next without significant deterioration.

While warm summer weather may eliminate humidity trouble, there is another evil that it invites—weevils. This normally would occur only if the corn is allowed to become too warm, and due precautions against heat in the storage room should prevent its occurrence.

Containers

The suggestion of special containers for the corn to fight humidity does not appear to be a practical solution. With a product which is in constant use, any complicated container would apparently be unsatisfactory. Burlap bags are the standard container. A recent improvement is the introduction of a paper liner with a special composition applied. It is expected that this will become more widespread as its ability to keep out moisture becomes more widely known.

The regular popped corn in the drive-in should not be carried over in stock from one day to the next, concessionaires warn. In the boxes it is able to absorb moisture even though physically in a concession structure, and becomes "tough" and objectionable to customers. Indoor theaters do not have this problem, because the corn is placed in cans which are moisture proof, and the left-over corn is kept fresh for the next day. This method has not been found satisfactory in drive-ins.

Open-Faced Units

Drive-ins prefer to use a commercial or open face type popper, in contrast to the closed cabinet type of machine used in indoor theaters. That very factor is the big selling point in the drive-in. The public can watch the mass of corn being popped. As explained by Israel Eizen, manager of the Michigan Sports Service, "It makes a beautiful picture as the white corn pops out—it comes out so nice and white, with the rapidity of machine gun fire."

A visit to a typical drive-in operation may show some of the practical details to round out a survey of popcorn operation. At the Wayne (Mich.) Drive-In a Cretor Giant popper has been installed back of the long concession counter. It is set to one side where it can be operated without interfering with the sale of other refreshments. The girls assigned to the machine come in 15 or 20 minutes before the show opens and start the operation, thereby assuring a supply of corn for the first customers. There- (See Drive-In Theaters' on page 104)

Popcorn Vender Manufacturers

Auto-Vend, Inc., Dallas; 'Pop' Corn Sez vender. Price, \$249.50, with special price schedules to operators and distributors. Nickel, dime coin chutes offered. Firm reports over 33,000 venders in operation.

Bonanza, Inc., Los Angeles; Nugget Vender. Price, \$149.50. Nickel-dime operation offered.

Electro-Serv., Inc., Peoria, Ill.; two vender models, counter type, \$134.50; floor type, \$154.50. Approximately 3,000 machines produced to date.

International Vending Machine Corporation Manufacturers, Los Angeles, formerly Emerson Brothers' Manufacturing Co.; redesigned Emerson vender. Details, price not released.

Hawkeye Novelty Co., Des Moines; Hawkeye Pop-Corn Vender. Price, \$179.50. Five-10-cent operation optional. Reports 6,000 units in field.

Hume, Hagensen Manufacturing, Inc., Chicago; Pop N' Hot vender. Price, \$189.50. Dime operation only.

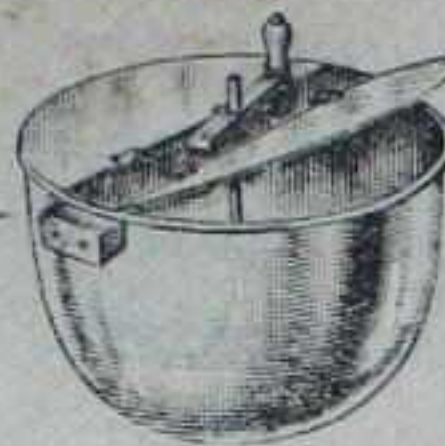
Kunkel Metal Products Company, Los Angeles; Kunkel Popcorn Vender. Price, \$119.50. Nickel, dime operation. Reports 5,000 venders produced.

Landis Manufacturing Company, Santa Monica, Calif.; Aristocrat vender. Price, \$225. Optional nickel, dime operation.

Stylon Corporation, Los Angeles; Popmaster. Price, \$198. Nickel, dime operation offered.

Viking Tool & Machine Corporation, Belleville, N. J.; Minit Pop (automatic popping machine). Price, \$485.

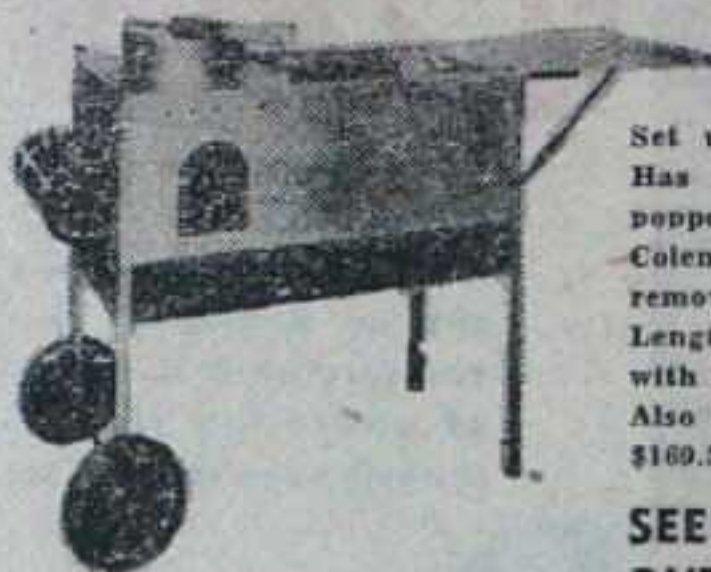
MAKE \$100 A DAY! BUY "CONCESSION"



35 QT. SUPER KETTLE



ELECTRIC POPCORN OUTFIT



PORTABLE POPCORN FACTORY

CONCESSION POPCORN EQUIPMENT

Is well known throughout the trade. Concession equipment is built to last . . . to give more production per quart of capacity. Don't wait, order your popcorn equipment NOW from Concession Supply Company. Check these values: Electric

popcorn outfit with 1500 watt Kromolax heating unit, 3 different heats, 8 quart popper and all-aluminum and glass storage case only \$85.00. 35 quart super Kettle popper with 2 to 3 pound capacity per popping, \$42.50. 12 quart Saratoga all aluminum popper, \$25.00. 8 quart Kettle popper, \$15.00.

Set up shop anywhere with this brand new outfit. Has plenty of storage space for boxes, seasoning, popped and unpopped corn. Complete outfit includes Coleman heating unit, 12 quart Saratoga Popper, removable legs, and wheels with rubber tires. Length 36", width 18", height 36" with legs, 18" with legs removed. All-aluminum construction. Also available with electric heating unit. Complete \$169.50. Without legs and wheels \$154.50.

SEE YOU AT BOOTHS 13 AND 14 OUTDOOR EXPOSITION, NOV. 27-30

IMMEDIATE DELIVERY—TERMS: 25% with order, balance on delivery F.O.B. Toledo.

Concession Supply Company

3916 SECOR ROAD Phone Kingswood 2408 TOLEDO, OHIO

make a better product . . . earn greater profits, with **Farmer Boy** POP CORN SUPPLIES

TRADE MARK

WE GIVE YOU

- Highest quality HYBRID POPCORN especially processed for biggest expansion.
- Highly refined COCOANUT OIL and LIQUID POPCORN SEASONING. None better anywhere. Features that EXTRA tasty flavor.
- Colorful POPCORN BOXES of finest grade paperboard, in all popular sizes. They compel that "impulse" sale.
- Attractive colorful POPCORN BAGS in all sizes.
- POPCORN EQUIPMENT for all types of production from Vending Machines to Commercial Popping Plants. Floor models, counter models, carnival poppers, commercial poppers, theatre models, carnival trailers, warming cases, etc. Parts for all Cretors and Star Machines.

Farmer Boy CORN & EQUIPMENT CO., INC.
352 W. 44th St. New York 18, N. Y.
Phone Circle 6-1293
Branches in Principal Cities

DON'T BUY A POPPER UNTIL YOU HAVE SEEN OUR NEW CATALOG—SEND FOR YOUR FREE COPY TODAY!

JOIN OUR HUNDREDS OF REGULAR AND SATISFIED USERS

BLEVINS MEANS QUALITY

Bee-Hive Hybrid Popcorn • Cretors Popcorn Machines • Popcorn Seasoning • Popcorn Containers • Ice Ball Equipment • Candy Floss Machines • Peanut Roasters & Warmers • Hot Lunch Equipment • Fountain Equipment • Flavors & Concentrates • Snow-Man Snow Cone Cups • Hot Drink Cups • Raw & Roasted Peanuts • Candy Apple & Caramel Corn Outfits • Frozen Custard Machines • Coleman Equipment.

TWICE HONORED BY THE N. A. A. P. P. B. FOR OUTSTANDING MERIT!

BLEVINS POPCORN COMPANY

NASHVILLE Popcorn Village 3098 Charlotte, Ave. All the Critters	ATLANTA 650 Murphy Ave., SW Building E, Unit 8 Bart Jones	DALLAS 302 1/2 South Harwood SW Regional Office Billie Robinson	ARCANUM Near Dayton, Ohio Popcorn Square C. A. Stallings
---	---	---	--



**AMAZING
PROFIT**
AT SMALL
COST!

VICTOR'S
NEW
**HOT
POP**

NON-COIN OPERATED
**POPCORN
VENDOR**

\$47⁵⁰
F. O. B.
CHICAGO

Approved by Underwriters
Write today for free
profit charts and colored
circular describing new
and very profitable form
of operating that is
sweeping the country.

HOT-POP is now
on display at all
VICTOR
Distributors

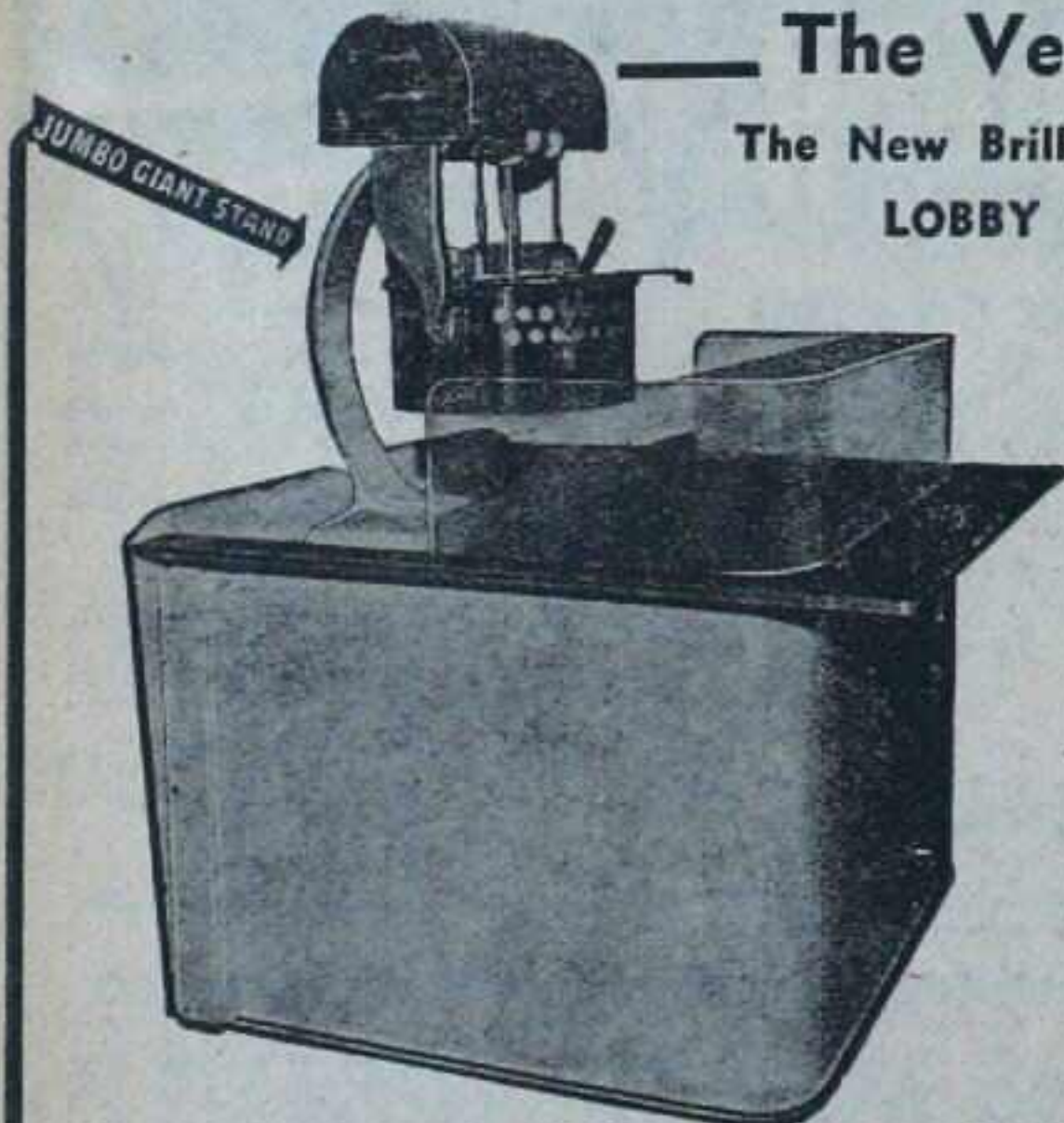
VICTOR VENDING CORP.

5701-5713 W. GRAND AVENUE

CHICAGO 39, ILLINOIS

The Vendette

The New Brilliantly Beautiful
LOBBY VENDER



★ Built with mount
for Star Jumbo
Giant Popper

★ Highest Capacity
at Lowest Price

Ask Your ★ STAR Dealer or Write Dept. B

CALUMET COACH COMPANY

11575 S. WABASH AVENUE

CHICAGO, ILLINOIS

Things are "Popping" at POPPERS!

POPPERS
can SUPPLY you!

What d'ya need? We've got supplies and new or used equipment for popcorn, candy apples, caramel corn, candy floss, snowballs, etc. No matter what your requirements, we can fill your order.

POPPERS SUPPLY CO., of Phila.

1315 Vine St., Philadelphia 7, Pa.

LOmbard 3-9020

Expert offers some hints which might help boost incomes for the operator who makes his living selling this "impulse" product.

How To Boost Income At a Popcorn Stand

By M. L. KIRKPATRICK

Prunty Seed and Grain Company

ASSUMING you have a good location, attractive to customers and so situated that you can serve a heavy pedestrian trade, there are many important things to building a popcorn business. Popcorn is almost entirely an impulse item, so be ready for your demand when it appears.

Start first with cleanliness. Never can it be stressed too much. See that everything about the popcorn stand is sparkling with cleanliness, your machine, your utensils, your containers, etc., and your operator. Special attention should be given to maintaining cleanliness, since you are serving a food item. Put an immaculately clean young person, with a cheery smile, in charge of your stand and you've gone a long way toward successful operation.

What kind of popcorn should be used? The kind your trade demands! People in some parts of the country want white hull-less; others want yellow hull-less, but primarily the demand is for large flake, tender, hybrid corn, originally known as South American type, but now improved thru experimentations in hybrids.

Brand Preference

What brand of popcorn? Try all brands from reputable dealers, and use the brand that will give you the highest volume of consistent year-round quality, no matter what its invoice and freight cost is. Don't decide the quality of the popcorn by the initial cost alone, but by how many sales it will pop out for you.

Popcorn Concession Carnival Gold Mine

(Continued from page 68)

plement their No. 1 stand with several others spotted around the midway. At some major fairs, as many as 15 popcorn stands will be spotted around the grounds, but the No. 1 unit comes out the top grosser because of its flash and its location.

Not a little of the business the main unit gets is from patrons who want to take popcorn home with them. Late in the evening it is quite common for many persons to buy a large number of boxes and take them to their stay-at-home relatives.

Munching popcorn while taking in the rides, shows and concessions has become quite the custom in the U. S. In Canada, until recently, however, this was not so. In fact, up until a few years ago in Western Canada, folks were perplexed at the sight of large, white popcorn.

"What's that white stuff?" was the common question tossed at operators then.

Since then, however, theaters and many other popcorn outlets have been opened in that section, and a fondness for popcorn has been built. The habit of eating popcorn is being established. This year, as a result, the Lohmar-Cooper combination did a huge business in Western Canada.

And, now that white popcorn has taken such a hold, it is expected to retain, even build its hold in Western Canada, and give added income to traveling carnivals in that section, as it has for many years in the U. S.

What brand of seasoning? A number of good commercial seasonings are now offered to the popping trade. Try different ones to see what type your trade prefers. Now oils, specially manufactured for the popping trade, contain butter flavoring and coloring which add to the sales appeal of the popped product.

Be sure to use the right quantity of oil to obtain the highest volume from your corn. About one part oil to three parts corn will give you the highest volume, and the best tasting popcorn. Too little oil means scorched grains and reduced volume; too much means waste and also reduced volume.

Salt Problem

Is salt important? Yes, of course it is. Use only a popcorn salt, especially made for popping corn. It's readily soluble, dissolves instantly in the hot oil, and doesn't leave a residue in your kettle making the popped corn taste bitter, which will result from the use of undissolved ordinary table salt.

What kind of container should be used? Different locations demand a different size and type of container at various prices. Either bags or cartons can be used, but be sure it makes an attractive impulse package. Well designed, attractively printed containers will advertise your product after your customer has left your stand and create a demand for your product even blocks away from your location.

Conclusion

Know your popcorn machine. Improper application of heat will cause poor results. If your machine has a thermostat, keep it at the temperature recommended by the manufacturer or the temperature that gives the best popping results. Give your machine a direct circuit all its own. Don't let other appliances cut down your voltage, resulting in less heat and a poorly popped corn. Don't overload your kettle. It will either scorch the grains on the bottom, or unpopped grains will "ride out" with the popped corn before it has a chance to pop. Take full advantage of the warming pan found in most machines. Hot popcorn will sell more readily.

Kernel Prunty Says:

"Keep your good humor during those rush periods" by using

**RUSH HOUR
POPCORN**

And When in Need of the Following Write Me.

JUMBO PEANUTS (Raw or Roasted)	PEANUT ROASTERS (With Warmer)
STAR POPCORN MACHINES, OILS, CARTONS, CONES, BAGS, ETC.	
Price list of full line of supplies sent upon request.	
PRUNTY SEED & GRAIN CO.	
Popcorn Processors	
629 North 2nd St.	St. Louis 2, Mo.
In Our 7th Year	

GIVE TO THE DAMON RUNYON CANCER FUND

Manufacturers looking to 1950 with optimism as current sales activity booms; promotion to plan an important role in industry future

WEST COAST FIRMS HITTING \$ JACKPOT

By DEAN OWEN

WEST COAST manufacturers of popcorn vending machines look hopefully to 1950 as a year that will see the industry making even greater strides than it has in the past. This is borne out by the activity of such Southern California firms as the Sun Puft Popcorn Corporation, Bonanza, Stylon, and Kunkel, who are launching campaigns to make operators increasingly aware of the merits of their respective equipment.

Frank P. Emerson, who believes the surface of the popcorn machine business has just been scratched, claims \$7,000,000 worth of machines have been sold either by his firm or "thru licensed and unlicensed affiliates." The current machine being marketed, one Emerson terms a high speed "Flipper" counter model hot popcorn dispenser, has already brought his Sun Puft Popcorn Corporation \$100,000 in advance orders, it was claimed. Designed for either cheese or white corn, the model is 21 inches high, 9 inches in diameter and weighs 12 pounds.

According to designers, the machine accurately measures the product in an enclosed compartment, which prevents the spilling of popcorn outside the unit. This model, manually eliminates bickering with location owners over collections. Volume operators of the "Flipper" unit, Emerson says, supply the locations with popcorn on a definite delivery cash price, based principally on a 100 per cent mark-up. In turn, the sale of cheese or white corn in 5 or 10-cent plastic bowls allows the retailer another 100 per cent mark-up.

Prices

For example, the price of five bulk gallon bags of popped white corn to the operator is 60 cents, with the resale price doubled to \$1.20. Location owner gross sales return is set at \$2.40. These corn rates are: To the operator, \$1.25; resale price, \$2.50; location retail gross sales return, \$5.

The cost of the "Flipper" unit is based on a graduated scale to operators, depending upon volume purchases, Emerson said. In the event an operator does not wish to buy popped corn from Emerson, the firm has portable equipment available for popping corn or processing cheese corn.

Aside from the manufacturing end of the business, Emerson also devotes one branch of his operation to ready popped corn, which he estimates has brought in a gross return of \$3,000,000 in five years. In the ready popped division, Emerson has always gone heavily for merchandising, selling his product in cans and recently branching out into plastic film bags which afford a new eye appeal.

In addition to the manually operated counter model warmer, Emerson also has the TC-10, automatic popcorn vending machine in either 5 or 10-cent models; CMD-5 counter model warmer; Westerner wet popper, one kettle three-pound capacity, gas-operated; One Man Factory, two kettle, six-pound capacity, gas operated; Model 110 all electric counter model popper with 8.8-ounce capacity; Dry Popper, gas-operated with electric motor, two-pound capacity, complete with basket catcher and bin; large dry popper, gas-operated with electric motor, capacity 10 to 20 pounds per operation; Inter-

national Rol-O-Coat Jr. cheese coating machine, gas-operated, complete with electric motor; Master peanut-gum-candy vending machine combination, with chutes for 1 and 5 cents; semi-automatic packaging machine for loading small cello bags, and a cello heat sealer, 240-bag capacity per minute.

National Chain

A nationwide string of wholesale and retail stores are being opened by Sun Puft Popcorn distributors with locations already set in: Florida, Washington, Texas; Washington, D. C.; Oregon, Missouri and California cities, including San Francisco, Oakland, Long Beach and San Diego. These distributors either operate Emerson manufactured or Emerson licensed machines.

Introduced to the popcorn business back in 1936, Emerson developed the nickel Butr-Spra popcorn vender. In those days the only popcorn dispenser was the street gas wagons. After getting the bugs out of the Butr-Spra machine, Emerson set one on a Catalina Island location which grossed \$258.10 for 28 days. Encouraged by this, he turned all his facilities to popcorn machines.

Yearly models were turned out with minor improvements until 1940 when he installed a complete change in mechanism. After the war years Emerson launched the 1945 model which featured locked-in money boxes, automatic slug ejectors and combination 5 and 10-cent coin chutes. The accuracy of the quantity of corn dispensed was also improved, together with the speed of operation.

Branching out in 1946, Emerson worked with the T&C Corporation, Dallas, in developing a plexi-dome one-piece cabinet machine. This firm, the manufacturer said, uses licensed Emerson mechanisms in their machines on a royalty basis.

The terrific growth of the popcorn industry is attested by Emerson's estimate of a daily sale of 1,000,000 bags out of machines either licensed or manufactured by his firm.

Outlook Bright

Altho C. F. Wurdig and Ellwood Lorman have a background in the popcorn field dating back to the pioneer days of the business, they have only recently formed Bonanza, Inc., putting out their first machine in February of this year. The outlook of the popcorn business "is very good," Wurdig, who is secretary of the company, said.

Equally enthusiastic is Ellwood Lorman, vice-president of the firm, who recently returned from a swing thru the Eastern States where "seven big popcorn processors were appointed Bonanza distributors."

Reception of their machine on the East Coast has assured Bonanza of another steady market, Wurdig said, "Popcorn is beyond a doubt the hottest item in America today." And he wasn't only speaking of the temperature of the corn, for Bonanza machines are now in nationwide operation.

The single model machine Bonanza manufactures at present has stainless steel trim, with no screws showing, and is 59 inches high, 15½ inches in diameter and weighs 70 pounds, with a capacity of 10 bulk gallons. A 5 or 10-cent coin chute is optional with the operator.

In trying to design their machine

for operator appeal, Wurdig and Lorman have developed sealed-in windows with Dupont Neoprene rubber which keeps out all moisture. Another improvement on the new models now rolling off the production line is a thermostatic heat control, which Bonanza claims as a "first" for their machine. Capable of maintaining a temperature from zero to 300 degrees Fahrenheit, the thermostat control enables an operator to set his machine for any climate.

After studying operator problems, Wurdig and Lorman have now manufactured their heating unit in two parts so as to make it easier for servicing. There is no handwork on the machine as it is constructed entirely from dies.

A deal is now cooking with a large theater chain to place Bonanza machines on mezzanines, the management hoping by this move to keep the main floor concession stands from being overcrowded during intermissions. Contacts to place the machines in fight arenas and ball parks on a nationwide scale are also being made, Wurdig said.

Stylon Model

Another comparatively recent entry into the popcorn vending machine

field is the Stylon vender, manufactured in near-by Long Beach. At present only one model is being turned out, according to Ken Brown, general manager of Stylon. Priced in the middle bracket, the machine is 66 inches high, 18½ inches wide and 16 inches deep, weighing 75 pounds, with a 15-bulk-gallon capacity.

Stylon's main feature, Brown claims, is the fact that it is the only wholly mechanical machine on the market, making it ideal for vending popcorn due to a patented thermostat-controlled hopper which will keep the bags hot no matter how fast the operation. Another feature is a corn release chute which prevents the product from being sprayed on the floor when popcorn is being transferred to the bag. This is also an additional sanitation factor, Brown pointed out, as it keeps moppets from getting their fingers into the delivery chute.

In designing the machine, Brown called on the services of a big-scale popcorn operator. This was done to improve the equipment, which makes Stylon a machine "definitely built from the operator's standpoint," Brown said. Also, in keeping the

(See West Coast Firms on page 72)

THIS IS IT!

KING KERNEL

The Popcorn Warmer and Dispenser that puts \$\$\$\$ in your pocket



- ★ STURDY
- ★ FOOL-PROOF
- ★ COLORFUL
- ★ NON-COIN OPERATED

LOWEST PRICES ON THE MARKET

Complete line of Popcorn Supplies, Bags, Boxes, Plastic Trays and delicious Popped Corn.

WRITE—WIRE—PHONE FOR OUR SENSATIONAL LOW PRICES

KING KERNEL, INC.

2361 N. BEELEY AVE. PHONE: HUMBOLDT 9-2065 CHICAGO 47, ILL.

MAKE MORE MONEY
PAY LESS MONEY



Write for our
NEW PRICE POLICY

(effective in many States)

1. You **MAKE MONEY** vending popcorn.
2. You can now buy a new 'Pop' Corn Sex Vender for **LESS! SMALLER INVESTMENT** gives you **BIGGER PROFIT**.
3. You **INCREASE SALES** by adding to your present routes.
4. You **MAKE MORE MONEY** when you diversify with 'Pop' Corn Sex.
5. You vend a **LONG PROFIT** item when you vend 'Pop' Corn Sex popcorn.
6. You have **LOWER SERVICING COSTS** with a 'Pop' Corn Sex vender.
7. You **MAKE MORE MONEY** with trouble-free 'Pop' Corn Sex venders.

Auto-Vend, Inc.

5210 Bonita Dallas 6, Texas
THE FACTORY SERVES YOU BEST

WEST COAST FIRMS HITTING \$ JACKPOT

(Continued from page 71)

operator in mind, Brown constructed the machine so it can easily be moved by one man.

In order to make the corn reservoir easier to clean it has been designed to be emptied thru the dispensing unit, so the corn does not have to be scooped out from the top.

The current model Stylon Popmaster Model D is being sold to op-

erators on an exclusive territory basis. There is no set number of machines an operator has to purchase in order to gain his franchise, as it depends on the size of the territory in question.

Future Assured

The future of the popcorn business is assured, Brown claims, offering the parallel of bowling alleys 20 years

ago when only a few people enjoyed the game, compared to the big business bowling is today. The same is true of popcorn, he believes, because "only a comparative few are enjoying popcorn today compared to the consumer millions in the future."

One of the real pioneers in the business is the Kunkel machine, distributed nationally by Norssoamerica, Los Angeles. On the market since the mid '30s the machine is 62 inches high and 16 inches deep, weighing 67 pounds. "Stability of the Kunkel machine has been proven thru the years," is the claim of C. B. Stewart, vice-president of Norssoamerica.

Main feature of the Kunkel machine is the conversion kit which turns the unit into a hot shell peanut vender. This enables an operator to vend popcorn and peanuts on the same location. The conversion kit, as explained by Stewart, is a salient factor that has garnered operator approval thruout the country.

In looking to the future, Stewart feels there is still plenty of business available, but refuses to discount the inroad bulk theater sales have made against popcorn venders.

However, most manufacturers of popcorn vending machines are looking forward to 1950 as a banner year for the industry. While the home-front consumer is being sold the merits of popcorn, some of the more progressive manufacturers are eyeing the foreign field. Potential customers, they feel, are available from Brighton to Bogota, Capetown to Colon. All it takes is promotion. That phase of the operation, they intend to provide—and soon.

Exhibitors

Following is a list of exhibitors who will participate in the Popcorn Industries Show at the Palmer House, Chicago, October 24, 25 and 26.

- | | |
|---|---|
| Krispy Kist Corn
Chicago 6 | Betty Jane Corn Products
Marion, O. |
| The Best Foods, Inc.
New York 15 | Blevins Popcorn Co.
Nashville |
| Champ'on Bag Co.
Chicago 44 | Oliver Bricker
Farragut, Ia. |
| H. A. Bruntjen Co.
Minneapolis 3 | Burden Popcorn Farms
Strathroy, Ont. |
| Shumann Equipment Co.
Pittsburgh 3 | Central Popcorn Co.
Schaller, Ia. |
| U. S. Mfg. Co.
Decatur, Ill. | Cracker Jack Co.
Odebolt, Ia. |
| O. H. Boaz
Indianapolis | C. J. Dannemiller Co.
Doylestown, O. |
| Supurdisplay, Inc.
Milwaukee | The Crookham Co.
Caldwell, Idaho |
| Nat'l Theatre Supply
New York 7 | Chas. E. Darden Co.
Dallas |
| ABC Popcorn Co., Inc.
Chicago | Albert Dickinson
Chicago |
| Cargill, Inc.
Minneapolis 15 | Embro Popcorn Co.
St. Louis 4 |
| Phenix Pabst-ett Co.
Chicago | Hart & Howell
Brooklyn, Mich. |
| Billboard Publishing Co.
Chicago 1 | Marion C. Leaming
Romney, Ind. |
| Durkee Famous Foods
Chicago 47 | Holdredge Seed & Farm Supply Co.
Holdredge, Neb. |
| Pronto Pop Corn Sales
Boston 15 | Horn Seed Co.
Oklahoma City, Okla. |
| Wesson Oil & Snowdrift Sales Co.
Chicago 9 | Hy-Pop, Inc.
Sac City, Ia. |
| Dell Food Specialties Co.
Beloit, Wis. | F. A. Mangelsdorf Seed Co.
Atchinson, Kan. |
| Rex Paper Products Co.
Brooklyn 11 | Manley's, Inc.
Kansas City, Mo. |
| Star Mfg. Co.
St. Louis | J. A. McCarty Seed Co.
Evansville 10, Ind. |
| Capital City Products Co.
Columbus 8, O. | Ronald Meyer Co.
Carnarvon, Ia. |
| The Humko Co.
Memphis | Northwest Popcorn Co.
Delaware, O. |
| n-Krib Sales Co.
Kansas City 8, Mo. | Parker Seed Co.
Murray, Ky. |
| A. T. Ferrell & Co.
Saginaw, Mich. | Pelton Popcorn Co.
Bloomdale, O. |
| Premier Popcorn Co.
Watska, Ill. | Peppard Seed Co.
Kansas City, Mo. |
| C. F. Simonin's Sons
Philadelphia 34 | Popcorn Growers and Dist. Ass'n.
Wall Lake, Ia. |
| Fulton Bag & Cotton Mills
Atlanta 1 | Princeton Farms
Princeton, Ind. |
| The Huge Co., Inc.
St. Louis 8 | Prunty Seed & Grain Co.
St. Louis |
| Zausner Foods, Inc.
Harrison, N. J. | Richwood Products, Inc.
Richwood, O. |
| Interstate Popcorn Co.
Chicago | Roseland Popcorn Co.
Middlebury, Ind. |
| Monticello Mfg. Corp.
Elwood, Ind. | Milton Sigg Popcorn Co.
Napoleon, O. |
| C. J. Cretors & Co.
Chicago | Superior Popcorn Co.
Des Moines |
| Corn States Hybrid Service
Des Moines 9 | Clancy L. Toland
Ruthven, Ia. |
| Popcorn Processors Ass'n
St. Louis 4 | R. M. Tuttle Popcorn
Spencer, Ia. |
| Aresser Popcorn Co.
Kansas City, Mo. | United Hybrid Growers
Omaha |
| Arkansas Valley Seed
Rocky Ford, Colo. | Valentine Tidswell & Sons
North Fairfield, O. |
| G. C. Atkins
Dallas | W. F. Ware Co.
Trenton, Ky. |
| Barteldes Seed Co.
Lawrence, Kan. | Weaver Popcorn Co.
Huntington, Ind. |
| Glen A. Beard Popcorn Co.
Plain View, Tex. | Western Popcorn Co.
Atlantic, Ia. |
| Bernau Processing Plant
Lake City, Ia. | Wyandot Popcorn Co.
Marion, O. |

HYBRID POP CORN!

"POP-RITE" IS SEASONED, SALTED AND READY TO EAT • IT IS EASTERN-GROWN, HYBRID CORN. 15 BUSHEL BAGS TO EACH SHIPPING CARTON

WRITE TODAY FOR PRICES!

POP CORN PROCESSING COMPANY

HAGERSTOWN • MARYLAND



HOT-POP POPCORN VENDOR
(Non-Coin Operated)
\$47.50

Makes big profit at small cost. It will pay you big dividends to investigate. Write for circular.

LOGAN DIST. CO.
JACK NELSON JR
Gen. Mgr.
2320 Milwaukee Ave
Chicago 47, Ill.

LOOK → POPCORN DISTRIBUTORS

NOW YOU CAN BUY IT

ALREADY POPPED

YES, WE CAN SHIP YOU SAME DAY, THE WORLD'S BEST HYBRID POPCORN SEASONED SALTED - READY TO EAT... WRITE US FOR SAMPLE OF

INDIANA TRIUMPH
The Giant Sized Popped Corn....

WE POP & EXPRESS TO YOU WITHIN 30 MINUTES AFTER ORDER IS RECEIVED

INDIANA POP CORN CO.
Processors of INDIANA TRIUMPH The Guaranteed Pop Corn
MUNCIE, INDIANA

GIVE TO THE
RUNYON CANCER FUND

New ELECTRIC CORN POPPER



TAVERNS SCHOOLS DRUG STORES BUS STOPS, ETC.

By all means cash in on the big pop corn business with

an Excel, the only low priced big popper on the market. 100% Premium Hulled Pop Corn, 1 case Popsit Plus Seasoning, 1000 10c size Glassine Printed Bags, 1 case Special Salt.

The complete deal only \$110.50

Write us now for complete circular Act quick, get ready for spring.

INDIANA POP CORN CO.

MUNCIE, IND.
(20 years in business)

- POPCORN CANDY APPLE SUPPLIES
- CORN POPPERS SNOWBALL FLAVORS
- SEASONING ECHOLS ICE SHAVERS
- COPPER KETTLES PAPER CUPS
- APPLE STICKS CUP DISPENSERS
- COLEMAN BURNERS PAPER TRAYS
- TIN SPOONS SNOWBALL SUPPLIES
- ROASTED PEANUTS HOT DRINK CUPS

Write for Prices—
Telephone 236

KIRBY'S PRODUCTS

15 FIKE AVENUE UNION, S. C.

Will you REACH ALL ?

NORTH • SOUTH • EAST • WEST
THE GREATEST NUMBER OF OUTDOOR SHOWMEN



Be sure

WITH THE
ANNUAL OUTDOOR REVIEW
FEATURING CAVALCADE OF FAIRS

The issue that covers the entire market . . . before, during and after the all-important outdoor conventions in Chicago . . . distributed before conventiongoers embark . . . distributed during the convention . . . kept long after the shows are over for a reference and buyers' guide . . . also brings your advertising message to your prospective customers who are not able to attend the Chicago meetings.

dated November 26 goes to press November 16

send your copy now!

THE BILLBOARD PUBLISHING COMPANY

Cincinnati 22
2160 Patterson St.
DUmber 6450

New York 19
1564 Broadway
PLaza 7-2800

Chicago 1
188 W. Randolph St.
CEntral 6-8761

St. Louis 1
390 Arcade Bldg.
CHestnut 0443

Hollywood 28
6000 Sunset Blvd.
HOLlywood 9-5831

Detroit 1
1009 Fox Theater Bldg.
WOrward 2-1100

You Will Sell

Much More With "The Stimulator"

- High Eye Appeal!
- Popcorn in Action!
- Simulates Popping Sound!
- Brilliantly Lighted!
- Beautiful Color!

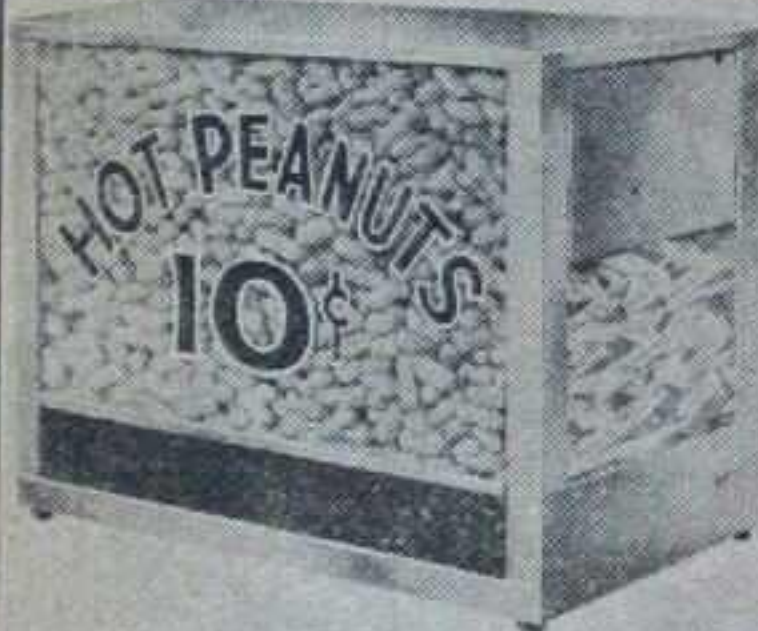
HOT POP CORN



Gets attention and effectively advertises your Longest Profit Merchandise at the Point of Sale. Dignified, dresses up any refreshment counter.

Profit on increased sales pay for it in very short time, lasts for years, 7" in dia. by 29" high without sign, 38" with plastic sign in glowing color. Rigidly constructed with 9" black enamel crinkle finish steel base, 4" red plastic band, trimmed with stainless steel rolled bands. Operating costs negligible.

DRIVE-INS — More Than Double Your Money on Hot Peanuts in the Shell!



WITH THIS HOT PEANUT MERCHANDISER

This beautiful unit makes attractive display and keeps nuts in perfect condition—a real sales stimulator. Holds up to 90 3-oz. bags of nuts. Highly polished stainless steel, 18" long, 12" wide and 15" high. Trimmed with 3" red illuminated plastic strip near base. Clear, non-breakable, heat-resisting plastic sides and rear; neatly lettered on inside; electrically heated.

Write for Descriptive Literature.

O. G. PACK CO. 1002 Walnut St. Kansas City, Mo.

POPCORN MACHINE OPERATORS and Distributors

SUPROPT HYBRID
SPECIALY MADE POPPED CORN Makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags. 12 to shipping carton by express anywhere. **WIRE OR WRITE FOR PRICES**
DWIGHT HAMLIN CO. 5958 BAUM BLVD. • PITTSBURGH 6, PA.

Increasing Popcorn Volume for the OPS

By **WARREN A. KISH**

Farmer Boy Corn & Equipment Co.

TO MAKE MORE popcorn profits, the merchant is often concerned about increasing his selling price or decreasing the amount of product sold. This type of action is not good business and might be fatal to a thriving popcorn operation. Too often the popcorn operator does not consider increasing the volume of popcorn in order to have more product available at no higher cost.

Many merchants are more concerned with the price of raw popcorn rather than the relative popping expansion which is so important for a highly profitable operation. In a business where an initial investment in raw supplies will return six to eight times in gross, there should be no question of trying to save 50 cents or \$1 per 100 pounds of raw popcorn. Established popcorn processors and distributors in general will sell quality grain only, realizing that raw popcorn which will not give top expansion is, in the main, not worth the trouble popping.

Measuring Corn

There is now on the market a measuring device manufactured by the C. Cretors Company, Chicago, which will accurately indicate the relative expansion of raw popcorn. Today, due to good supply thruout the corn producing area, top grade popcorn will expand 32 to 34 times after popping. If a merchant wishes to save 50 cents or \$1 on 100 pounds of raw popcorn with an expansion of 28 times, he may have a loss in finished product of 12 to 15 per cent compared to the use of top grade corn. And a 12 or 15 per cent loss in popped product may mean an actual loss of \$15 to \$25 per 100-pound bag of popcorn.

Therefore, when the popcorn merchant buys raw popcorn, quality and expansion volume should be paramount and price, secondary. Any large popcorn dealer will certainly stand back of his product and a good source of top quality popcorn is a great help to any popcorn merchant.

Popping Procedure

The application of several rules regarding popping procedure will also

'Popless' Corn Bag

CHICAGO, Oct. 22.—According to Irving Singer, Rex Paper Products, there are still a number of theater managers and merchants who do not know they can eliminate the rattling and explosion of popcorn bags.

Singer's firm, which has manufactured and distributed the Soundproof Popcorn Bags since 1946, uses a special porous paper developed by Mead Corporation Chillicothe O., which silences rattle and makes exploding of bags impossible.

Singer will be custodian of Rex Paper Products' booth at the Popcorn Industries Convention at the Palmer House here Saturday (22) thru Wednesday (26).

Hiking output may often be the answer to upped profits for the merchant, but there is a right and a wrong way to do the job.

help the popcorn merchant obtain higher production at the same or lower cost. In many instances the popcorn merchant tends to use too little or too much seasoning in his kettle. There is no certain amount of seasoning recommended but it has been found that if the merchant uses 25 to 35 per cent of the net weight of the raw corn in seasoning, the highest amount of production will be obtained. Of course, in some types of operation, the merchant wishes to produce a highly seasoned popcorn and therefore taste of product will take precedence over popping expansion. Many popcorn machines vary in popping temperature and it is suggested that every merchant experiment with various amounts of seasoning, within the limits suggested above, to find his individual point of maximum expansion.

Temperatures

The ideal temperature of seasoning oil in the popping kettle for highest expansion is 450 degrees, but in most cases the merchant will load both the raw popcorn and seasoning oil into the kettle at the same time rather than wait for the oil to heat up. It is not very practical to wait for the oil to heat before placing the charge of raw corn into the kettle, but some machines now on the market incorporate seasoning heating devices, and others even have semi-automatic pump assemblies to inject the heated oil into the kettle. Any device which preheats seasoning oil will certainly give the popcorn merchant higher volume.

Storage conditions of raw popcorn on the merchant's premises are of some importance to insure highest possible popping expansion. The ideal moisture content of raw popcorn is 13.2% to 13.75 per cent relative humidity. Assuming that an established popcorn distributor ships his product at proper moisture content, it is not difficult for the merchant to store the popcorn without too much loss or addition of moisture. Popcorn is usually packed in moisture proof bags but the popcorn will be adversely affected by the presence of heat, dampness and lack of ventilation. Heat in storage will cause raw popcorn to lose moisture and therefore result in a loss in popping expansion. Dampness and lack of ventilation will cause soggy kernels and eventually mold. Extreme low temperatures are not necessary for proper storage of popcorn. Room temperature of 60 to 70 degrees is considered safe for popcorn.

Conclusion

Concluding, therefore, this survey of what steps the merchant may take to insure highest expansion volume in popcorn, it is recommended that he use the highest quality raw popcorn, proper amounts of seasoning oil, preheating of seasoning oil, and proper storage conditions.

NEW IMPROVED Seazo

COCONUT OIL FOR POPPING CORN

BUTTER-LIKE FLAVOR! GOLDEN COLOR!

UP GO POPCORN SALES!

You'll like the New Seazo... its new flavor will increase your popcorn sales with the first batch you pop.

For those states where colored oil is not sold — use SIMKO brand

Simonin of Philadelphia

PHILADELPHIA 34, PA.

SEASONING SPECIALISTS TO THE NATION

WRITE FOR SAMPLE OF

INDIANA TRIUMPH
MUNCIE
HYBRID LARGE YELLOW POP CORN

A WRITTEN GUARANTEE IN EVERY SACK

PROCESSED EXCLUSIVELY BY **INDIANA POP CORN CO. MUNCIE, IND.**
\$7.00 PER CWT.
\$7.00 PER CWT.

New ELECTRIC CORN POPPER



PROFITS GALORE! \$5 to \$50 daily earnings!

Get in the BIG PROFIT popcorn business with this popper — does work of \$500 machine. Can pay for itself in a few days because of its low price. FULLY GUARANTEED. New Gray

Metallic finish, gleaming nickel trim; electric lighted, beautifully decorated with multi-colored popcorn signs. Uses less current—AC or DC, any cycle, connect anywhere. 17" x 17" x 26" high. Wt 30 lbs.

SALESMEN. WRITE FOR PROPOSITION EXCEL MFG. CORPORATION

Dept. B-10-2949 Muncie, Indiana

Early hit-or-miss methods of placing units slowed expansion, but vending machine orgs are overcoming this problem in many cities.

OPS SEE HIGH NET PROFIT POTENTIAL

"PROOF OF THE PUDDING" facts, showing that popcorn vender operations can and do return good profit when conducted on a non-boom-or-bust level, are detailed by operators picked at random in four major cities. Altho earlier hit-or-miss placement of equipment has resulted in a certain amount of withdrawals, and to some extent has acted as a deterrent to current expansion of this 57,000-plus machine field, successful operators point out the high net profit potential of popcorn paves the way for a good, steady income business.

Individual operators feel that their successful operation of popcorn venders ranges from giving "samplings" of corn to moppets to keeping machines clean and stocked with the best popcorn available. Location-wise, best bets have been found to exist in theaters, bowling alleys, cigar stores, drugstores and super markets.

Location Demands Popcorn

Indicating location attitude toward this phase of automatic merchandising is the "demand" popcorn operation conducted by the Long Island Division of the Canteen Company. Manager Roy Wooden reports the firm has 15 Pop Corn Sez units at La Guardia Field, in spite of the fact the Canteen, parent company, operates no popcorn machines in its own routes in any other part of the country. Reason: The Port Authority (PA) wanted the venders continued in operation when Canteen took over the route one and one-half years ago from the former operator. They were considered an essential service by the PA.

Wooden says that during the summer he buys about 100 bushels of pre-popped corn each week. At 10 cents a bag, about 44 portions may be vended from each bushel, he has found.

Op Uses Location Salesman

The three-partner operation of Don Mayborn, Robert Lucas and Robert Sheridan in Baltimore, conceived in Europe during the war and launched in November, 1946, is a going business under the Sun Puft Popcorn Company banner. From using route men to supplement initial personal solicitation for new locations, the partners have now turned to employing a location salesman.

According to Mayborn, who is president, the leading volume locations are neighborhood theaters, confectioneries, drugstores, super markets and barbershops. Between 120 and 150 bushels are sold each week by the firm's nickel venders, while between 400 and 800 bushels per week are moved thru the dime machines in movie houses. The wide variation in theater business hinges upon a picture's popularity, Mayborn explains. With three years of successful operation behind them, the partners plan stepped-up activity for the future.

Popcorn Aids Locations Biz

In San Francisco the nine-year-old Mission Popcorn Company reports one reason for its expansion during the pre and post war years was its program of pointing out to location owners, especially those near transportation points, parks and playgrounds, how they could increase their business by setting up a popcorn vender on their premises. This approach brought especially good results when approaching confectionery

stores, bowling alleys and small lunch counters, declares Wes Howard, manager.

Top locations have been found to be theaters, with the bowling alleys, small soft drink parlors, and lunch-rooms coming next in that order.

Mission Popcorn purchases about 50 100-pound sacks of popcorn each week.

L. A. Ops Enthused

A noticeable feeling of enthusiasm on the part of popcorn operators in the Los Angeles area is apparent. This is evidenced by reaction to "how's business" queries of the veteran as well as the newcomer to the field.

One of the latter, Percy R. Martin, Whittier, Calif., declares he decided on operation of popcorn venders after investigating various types of vending equipment.

After securing a number of machines Martin set about getting them spotted in his territory. Using the approach of a friend who was a former location man for a drug chain, he checked foot traffic near prospective locations, being sure to explore all possibilities such as proximity to schools, markets, etc. If after three days the pedestrian figures held up, Martin approached the location owner with a brochure, giving all pertinent facts of the machine.

In order to get over his message, Martin keeps his speech concise, giving the prospect no chance to ask questions until the entire plan has been outlined. In this way, he feels, there is little chance for misunderstanding on the part of the location owner.

Invades Kiddielands

At present Martin has locations in service stations near a college, kiddielands and markets. The last-named location, he finds, is particularly lucrative during week-ends, when market shopping is at its peak. Another top location is in front of a barbershop near an elementary school. The local YMCA also pays off, Martin claims.

Altho a relative newcomer to the business, Martin has expansion plans for 1950 which include the purchase of a commercial popper so he can branch out and wholesale popped corn to local grocers. With the installation of his own popping equipment he will buy his corn at the rate of 10 100-pound sacks at a time, in addition to his own corn, oil and salt. Altho he had no ready figures available, Martin estimates he sells about 700 10-cent bags per week thru his machines at present. Upon adding more machines, his gross naturally will increase.

In order to build good will, Martin makes frequent service calls. If children are hanging around the machine, he will run off a few bags gratis, believing he not only pleases the kiddies but also makes the parent a potential customer.

Good Family Biz

A family proposition is the way Frank Rolando describes his Los Angeles popcorn route, for it is a man and wife operation. It was Mrs. Rolando, in casting around for some business to occupy her time while her husband carried on his trade of movie projectionist, who answered an ad for a vending machine route. That was five years ago when the Rolandos started in the penny vending field, but in 1948 they branched out into popcorn.

While they try to place their ma-

chines in advantageous locations such as service stations and markets, the bulk of their locations are in taverns. At the present time they buy their corn ready popped in varying amounts, depending upon the monthly gross.

The success of their operation, this husband and wife team feel, is due to their service job of keeping the machines spotlessly clean and making sure the consumer obtains a fresh product for his coin.

Another Los Angeles popcorn operator, Arno Rapp, slants his business toward bowling alleys and taverns. Altho not releasing figures on his operation, Rapp admits satisfaction with the popcorn business.

Juggling machines on locations by the trial and error method is the best means of insuring a steady return, Rapp believes. If a machine fails to pay off within a reasonable time he pulls it and searches for a new location. Altho he stresses the aforementioned taverns and bowling alleys as top locations he also has branched out into neighborhood theaters, hot-dog stands and service stations.

Most locations continue to be steady grossers, altho machines within the proximity of grade schools have fallen off, Rapp reports. Unemployment has cut down the parental allotment of dimes for popcorn, he feels, but with cooler weather at hand, Rapp looks for an increase in business.

America's Largest Selling Popping Oil

Plus? plus EVERYTHING!

...PROVING THE BEST ALWAYS COSTS LESS!

- Gives Butter-like Flavor and Color.
- Gives MORE Volume from a given amount of corn.
- Produces fewer "duds".
- Cleaner to handle.
- Costs LESS to use than ordinary coconut oil.
- No wonder it's always a leader!

In the easy-to-handle Gallon Can.

IT POURS!



popsit plus!

Simonin of Philadelphia

SEASONING SPECIALISTS TO THE NATION

PEANUTS POPCORN and SUPPLIES

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

- Five Sizes Boxes—Complete line of supplies—Midway Marvel Candy Floss Machine—Snowflake Snow Cones—Sno-King Ice Shavers—Star Popcorn Machines—Cotton Candy Cones—Echols & Sno-Master Ice Shavers—Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bags—Candy Floss Supplies

ORDER ALL YOUR SUPPLIES AND EQUIPMENT FROM CONCESSION HEADQUARTERS. SEND FOR BIG NEW 1949 CATALOGUE TODAY.

CHUNK-E-NUT PRODUCTS CO.

Matty Miller
231 N. Second St.
Philadelphia 6, Pa.

Hank Theodor
2908-14 Smallman St.
Pittsburgh 1, Pa.

Ed Berg
1761-63 E. Sixth St.
Los Angeles 21, Calif.

Ralph Cobb
1220 W. Morehead St.
Charlotte, N. C.

SNO-KONES, POPCORN, CANDY FLOSS, CANDY APPLES

For the most complete line of supplies for these items at money-saving prices, get in touch with Gold Medal. Our 1949 catalogue will be sent upon request to those in this business. Kids and curiosity seekers, please save stamps.

GOLD MEDAL PRODUCTS CO.

318 E. THIRD ST.

CINCINNATI 2, OHIO

RECORD FOR DAILEY BROS.?

Org Refunds 400 Admishes In M'tgomery

Matinee Is Capacity

MONTGOMERY, Ala., Oct. 22.—Unless the memories of all old-timers in Montgomery are off the beam, Dailey Bros.' Circus set a new circus attendance record here Monday (17) and something of a gross record for itself.

Following a capacity matinee, the Dailey org put them on the straw at the night show and was forced to refund some 400 admissions when late comers found it impossible to get into the big top.

In other spots on its Southern tour, the Dailey org was finding business highly satisfactory, altho not up to the Montgomery date. In Meridian, Miss., Wednesday (19), the show had a strong matinee and capacity night house.

Friday (14), in Opelika, Ala., matinee was near capacity and a full one at night. Albany, Ga., gave with a light matinee but a strong night house Thursday (13), while business in Thomasville, Ga., Wednesday (12) was the same.

Kelly-Miller Show Finds Going Easier In Missouri Spots

HOUSTON, Mo., Oct. 22.—The Al G. Kelly-Miller Bros.' Circus is finding the going a bit easier in recent weeks in Missouri than was the case a week or so ago.

Playing here Thursday (13), the show registered a three-quarter matinee and capacity at night. In Salem, Wednesday (12), it was a straw at night after a light matinee.

California, Mo., Saturday (8), proved a red one, org getting two full ones. Despite a six-inch rain a few hours before the show arrived in Rolla, Mo., Tuesday (11), the K-M hoisted the big top under difficult conditions and played to satisfactory business.

Indoor Stands Big For Schumann Show

COPENHAGEN, Oct. 22.—Circus Schumann, after its summer season in Copenhagen, is playing under canvas at Aalborg, following which the circus will play indoor runs at Aarhus and Odense.

Circus Schumann ended its indoor season of five months at its own arena in Copenhagen, September 28, having played to sellouts at practically all performances.

In addition to the Schumann Liberty and high school horses, this year's program includes such top-ranking European acts as the Pierre Alizee flying trapeze troupe; the Five Rastellis, trampoline, and Dubsky's dogs.

At least seven important circuses, in addition to Circus Schumann, have been on the road in Denmark the past summer, and many circus acts have played parks and night spots. Circuses on tour included Circus Miede, Circus Belli, Circus Benneweis, Circus Louis Schmidt, Circus Schmidt Bros., Circus Royal and Circus Moreno & Reinsch.

Unofficial Yet, But—

Report Says Ringling-Barnum Closing Date Skedded Nov. 30

AUSTIN, Tex., Oct. 22.—Altho officials of the Ringling Bros. and Barnum & Bailey Circus haven't confirmed it officially, the show's closing date has been set for November 30, with a three-day Miami stand November 28-30. The org will move into its Sarasota winter quarters December 1. Plans still call for some of the R-B acts to make a trek to Cuba for an opening there December 6.

Despite a terrific heat spell, following some cool weather, the R-B org did okay business here Tuesday (18), getting a strong matinee and a night straw.

Fort Worth failed to sell out, altho the org chalked up two three-quarter houses Saturday (15). Competition

King Org Finds Biz in Arkansas Not Up to Par

RUSSELLVILLE, Ark., Oct. 22.—King Bros.' Circus, which enjoyed good business in Oklahoma, is finding Arkansas below expectations and Russellville proved no exception. Playing here Wednesday (19), the show had a light matinee, partly due to threatening weather, but came back with near capacity at night. Clarksville, Tuesday (18), gave a strong matinee and a full house at night.

In Ozark Monday (17) it was different, with matinee being less than half filled and night attendance just a shade better. A one-performance stand in Springdale Sunday (16) proved a disappointment, org getting less than a half house.

Siloam Springs, King's first stand in Arkansas, proved a surprise, org getting two full ones Friday (14). Siloam Springs is the home of Fred K. Moulton, veteran circus press agent.

The final stand in Oklahoma at Pryor, Thursday (13), kept pace with other Oklahoma towns, giving two full ones. Special guest of the show in Pryor was Paul Van Pool, Joplin, Mo., well-known circus fan.

Novel Set-Up Marks Apollo in Germany

HAMBURG, Oct. 22.—Emil Wacker's Circus Apollo is on tour in the British zone of Germany, with a big top boasting an elaborate wooden-panel front. Show also carries a large menagerie and a public restaurant and provides other novelties, including a parking lot for bicycles and autos.

Program lists 28 numbers, among which are several internationally known acts, such as Carlo Medini and musical clowns; Kent and Paddy Frindt, pantomimists; Six Santiagos, Risley act, and Baptista Schreiber's acrobatic elephants.

Line-up of acts lists the Five Sawadas, foot jugglers; Mars Troupe, double perch; Eric Psylander and his tigers; Bela May's mixed group of polar, grizzly and brown bears, and several Liberty and high school horse numbers. Herman Richter fronts the circus band.

from the Texas Christian University-Texas A & M football game, which drew 20,000 persons in the afternoon, and the Texas State Fair, Dallas, only 30 miles away, proved tough.

Business in San Angelo, Tex., Friday (14) was okay, show pulling two three-quarter houses. Sweetwater, Tex., played Thursday (13), proved disappointing. Matinee was light and night attendance less than a three-quarter house.

German Season Starts Slowly; Vaude Featured

BERLIN, Oct. 22.—Winter circus season here got off to a modest start this month, with Circus Barlay opening October 1 in its indoor arena, with a show made up largely of vaude acts. Outstanding are three top circus acts, Lydia Walterstein, high school rider; Denmark's circus owner Albert Schumann, with his Liberty Percherons and Helga Schumann's Shetland ponies.

Barlay program will get a shot in the arm next month when several good animal and circus acts, currently on tour in the Russian zone with two Barlay tent units, are brought in to work the Barlay arena.

Aeros in Leipzig

Circus Aeros left Berlin early this month to open at Leipzig, while the Dillenburg Circus-Museum, which had been playing at the Berlin zoo grounds, was forced to fold in mid-September due to poor business.

Several German circuses are still on tour in the provinces. Circus Krone, one of the biggest, played a record season of six consecutive weeks at Hamburg, offering one of the best bills seen there in years. Circus Krone currently is playing its winter season in its modern circus arena on the Mars Platz in Munich.

Big Top Wrestling

Big top of the Circus Blumenfeld was taken over by FIAL, independent organization of artists, who toured the country giving benefit shows for needy performers, which did not prove too satisfactory but netted some cash for relief work. At present the tent is being used for fem wrestling matches, which are not looked upon favorably by local authorities, but, because of heavy publicity, are doing fairly good business.

Grock, well-known Swiss clown, will make a stage appearance in Munich next month in conjunction with the premiere of a movie in which he is starred.

New Bern, N. C., Date N. G. for Mills Org

NEW BERN, N. C., Oct. 22.—Mills Bros.' Circus, playing here Monday (17) under sponsorship of the Lions' Club, registered only light business at both matinee and night shows.

Elizabeth City, N. C., played Saturday (15), gave with a strong matinee and capacity at night. Williamsburg, Va., Thursday (13), proved a red one, org playing to a capacity matinee and a straw night house.

Biller Bros.' Legal Fracas Is Ironed Out

Show Continues Tour

CHARLOTTE, N. C., Oct. 22.—Biller Bros.' Circus, during its stand here Monday and Tuesday (17-18), ran into legal difficulties, but they proved minor and the show continued on its tour after doing just fair business.

On arrival, the show owners, Hyman and Arthur Stahlman, were served with papers by the sheriff on complaint of a bank in Alabama. The matter was quickly settled, however. Show officials said it involved a misunderstanding about the show's financial affairs as handled by the bank.

Business in North Carolina spots recently has been below expectations. In Albemarle Wednesday (19), matinee was light but it was capacity at night. Saturday (15), in Dunn, despite excellent weather, show failed to get one good house in two performances. Goldsboro, played Friday (14), accounted for light houses both matinee and night. In Rocky Mount, Thursday (13), matinee attendance was light but night attendance was strong.

Lorin D. (Doc) Hall, general agent, rejoined here.

Visitors included Ken Maynard; Chester Gregory, who closed recently as Side Show manager for King Bros.' Circus; Jake Houston, of *The Charlotte Observer*, and Dave Friedman, Paramount Pictures' operations manager in the Carolinas, who renewed acquaintances with Bernie Sturmak, show's general press representative; Scott Hall, Side Show manager, and Eddie Richmond, Hap Linquist, Red Houvis, Eddie Gillham and Vernon Thomas. Gillham and Thomas are recent additions from Dailey Bros.' Circus.

Big Top Acts Return To Medrano Program

PARIS, Oct. 22.—Cirque Medrano opened its winter season at its indoor arena in Montmartre August 27, with opening bill running a month.

Medrano is sticking closer to a straight circus formula this season instead of using a large percentage of vaude and cabaret talent as it has been doing for some time.

Among feature acts on the bill were Buck and Chick, Western novelty; the Antares, flying trapeze; Three Manley Brothers, Danish knockabout comics; the Sheltons, rollerskaters; the Tunisians, Arab tumblers, and Circus Knie's Liberty horses, presented by Jules Hanni.

Dismiss Charges Against Admire

CHICAGO, Oct. 22.—J. C. Admire advises *The Billboard* that charges against him in Crawfordsville, Ind., last February in connection with Martin Bros.' Circus advertising (*The Billboard*, February 12) have been dismissed.

"I posted a cash bond of \$1,000," Admire wrote, "and yesterday (October 14) the charges against me were thrown out and my bond returned. I was just a victim of circumstances."

CFA Group Visits H-M Org in Philly

PHILADELPHIA, Oct. 22. — An Eastern sectional meeting of the Circus Fans' Association of America (CFA) was held at Benjamin Franklin Hotel here Saturday and Sunday (15-16). James L. Harshman, of Hagerstown, Md., Eastern vice-president, presided.

Delegates attended the Saturday night performance of the Hamid-Morton Circus in the arena in a group. Col. Robert H. Morton interrupted the performance to pay tribute to the CFA and to outline its purposes. Following the show an informal party was staged at hotel headquarters.

At a business meeting Sunday Harshman urged all members to attend the national convention in Denver in 1950. A resolution was offered and passed reaffirming the desire of the members to have a circus commemorative stamp issued.

Meet was followed by an informal dinner after which the group visited the Academy of Natural Sciences and the zoo.

Rogers Org Lands In Correct Town But on Wrong Site

WICHITA FALLS, Tex., Oct. 22.—Rogers Bros.' Circus landed here on schedule for its Wednesday and Thursday (19-20) dates, but set up on the wrong lot and had to tear down and move to the correct site.

With the big top practically up, the show was advised by the city inspector that it was on the wrong lot. Officials ordered the big top down and the show moved from the ball park lot to Sheppard Field, on Cutoff Road, about two miles away. As a result, the matinee was about two hours late and the crowd was thin. Night attendance, too, was light. Business the second day wasn't much better.

Business in Childress, Tex., Monday (17) was light, but in Pampa, Tex., Saturday (15), the show had a capacity matinee and a strong night house.

German Variety House Features Big Top Talent

HAMBURG, Germany, Oct. 22.—Hansa Theater, one of Germany's top-drawer variety houses, was knocked out by bombs during the war after 49 years of existence, but it is now in its fifth year in a new locale and clicking with presentation of top-notch circus and vaude acts. House played all the big American circus acts in prewar days but for the time being is forced to get most of its talent from Europe.

The Hansa, under the management of Hans Grell Jr., son of the founder, has been operating since the war in a new building and is sticking to the old formula. The house opened its fifth postwar season last month with a big bill featuring top European circus acts, including the Three Ikarus, Risley act; Five Katjamos, fem trapeze number; Two Gadens, equilibrists, and the Brauer Troupe, gymnasts on bikes.

Davies Org Resumes Season; Minnesota Dates Scheduled

MONROE, Wis., Oct. 22. — Ayers and Kathryn Davies' Circus resumed its tour here Thursday (20) under auspices of the Kiwanis Club. One night stands are skedded in Wisconsin, Illinois and Iowa. The org also will play Minnesota for the first time.

Org will travel on 10 trucks, with eight head of stock. The show is staffed with 17 people and two advance men. Org's indoor season will last 15 weeks.

Jack Hagen and Joe McMahon, of Clyde Bros.' Circus, were recent visitors.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Spouting Well, Okla.
October 22, 1949.

Dear Editor:

The Won, Horse & Upp Circus did a sudden turn around at Rock Salt, Colo., last Wednesday. It caught our advance brigade off balance. We didn't have time to wire them, but because we would continue on the billed route without playing it, the bosses figured that they would pass the trucks and give them the dope while en route. We passed the trucks last Sunday. Since we didn't know where we were headed, Manager Upp had his partner, Charley Horse, an Indian, shoot an arrow with a note attached to it from our speeding train. The arrow stuck in truck No. 1 with the note that read: "Follow arrows chalked on depot rest rooms until you catch up with the show."

A fair committee met our train at Pump Primer, Okla., Monday. They wanted to know what had delayed us. They thought we were a carnival that had stood the fair up. A contract between the circus and the fair was then signed, which gave the bosses everything the show grossed plus a \$1,500 check that the carnival had given them as an appearance bond. We grossed heavily for four following days. The fair ended Friday midnight.

On Wednesday morning the boss heard that his billing trucks had passed thru the burg heading south. He sent a fast motor cop after them to bring them back. Our bill truck manager stated that he missed our arrows in the town and while reading

the prose on the rest-room walls he became confused thru a carved arrow that was captioned, "A No. 1 Heading South," and had continued his driving. On Friday night the manager of the Husking Bee Pumpkin handed Manager Upp the carnival's check for \$1,500, which was stamped "No funds."

The bill crew was given a route and we continued to wildcat. Today finds us in a boom oil town. We blanked out during the matinee. But tonight 10 'village cut-ups, who had become rich suddenly thru oil, came out to give the circus a rousing. The 10 of 'em bought combination tickets at \$3 per head or \$30 for the party. After surrendering their tickets in the marquee, they ducked out under the side wall and again bought \$30 worth of tickets. They continued to buy ducats and go out under the side wall 100 times before our ticket takers awakened to the fact that they were merely doing so to make monkeys out of them. They called the show's fixer who quickly informed the cut-ups that when a person buys a ticket to this show he must sit thru it before buying another one. The total paid admissions for the night showed 1,000 patrons even tho only 10 came onto the lot. Lucky for us that they were caught when they were. If our ticket takers hadn't been alert and stopped them, with their money, they could have kept it up and forced us to make a continuous two-day stand, thus breaking a local Sunday blue law.

UNDER THE MARQUEE

Dyed-in-the-wool showman wants to know if it's ethical to take money from a manager who's show is going broke. The answer is that if you can get it, you're a genius.

Myron R. Kyle, known professionally as Huey the Clown, reports he played with Shipstad and Johnson "Ice Follies of 1950" during the run in the Pan Pacific Auditorium, Los Angeles. He was assisted by Jack McAfee and Rene Thezan opening night. Kyle has a series of club and bazaar dates before opening at the Toy Fair in the Broadway Store, Los Angeles, November 18 and continuing thru December 24. It will mark his 16th year at the Broadway Store. . . . Dailey Bros.' Circus in general, and Ben Davenport's daughter, Norma, in particular, were the subjects of a full column in The

Circus Historical Society

WICHITA, Kan., Oct. 22.—The No 1 division of CHS met in La Fayette, Ind., Saturday and Sunday (15-16), with Dr. Harrison Powers, director, presiding. Ed Cripps, Brantford, Ont., is showing his colored circus movies to school children. Mr. and Mrs. Fay Redd, St. Paul, are visiting in South Dakota and Iowa.

Edmund Hawthorn, Surrey, England, writes about English circuses. The Bertram Miles, Chipperfield's, and Billy Smart's are the three largest, followed by Madam Poulos, Sir Robert Fossett's and Lord George Sangers. He presented the writer with pictures of the Bostock & Wombell menagerie.

Walter Fox, Mobile, Ala., attended the Meridian, Miss., Fair. M. W. Krieger, Albuquerque, N. M., on the mend after his recent accident, showed his model circus at the New Mexico State Fair. Burns M. Kattenburg, Mansfield, O., recently was interviewed on television by Byron Wade. Kattenberg plugged CHS. F. M. Farrell returned to Ithaca, N. Y., following a season with Robbins Bros.' Circus. — BETTE LEONARD.

Montgomery (Ala.) Journal. Story was written by staffer Allen Rankin.

When the Ringling circus played San Angelo, Tex., Frank (Bring 'Em Back Alive) Buck, who resides in San Angelo, was a guest of the show. (See Under the Marquee on page 99)

I wish to thank Mr. Clyde Beatty for another Successful Season as Side Show Manager, and the acts that were with me.

The Line-Up of Side Show MARVIN E. SMITH, Mgr.

- CHARLES G. COX JR. Talker
- CHARLES KNUBBERT Tickets
- ROBERT LEE ROGERS Tickets
- MICHAEL J. RABBETT Door Tickets
- MADAM ROSE BARRY Miff Camp
- FRANCES O'CONNOR Arm'sess Girl
- MISS PEACHES The Lady with big Sn-kes
- MARVIN The Anatomical Wonder
- LEATHA SMITH The Lady Sword Sw-llower
- LADY LEA The Indestructible Girl
- WESLEY UPPERMAN The Half Boy
- BOZO The Monkey Man
- JOYCE SAMS The Alligator Sk'n Girl

BOB COLEMAN Inside Lecturer

BAND

- OSCAR C. JONES Band Leader
- JULIUS C. SHELTON Sax
- W. L. DRIVER Sax
- JOHN W. WEBB Trumpet
- LEON D. BOYD Trombone
- DON BROWN Drums
- PETRA JONES Singer
- O. C. JONES Comic
- LEON F. SMITH Boss Cony'sman

SIDE SHOW PERSONNEL

Wanted for season of 1950: Freaks to Feature, Working Acts, man capable of producing Hawaiian Show, Glass Blower, Combination Magician Punch Lecturer. Blaine, Al and Gean, your boxes are open for you. This is a fine, clean railroad circus with a great cook house. Show opens early March in Southern California and goes up the beautiful Pacific Coast. Send photos, recent association and salary expected.

GEORGE "RED" WHITE

- Winter Quarters -

1063 Chico Ave.

El Monte, California

SIDE SHOW MANAGER

CLYDE BEATTY CIRCUS

EASTWARD HO!

After five glorious months on the Pacific Coast, our Western Company has moved eastward for the final quarter of its triumphant 1949 season. These random newspaper comments bear testimony of the praise that greets it everywhere:

"Topped anything before it."
— Nevada State Journal, Reno.

"Loaded with Superior Acts."
Rocky Mountain News,
Denver.

"Above the average."
Arkansas Gazette, Little Rock.

2 GREAT SHOWS

★ EASTERN COMPANY

Utica, N. Y.—Oct. 25-31

Scranton, Pa.—Nov. 4-5

SOME OPEN TIME IN 1950

WESTERN COMPANY ★

Harlingen, Tex.—Oct. 25-27

Wichita Falls, Tex.—Nov. 1-3

Booked Solid for 1950

★ POLACK ★

BROS. CIRCUS

203 N. Wabash Ave. Chicago 1, Ill.
Suite 2200 Phone: FR 2-3473.

ATTENTION ACTS!

Am now contracting Acts for my 1950

Fairs and Circuses

ERNIE YOUNG

203 N. Wabash, Chicago, Ill.

JOE HAWORTH

(LEFT DAILEY BROS.)

TO

RESUME THE PROMOTION

And

ORGANIZING OF CIRCUS

Of which details of name and quarters will be published in few weeks.

Thank You

PROMOTER

Capable of handling boiler room; booking committees; handling concessions and directing indoor circuses; wants connection with reliable organization. Have car, fraternal affiliation and over 25 years' experience in show biz. Available Nov. 1st; go anywhere; south or southwest preferred.

Address

BOX 109

SARATOGA, N. Y.

HIGH WIRE ACT THE BRUNO FAMILY

4 People

Available for Carnivals and Indoor Engagements.

THE GREAT ARTURO

6302 KING ST. TAMPA, FLA.

WANTED

Two or three more Clowns, one with props to produce, also come-in Clown. State lowest salary for winter's work in first communication. Roy Adkisson, wrote you, answer. Lawrence Cross, contact. BILL OSBORNE, when can you join?

WEST BROS.' CIRCUS

Julien West, Manager.
Wires to: 808 Brown Building, Letters to: Box 3013, Hillside Station, Wichita, Kansas. Phone: 64955. No collect, please.

PHONE MEN

MOOSE INDOOR CIRCUS PROGRAM—U. P. C. TICKETS & BANNERS

25% Commission.

910 Hofmann Bldg., Detroit 1, Mich.
Phone: WOODWARD 1-9539

CIRCUS WAGONS PHOTOS

Specials for a Limited Time Only!
10 Views of Old-Time Cages, \$1. 10 Views of Old-Time Baggage Wagons, \$1. 10 Views of Old RB Wagons, \$1. 8 Views Famous Parade Wagons, \$1. 5 Views 1949 Cole Equipment, 50c. Satisfaction guaranteed. Complete lists with all orders. Order NOW! ROBT. SAMS, 2745 Bush Blvd., Ensley, Birmingham 8, Ala.

AT LIBERTY

Combination Billposter; union. Have '49 bill truck. Past four seasons Cavalcade of Amusements.

EDDIE NEWCOMER

1251 Washington Ave. MOBILE, ALA.
Phone 2-9760

WANTED

For Chamber of Commerce free Xmas Show. Inside, 30 to 45 minutes. Dec 10th. Dog and Pony preferred. State lowest first letter or wire.

BEN H. SOOBY JR.

Larned, Kansas.

WANTED TO BUY

One more Baby Elephant about 4 feet tall.

WILL H. HILL

c/o The Billboard

188 W. Randolph Chicago 1, Illinois

Dressing Room Gossip

Ringling-Barnum

Warm weather in Texas gives the sun bathers a break.

The Geraldos rejoined in Odessa, Tex. Each still wears a back brace but report feeling fine and glad to be back with the show.

Joe Ward, circus fan, is touring with us for a few weeks and joins clown alley ever so often. Henry Bedoe, midget clown, who left the show in Oregon because of illness, is much improved. Frank Karcouski rejoined after his appendectomy. Rose Hanlon was called to Pennsylvania by the death of her mother.

Irene Burt and Lottie Brunn celebrated birthdays. Richard Kaufmann was serenaded by Merle Evans and his band on his birthday.

Mr. and Mrs. Donald (Toto) Jones are the parents of a son, born in Sarasota.

Visitors: Bobbie Peck McGough, Pat Lindsey, Eddie Vaughan, Frank Seelock, Jimmy Armstrong's sister, Mr. McElwee, Mitzie and Murray Fein, Ben Davenport and Red Rumley.

Back yard scenes: Irma Pushnik giving up trying to send home all her cactus plants. . . . With so many drive-in theaters now adjoining the lots, we get to see all the latest movies from the back yard—silent feature style. . . . Jeannie Krause working in the gaited section in menage. . . . Randy Concello the proud possessor of two baby chicks after his constant vigilance and care of the two eggs given to him by the grease joint. . . . Grace Killian busiest woman on the lot every Thursday, which is pay day. . . . Dorothy Durbin always making something cute to send to her daughters. . . . The race for the cookhouse flag narrowing down to just a faithful few. —MARY JANE MILLER.

King Bros.

When we reached Pryor, Okla., we found Paul Van Pool and Harry Baltzell on the lot. Speedy, pet pooch belonging to Lee and Eva Hinkley, was killed by a car in Ozark, Ark.

Malcolm M. Fleming, contracting agent, having completed his season, is spending several days with the show. Dee Aldrich joined in Bartlesville, Okla., as Side Show manager. Doc Capell visited us in McAlester, Okla.

E. M. Freiburger, owner of the Paramount Theater, Dewey, Okla., was on the lot at Bartlesville. He and Floyd King trouped together years ago on the E. H. Jones Two-Car Show. Freiburger played trumpet in the big show band. At Siloam Springs, Ark., Fred Moulton, veteran showman who is off the road this season, visited. Capt. C. A. Lick Jr., Fort Smith, Ark., visited in Siloam Springs and at Clarksville, Ark. Another visitor was Foster King Hamilton, manager of the Federal Compress, Fort Smith. Foster's last trouping was with the H. & W. Circus.

Clyde Beatty

The band has played *Auld Lang Syne*.

Mrs. Beatty is hospitalized again. Our hopes for a speedy recovery. Rhea Etheridge, Dorothy Herbert and Hope McClennon were making new wardrobe closing day. They must have winter dates set.

Destinations of personnel: Clyde and Harriett Beatty to Honolulu with Fernandez; Sylvester Cronin, Los Angeles; Bill Petty, El Monte, Calif.; Jimmy and Nellie Albanese, Fort Lauderdale, Fla.; Al Moss, San Francisco; Pat Graham, Twenty-Nine Palms, Calif.; Jimmy McGee, Los Angeles; Marvin and Letha Smith, Coleman, Tex.; George Jones, Los Angeles; Red and Esther Reader, Hot Springs; George Davis, Hot (See Clyde Beatty on page 99)

Cole Bros.

This is the final column of the season. Org closed in Miami Sunday (16). The farewell dinner in the cookhouse was enjoyed by all. We had turkey and all the trimmings.

Visitors included Mr. and Mrs. Glen Campbell and son, Steve; Mrs. Webster and son, Billy; Mrs. Gregory, Mr. and Mrs. Bill Farris; Georgia Scharman and son, Bruce; Ortha Smith, Mr. and Mrs. Bob Regent, Mr. and Mrs. Ken Jones and son; Mr. and Mrs. Uniat and son, Mike; Leon, of Leon and Eddie's, New York; Mr. and Mrs. Berry, Mr. and Mrs. Seawell, Mr. and Mrs. Baine; Mrs. A. G. Pohle and daughter, Verona, and Mr. and Mrs. Ricky Sucre.

Here are the destinations of personnel: Zahra Kader, Shelly Koton, Dolly Dale, Vicki Llach, the O'Donnells, Con Colleano, Mr. and Mrs. Watts, Dorita and Lilly Konyot, John Smith, Paul Hudson and Mathis, all Miami; the Ivanovs, the Repenskys, the Zaccinis, Mr. and Mrs. Staley, Simbissi, Mr. and Mrs. Ray Marlowe and the writer, all Sarasota, Fla.; Betty Patterson, Dolores Mummery, Jean Pistra, Jean Tolley, the Lockwells, the Ming Sing Troupe, all New York; Barbara Dubrueil, North Andover, Mass.; Mickey Lyons, Jeanne LaLanne, Mr. and Mrs. Louis and Alabama, all Louisville; Eddy Dullum, Lee Virtue, Jimmie Booth, Al Bruce, all California; Norma Wright, Hammond, Ind.; Toni Martin, Cincinnati; Jackson Kyes, Farmington, Ill.; the Wongs, St. Louis; Mr. Brown, South Bend, Ind.; Mr. and Mrs. R. D. Hernon, Manistee, Mich.; Hammer Head, Houston, Lou Boger, Allentown, Pa.; Lefty Swanson, Spanish Fork, Utah; Jack Crippen, Iowa; Pat Lovell, Elmira, N. Y.—SALLIE MARLOWE.

Dailey Bros.

Gee Gee Powell and Robinhood were awarded the "trophies" in the recent rattlesnake killing in the back yard. Gee got the skin and the rattles went to Robinhood.

Nikko Drugette was off the show for a couple of days and his wife, Rebecca, worked the hat juggling act. Larry Cardon, former member of the Riding Martins, is back after a hitch in the navy.

Rosemary Stock was called to Macon, Ga., by the illness of her brother. Bert Rickman suffered several broken ribs when he fell from the train. Doug Autry and Red Harris on the sick list.

Birthdays were celebrated recently by Edward Murrillo Sr. and Jr., Marie Elena Rollon, George Williams, Rosemary Stock and Doug Autry.

Visitors: Charlie and Jewel Poplin, Jack Rhinehart Jr., Mr. and Mrs. William Ketrow, Frances Peasley, Rebel Machetti and family, Doc Robinson and wife, Cecil Hagen, and Mr. and Mrs. Charlie Allen.—HAZEL KING.

Siebrand Bros.

Nogales, Mexico, was the scene of much spending by the circus personnel. Surprisingly good business prevailed in Tucson, Ariz., with two shows given Saturday night.

On Friday morning all the performers made a 10:30 show at Veterans' Hospital. Pancho and Donita Roche's ad-lib rumba bit with the hospital electrician went big. Mrs. Huddleston, entertainment chairman, did a good job co-ordinating the program and invited all to an after-performance luncheon.

Recent visitors were Mr. and Mrs. F. F. Smith, showfolk; and Mr. and Mrs. Basil Smith and son, Dave, formerly of Peru, Ind.—JOE HODGES HODGINI.

Polack Bros.' Eastern

Augusta, Ga., was our first indoor date and the fresh costumes under the spotlights created plenty of raves.

Charley and Thea Borza celebrated their 15th wedding anniversary at the Club 13. With them were Adriana and Jaunito Lopez, and Nita and Peppi, with the latter two treating the natives to their juvenile version of the Hucklebuck. Others at the night spot were the Flying Wards, Irene Lafferty, Edythe and Whitey Boyd, Dennis Stevens, Ray Charlton, Clara LaVine, Henry Kyes and the writer.

Marsha Wayne Lewis, after three years' absence from the stage, is once more dancing in Chicago. She will rejoin hubby, Nate Lewis, at the end of the Polack tour.

Stopping over to catch the Cavalcade on Ice in Greenville, S. C., were Henry Kyes, Walter Long, Clara LaVine, Edythe and Whitey Boyd and the writer. The show is headed by N. Edward Beck, former promotional director for the Polack org.

Shirley Charlton left for California. Nita Borza replaced her in the high act after one day's practice. Dennis Stevens was adopted by a stray dog who made the rounds of the show and finally bedded down in Stevens' trunk. Kinko has a string of theater dates skedded after the close.

In Asheville, N. C., the fire department helped set up the show.—BILLY BARTON.

Hamid-Morton

We had to give three shows on a Saturday in Philadelphia. At the Monday opener, Roy Valentine, of the Flying Romas, escaped serious injury when the net gave way. Roy was taken to the hospital for X-rays and examination but was back to work the next afternoon.

Sa-So, producing clown, and his gang are doing a good job with the new clown band. Dick Clemens, who paid quite a sum to have his trailer repaired, is now looking for a buyer. Even Dick's convinced he doesn't need a 33-foot trailer.

The women had a party in the dressing room. Sherrey Peaches' shower with a fire extinguisher was the laugh of the evening.

Because we have a three-week lay-off before starting the Atlanta stand, many of the folks went on trips. The Watkinses, Valentines and Thomases went to their homes in Florida. Peaches, the Hartzells, Dick Clemens, Jack Banta and Loff Rios headed for Atlanta. The Francanans and the Five Ericksons went to New York. The Ericksons open in the Palace Theater there Thursday (27).

Visitors: Father Sullivan, the Loof Rios family, Gautier family, Richard Lobs, Bob Jones, John Fritsche, Lucky Marcel and Mr. and Mrs. Lavin, of Hunt Bros.' Circus.—CONCHITA.

Polack Bros.' Western

En route from Denver to Little Rock, the trailer brigade ran into a hurricane. Chai and Sumay's car and trailer were demolished; Etta and Carlos Carreon's car and trailer were damaged in a highway mishap with another car; Billy Griffin lost a trailer wheel; Roberta and son, Ray, ran their truck, full of dogs and (See Polack Western on page 98)

ROGERS BROS.' CIRCUS

Can use two dependable Promotional Men capable of handling committee and sell U.P.C. tickets and banners. Advance artists and drunks, don't answer this ad, but capable men who want year round work, contact

SI RUBENS

New Boston, Texas, Oct. 25; Magnolia, 24; Eldorado, 27; Hamburg, 28, or as per route in The Billboard.

TED EDLIN

WRITE AT ONCE.

GUS KANERVA

CROMWELL, MINN.

MANNING SET FOR HAITI EXPO

Sally Rand Grosses \$14,309 In One Day at Dallas, New High for State Fair Midways

Texas Expo's Show Grosses Soar—Games, Rides Up 5%

DALLAS, Oct. 22.—The highest single day's gross for any midway show at a State fair—\$14,309.18 after taxes—was established here Saturday (15) by Sally Rand at State Fair of Texas. Her take topped the previous peak—\$10,008—which she established two years ago at Iowa State Fair, Des Moines. Priced at \$1, tax included, the revue she heads packed 'em Saturday (15) as the fair hit a new high single day's attendance, 276,984, which included a 75,000-capacity Cotton Bowl crowd for the SMU-Rice football game. The grid fans hit the midway hard to get a peak at Sally, and there was little need for her to bally.

Lipsky Named To Head SLA

Lou Keller, Noble Fairly, James P. Sullivan nominated as vice-presidents

CHICAGO, Oct. 22. — Morris J. Lipsky, co-owner of the Johnny J. Jones Exposition, this week was named by the nominating committee of the Showmen's League of America to become president of that org. Lipsky now is first vice-president.

Also named by the nominating committee were Lou Keller, first vice-president; Noble Fairly, second vice-president; James P. Sullivan, third vice-president; Walter G. Driver, treasurer, and Joseph L. Streibich, secretary.

Ned E. Torti has been nominated for a five-year term as trustee.

Nominated to the board of governors were Carl J. Sedlmayr Jr., Louis Stern, Frank Bergen, Edward L. Young, Harry Simonds, Max Brantman, Arthur Briese, Bernie Mendelson, Edward Murphy, Maurice (Lefty) Ohren, George B. Flint, Max Goodman, Harry W. Hennies, S. T. Jessop, Al Wagner and Edward Sopenar.

W. R. Hirsch, John W. Gallagan, K. H. Garman, John P. Wulf, James Campbell, Andy Markham, Elmer Byrnes, William Cowan, David B. Endy, Pat Purcell, Jack Ruback, Morris A. Haft, Ben Hyman, J. C. Thomas, John Lempart, Ben Weirs and Ernest (Rube) Liebman.

William T. Collins, Oscar C. Buck, Harry Gaughn, Harry Ross, Paul Oleksy, Dave Malcolm, Fitzie Brown, William Carsky, John M. Duffield, Buddy Paddock, Jack Gilbert, Sam Gordon, Robert Seery, Al J. Sweeney, William Kaplan, Charles Zemater and Ned E. Torti.

The election will be held during the Chicago November outdoor convention.

Page Bros.' Org Ends Tour in Ardmore, Ala.

SPRINGFIELD, Tenn., Oct. 22.—Page Bros.' Shows went into quarters here after closing a 27-week tour at the Ardmore, Ala., Fair. The event was a red one. This being the first fair held in Ardmore, rides, shows and concessions grossed big.

With the org in quarters, Mr. and Mrs. W. E. Page are planning a Southern trip.

Another huge single day's gross is expected today, as another throng of more than 200,000 is anticipated. Chief fair attraction today is the SMU-Kentucky football game, which is certain to fill the Cotton Bowl to capacity and provide just the type of persons who will go strongest for la Rand.

Indications are that Sally's gross for the full 16-day run of the fair, which closes tomorrow, will hit about \$80,000 after Uncle gets his bite. As of the close of business Wednesday (19), her gross to that point was \$54,412.18 after taxes.

Paced by the Rand unit, Ray Marsh Brydon's shows (17 in all) on the midway amassed a gross of \$139,920.99, after taxes, thru Wednesday. That total represented a new record gross to that point for the midway here.

Rain Hit Early

But for the rain early in the fair's run, particularly on Saturday (8) when the Texas-Oklahoma football game crammed the Cotton Bowl, the midway gross would be running even higher. The Texas-Oklahoma crowd was drenched, and when that game broke the grid fans headed for the outside gates.

While the shows have been running way out in front of past figures here, the rides and games concessions, overcoming off-business in the early days caused by the weather, now are running about 5 per cent ahead of last year. The rides and games are operated by Joe Murphy, Jack Lindsey and Margaret Pugh, widow of the late Denny Pugh.

Benefit show for the Lone Star Showmen's Club was tossed Tuesday night (18) and, while final figures were lacking, it was estimated that the show would net the club about \$1,000. Jamboree was held in the Sally Rand top, with various midway attractions contributing talent.

Bergen, Strates To Be Feted at NSA Dinner

NEW YORK, Oct. 22.—A testimonial dinner of the National Showmen's Association in honor of Prexy Frank Bergen and Past-President James E. Strates will be held at Leon and Eddie's here Monday, November 21.

Due to various complications, in particular the fact that most NSA showmen head for Chicago immediately after the annual NSA Thanksgiving eve banquet and then scatter to various vacation spots, the usual testimonial dinner for the retiring NSA prexy, Strates, was not held last year.

This winter the outstanding social affairs of the NSA will be held during Thanksgiving week, starting off with a memorial service Sunday, November

\$750 Gets Him \$10

ROCK HILL, S. C., Oct. 22.—Thomas McNeil, guess-your-weight operator with the James E. Strates Shows, has a clear conscience and \$10.

When the org played York County Fair here, McNeil, while shopping in a department store, found a bag containing \$750. Altho he had but 20 cents in his pocket, he promptly turned the bag over to a clerk and left. The money was the payroll for the Rock Hills Home Development Company.

McNeil was rewarded with a 10-spot for his honesty.

Cetlin - Wilson Early Macon Biz Is Up 24%

Org Gets Good Weather

MACON, Ga., Oct. 22.—Off to a flying start, Cetlin & Wilson Shows grosses at the Georgia State Fair here showed an increase of 24 per cent ahead of last year for the first half of the week, fair officials revealed. This is the org's first date here.

To overcome the traditional Monday jinx the fair board asked Izzie Cetlin and Jack Wilson to post a \$500 bond guaranteeing midway opening for 3 p.m. Monday (17). Despite a 300-mile run from Spartanburg, S. C., the show train arrived Sunday midnight and everything was ready two hours ahead of the deadline.

Opening Day Biz Jumps

Monday is traditionally light but biz was more than twice as good as any previous Monday when midway opened, E. Ross Jordan, fair manager said. On Tuesday, daytime hours were slow but there was a tremendous turnout at night. On Kid's Day, Wednesday, the midway was packed morning, afternoon and night. Special 9-cent ride prices for school matinee held down the grosses but even then the total passed \$15,000. The Exchange Club, fair operator, insisted on special low prices for this event.

In the best years grosses for shows and rides ranged from \$40,000 to \$50,000 for the six days. With about \$25,000 already in hand from the first three days, the outlook is especially bright for a record take.

First Dollar Show

Raynell's Girl Show, with \$1 admish, a new high for carnay attractions here, and the Monkey Show tied for honors in grosses. The spot is definitely strong for rides, and the whole 24 are getting a heavy play. George Golden's concessions, all merchandise, report brisk biz. Ben Weiss has bingo on the independent midway. Also ex-fair prexy Bill Ragan has the independent train ride.

Early visitors included Bill Cowan, from Cole Bros.' Circus; Lloyd Thomas, of Joyland Shows; Bill Franks, former show owner; Mr. and Mrs. Charles Drill and Mr. and Mrs. Charles Amerson, concession operators.

20, and being climaxed by the annual banquet at the Hotel Commodore Thanksgiving eve, November 23.

Reservations for the presidents' testimonial dinner will be limited to 250 persons, with tix pegged at \$5.50 each.

Midway Deal Is Exclusive

First carnival attraction in 200 years to run Nov. 15-May 1—money par U. S.

NEW YORK, Oct. 22.—Ross Manning, owner-operator of the Ross Manning Shows, this week announced that he had been awarded the exclusive midway contract for the \$26,000,000 International Exposition and Bi-Centennial which will open officially December 9 in Port-au-Prince, Haiti. The midway preem will coincide with the scheduled November 15 preview opening of the exposition, and all show features will operate continuously thru next May 1, the official closing date.

Manning flew to Port-au-Prince immediately after the closing of the Danbury (Conn.) Fair, at which his org ended its regular season. Upon his return here this week he said that the exposition was well on its way to completion and his investigations indicated it would be a winner.

Big Crowds Predicted

Haiti has never had carnival attractions in its 200-year history, Manning said. The population of Haiti is about 5,000,000, of which 450,000 reside in Port-au-Prince. Exposition officials are predicting an average daily attendance of 20,000 with crowds of 25,000 to 35,000 on week-ends.

Haitian money is on a par with U. S. currency and all shows, rides and concessions will work for the equivalent of prices in effect here. The spending outlook is especially good since there are no unemployed on the island, Manning said. The usual influx of tourists during the winter is also expected to contribute to the over-all success.

No passports or visas will be required for show personnel and all necessary merchandise will be imported duty and tax free. Plenty of hotel accommodations are available for show personnel, with American plan rates ranging from \$5 to \$8, Manning said.

Free Transportation

Manning will have all of his equipment in Miami ready for loading on two LCT barges by November 7. All contracting showmen and concessionaires will have all of their equipment, with the exception of trucks, transported free. Manning will limit his automotive equipment to eight trailers and two tractors.

Manning's tentative line-up of attractions include two Girl Shows, Side Show, Life Show, Snake Show, Monkey Speedway and Motordrome. Rides will include a Merry-Go-Round, Ferris Wheel, Chairplane, Octopus, Spitfire, Whip and two kiddie units. A total of 40 concessions will also be presented.

The midway area, located in the heart of the 60-acre plant and fronting on the Caribbean, is 250 feet by 1,200 feet.

Neb. Rule Holds Show Trucks Subject to Registration

LINCOLN, Neb., Oct. 22. — The attorney general's office has ruled that trucks used to haul carnival equipment are used in intrastate business rather than interstate traffic. They thus are subject to registration in Nebraska, the opinion stated.

EVANS' LONG RANGE SHOOTING GALLERIES



NOW AVAILABLE!
Genuine pre-war Malleable Iron Targets and Parts for Long Range Lead Galleries.

Send for **FREE CATALOG** of Gallery Equipment, also Wheels and Midway Games of all kinds. Write today.

H. C. EVANS & CO.
1528 W. Adams St. Chicago 7, Ill.


INSURANCE

IDA E. COHEN
175 W JACKSON BLVD.
CHICAGO ILLINOIS

\$\$\$ SAVE \$\$\$
NEW CARS—All Makes,
NEW TRUCKS—Chevrolet.
Selected Used Cars and
Used Trucks.
Financing and Insurance.
EDDIE HACKETT
Phone 7-5765
475 N. W. 36th St., Miami, Fla.

CALLIO RECORDS
ELMHURST ILLINOIS
"The Original Calliope Record"
Excellent list of old-time Circus' and
"Carnival" tunes just the record for
Aidway Bally Sound Trucks or Merry
Go-Round. Break resistant plastic.
WRITE FOR FREE LISTINGS

HOROSCOPES-BUDDHA-FUTURES



FOR THE MENTALIST AND MINDREADER
Crystals, Psychic Tests, Spook Effects, Hand-
writing, Books, Astrological Readings, Charts,
Codes, Sub-Miniature Radiophones, Palmistry,
Hypnotism, Instructions. World's largest 164
Pg. Illustrated Catalog of Mentalism, P. P. 20c

NELSON ENTERPRISES 336 S. HIGH ST.
COLUMBUS, OHIO

BAKERS GAME SHOP
8108 DeSoto Detroit, Mich.

LESLIE'S TRAILER PARTS AND ACCESSORIES
Complete line of Trailer Parts and Accessories
available at all times. Mail orders our specialty
Shipments made within 24 hours to all points
in the U. S. A. Write for free catalog.
1920 Stewart Ave., S. W. on Highway 41 going
south Atlanta Georgia Fairfax 7626.

WANTED IN EAST
Miniature Railroad and small Merry-Go-Round
either with stationary or jumping horses. Must
be in good condition. Write and give full details.
BOX D-254
C/O THE BILLBOARD, CINCINNATI 22, O.

MIDWAY CONFAB

Mr. and Mrs. Lloyd Burge, of W. G. Wade Shows (No. 1), recently took delivery on a Royal Mansion trailer at Kalamazoo (Mich.) Fair. . . . Joe J. Fontana, general rep of the L. J. Heth Shows, infos he will attend the State fair conventions in Tennessee and Georgia to book dates for the 35th tour of the Heth org next year.

Gal show managers never regard their glamor gals as such. They're much too preoccupied trying to get their pay rolls together.

Clif Wilson, snake show operator, a visitor at the Cincinnati office of The Billboard Monday (17), reported that his business this year on the Sedlmayrs' Royal American Shows and at the Chicago Railroad Fair was highly satisfactory. . . . Seen erecting an arch recently at Legion Pleasure Park, Fayetteville, N. C., was Pat Hanlon. . . . Prof. Willie J. Bernard, who recently completed a circuit of New England fairs with his Wild Man Show, plans to join a show in the South for the winter. His aunt, Mrs. Blanche E. Guyette, will act as ticket seller. . . . Among children attending a party celebrating the fourth birthday anniversary of Marilyn Murray, daughter of Mr. and Mrs. Jess Murray, of the Royal American Shows, October 16 at Jackson (Miss.) Fairgrounds were Sammie Zimmerman, Jimmie and Terry Lee Mitchel, David and Richard Synrex, Bobbie Wilkerson Jr., C. J. Sedlmayr III, Virginia Lee Sutin; Barbara Sue, Judie and Lynn Gardner, Tracy Ann Hicks and Patsy Sedlmayr.

If you can find a manager who boasts that he keeps an open mind with his employees, you have found someone who thinks he's right only about 99 per cent of the time.

Hazel Helen Mack and husband, Lester Mack, on tour with the Crosley Refrigerator Show, attended the recent Atlanta Fair and also hopped to Columbus, Ga., to visit the tomb of the Kennedy showfolk who were killed in wreck November 22, 1915. Mrs. Mack's parents, Fred S. and Blanche Kempf, of Model City fame, were among those who perished. She was a survivor, aged 2½ years at the time. The Macks were the subject of a front-page four-column spread in The Columbus Enquirer, October 5, which was mostly a reprint of the wreck as described in The Billboard by the late William F. Floto, then press agent of the Con-

T. Kennedy Shows. In August-September, the Macks visited at the home of their aunt and uncle, Hazel L. and George Bruce Kempf, at Capac, Mich.

Ralph F. McClendon, veteran carnival tub-thumper and general agent and formerly for several years editor of The Billboard's carnival department, has been newspapering for the last 18 months on The Morning News in his hometown, Savannah, Ga. McClendon quit the road several years ago, after 30 years of tramping, to be near his mother, who will soon celebrate her 97th birthday. . . . Mr. and Mrs. Clarence Stratton, after winding up with the Wilson Famous Shows, are now with the Kellie Grady Shows in Alabama.

Estelle Pike, sword swallower, will winter in Dallas, following the wind-up of the State Fair of Texas there October 23. . . . Harvey (Doc) Arlington, general agent of the James H. Drew Shows the past season, is on the staff of the Ohio Theater, Celina, O., where he plans to winter. . . . Jean Eugene Mercer and Zora Blaire planed to Dallas to visit friends during the run of the State Fair of Texas there. . . . Dave Endy, of Endy Eros' Shows, was in New York for brief visit recently.

As mistaken as anybody is the midwayite who thinks his advice to a general agent is more welcome than is that coming from somebody else.

Rae Terrill cards from San Francisco that he visited the West Coast, Imperial and Golden Gate shows there recently. Terrill added that A. J. Budd's "Freaks on Parade" on the West Coast org was doing okay and that Murray Pickford has left Boston for Detroit to play a number of club dates. . . . Al Baysinger, of Dodson Imperial Shows, and Clayton Holt, Hennies Bros.' Shows, visited the State Fair of Texas, Dallas. Also noted were Jack Edwards, general agent, T. J. Tidwell Shows; Mrs. Billie Moore, Royal American Shows, and Jack Baillie, Cavalcade of Amusements.

Floyd E. Gooding, of Gooding Amusement Company, and Jack Howard, ride operator, were in Dallas for the stretch run of the State Fair of Texas. . . . Chuck Morris handled all concessions and Harold English was in charge of all rides for the Murphy-Lindsey-Pugh combination at the Dallas fair.

ANCHOR TENTS

CARNIVAL TENTS SHIPPED WITHIN
5 DAYS
AFTER ORDER RECEIVED!
SLIGHTLY MORE TIME
REQUIRED
FOR SHOW TENTS
WIDE SELECTION OF MATERIALS
AND TRIM



ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

FACTORY BUILT COMPLETE RIFLE RANGE
IN BEST PERMANENT LOCATION IN SOUTHWEST

Ft. Worth is the home of the B36 Bomber plant, large weekly pay roll. Carswell air base with thousands of soldiers. Range is located on Main Street, same block as two bus stations and Union R. R. Station. Building is a natural walk-in with entire front open, reasonable rent. This business open year around. A rare opportunity for an operator who wants a permanent location. Automatic mechanical shooting gallery is the latest type, complete with plenty new rifles and pistols. This range will pay for itself in a very short time. Books open for inspection to interested parties. Will sell everything complete at invoice. All wires and mail P. O. BOX 2004, or apply in person 1604 Main St., Ft. Worth, Texas.

T-E-N-T-S
CARNIVAL CONCESSION, CIRCUS, SKATING RINK
Beautiful Colors—Individually Designed
JIMMY MORRISSEY
ALL-STATE TENT & AWNING CO.
300 E. 9TH ST. (Phone: Harrison 6867) KANSAS CITY 6, MO

CARNIVAL WHEELS

24"
30"
36"
for
IMMEDIATE
DELIVERY



WE ARE NOW SHIPPING
BIG 6 WHEEL
SEND FOR CIRCULAR!
MORRIS MANDELL, INC.
26 East 13th St. (Dept. B)
New York 3, N. Y.
Phone ORegon 3-5912

CARNIVAL WHEELS
24"-30"-36"
42"-48" sizes
Mds. and Padd'e
Wheels



"Big Six" Dice
Wheel. \$95.00.
Horse Race & Dice
Wheels in all sizes,
Laydown Cloths, 30
Nos. \$3.00 Ea.
Write for Catalog
CARDINAL MFG. CORP.
Manufacturers of Carnival Wheels and
Supplies
430 KEAP STREET, BROOKLYN 11, N. Y.
Evergreen 7-5027

5 MIN. PHOTOS



Never a break-down with guaranteed Amaco Quick Cameras. Patented features mean more profit. Oh, and a list of bargains. New, Just-Low Prices. Beautiful, Durable. Also Portable Cameras.

American Stamp & Novelty Mfg. Co.
Houston 6, Tex. (formerly of Okla. City)

CAN PLACE

Grab, Bingo concessions, shows with own outfit, Merry-Go-Round and Rolloplane. Can place experienced Ride Help.

For Sale: Custard Electro-Freeze Machine mounted on truck or separate, Long Range Gallery mounted on truck.

JOE E. KAUS SHOWS
Swansboro, N. C.

Holbrook Amusements
Out all winter, heading for Texas Valley. Need Hanky Panks, privilege \$12.50. Will book Pop Corn, Apples, Floss, Penny Pitch, Pitch Till Win, one of a kind. Need Agents for Duck Pond, Cork Gallery, Center Hoop-La. No flats or gyms. Will book Chair-plane and small Shows.
SPECKS HOLBROOK
Leola, Arkansas, Oct. 24 thru 29.

ATTENTION
Fair Secretaries, Organizations
1 Units—Original Hollywood Daredevil Aces.
Out all winter, some open dates. Currently booking now. 3-Hour show. Help Wanted—Capable, sober Booking Advance General Agent, Motorcycle Stunt Man or Girl. Can use reliable Stunt Men and Stunt Girls. Salary no object. If you can produce and are a trumper, write or wire **CAPT. JACK-O-DIAMONDS**, Mgr., Dodge City, Kansas, until Nov. 6th. Heading south and west.

Opportunity
PSYCHIC-READERS
Good location Hot Springs, Ark., ground floor, Office nicely furnished. Well advertised, good business, same block as Post Office, railroad and bus stations. Sell or commission responsible party Contact
B. BOSWELL, 2118 N. W. 62nd St., Miami, Fla.
Phone 7-3160

FOR SALE
SINGLE LOOP-O-PLANE
In good shape, \$400.00. Come and set it.
PETE JOSEPH
c/o Wolf Amusement Shows GREER, S. C.

EXPOSITION INTERNATIONAL AND BI-CENTENNIAL

Port Au Prince, Haiti
(1749-1949)

OPENS NOV. 15, 1949, TO MAY 1, 1950

All concessions booked will be transported to Haiti and return free. All equipment and merchandise will be duty and tax free. No Haitian Government levies.

**NO PASSPORTS
OR
VISAS REQUIRED**

The exposition will officially open Dec. 8th. Prevue openings to start Nov. 15th.

**ALL EQUIPMENT MUST BE IN MIAMI
NOT LATER THAN NOVEMBER 7th
FOR LOADING**

THE FOLLOWING CONCESSIONS ARE APPROVED BY THE COMMISSIONER GENERAL, Hon. Jean Foucard.

Photo, Pitch-Tilt-You-Win, Long and Short Range Gallery, Custard, Pop Corn, Candy Apples, Candy Floss, Diggers, Rotaries, 2-Ball Games, Custom Jewelry, Glass Blower, Greyhound Racer, 6 Merchandise Wheels, 2 Bird Cages, Big Six, Rat Game, 2 Penny Arcades, Glass Pitch, Penny Pitch, Duck Pond, Fish Pond, Balloon Darts, Buckets, Cig Shooting Gallery, Over 12 Pan, Spot, Guess Age and Weight, Six Cat and Cook House.

Can place Sideshow, Unborn and Snake Show. I have all physical equipment except specimens and snakes. Sideshow must have at least 6 acts. Transportation paid both ways.

All Concessions listed are exclusive unless otherwise specified.

NOTE: Bingo to carry flash only. You will operate for cash. Haitian money is on par with U. S. Currency. National City Bank of New York Fiscal Agent for U. S. Government.

Rides: Can use Pony Ride (6 ponies), Boat Ride or Automobile. Shows: Monkey Speedway, Mirrors, Motordrome.

Earle Meyers can place for duration: Dog Act, Bearded Lady, Midgets (couple), Giant and Clown.

Demonstrators of all kinds. Beautiful building to work in. This is virgin territory. Port au Prince has 450,000 population. HAITI HAS 5,000,000 POPULATION.

**WIRE OR TELEPHONE
ROSS MANNING**

100 W. 88th Street, New York City
Telephone: TRafalgar 3-7501

IT IS IMPORTANT THAT ALL CANVAS BE IN GOOD CONDITION

JACK J. PERRY SHOWS

CAN PLACE FOR
LEE COUNTY FAIR, BISHOPVILLE, S. C.

THE CAROLINA'S BIGGEST EVENT

3 School Days — 3 Automobiles Given Away — Advance Sales

Book Minstrel Show, Drome, Fun House, Monkey Show. Concessions that work for stock, Photos, Buckets, Swinger, Jewelry, Basket Ball. Other Hanky Panks. Rides—Opening for Pony Ride, Rocket. This is the one you've been waiting for. For space contact

HOWARD ROBINS, Mgr.; JACK PERRY, Owner
J. PERRY SHOWS
Manning, S. C., this week.

HAVE ENTIRE CARNIVAL FOR SALE

Owner Must Quit

Consists of 9 Riding Devices (7 major), 8 beautiful Show Fronts, Corn Game, Short Range, Transformers and Junction Boxes, Cable, one Glass House or Crystal Maze. 15 Trucks, all in A-1 condition; part of these trucks are practically new. 11 Semi-Trailers. All this equipment has good rubber. Also Miscellaneous Carnival Equipment too numerous to mention. Will sell entire show at a sacrifice or will sell separate units. Will take part cash from reliable party. Interested parties write; don't wire.

Box 444, c/o Billboard, 390 Arcade Bldg.
St. Louis 1, Mo.

MARION GREATER SHOWS

Midway open. Oconee County Fair, Seneca, S. C., week of October 31 to November 5. Concessions of all kinds. This is an outstanding date with four more fairs to follow. All replies

MARION GREATER SHOWS, Aiken Fair, Aiken, S. C.

ROYAL EXPOSITION SHOWS

LAST CALL LAST CALL
For PELHAM, GA., AMERICAN LEGION FAIR

OCTOBER 31-NOVEMBER 5

Book Shows, Rides and Concessions. Contact
This week, Douglas, Ga.

JACK'S GREATER SHOWS

WANT

For Seven County Colored Fair, Swainsboro, Ga., six big days and nights. Fireworks, band concert daily. Oct. 31-Nov. 1, with three more fairs to follow. Out all winter. Want Concessions of all kinds, Glass Pitch, Floss, Custard, Grab, Scales, Age, Novelties, Fish Pond, Bumper, Pitch Skills and Roll-down. Will book Colored Girl Show, have complete outfit. Can place any Ride not conflicting. Will book any worth-while Show with or without equipment. All mail and wires to

FRANK HARRISON, Mgr.; TOMMY BUCHANAN, Bus. Mgr.
ST. GEORGE, S. C., THIS WEEK; THEN AS PER ROUTE.

TURNER COUNTY FAIR

ASHBURN, GA., OCTOBER 31-NOVEMBER 5

WALLACE & MURRAY SHOWS WANT

Girl Show Operator; must have at least two or more girls. Show is complete, ready to operate; join now. Want legitimate Concessions of all kinds.

Al Wallace, Mgr.

This week, Toombs County Fair, Vidalia, Ga.; next week, Turner County Fair, Ashburn, Ga., and more fairs to follow.

PRELL'S BROADWAY SHOWS

WANT FOR WAYCROSS AGRICULTURAL FAIR, WEEK OF OCT. 31 TO NOV. 5, WAYCROSS, GA.—WITH SOUTH GEORGIA STATE LEGION FAIR, VALDOSTA, GA., TO FOLLOW.

CAN BOOK: A few Major Rides that don't conflict.
CAN BOOK: Merchandise Wheels, Eat and Drink Stands, Grind Stores and Penny Arcade.

Eddie Fererri wants Dancing Girls for high-class revue; salaries guaranteed from the office.

Eight more fairs to follow. This show closes Dec. 10 in Florida and reopens Fort Myers, Florida, Jan. 30. All address

SAM E. PRELL

Greenwood, S. C., this week; Waycross, Ga., to follow.

Prell's World's Fair Shows

WANT FOR

AMERICAN LEGION EXPOSITION

Georgetown, S. C., Nov. 1-5; Then

CHARLESTON COLORED FAIR To Follow, Nov. 7-11.

OPEN MIDWAY

WANT CONCESSIONS—Grab, Eating and Drinking Stand, Mitt Camp, Hanky Panks and Merchandise Wheels. Will book Derby Racer, Rotary Age and Scales. Want Grind Stores, will book couple of Wheels.

WANT Wild Life, Motor Drome.

WANT Girl Show with own equipment. Want Colored Shows with own equipment, for Charleston, S. C., Fair.

WANT to book or lease Caterpillar, Whip or any Ride that does not conflict.

Can use Ride Help on all Rides. Semi Drivers given preference. Dutch (Radcliff) Whiteside no longer connected with this show.

All answer

JOSEPH PRELL or MORRIS VIVONA

Columbia, S. C., Colored State Fair this week; Georgetown, S. C., to follow.

WANT ORANGE STATE SHOWS WANT

FOR JACKSONVILLE, FLORIDA

DISABLED VETERANS WHITE FAIR, OCT. 27 TO NOV. 5

THEN COMES THE BIG ONE

THE TRI-COUNTY COLORED STATE FAIR in the Heart of Jacksonville—with ORLANDO, FORT PIERCE, WEST PALM BEACH AND MIAMI to follow. OUT ALL WINTER.

WILL PLACE ONE OR TWO MORE MAJOR RIDES. Also Pony Ride, Train, Little Dipper. CAN USE A MERRY-GO-ROUND.

SHOWS—Anyone with their own outfit let me know what you have. WANT TO HEAR FROM Fun House, Motor Drome or any other show that won't conflict.

LEGITIMATE CONCESSIONS—Fish Pond, Hoop-La, Cig Shooting Gallery, Lead Gallery, Pitch 'till Win, Penny Pitch, Darts, all kinds Hanky Panks. ONE OR TWO MORE WHEELS.

Write or wire LEO BISTANY, Mayflower Hotel, Jacksonville, Florida.

MONARCH EXPOSITION SHOWS

Want for Dale County Agricultural Fair, Ozark, Alabama, October 31-November 5. Shows stays out until Christmas.

SHOWS: Will book any Shows with own equipment, namely Side Show, Glass House, Fun House, Motordrome, Minstrel Show with liberal percentage to office. RIDE HELP: Want Foreman for Ferris Wheel, Tilt, Chairplane and Second Men on all Rides. CONCESSIONS: All Concessions open. Good opening for Penny Arcade, Diggers, Eating Stands, Fish Pond, Bowling Alley, Guess You Age, Novelties, Jewelry, etc. Want Electrician to join on wire. Have few Merchandise Wheels and Count Stores open. Want Agents for Roll Down and Slum Skillo. Walker Osborn wants Agent for Nail Game and Henky Panks. All replies to

MANAGER, MONARCH EXPOSITION SHOWS, Colquitt, Ga.

THANKS A MILLION

All Show People, Fair Secretaries and Our Sponsors for help making the 1949 season a big winner for us.

NOW BOOKING FOR 1950

PAGE BROS.' SHOWS

W. E. (Shotgun) Page, Mgr.

Permanent Address: Box 244, Springfield, Tenn. Phone 349.

P. S.: Bub Keller, get in touch at once.

KINLAND AMUSEMENT CO.

Want for the Twiggs County Colored Fair, Jeffersonville, Ga., all next week, Oct. 31 through Nov. 5. This was a good spot last year.

Book Hanky Panks of all kinds, \$20.50 each; Mitt Camps, \$50.00; Bingo, \$30.50; Diggers, \$50.00. If you want space, wire deposit. No P. C. open. We have Gordon, Ga., following Jeffersonville, Ga., and will be out until Xmas. Use Kiddie Auto and small Merry-Go-Round, 30 per cent to office. Illusion, 10-in-1 or Monkey Show. All replies to

MANAGER, KINLAND AMUSEMENT CO., Cochran, Georgia

FROM THE LOTS

Prell's Broadway

GREENVILLE, N. C., Oct. 22.—Owner Sam E. Prell says the fair season thus far has been above expectations and that the show will stay out until December 10. It will reopen January 30 in Fort Myers, Fla., for eight fairs in the State.

Attending a recent birthday party for Abe R. Prell, youngest son of Owner Prell, were Mr. and Mrs. S. E. Prell, Mr. and Mrs. Ben Prell, Marie Peters, P. J. Finnerty, Dotty Miller, Mr. and Mrs. Joe Ross, Mr. and Mrs. Danny Dell, Mr. and Mrs. Eddie Fererri, Mr. and Mrs. Charles Gutermuth, Mr. and Mrs. William Sylvester, Mr. and Mrs. Red Barrett, Mr. and Mrs. John Garrett, John Hoffman, Mr. and Mrs. Carl Lee, Mr. and Mrs. Victor McCarty and Mr. and Mrs. Sammy Caruso. Eddie Fererri supplied entertainment and acted as emcee. P. J. Finnerty announced he and Dorothy Miller would marry November 11 in Valdosta, Ga., with Mr. and Mrs. Sam Prell as attendants. Finnerty plans purchase of a house trailer for a honeymoon trip to California.

Mr. and Mrs. Danny Dell, Mr. and Mrs. Joe Ross and Mr. and Mrs. Joe DeNagao purchased Spartan trailers for delivery in Greenwood, Miss. William and Lillian Sylvester, son-in-law and daughter of the Prells, have purchased a new Buick and Spartan trailer. R. A. McCarthy joined with his Animal Show; Dick Dillon with a Mechanical City, and Carl Ferris with Rolloplane and Moon Rocket at Rocky Mount, N. C. Teddy Barre is at home in Garfield, N. J., recovering from a broken ankle suffered while riding in the Motordrome. Abe Gross was taken to a hospital in Greenville, N. C. He will convalesce at his home in Miami. —SAM E. PRELL.

Virginia Greater

DILLON, S. C. Oct. 22.—Business was fair here for the week ending Saturday (15) under auspices of the Junior Chamber of Commerce. The location was on a main highway, about five blocks from the business section. Business and weather were fair on opening Monday. Weather was cool and cloudy the last two days but business held up.

Teenagers on the show staged a birthday party for Amelia Wells, niece of Mrs. Bessie Cooper. The party was held under the awning of Mr. and Mrs. Jimmy Cooper's trailer. Youngsters attending included Pumpkin Prue, Emma, Mary Jane, James and Isabelle Cooper; Shirley, Bobby, Eddie, Tony and Patricia Klinetop; Connie Curtelli, Betty Ann Phillips and Mike and Ike Matina. Grown-ups assisting at the party included Mrs. Rocco Masucci, Mrs. Jimmy Cooper and Mrs. Quey Cooper. Eating in to partake of refreshments were Manager Rocco Masucci, Tony Buzzezza and Quey Cooper.

Visitors included Sheriff T. Gasque and family; Mr. and Mrs. W. C. Pate, Mrs. Harry Biggs, Mr. and Mrs. T. Anthony and Bruce Jordan Jr.

John H. Marks

WILLIAMSTON, N. C., Oct. 22.—Org closed a still date here Saturday (15), sponsored by the Junior Chamber of Commerce. Light business marked the first part of the week and only fair business the remainder of the stand.

Buster Gordon joined with his Big Dipper. Ruth Schreiber, manager of Bob K. Parker's diggers, rejoined after being released from a Washington, N. C., hospital.

The org will close its 28-week tour at the Beaufort County Fair, Washington, N. C. The Excellos, high aerial act, will be the free attraction for the final week.

Burdick's Greater

WOODVILLE, Tex., Oct. 22.—Org was at the fair here last week. Opened Wednesday, Children's Day, to good business and everyone looked forward to a good week. However, Thursday brought cloudy skies and intermittent rains to mar an otherwise satisfactory engagement; Saturday Old Sol routed Jupe Pluvius, bringing a good crowd in a spending mood to put us on the right side of the ledger. Visits were exchanged with the Ruback show, playing near by.

Mr. Burdick was busy all week reorganizing, as the winter unit will soon take to the road. Show in its present form consists of 6 rides, 4 shows and 30 concessions. Ira Burdick is owner-manager; Red McFarlin, assistant manager and legal adjuster; Mrs. Ira Burdick, secretary-treasurer; Jim Lynch, lot superintendent and assistant bingo manager; Mrs. McFarlin on the front gate.

Concessionaires are Canuk Red, Whitey Knowls, Bill Luther, Sammy George, McWilliams, Neil Burdick, Henry Dingle, William Elliot, Eddie O'Shea, Mr. and Mrs. Luther Bolenbarker, Mr. and Mrs. Brashire; D. L. Birely, who also has two kiddie rides.

Mrs. Sammy George has the Girl Show; LeRoy, Magic Show; Roy Wallace, one-ring circus; Marvelous Honjock, Freak and 10-in-1, combined; Montana Red, pony ride, and Henry Dingler, Funhouse.

Mrs. Neil Burdick and daughters, Julie Anne and Bette Alice, spent the week-end on show, returning to Temple Sunday. Mr. Burdick, who is building another apartment unit in Temple, availed himself of the opportunity to purchase lumber while playing sawmill towns.

Ralph Miller arrived to confer with Mr. Burdick about replacing the office trailer recently destroyed by fire. Mr. and Mrs. McFarlin narrowly escaped death when Belle, driving in a blinding rainstorm, failed to see a logging train approaching and in order to avert a collision sent her car headlong into a small pine tree at the roadside. Luckily neither she nor Red were injured but the car was badly damaged.—LAVERNE LUTHER.

W. C. Kaus

ASHEBORO, N. C., Oct. 22.—Our stand at the Cherokee Indian Fair was a pleasant and profitable one. Superintendent Jennings of the Cherokee Indian Reservation and members of his staff were nightly visitors to the midway. They reported the paid attendance at about 40,000, an increase of 10 per cent over 1948. The long trek over the mountains and back to Central North Carolina was made without mishap and in good time.

Last week in Asheville, N. C., despite severe censorship on concessions, the hanky panks had a field day. Everyone got money as we were the first show in this year. Attorney George Pennell and his secretary, Betty Hancock, were regular visitors to the midway and assisted in every possible way to make the week a success.

The show has three more weeks to go, closing November 12, and will move into regular winter quarters at New Bern, N. C. — GRAVES H. PERRY.

Vaughn Richardson

IS OPEN FOR GOOD PROPOSITION FOR SEASON OF 1950

Address: c/o World of Mirth Shows, Augusta, Ga., this week, or c/o Hotel Sherman, Chicago, during the convention, November 26 to December 7.

LAWRENCE GREATER SHOWS
AMUSEMENTS TODAY AND A BIT TOMORROW

WANT FOR SAVANNAH AND MOULTRIE, GEORGIA

First-class Cook House, Candy Floss, Wheels, Skillo, Six Cats, Buckets, Everything open. Can place percentage agents for office-owned concessions. Replies to Newberry, S. C., this week; Savannah, Ga., next.

GIRLS -- GIRLS

Novelty Hawaiian Strippers, balance season. Wardrobe, transportation; best of pay. Man for Snake Show. Tickets? Yes, join at once. Wire, no time to write.

TED BLANK

c/o W. C. Kaus Shows
Rock Hill, S. C., Oct. 24 to 29; Thomasville, N. C., Oct. 31 to Nov. 6.

FOR SALE

COMPLETE CARNIVAL

Including six Rides, five major; three Shows, six Concessions, 66 KVA Diesel Light Plant, Plenty transportation. Everything complete from front to back end. This show has just been listed with me to sell. Will pay for itself in one season. Price, complete, \$20,000.00. Half cash. Wire, write or phone

C. A. GOREE

Frontier Hotel ELECTRA, TEX.

Change Aprons

THAT ARE DIFFERENT

Four pockets. Blue, Green or striped. Two dollars each delivered. Send money order. Return if not satisfactory.

POPLAR BLUFF TENT & AWNING CO.
POPLAR BLUFF, MO.

WANTED TO BUY

Miniature Train and Merry-Go-Round, also Organ. Must be in good condition and reasonable. Write or wire

SAM COSTAS

Fond du Lac, Wis.

FOR SALE

LARGE TRAIN—Engine, 4 Cars. Capacity: 32 adults or 48 children. Jeep gasoline motor, 288 ft. 20" gauge track.
CIRCLE SWING—Gruner, 18 ft. tower. Used 4 weeks.

POPCORN TRAILER—6x9 ft., complete.
BARTELS & MAXEY

1220 Cleveland Ave. ST. LOUIS, ILL.

WANTED

Buckley Diggers, also Rotary Merchandisers (pusher type).

BOX ST. L.-27, The Billboard

390 Arcade Bldg. St. Louis 1, Mo.

FOR SALE

Mills 2 1/2 Gallon Master Electric Frozen Custard or Ice Cream Freezer, used only three times, like new; freezes 2 1/2 gallon in 4 minutes. Did ask \$800.00; take \$450.00 if sold at once. Will ship. Nice Bumper Game, 10x10, almost new green top, flashy board, portable frame. Penny Pitch, 12x12, nice board, portable frame; sell cheap. WEBER CROUCH, R. R. 10, Box 333, Indianapolis 44, Ind.

BINGO FOR SALE

20x40 Frame, Anchor Khaki Tent, Seven Foot Snap on Awnings, Rain Curtain, Capitol Blower, Challenger Sound Equipment, Record Player, 100 Stools for walk-in. Set up only three times, due to recent death reason for selling. Original cost, \$1500; will sacrifice for \$900. Write

C. HOOPER

684 Humboldt Pkwy. Buffalo, N. Y.

FOR SALE

Photomatic Machine

Used three months; cheap. Located in Philadelphia. Write

R. L. RANDAL

9801 Germantown Ave., Philadelphia 18, Penna.

FOR SALE—FLY-O-PLANE

Very good condition. Priced to sell.

SPEEDY MERRILL

Cetlin & Wilson Shows Anderson, S. C.

M. A. Srader

BOYCE CITY, Okla., Oct. 22.—The org closed its 28-week season at the fair here. According to Owner-Manager M. A. Srader the season was not off as much as was expected. The early part of season was hampered by inclement weather. At the fairs and celebrations the grosses were the same as last year.

The showfolk of Wichita, Kan., were Mr. and Mrs. Oran Jones, Mr. and Mrs. Clyde Bishop, Mr. and Mrs. Alvin Bishop, Noah Bishop, Mr. and Mrs. Jack Stone, Mr. and Mrs. Art Talley, Mr. and Mrs. Blackey Davis and family, Mr. and Mrs. Charley Thornton, Jerry Fenzke, Gordon Figings, Ralph Erhard, Val Stanfields, Otto Thompson, Hughey Carlin and Kenneth Smith.

Pete Calander had the Wild Life show; C. R. Knox and family, Fun-house and concessions; W. P. Stephenson, Motordrome; H. W. Crowell, Snake Show; Zora Blaire, Girl Show; Marie Stone, Girl Show. The Circus Side Show folks were Billy and Ed-dié Kennedy, co-owners and operators with their parents, Mr. and Mrs. W. H. Kennedy Sr.; Malcom Kennedy, Jean Mercer and Vannoy Lane Stokes, all of Oklahoma City. Concession owners and operators were Norvel and Jackie Miller and son, Billie; Billie and Virginia Miller and daughter, Celia; Bing Crosby, Abb Lay, all of San Antonio; Claude and Ray Davis, Woodward, Okla.; Ben and Maude Denson, Mullen, Neb.; J. P. Sanderfur, Phoenix, Ariz.

The show will occupy the same winter quarters as last year and is slated to open early in April at Liberal, Kan.—PAT SRADER.

Lee's United

GLADWIN, Mich., Oct. 22.—Shows closed their season at the fair here with shows and concessions reporting business for the year off about 25 per cent. Owner Charles H. Lee has moved into winter quarters and has a crew overhauling trucks and getting the org ready for next year's tour.

Lee was the honored guest at a party in the Penny Arcade. Lunch was provided by Ed's Midway Cafe, with Mr. and Mrs. Ed Rouse, Mrs. Alice Porter and the writer doing the serving. Lee was presented with a pen and pencil set by the writer on behalf of the guests, with Artie Frayne emceeing. Bill Porter, with bingo and other concessions, has signed to return next year, as have Harry and Sunshine Lewis, with cookhouse. Ed Rouse, who reported good business on the season, says he plans to play a few more spots before heading for quarters.

Jay Smith, Merry-Go-Round foreman, will have a ball game here next season. Superintendent Buck Bowden was in charge of rides. Mrs. Artie Frayne, wife of the shows' legal adjuster, had an ice cream stand. Lee and Parker purchased new cars at the close of the season.—SUNSHINE LEWIS.

Catlett Greater

CONCORDIA, Mo., Oct. 22.—Org closed at the Fall Festival here, and Owner William G. Catlett stated that he will place several rides in Lakewood Park, Bonner Springs, Kan., and take charge of the park next season. Mr. and Mrs. Amos Wolf and Mr. and Mrs. Charles Jaynes returned to their homes to take care of unfinished business before they leave for Rio Grande Valley for the winter.

General Agent Charles Klausen bought two kiddie rides that he plans to put on the show next year. Ginger and Pat Patterson took delivery on a new Spartan Aircraft trailer in Kansas City, Mo., before they left for the South for the winter. Vi and Lester Howe are working their way south with their popcorn concession.—WALTER WHITMER.

RIDES FOR SALE

FACTORY REBUILT

2 ABREAST-32 FT. SPILLMAN MERRY-GO-ROUND

Equipped with electric motor and GOOD Wur-litzer Organ; new canvas top; well-painted horses and decorative features like new.

PRICE \$5,500.00
Less Organ, \$5,000.00

2 NO. 12 BIG ELI WHEELS

1940 Models, V-type drives. Both rides in excellent condition.

PRICE, EACH \$6,000.00

ALLAN HERSHELL KIDDIE AUTO RIDE

1941 Model

PRICE \$1,500.00

10 CAR FLYING SCOOTER

New Type Cars. New Engine.

PRICE \$5,500.00

3 ABREAST-36 FT. SPILLMAN MERRY-GO-ROUND

Equipped with electric motor; extra special outside cornice; a beautiful machine throughout. This ride loads in special equipped covered trailer.

PRICE \$6,500.00
Less Organ, \$6,000.00
Including Trailer, \$8,000.00

SUPER ROLL-O-PLANE

Including trailer; fine condition.

PRICE \$3,500.00
Less Trailer, \$2,500.00

LOOPER RIDE

1946 Model, Factory Overhauled, LIKE NEW.

PRICE \$6,500.00

KIDDIE AEROPLANE RIDE

1947 Model.

PRICE \$1,500.00

All this equipment has been, or is in the process of being reconditioned here in our factory and all are practically AS GOOD AS NEW. An excellent opportunity to secure GOOD used rides for parks or portable use at right prices. These rides can be inspected at any time. We are cutting down operations about 20% which is the only reason for selling.

ADDRESS ALL INQUIRIES

GOODING AMUSEMENT CO., INC.

1300 NORTON AVENUE

COLUMBUS 8, OHIO

EATON, OHIO

SESQUICENTENNIAL

On the Streets

WED. NOV. 2	THURS. NOV. 3	FRI. NOV. 4	SAT. NOV. 5
----------------	------------------	----------------	----------------

Governor's Day

County Day

Ohio & Children's Day

Mardi Gras Day

SPEAKERS — PARADES — BANDS — CONTESTS — FREE ACTS

WANTED—For this Big Ohio Street Celebration—GAMES & LEGITIMATE CONCESSIONS of all kinds. (Percentage all open.) Also room for Two More EDUCATIONAL SHOWS.

W.G. WADE

Shows

Sidney, O., Street Fall Festival All this week

P. S.: Eaton, O., closes our 1949 Operating Season

WANT WANT WANT

BOHN & SONS UNITED SHOWS

Can place Bingo, Cookhouse or Grab, Pop Corn and Photos, for Cotton Spots with money. Come, get bankroll now. Out till Christmas. Need three Count Store Agents who can stay sober. Will place Hunky Punks; we live and let live. Want Side Show or any non-conflicting show with own transportation. Have for Sale: Holly Mir-U; A-No. 1 shape or will trade for other useful show property. One 25 K. V. A. Light Plant, Universal motor, factory built, top condition. Ray Wheelock wants Bowers and Wrestlers for Athletic Show. Danny Glover, come on, don't write. No collect wires or phone calls accepted. Athens, Tenn., week Oct. 24th to 29th; then as per route.

BOHN & SONS UNITED SHOWS

CARL BOHN, Owner & Mgr.; EMMITT BUFKIN, Legal Adjuster

WILD ANIMAL CIRCUS

FOR SALE

Consisting of 3 Miniature Circus Wagons; 1 large all-steel Circus Cage, mounted on two wheel Trailer; 2 large Canadian Black Bears; 2 Canadian Snow Deer; 11 Rhesus Monkeys, including family with 2 baby Monkeys; Fan Tail Pigeons, Pheasants, Skunks, Badger, Raccoons, Red Fox, Giant Horned Owls, Angora Goats, one and only Donald Duck, Chickens, Rabbits. Nice Cages for all animals; 30x60 Top, Poles Iron Stakes. 9 8x10 O'Henry Banners, Banner Line, P.A. System. Will sell this complete show for \$1,500.00, half of original cost. Also 1939 1 1/2-ton Chev. Tractor and Trailer to transport show, \$500.00. Show is now in operation on J. A. Sparks Shows and can be seen this week at Jonesboro, Ga.; Fair. You boys who are planning on a Road Side Zoo this winter, we have what you want.

FOR SALE AT TREMENDOUS SACRIFICE

New Improved 1949 Model

"TOOTHPICK SHOW"

Less than \$1,000.00 Cash—Immediate Delivery. (Capable of earning this amount in a single week and formerly sold for over \$4,000.00) A proven, profitable oddity. Full Details and Description by Addressing

ART CRANER

Grand Hotel, 57 Taylor Street, San Francisco 2, Calif. Phone: Graystone 4-2882.

GREAT WESTERN SHOWS

CARAWAY, ARK., ALL THIS WEEK

Can place Hanky Panks and any legitimate Concessions, also Agents for Count Stores. This show will be out thru Xmas. Privilege cheap. All Hanky Panks, \$15.00. Contact

MANAGER, GREAT WESTERN SHOWS

Caraway, Ark., all this week

Late Model Caterpillar**FOR SALE**

Two '45 Model Tractor Trainers, special built to carry same. Bargain for cash or terms to responsible parties.

JACK E. VINSON

Fidler Shows Forrest City, Ark.

IN MEMORY

Of My Darling Wife

INEZ (BABE) HARBAUGH

Who passed away October 26, 1947.

She will always live in my heart
As royalty lives on a throne.
She was my Queen by far.
Yes, my Queen, my Queen alone.

CHAS. HARBAUGH**PEE DEE FAIR**OCTOBER 31 TO NOVEMBER 5 INCLUSIVE
FLORENCE, S. C.**SUMTER COUNTY FAIR**NOVEMBER 7 TO 12 INCLUSIVE
SUMTER, S. C.

CAN PLACE—All legitimate Merchandise Concessions and Eating and Drinking Stands for all fairs. No wheels or coupon stores.

WINTER QUARTERS AT FAIRGROUNDS, PETERSBURG, VA. WE OPEN IN APRIL. WE ARE NOW BOOKING ANY RIDE OR ATTRACTION THAT DON'T CONFLICT WITH WHAT WE HAVE FOR THE 1950 SEASON.

All address this week Anderson, S. C., Fair.

CETLIN & WILSON SHOWS**CAVALCADE OF AMUSEMENTS**

WANT

WANT

For **GREATER MOBILE FAIR, Mobile, Ala.**

NOVEMBER 1 TO 13

Can place legitimate Concessions of all kinds. Grab, Join; Hanky Panks, Photos, Candy Floss and Lead Caller. Address

AL WAGNER, Mgr., Beaumont, Tex., this week**OUT ALL WINTER****VETERANS EXPOSITION SHOWS**

Can place for Lake City, Fla., Fair—9 days—October 28 through November 5—9 days. CONCESSIONS—Hanky Panks, Grab and Concessions of all kinds. No exclusive except Bingo; can place same. Will reserve space for those joining Monday, October 31, upon receipt of deposit. SHOWS with own equipment: Snake, Monkey, Jig (Doc Thomas, contact at once), Geek, Fun House, Ten-in-One, Drome, Glass House, Mechanical, any money-making Show. RIDES—Octopus, Tilt, Flyplane, Caterpillar, Rolloplane or any Flat Ride. Preference for our Florida dates to those joining now. Can use experienced Ride Help. Wire **JOHN J. CARUSO, Owner** HARRY E. WILSON, Bus. Mgr. O. O. "BUD" POINT, Gen. Agt. Fargo, Fla., till Wednesday; then Lake City P.S.; Danny Festa, wire immediately; important.

Southern Valley Shows

WANT

CONCESSIONS

WANT

FOR MOREHOUSE PARIKH FREE FAIR, BASTROP, LA., NOV. 7-12, LOCATED IN MEMORIAL PARK—LAST BIG FAIR OF THE SEASON. LARGEST COTTON CROP IN YEARS—INDUSTRIAL PLANTS ARE BOOMING.

Want Concessions of all kinds that work for stock. Also Shows with own outfits. Write or Wire

EDDIE MORAN, Mgr., Monroe, La., until Nov. 5, then Bastrop**CLUB ACTIVITIES****Showmen's League of America**

400 S. State St., Chicago

CHICAGO, Oct. 22.—Lou Keller presided at the Thursday (20) meeting. Also on the rostrum were Walter F. Driver, treasurer, and Joe Strelbich, secretary.

Elected to membership were: Carl N. Carlin, Charles L. Krekeler, Sidney C. Siegel, Richard Van Etta, Joseph F. Mosca, Harold H. Wetherbee, Roger Duncan, Horace H. Repass, Howard Cleaver, Bernie Mendelson, Joseph Gaskell, H. B. Shine, John F. Enright, Joseph J. Fontana, George W. Johnson and Petey Pivor. These new members bring the total for the year to 158.

George W. Johnson was named chairman in charge of registration for the convention. James Campbell and Ed Sopenar were named co-chairmen of the memorial service committee which will include Charles H. Hall, Morris A. Haft, Isaac Malitz, Manuel Blasco, Oliver Barnes, Jack Benjamin, E. Courtemanche and John P. Wulf.

Subcommittees for the president's party named by S. T. Jessop were: George W. Johnson, entertainment; Arnold Maley and Petey Pivor, tickets; Tommy Thomas, Charles Zemater, John W. Gallagan, John P.

Wulf, George A. Golden, Al Sweeney and William Carsky, reception.

Jack Temkin is in a Big Spring, Tex., hospital. Tom Vollmer, William E. Saunders, W. O. Perrot and George B. Flint are planning another issue of *News Flashes*. Richard P. Reuland made his first meeting. Sam Ward made a short visit. Pete (Chew Tobacco Pete) Andrish is being treated in Springfield, Ill., after a stroke.

Members of the club were present at the funeral of Upton Claxton, father of Leon Claxton of Royal American Shows.

National Showmen's Association
1564 Broadway, New York

NEW YORK, Oct. 22.—Club's 12th Annual Banquet will be held at Hotel Commodore, Thanksgiving Eve, November 23. President Emeritus George A. Hamid, dais and entertainment committee chairman, advises that he is lining up top talent, with many surprises in store. Ticket reservations are coming in fast. Send in orders for tables or tickets at once to assure a good location. Chairman Fred C. Murray reports excellent progress with the Year Book.

Harry Koretsky is in Veterans Hospital, Saratoga Springs, N. Y., recovering from an operation. Ben Rosenberg, has recovered from a long illness and visited the club-rooms recently. Harry Mirsky is still at the Boston (Mass.) City Hospital, slowly recuperating. Shut-in members would appreciate mail from all members.

A. Fabricant, of Pacific Coast Showmen's Association, visited recently. Other visitors included Jack Gilbert, Harry Agne, Irving Reichen-thaler, Dave Wallace, Aaron Hymes, Arthur Sicard, Abe Rapps, James Peterson, Edward Rockefeller, Louis D'Onofrio, David White, Jack Agree, Harry Krasnow, David Ricci, Francis Kelly, Sam Rothstein, Al Janpol, Jack Lichter, Al Katzen, Louis Light, Harry Horner, Sidney Rifkin, Sam Finkel, Ben Herman, Jack Siegel, Henry Fein and Harry Levine.

Membership applications were received from Morris Mandel, sponsored by Johnny J. Kline; Joseph Baker, by Ike Weinberg, and Arthur Katz, by L. D. King. Vice-President Ross Manning, who expects to take his show to Haiti soon, also visited.

Cappel Bros.' Org Closes With Red One

McALESTER, Okla., Oct. 22.—Cappel Bros.' Shows closed the season with an eight-day red one at the McAlester Golden Jubilee and have gone into winter quarters here.

Jack, Bob and Bill Cappel left for a Florida fishing trip. Other personnel and their destinations: Slim Cunningham, Muskogee, Okla.; Harold and Pat Long, St. Paul; Duke Del Rio, Houston; Blackie Hagerman, Denison, Tex.; Humpy Ethridge, Tampa; Al Bailey, Omaha; Mother Tracy, St. Louis; Leo Reynolds, Dallas, and Paul Osborn, Houston.

Visitors: Floyd King, Lucio Cristiani, Tig Hale, Lee Hinckley and Joe Mills.

Kelly, Sutton and Pickard On Sellhorn's Tampa Staff

TAMPA, Oct. 22.—T. W. (Slim) Kelly, veteran Side Show operator, has been named manager of the Raymond Sellhorn's trailer property and health camp here.

Kelly, who has retired from the road, will be assisted by Whitey Sutton, Side Show op on the Happyland Shows this season. Herbie Pickard, press agent for the Royal American Shows, will do the publicity during the winter, Sellhorn said.

Collins Org Closes Successful Season

ST. PAUL, Oct. 22.—William T. Collins Shows concluded the season in Richfield, Minn., at the Legion and Firemen's Celebration, and has moved into winter quarters here. Org traveled 3,500 miles this season thru four States, North Dakota, Minnesota, South Dakota and Iowa, playing only one spot in the latter two States. Owner-Manager William T. (Billy) Collins said that the 1949 tour was highly successful.

Executive staff remained the same thruout the season. Included, in addition to Collins, were Stanley Warwick, assistant manager; Mrs. William T. Collins, secretary-treasurer; Bessie Pappas, assistant to Mrs. Collins; Harley Evert, ride superintendent; Chuck Hebert, transportation superintendent, and Charley Cooper, electrician. Woodrow (Specks) Smith is in charge of quarters, assisted by members of the Merry-Go-Round crew.

Destinations of concessionaires and performers: Stanley and Midge Warwick to Jack Moore's Shows to visit their son; Ben and Elsie Blikas, Omaha; Mr. and Mrs. Henry Hingst, St. Paul; Herman Henderson, Omaha; Sig Signor, Minneapolis; Slim Donaldson, a vacation in various cities; Ted Pappas, Muncie, Ind.; Bud and Ival Windahl, Corydon, Ind.; the Tuckers and Carters, Albuquerque, N. M.; H. Eichorst, Southern tour; Frank Lentini, Arkansas; Harvey Williams, Minneapolis; the Del Rio Midgets joined Singer's Midgets in Memphis; Dick and Sunny Millard, Dallas; Jack Vallee, Seattle for club dates; Princess Lahoma, featured in the Pin-Up Revue, the Sky-Vu Club, Dallas, and Margie Benbow and her *Swingtime Revue*, Southern fairs. Guss and Bessie Pappas will remain in winter quarters for the present.

CARNIVAL ROUTES

(Continued from page 62)

Jack's Greater: (Fair) St. George, S. C.
Jones, Johnny J., Expo.: (Fair) Dothan, Ala.; (Fair) Albany, Ga., 31-Nov. 5; season closes.
Kaus, W. C.: Rock Hill, S. C.
Keystone Expo.: (Fair) Milton, Fla.; (Fair) DeFuniak Springs 5-12.
Klie, Floyd O.: (Colored Fair) Kentwood, La.
Kinland Am.: Cochran, Ga.; Jeffersonville 31-Nov. 5.
Lamb, L. B.: Panama City, Fla., 24-28.
Lant, Sammy: Monette, Ark.; Terrell 31-Nov. 5.
Lawrence Greater: (Fair) Newberry, S. C.; Savannah, Ga., 31-Nov. 5.
Lee Am. Co.: Live Oak, Fla.
Lone Star: Americus, Ga.
Magic Empire: Okolona, Miss.
Marion Greater: (Fair) Aiken, S. C.; (Fair) Seneca 31-Nov. 5.
McKee, John: Portageville, Mo.
Mighty Page: (Fair) Trenton, N. C.
Midwestern Expo.: Timpson, Tex.; Jasper 31-Nov. 5.
Monarch Expo.: Colquitt, Ga.; Ozark, Ala., 31-Nov. 5.
Moore's Modern: Jasper, Tex.; Victoria 31-Nov. 5.
Myers: (Scott Crossing) Atlanta, Ga.
Orange State: Jacksonville, Fla., 27-Nov. 5.
Palmetto Expo.: Sardis, Ga.
Pan American: Pascagoula, Miss.
Penn Premier: (Fair) Marion, S. C.; (Fair) Walterboro, 31-Nov. 5.
Peppers All State: Kirbyville, Tex.
Perry, Jack J.: Manning, S. C.
Prel's Broadway: Greenwood, S. C.; Waycross, Ga., 31-Nov. 5.
Prel's World's Fair: (Colored Fair) Columbia, S. C.; (Fair) Georgetown 31-Nov. 5.
Rafferty, James M.: Wilmington, N. C.; Whiterville 31-Nov. 5.
Rogers Greater: Okolona, Miss.; Winona 31-Nov. 5.
Roy & Sam's Am. Co.: Clarkton, Mo.
Royal American: (State Fair) Shreveport, La., 24-31; (Bhrine Fair) Tampa, Fla., Nov. 5-12.
Royal Crown: Montgomery, Ala.
Royal Expo.: Douglas, Ga.; (Fair) Pelham 31-Nov. 5.
Schafer's Just for Fun: (Fair) Segun, Tex.
Southern States: Bainbridge, Ga.
Southern Valley: Monroe, La., 24-Nov. 5.
Sparks, J. A.: (Fair) Jonesboro, Ga.
Stephens, C. A.: (Fair) Hawkinsville, Ga.; (Fair) Elberton, Nov. 1-5.
Strater, James E.: (Fair) Orangeburg, S. C.; (Fair) Charleston 31-Nov. 5.
Tassell, Barney: Rockingham, N. C.
Tinsley, Johnny T.: (Fair) Thomaston, Ga.
Tivoli Expo.: Grenada, Miss.; (Fair) Iita Bena 31-Nov. 5.
Twin State: Great Falls, S. C.
United Expo.: (Fair) Greenville, Tex.; (Dixie Park) Fort Worth 31-Nov. 5.
Utah Expo.: Coolidge, Ariz.
Veterans Expo.: Waycross, Ga.; Homerville 31-Nov. 5.
Virginia Greater: Union, S. C.; Hartsville 31-Nov. 5.
Wade, W. O.: Sidney, O.; Eaton Nov. 2-5.
Wallace Bros.: Canton, Miss.
Wallace & Murray: (Fair) Vidalia, Ga.; (Fair) Ashburn 31-Nov. 5.
Wolfe Am.: (Fair) Greer, S. C.; (Fair) Lincolnton, Ga., 31-Nov. 5.
World of Mirth: (Fair) Augusta, Ga.

WOM Given Columbia '50 Midway Pact

Gross Hits New High

COLUMBIA, S. C., Oct. 22.—The 1950 South Carolina State Fair midway contract was awarded to Frank Bergen's World of Mirth Shows yesterday (21).

Aided by good weather and all-time high attendance mark that may hit 265,000 by tonight's closing, the World of Mirth is registering a record gross, with all units getting a share of the money.

A free gate for the prevue Monday night (17) brought a record 35,000 patrons to the grounds despite the threat of rain, and all units garnered big business. A new one-day mark of 75,000 Thursday (20) resulted in one of the biggest single day takes ever earned here.

Fair, Show Execs Meet

Fair officials present at the awarding of the midway contract to Bergen and his concessions partner, Bernard (Bucky) Allen, included D. D. Whitcover, president; Paul V. Moore, secretary-manager, and Ransome Williams, vice-president.

For the first time in many weeks the allotted midway area made it possible to show the org off to advantage. Visiting fair execs were numerous and included Howard Singmaster, vice-president of the Great Allentown (Pa.) Fair; Judge Hughes, Orangeburg (S. C.) Fair, and officials of the Spartanburg and Anderson, S. C., fairs and of the Augusta, (Ga.) Exchange Club Fair. Frances Scott, of the Johnny J. Jones Exposition, also visited.

Nat Mercer, manager of the Girl Show, will also operate the Posing Show next season. The Hammond organ recently purchased for the major girl unit will be used in the Posing Show next season. A new and larger unit will be purchased for the revue.

Bergen and Allen reported that business at Southern fairs to date has been good. The gross last week at the Greensboro (N. C.) fair was considerably aided as the result of operating bingo units there for the first time in eight years.

Jones Picks Up Healthy Dollar In Selma, Ala.

PENSACOLA, Fla., Oct. 22.—Johnny J. Jones Exposition picked up a healthy dollar in a five-day engagement in Selma, Ala., despite intermittent showers closing day, Saturday (15).

Going into Saturday with a strong 20 per cent increase over last year, an efficient Kids' Day promotion, engineered by Peasy Hoffman, stood up well but the showers started about 7 p.m. and cut deeply into night attendance. The final count showed less than 1 per cent drop from a year ago, however, and the concession department more than made up for that.

Opening at the Pensacola Interstate Fair here Monday (17) weather was ideal the first two days and spending

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Oct. 22.—The 16th annual meeting will be held in Hotel Sherman, Chicago, at 1 p.m., November 28. First meeting is for members of the board and counsel. Membership meetings open November 29.

The opening membership session will feature an address by Lieutenant Governor Watkins of Indiana, a member of the Indiana State Fair board. Subsequent sessions will be devoted to the adoption of the 1950 program, election of directors and officers and formulation of the association's legislative and public relations plans for next year.

Shows expecting to be represented at the Chicago meeting should notify the ACA offices (Central Trust Building, Rochester, N. Y.).

A research service advises of the development of the following new items: A rapid soldering device, chemical flame-retardant for cotton and rayon, compound designed to insure good paint performance over rusty surfaces, swivel socket for electric light fixtures, portable power tool combining saw, drill press, lathe, sander and grinder in one unit.

A 14-page report is available on selecting the proper fluorescent lighting for decorative purposes.

Andalusia, Ala., Annual Builds For Dodson Org

ANDALUSIA, Ala., Oct. 22.—Dodson's Imperial Shows, which moved in here Monday (17) from Columbus, Ga., where it furnished the midway for the Chattahoochee Valley Fair, got off to a slow start but business built with each day and a final check-up tonight should show the org on the right side of the ledger.

Opening here was marked by a small turnout, but a heavy radio campaign, ballying the new location, bore fruit and crowds built nightly. Children's Day Thursday (20) featured a free gate and reduced rates on rides. Schools were dismissed early.

The final three days at Columbus proved above expectations and a final count showed the Dodson org 23 per cent over previous year. Friday and Saturday nights (14-15) saw the largest crowds the Dodson org has attracted all season. Lines were the rule at most rides and shows, reminding showmen of the free spending days during the war years.

Visitors here included Ben Davenport, J. C. Weer, Walter Fox, J. D. Edwards and Cliff Bammell.

Dave Picard, Dodson legal adjuster, had everything going smoothly here, as he has in other spots this season.

was quite satisfactory. Cold weather hurt the engagement here last year. Newspapers and radios here gave unusually strong support and the concession line-up withstood a careful scrutiny by heads of law enforcement agencies.

During the run in Selma, Marshall Johnson, financier and show enthusiast, was able to leave the hospital. He visited Friday and Saturday nights and reported he expects to be at the Chicago convention, ready for the heavy jack-potting.

NORTH EAST FLORIDA STATE FAIR

JACKSONVILLE

NOV. 7 TO NOV. 13

CAN PLACE

DIRECT SALES AND EATING AND DRINKING STANDS

JAMES E. STRATES SHOWS HOLD EXCLUSIVE CONTRACT FOR SHOWS, RIDES AND GAME CONCESSIONS

WANT SENSATIONAL FREE ACTS

CURTIS L. BOCKUS, HOTEL MAYFLOWER JACKSONVILLE, FLORIDA

PENN PREMIER SHOWS

worlds • clearest • midway

WALTERBORO, S. C., COLLETON CO. FAIR

OCTOBER 31 TO NOVEMBER 5 INCLUSIVE

Positively the Largest Bona Fide Date in South Carolina

Can place Demonstrators of all kinds for exhibit building. Space limited. Wire direct to Wm. Ellis, Secy., Walterboro, S. C.

CONCESSIONS—Can place Eating Stands, Drinks, Hanky Panks of all kinds, especially Age, Scales, etc. Will book 2 Wheels for this date.

SHOWS—Can place another Wheel, Octopus, Spitfire, Caterpillar or Fly-O-Plane. This is the "Bank Roll" spot of the Carolinas.

Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr., PENN PREMIER SHOWS Marion, S. C., Fair this week; Walterboro, S. C., Fair next week

C.A. STEPHENS SHOWS

Want for ELBERTON, GA., COLORED FAIR, October 31-November 5; ANDERSON, S. C., COLORED FAIR, November 7-12; WARE SHOALS, S. C., follows

CONCESSIONS—Photos, Ball Games, also Concessions working for stock.

SHOWS—Place any worthwhile Attraction, especially want Plantation.

Wire Hawkinsville, Ga., Fair this week.

GLADES AMUSEMENT SHOWS

Out all winter. Opening Uleta, Florida, week Oct. 21-Nov. 5; North Miami, Florida, Nov. 7-12. Can use one more Flat Ride, Tilt, Whip, Comet or Octopus. Also use Hanky Panks. The following get in touch: Logan Atomic Show, Pierre Venner, Al Stuart, Lee Lambert. All Mail,

JERRY SADDLEMIRE

ULETA, FLORIDA

PHONE: MIAMI 48-6905

BARNEY TASSELL UNIT SHOWS

Want for Winter Park, Fla., Lions Club Festival

Positively Right in Town This Year—Week Nov. 7.

Monkey Show, Snake Show or any other Show of merit. Legitimate Concessions of all kinds for stock only. Can place Merry-Go-Round due to unavoidable circumstances or any other Ride not conflicting. Practically all winter's work.

Wire: THIS WEEK, ROCKINGHAM, N. C.

FOR SALE—CHEAP—MUST SELL

3-Abreast Allan Herschell Merry-Go-Round, in perfect shape. 10-Car Allan Herschell Kid Auto Ride, in perfect shape, beautiful ride. Two 60 Kw. Lewis Diesel Light Plants, in 24-ft. special aluminum trailer with 2 light towers on top. All in first-class shape, will sell very cheap. Several hundred feet Double 0 Cable, cost one dollar a foot, will sell cheap. Several Show Fronts and Tents, cheap. Everything in Osceola, Ark. Must sell now. Several Trucks and Trailers, in first-class shape.

Address F. M. SUTTON SR., Osceola, Ark.

P.S.: One 15 Horse 3-Phase Electric Motor, good as new, mounted on wheels.

CUSTARD FOR SALE

Large Electro Freeze Machine mounted on truck. All in A-1 condition.

Cash price \$5,500.00.

TEO ZACCHINI

c/o CAPITAL CITY SHOWS
Fitzgerald, Georgia

**ATTENTION
DON MOORE**

Contact

BILL MOORE

Hotel Gaston
New Bern, North Carolina

**FOR SALE
CANDY FLOSS MACHINE**

Used 7 weeks. HI speed single head, 27-inch aluminum pan, 5-foot Panel Outfit; top light stringer; windows; everything completely guaranteed, \$165.00.

S. E. MERONEY

P. O. Box 28 St. David, Arizona.

DYER'S GREATER SHOWS

Want Hanky Panks, High Striker, Crab, Novelties. For Sale: Spitfire; make reasonable offer. Have Rack Trailer if needed. Inspect at Memphis, Fair Park. Contact us. Walnut Ridge, Ark., Oct. 24-29; Earl, Ark., follows.

WM. R. DYER

WANT WANT

Agents for Bowling Alley. Also Slum Store Agents. Percentage Dealers and Truck Driver for the balance of the season. Come on to Barwell, S. C. All this week.

S. B. WEINTROUB

Care B. & H. SHOWS

DAVID J. FRANCIS

Please contact

R. C. BRYAN

608 TAMPA ST. TAMPA, FLA.

MIKE PEARMAN

Please contact

R. C. BRYAN

608 TAMPA ST. TAMPA, FLA.

WANT

Ride Help who drive trucks. Concession Agents for Hanky Panks; must be honest and neat. If you drink or chase ignore this ad. Going south for winter showing. F. E. Davis, contact Clarence.

C. & B. AMUSEMENT CO.

W. T. Broxton—C. A. Cave,
Dyer, Tenn.

AGENTS WANTED

For Roll Down and Razzle. Only 2 Stores on Show. Lunda, Gill, let me hear from you. Action all winter. Wire or phone

CARL HERRICK

Caraway, Ark.

**NATIONAL
SHOWMEN'S
ASSOCIATION**

GREET'S YOU

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Club-rooms in the center of the amusement world.

Meetings 2nd and 4th
Wednesday each month
Palace Theatre Building,
1564 Broadway,
New York 19, N. Y.

Almost every one of the Eastern amusement family is a member. Are you?

Write for information

Initiation\$10.00

Dues\$10.00 Yearly

**Little Lord Fauntleroy Suit
Put Walter Driver in Tent Biz**

(Continued from page 61)

ment employee during World War II.

Walter is well known for unselfishly giving of his time to all noteworthy charity and welfare agencies, regardless of creed. Few know of the financial help he has given such organizations, not to mention individuals. That's because Walter doesn't talk about that. When questioned about it he brushed it off with "I haven't done anymore than the average person." Those who have known him thru the years, however, say Walter has given away thousands of dollars.

Despite his 78 years, Walter is more active than many half his age. Keenly alert, he spends many hours in the office of the Showmen's League of America, keeping books, acting as right-hand man to Secretary Joe Streibich, answering correspondence for the Al Sopenar American Legion Post 1008, Showmen's League of America, and cutting up jackpots with showmen who make the SLA clubrooms their headquarters while in Chicago.

Legion Member

The Walter never served as a soldier in either of the two World Wars, he is an honorary member of the American Legion and pays his dues like any ex-G.I.

At the invitation of the government in 1940, Walter was "mustered" into service as a civilian expeditor in various departments. Most of his time was spent in the Quartermaster Depot at Jeffersonville, Ind., where his knowledge of canvas was put to good use. Today Walter has letters from generals, admirals, a secretary of war, secretary of navy and, last but not least, the late Franklin D. Roosevelt, complimenting him on the job he did during the war.

One of Walter's most prized possessions is the certificate signed by President Roosevelt; Robert P. Patterson, Under Secretary of War, and James Forrestal, Under Secretary of the Navy, authorizing him to wear the "E" emblem in recognition of his wartime work as an employee of the Jeffersonville Depot.

Because everyone knows him as Walter F. Driver, he revealed why he dropped the William.

"I was christened William Walter Francis," he says, "the William being after some relative. But my mother was so afraid I'd grow up with the nickname Bill that she refused to let me be known by that name. She figured she'd done right by the relative, but she refused to let anyone call me that five minutes after the christening."

Born in Orangeville, Ont., February 26, 1871, Walter's mother was the lone school teacher in the town while his father operated the only general store. When Walter was about 10, a friend took his own son and Walter to Toronto for a trip.

Glimpses Big City

"That was my first glimpse of a big city," Walter recalls, "and while I didn't like Toronto too well, with the aid of my sister, to whom I listed all the wonders of a big city, we heckled my father and mother almost every day for two years to move to a bigger city, preferably one in the United States."

That Walter and his sister did a good job is attested by the fact that the Driver family, when Walter was 12, moved to Chicago. It was during his remaining grade school days in Chi and for about a year after "graduation" from school that Walter sold newspapers at Madison and Halsted until the Little Lord Fauntleroy suit led him into the tent business and ultimately into show business.

Following his retirement in 1938, when he sold his interest in the U. S. Tent org, Walter did nothing but vacation. At the end of that time he was uneasy and wanted to get

back into some kind of work. It was then, in 1940, that Walter received a letter from a high-ranking government official requesting him to come to Washington at once.

Enters Gov't Service

In the capital Walter was informed the government wanted him as an expeditor and he accepted. For more than five years he was in Jeffersonville Quartermaster Depot. During that time he headed many bond drives. To spur employees in the depot to even greater efforts in the matter of output, he himself purchased thousands of dollars' worth of bonds at various times and gave them to the workers as bonus awards.

With the war's end, Walter returned to Chicago. He was named treasurer of the Showmen's League, a job which he still holds, along with his many other projects.

On October 9, 1893, in Milwaukee, he married Grace M. Deane. One son, Wallace, lives in Paradise, Calif., and another, Kenneth, is a farmer in Michigan. A sister, Mrs. F. M. (Allie) Chew, resides in Lewiston, Mich., and a brother, Charles, lives in Rensselaer, Ind.

Walter has no hobbies outside his interest in showmen's clubs, the Legion and charity orgs. In addition to being a charter member and treasurer of SLA, Walter holds memberships in Medinah Temple of the Shrine, being a member since 1918; the Lions' Club of Fernandina, Fla.; Show Folks of America, the Michigan Showmen's Association, the American Legion and is an honorary citizen of Boys Town, Neb., site of Father Flanagan's Home for Boys.

**16 Countries
In Haiti Expo**

(Continued from page 60)

France, Mexico, Argentina and the United States. Vatican City is building a chapel.

The amusement and folk lore section (see Carnival Department) will be located in a grove of lofty palms. Thatched roofs, characteristic of the country, will be used on many buildings. An open air theater has been constructed in the form of a piano and features a water course fringed with lilies.

The diffusion of thought by radio, television, motion pictures and the press will compose one of the exhibits emphasizing the peace theme.

Beautiful Setting

President Dumal Sais Estime, in announcing the opening of the exposition, said that it would be the greatest celebration ever held in the Caribbean countries. He also said that physical layout would strike a new note in the exotic beauty of its architecture and tropical marine setting.

Port-au-Prince has a population of about 450,000, and Haiti 5,000,000. Officials hope for an average daily attendance of about 20,000, with 25,000 to 35,000 patrons on Saturdays and Sundays.

Wide Publicity

The exposition has already been given wide publicity in the United States and this is expected to attract a large number of American tourists. A group of writers representing major U. S. magazines, newspapers and press associations attended a prevue showing here last week.

Jean Fouchard is commissioner general of the exposition. Construction of the plant is under the direction of Auguste F. Schmidiegen, who has acted in a similar capacity in building several other international exhibitions.

**20th Century
Org Winds Up
Successful Yr.**

OTTAWA, Kan., Oct. 22.—The 20th Century Shows, owned by Albert Martin and E. D. McCrary, wound up the 1949 season Saturday (15) at Yell County Fair, Danville, Ark. Show officials reported the season highly successful.

Org played thru Arkansas, Oklahoma, Kansas, Nebraska, Iowa and Missouri, covering more than 5,000 miles.

Staff remained the same thruout the season and included Frank Gaskins, general agent; Brownie Miller, business manager; George Gallo, special agent; W. E. (Bill) Clark, electrician; Delmer Jester, assistant electrician; Roy Dixon, searchlight operator, and Raymond Dieverling, general utility man.

Winter Destinations

Mr. and Mrs. E. D. McCrary will winter in San Antonio; Mr. and Mrs. Albert Martin, Ottaway, Kan.; Mr. and Mrs. Frank Gaskins, Laurel, Miss.; Mr. and Mrs. Brownie Miller, San Antonio; George Call, South; Bill Clark, Arma, Kan.; Delmer Jester, Pitcher, Okla.; Roy Dixon, Granfield, Okla., and Raymond Dieverling Junction City, Kan.

Concessionaires and their destinations: Mr. and Mrs. Joe Culver, Texarkana, Tex.; Mr. and Mrs. L. J. Stout, Vincennes, Ind.; Mr. and Mrs. Wallace Brunk, Topeka, Kan.; Mr. and Mrs. Frank Culver, Galveston, Tex.; Mr. and Mrs. John Meyers, San Francisco; Mr. and Mrs. Harold A. Hurst, Texarkana, Tex.; Mr. and Mrs. Boots Cutler, Oklahoma City; Mr. and Mrs. Bob Shahan, Corpus Christi, Tex.; John Culver, Texarkana, Tex.; E. W. Biggs, Topeka Kan.; Bill Carter, Pueblo, Colo.; Mr. and Mrs. Sam Catherwood, South; Ray Markey, South for late dates; Mr. and Mrs. Leroy Jones, Hamilton, Mo.; Mr. and Mrs. Bob Morris, Dallas; Mr. and Mrs. Gabe King, Aransas Pass, Tex.; Mr. and Mrs. Dennis Polk, Texas; Ray Hill, South; Mr. and Mrs. Dugan Wells, Corpus Christi, Tex.; Mr. and Mrs. J. D. Swards, South for late dates; Mr. and Mrs. A. C. Ashenbust, Texarkana, Tex.; Mr. and Mrs. Harry Bowers, Arma, Kan.; Mr. and Mrs. Dave Reese, Chanute Kan.; John Humrich and son, South.

Ride Personnel

Ride personnel and their destinations: Mr. and Mrs. Coonie Clark, Tilt-a-Whirl, Muskogee, Okla.; Jimmie Edminston, Octopus foreman, South; H. S. Williams Scooter foreman, Aransas Pass, Tex.; Mr. and Mrs. Otis Boody, Merry-Go-Round, Arma, Kan.; Mr. and Mrs. John Lloyd, Rolloplane, Fullerton, Neb.; Mr. and Mrs. Kenneth Davis, Spitfire, Muskogee, Okla.; Mr. and Mrs. Owen Jones, Little Dipper and miniature train, Hamilton, Mo.; Mr. and Mrs. Vern Jester, Boat Ride and Kiddie Airplane, Pitcher, Okla.; Mr. and Mrs. Otis French, Kiddie Auto and pony ride, South, and Mr. and Mrs. Clarence Tandy, twin Ferris Wheels; Everett Carrol, Little Dipper foreman, and Floyd Young, miniature train foreman, all South.

Show ops and their destinations: Mr. and Mrs. Glen Gibson, Side Show, South; Bob Martin, 20th Century Follies, Flint, Mich.; Mrs. Bob Martin, manager of Burlesque, Flint, Mich.; Mr. and Mrs. Orville Duren, Athletic Show, Blue Jacket, Okla.; Mr. and Mrs. Bill Dusen, Big Dog and Little Horse, Ottawa, Kan.; Mr. and Mrs. Jack Dugan, Midget Cattle, Ottawa, Kan.; Brownie Harn, Wild Life, South; Red Meadows, Motordrome, Fort Smith, Ark.; and Roy, Ruth and Sissie Dixon, Midget Show, Granfield, Okla.

**FOR SALE
MERRY-GO-ROUND**

No power plant, no organ; 10 Metal Horses included, \$400.00. Write

R. I. RANDAL

9801 Germantown Ave., Philadelphia 18, Penna.

McGehee Playmore Debuts in Amarillo

AMARILLO, Tex., Oct. 22.—Playmore Roller Palace opened its first full season here this week in a new 60 by 160-foot Butler-type metal building, said to be the largest of its kind in the Texas Panhandle. Equipped with the new building and floor, 130 pair of shoe skates and 300 pair of clamp skates, Owner-Operator J. E. McGehee is attempting to build business by starting three skating classes. Instruction is offered to beginning skaters, beginning dance students and advanced skaters, McGehee said. McGehee formerly operated another skating rink here prior to building this new plant.

Betty Clark Gets Award

NEWARK, N. J., Oct. 22.—A "Good Skate" award was presented by operator Vic Brown Thursday (13) at his New Dreamland Arena to 13-year-old Betty Clark, blind singing star of her own American Broadcasting Company program, *Betty Clark Sings*. The recipient has become a proficient roller skater despite her handicap.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3313 Ravenswood Ave Chicago, Ill.

The Best Skate Today

SKATE CASES AT A NEW LOW

- ★ STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. \$29.64 Doz. Sample, \$2.47.
- ★ ALL ALUMINUM CASE—"The Featherweight Champion." Light, sturdy with satin finish. Former OPA ceiling, \$6.50. NOW \$37.80 Doz. Sample, \$3.15.

L. & L. PRODUCTS
7019 Glenwood St. Chicago 26, Ill.
Distributors of Heiser Products, Skating Rhythm Records, Champ Brakes, Pro Tek Toe Stops, Rawson Books, Skaters' Jewelry, Floor Brushes, Skate Wheel Grinders, E-Z Roll Wheels, Laces, Stickers, etc.
Write for Price List

WE BUY AND SELL
New and Used Rink Roller Skates
Advise make, size, condition and quantity
Also best price

JOHNNY JONES JR.
Agents for Chicago Roller Skates
51 Chatham St. PITTSBURGH, PA.

SKATING GilAsh BOOTS

\$10.00 will buy our new Men's and Women's Pro Boot. For twelve pairs or more you may deduct 5%. Check must accompany orders. This is the buy of the year.

GEO. GILLIS SHOE CORP., Fitchburg, Mass.

FOR SALE
NEW FINNEL SCRUBBING MACHINE
With Pick-Up Attachment
Reasonable to quick buyer Write to
WOODSIDE ROLLER RINK
HONEY GROVE, PENNA.

New Portable Roller Rink
LARGE, MODERN, COMPLETE. WILL TRADE.
R. S. BUTLER
PHONE 110 TURKEY, TEXAS.

FOR SALE
For Roller Skating Rink; an all-daylight, brick and concrete building, 44x140 ft., on 4x300 ft. of ground, in Hart, Mich. This is a county seat and draws from the entire county.
COLEN
7731 S. Yates Ave., Phone 3c. 8-5029. Chicago, Ill.

Curvecrest's Owl Party Gives Lift To Club Treasury

MUSKEGON, Mich., Oct. 22.—Curvecrest Skating Club of Curvecrest Roller Rink here sponsored an owl session October 15, with skating from 11 to 1:30 a.m., reports Perry B. Giles, Curvecrest operator. There was a good turnout of skaters, with profits going to the club treasury. The session was devoted principally to unusual games and contests. At a recent club election the following officers were chosen for the coming year: Bob Hepburn, president; Yvonne Angel, vice-president; Billy Sanborn, secretary; Ardyth Ellwell, assistant secretary, and Margie LeGrady, treasurer. Club meetings are held at Curvecrest once monthly. Rink operators of Western Michigan (See *Curvecrest's Owl*, page 98)

New Floor for Rollercade

TOLEDO, O., Oct. 22.—E. M. Logan, operator of the Rollercade here, plans installation of a new maple floor. This rink is characterized by some unusual construction details, designed for efficient operation and customer satisfaction. Typical is provision of raised seats along one side for spectators. An inner foyer has been constructed, equipped with a 50-foot refreshment stand and ample seats, as well as all service departments, thus removing them from the rink proper.

Trio Voo-Doos at Mineola

MINEOLA, N. Y., Oct. 22.—Earl Van Horn's Mineola Roller Rink staged the season's first trio voo-doo number Wednesday (5) night, \$10 going to each member of three winning trios. Another such number was held for children Saturday morning (8), each winner receiving a pair of shoe skates. The rink is open nightly except Mondays, with matinees Saturdays, Sundays and holidays and a children's club session each Saturday morning. Dance classes under the direction of pros Gladys and George Werner are offered each Tuesday and Wednesday from 7 to 8 p.m.

Centralia Drome Active

CENTRALIA, Wash., Oct. 22.—Wednesday and Friday evening adult classes are under way at Centralia RollerDrome, reports Mrs. Walter Anderson, wife of the operator. The Saturday morning Junior Safety Club for beginners continues to be a big attraction, as does the Junior Dance and Figure Club. Many new members were admitted to the Walter Anderson Dance and Figure Club, reorganized at a meeting held October 6. Club skating sessions will begin November 6 under the supervision of Joy Miller, new RollerDrome pro.

Mineola Halloween Party

MINEOLA, N. Y., Oct. 22.—More than \$300 in merchandise and cash will be awarded for the finest, most original and funniest costumes at the annual Halloween party to be held October 29 in Earl Van Horn's Mineola Roller Rink. Three men and three women will each be awarded a wrist watch, and \$30 in cash will be split among three children wearing winning costumes.

Vander-Meers Open Skatery

PLAINWELL, Mich., Oct. 22.—Ideal Roller Rink, on U. S. Highway 131, one mile south of town, was opened in September by the owners, B. Vander-Meer & Sons. They designed and engineered the sound-absorbing, cinderblock construction on a 14-acre site. The rink has a 12,000 square foot maple floor, concession booth, spectator space, lavatories and lighted parking space for 250 automobiles.

Roller Rumbblings

Charles Friedhoff's Roseland Rink, Johnstown, Pa., is operating on a skating policy of two nights weekly. Dancing is offered on two other nights, the remaining three being available for sports events rentals.


More than 375 children participated in the recent Stamford (Conn.) Exchange Club roller-skating tournament held on a parking lot. Various prizes were awarded winners.

Vic Caille, operator of Printz Roller Way, Holly Oak, Del., reported that Don Daily has been signed as Roller Way professional.

FOR SALE
183 Pair 100 Clamp Skates, like new, #1/8, #2/12, #3/20, #4/35, #6/24, #6/30, #7/23, #8/17, #9/5—\$550.00 C.O.D. F.O.B. S. F.
M. M. SHATTUCK
1962 30th Ave. San Francisco, Calif.


CURVECREST "RINK COTE"
THE PLASTIC RINK SURFACE
Write
PERRY B. GILES, Pres. Muskegon, Mich.
Curvecrest, Inc. Originator and Sole Distributor

COMPLETE PORTABLE RINKS
SECTIONAL RINK FLOORS
Oldest Manufacturers of Rink Equipment
BILT RITE FLOORS & RINKS
430 S. Vine, Tyler, Texas Phone 4-9585



"CHICAGO" TREAD
VELVET Maple Wheels
Reg. Trade Mark U. S. Pat.

For Artistic Skating



No. 2087GBF
1949 Model—Malleable Hanger and Telescopic Truck with rubber cushion for longer wear. Built for easy, Free Action.

Chicago Roller Skate Co.
4427 W. LAKE ST. CHICAGO, ILLINOIS.

JACK ADAMS
EASTERN DISTRIBUTORS FOR "CHICAGO" ROLLER SKATE CO.
1471 BOSTON ROAD BRONX, NEW YORK
SPECIAL SALE
SKATES
1100 pair Shoe Skates (Men's or Ladies'), \$7.50 pair, consists of new shoe, new wheels, 78 special fibre r. new rubbers—ALL SKATES GUARANTEED. 700 pair Used Rink Skates, excellent condition, \$2.50 per pair. 1700 pair Rink Skates, like new, 45" or 10", all sizes, \$3.50 per pair. 1 Hammond Organ Speaker, B-40, sacrifice for \$175.00. Nickel-plated detachable Parts, 60¢ a set. Grade AA Ball Bearings, \$1.00 a thousand. Assorted colored Laces, 54, 63 and 72, assorted colors, 75¢ a dozen. Fibre Wheels, 78 special r., 70¢ a set. Red Rubbers, \$2.00 hundred, 3/8 hole and 8/16 hole.
THE ABOVE MERCHANDISE IS READY FOR IMMEDIATE DELIVERY
15 Down, Balance C.O.D. All merchandise guaranteed if not satisfactory money will be returned in 10 days—Write For Complete Price Lists.

TELEPHONE: DAYTON 9-3403

BORDER NOVELTY CO.

BUY DIRECT

ORIGINAL

ART-PIX PORTFOLIO

MOTOR CITY BEAUTIES

ABSOLUTELY BRAND NEW!

Taken and Developed Right Here in Detroit!

STARLET PORTFOLIOS

Artists & Models—Real Photos

Parisian Photos—New Models

Jersey Beauties—Real Photos

All Photos, 12 Pictures to Package, 12 Packages to Dozen

Prices on Above Photos

\$4.80 Per Dozen Sets

\$35.00 Per 100 Sets

OVER 500

DIFFERENT SETS

4 Nickols to Dime Trick (Brass), 4 Pieces, Our Own Make. Gross... \$72.00

PEEK-A-BOO PHOTO KEY CHAIN, New Series. Per Gross... 10.80

	Prices Per Dozen
Silent Flame Lighters, G.	\$18.00
Mechanical Train	4.80
Pandas, Giant Size, Each in Cellophane Bag	42.00
Philmore Crystal Radio	6.00
Filigree Lighters, Boxed	4.00
Filigree Pens, Boxed	4.00
3-Piece Pen Set, Boxed	9.00
Midget Finn Hunt Knife	10.80
Electric Razors	18.00
Magic Photo Guns	15.00
Shorty, Midget, Buckaroo & Fish Knives, Carded	4.00
Evans Automatic Lighters	21.60
Zippo Windproof Lighters	21.60
Bowling Pin or Beer Bottle Lighters, Carded	3.00
Liquor Flasks, Metal	24.00
Liquor Flasks, Leather	9.00
Gun Holster Set, Leather	18.00
15" Saxophone, Imported	12.00
Accordion, Imported	24.00
Aluminum Cig. Case, Also Holds King Size	2.50
Alligators, Large Size	3.00
Roulette Game (Pocket)	3.00
Double Reed Harmonicas	9.00
Chromatic Harmonicas (Honer)	132.00
Esquire Novelty Ash, Metal, Man & Lady	6.00
New All-Leather Wallets, 4 Colors, Money-Back Guarantee	9.00
3-Piece Carving Set	15.00
5-Piece Carving Set	21.00
Magic Photo Horse Game or Pic Tease	7.20

	Prices Per Gross
Cutie Viewers, 6 Photos	\$30.00
Pipe-Cigarette Holders	7.20
Cigarette Holders, Plastic	3.00
Bouncing Bird, Best	18.00
Sally of Hollywood	10.80
14K Mottled Balloons	7.00
Airship Mottled Balloons	6.00
#20 Cowboy Balloon Legs	15.00
Ball Point Pens	14.40
10 Gross Exploding Matches	\$25.00
5 Gross Auto Bombs	60.00
5 Gross Roll Caps	12.50
\$27.00 Herkimer Miniature Airplane Motor (Each)	10.00
Pocket Alarm Watch (Each)	8.50
24-Piece Cutlery Set (Each)	6.00
Assorted Costume Jewelry in Cotton Box	27.00

50% Deposit with orders, balance C. O. D.
BORDER NOVELTY CO.
 5 W Jefferson Ave. Detroit 26, Mich.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 12c A WORD — MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

NOTICE

CLASSIFIED FORMS FOR THE BILLBOARD'S ANNUAL XMAS MERCHANDISE SPECIAL TO BE DATED NOV. 5, WILL CLOSE WEDNESDAY, OCT. 26.

Get your ad in NOW for this all-important special issue.

ACTS, SONGS & PARODIES

"EMCEE" MAGAZINE — CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee, 1508-B South Homan, Chicago 23.

"I GOT 'EM"—JOKES, WISCRACKS, ANECDOTES, Parodies, Dialogues, Patter, Bits of Humor, \$1. George's Bulletin, McHenry, Ill. no5

MUSIC PRINTED—200 PROFESSIONAL COPIES \$20; 1,000 copies in color \$70; recordings made. URAB BB, 245 West 34 St., New York. Stamp (booklet). no5

QUIET M. C. AT WORK! — GAG-NATIONAL new booklet for M.C.'s and performers; replete with openings, introductions, ad libs, insults, song titles, \$2. "Keys To Comedy," Box 421, Venice, Calif. oc29

SONGWRITERS — A-1 PIANO-VOCAL ARRANGEMENTS; duplicate copies in small quantities; recordings by piano, piano-vocal, orchestra; price list on request. Five Star Music Masters, 201 Beacon Building, Boston, Mass. no5

AGENTS & DISTRIBUTORS

"AAA" — AMAZING AUTOMOBILE THEFT Alarm! Over \$70 weekly possible! Free Details. American Devices, 166B Montague, Brooklyn, N. Y. de3

AA FIRST QUALITY NYLONS, \$7.50 PER dozen; select grade, \$6.50; #2's, \$3.50; #3's, \$1.25 per dozen; satisfaction guaranteed or your money refunded. Lookout Hosiery Co., Box 1221, Chattanooga, Tenn.

ABALONE PEARL SEA SHELL JEWELRY—Italian Sea Coral Jewelry, Italian Inlaid Mosaic Jewelry, Florentine Novelty Spoons from Italy; Tropical Souvenirs, Novelties. Joseph Fleischman, 1535 Broadway, Tampa, Fla. no5

A BETTER DEAL—BUY DIRECT FROM MANUFACTURER. Write for special prices; Coin Trick, Talking Cards, Lizards, etc. Columbia, 7315 Waring, Hollywood 46, Calif. no26

ABSOLUTELY HOT ITEM—FRESH FACTORY smoker cigars, invincible size; \$1.95 box 50. 20% deposit with order, balance C. O. D. Lee Drug Sales, 2936 Heather Pl., Harrisburg, Pa.

ADVERTISING PLASTIC KEY TAGS—A PROFITABLE form of advertising for every business, makes the ideal Pre-Christmas give away. Your advertisement is always in your customers' possession. Agents, jobbers, wholesalers, distributors, write for samples and prices. Cutler Sales, 3635 Roosevelt Rd., Chicago 24, Illinois.

AGENTS FOR AUTHENTIC ABRAHAM LINCOLN License on parchment; big profit. J. P. Burger, 1813 Columbus Rd., Cleveland 13, O. Sample, 15c. no12

AGENTS, DEALERS—DO YOU WANT REAL fast service on highest quality, low priced wallets? We ship special delivery postpaid same day order is received; send for price list; special prices in quantity. Crescent Sales Co., 150-C Broadway, N.Y.C. no5

AMAZING OFFER—\$40 IS YOURS FOR SELLING only 50 boxes Christmas Cards; also 50 and 25 for \$1 with or without name; free samples; other boxes on approval, including entirely new, different de luxe assortment with feature television card; cute plastic assortments; write today; it costs nothing to try. Cheerful Card Co., 931 White Plains, N. Y. oc29

AN AMAZING 35¢ XMAS ITEM—SENSATIONALLY new; agents, salesmen, jobbers, pitchmen, retailers; this is hot; millions will be sold; 50¢ for sample and details; refundable; hurry. Xmas Special, Box 37, New Richmond, Ind.

"A SENSATIONAL TALKING XMAS CARD"—Pull tape and card will clearly say, "Merry Christmas." Real money-maker; retails only 25¢; send 25¢ for sample and prices; don't delay; representatives wanted everywhere. Minas Mfg., 2003 Main St., Santa Monica, Calif. no5

ATOMIC CHRISTMAS SPECIAL—FOUNTAIN Pen Desk Set; heavy plastic, bronze base, gift boxed; sample and wholesale prices \$1 postpaid. New York Article Co., G.P.O. Box 465, New York 1, N. Y. no5

AUTO BUMPER SIGNS, FOLD-OVER STYLE, 2 1/2"x7 1/2", printed in brilliant Day-Glo paint. Rain or shine, it is visible up to four times as far as the brightest of ordinary colors; 100 \$12.50; 250, \$24. Gill Studios, 906 Central, Kansas City 6, Mo. no5

AUTOMATIC PUSH-BUTTON KNIVES—Retailers for \$1.98 each; wholesale, \$8.50 dozen, postpaid; sample, \$1. Homer Sales Company, 2611 West Homer Street, Chicago 47, Ill. oc29

BILLFOLDS—3 WAY ZIPPER, HIGH COLORS; \$6 dozen, sample \$1. The Hobby Shop, 1641 Fifth Avenue, Pittsburgh 19, Pa. no5

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 218-F Investment Bldg., Pittsburgh 22, Pa. oc29

CLEAN UP NOW UNTIL XMAS SELLING PERFUMED beads; quick sellers, big profit. Mission, 2328BH West Pico, Los Angeles 6, Calif. oc29

CLUB WORKERS! FAMOUS PERRIOTT'S PIN-UPS, new size, suitable for framing; one 5x7 sample 35¢ or three assorted for \$1. Perry C. Klemmner, 75 Henry St., Brooklyn 2, N. Y.

COMIC XMAS FOLDERS \$6 PER 100 F.O.B. Mobile; 12 assorted samples \$1 postpaid; nothing free. Walter B. Fox, Mobile 2, Ala.

COO DOLLS—SOBS, CRIES, 13"; MAGIC SKIN; long, wavy, golden hair; kimono, pajamas; \$21.60 dozen. Sample \$20. Keen Dolls, 224 Wash. St., N. Y. C. 7.

DISTRIBUTORS, WAGON JOBBERS—WE ARE manufacturing a line of balloon novelties, paper hats, horns, paper novelties, prize package displays, jokers items. Eagle Specialty Co., Akron 14, Ohio. no12

EARN \$75 A WEEK—START TO WORK immediately. We can supply you with plenty work the year around; we send our work to you. For samples, send 25¢ (coin), no stamps. R. Miller Co., 112 Deforest Ave. (R.F.D. 2), Warren, Ohio.

FACTORY REP WANTED—VENDING LINE. Make \$15,000 yearly and more. State experience. Write Box C-479, Billboard, Cincinnati. no5

FAST MONEY — LADIES' NYLONS, ALL grades; men's and children's long and short hose direct from factory to consumer; satisfaction guaranteed or money refunded; send for sample order. Textile Knitting Mill, P. O. Box 4115, Chattanooga 5, Tenn.

FREE FOLIO — WHOLESALE SUPPLY Sources, Business Deals, Plans, Ideas, Formulas. Kolamite Co., A. Box 572, Dayton 1, Ohio. oc29

HERE'S REALIZATION OF THE TOPMOST conversation of the day; here's your opportunity to cash in on the most talked about mineral today; easy seller for \$1; Uranium Key Chain, available until present supply is exhausted, at \$7.20 doz.; sample, \$1. Albright Sales, Box 96, Ouray, Colo.

HOSIERY FOR THE FAMILY—ALL GRADES of Nylons; ladies' and men's; many styles of men's hosiery; anklets from 3's to 11's, in all grades; satisfaction guaranteed or money refunded; send sample order. Warren Hosiery Mill, Chattanooga 5, Tenn.

HOT SELLERS — TALKING CHRISTMAS Cards, \$2.50 doz.; Snappy Suzie in the Shower, \$1.80 doz.; Farmer's Daughter and the Traveling Salesman, \$2.50 doz.; samples of above, \$1; free list of other hot sellers. Hansen Sales, 2851 Madison St., Chicago 12, Ill.

IF YOU CAN QUALIFY TO SELL, WE PRESENT the fastest selling Novelty Souvenir in the business; nationally recognized 35¢ retailer; a tremendous hit; share in this phenomenal success (mail one greenback dollar to-day), return will receive this dynamic sales promotional policy of 100 Kentucky Derby souvenirs; whooping profits. Ken Miller, Box 1257, Louisville, Ky.

INDIAN BEADWORK, BUCKSKIN, BEADS, Feathers, Wigs, Supplies; buying direct from Indians; prices reasonable; free price list. Pawnee Bill's Indian Trading Post, Box 35B, Pawnee, Okla. no12

LUGGAGE, BOWLING BAGS, ETC., AT MINIMUM prices; send for catalog; promotion special not listed in catalog; genuine deep bluff cowhide Tu-Suiter and Companion Bag only \$21.75 each set. Net F. O. B. plant. C. Behm Luggage, 3635B Roosevelt, Chicago 24, Phone CRawford 7-5756.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. de31

MAKE PERFUME FROM OUR CONCENTRATES; information free; men, women. Write Carey Laboratories, 1914 Chouteau BB, St. Louis 3, Mo. oc29

MAKE "MAGIC MIRRORS" FROM ANY WINDOW or door glass; you can see out, no one can see in! Instructions in booklet form, 8 1/2"x11, \$1. Daugherty, Box 12, Phillipsburg, N. J.

MERCHANTS, JOBBERS, H. TO H. MEN—Chenille Goods; wholesale; Dolls, Robes, Bed Spreads, Rugs. Write for Free List. We ship same day or next. W. F. Blevins & Associates, Box 43, Rossville, Georgia.

NYLONS—THEY ARE HERE! FULL FASHIONED DuPont Nylon Stockings; style 500 (clear sheer), packed in individual cellophane envelopes and 3 pair to each lithographed box, \$6 dozen; our (everyday wear) Style 300, packed same as above, except plain boxes, \$3.50 dozen; satisfaction guaranteed. McDonald Mfg. Co., Ooltewah, Tenn. no5

(Continued on page 90)

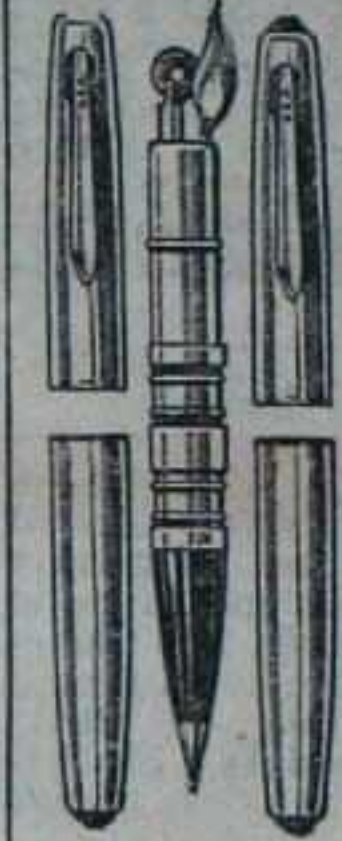
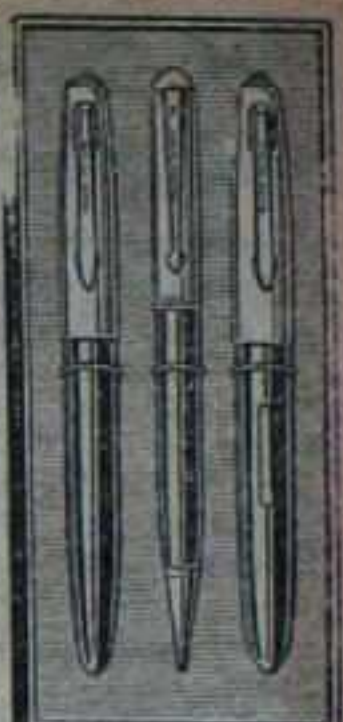
DIRECT From Manufacturer Sensational Value

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold-plated caps. Attractively boxed.

SPECIAL PRICE

55¢ Per Set

Sample Set, \$1.00



These Pens Sell Like Wildfire!

Combination ball pen and lighter

35¢ Ea

Two-color pen writes in red and blue.

25¢ Ea

Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Samples.

ORDER NOW!
H. EPSTEIN
 27 East 22nd St.
 New York 10, N.Y.

A POST WAR BINGO BLOWER

AT A PRE-WAR PRICE!

A complete line of Specials, Midgets, Featherweight, Heavyweight Cards, Cages, Flash Boards, etc.

FOR IMMEDIATE DELIVERY!



WRITE FOR CATALOG TODAY

CAPITOL EQUIPMENT AND SUPPLIES MANUFACTURED BY

METRO MFG. CO.

127 West 25th Street, New York 1, N. Y.

FREE! FREE!

WHOLESALE CATALOG

For **JOBBERS, DEALERS, SALESMEN, Etc.**

Our latest GIANT ILLUSTRATED catalog with newest merchandise at ROCK-BOTTOM WHOLESALE PRICES! Over 5,000 items, including Blankets, Electrical Appliances, Jewelry, Leather Goods, Clocks, Watches, Lighters and Novelties.

GEM SALES CO.

DEPT. K, 533 WOODWARD AVE. DETROIT 26, MICH.

BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

Coming Next Week...

for BIGGER and BETTER Xmas Merchandise Sales



... including

TWO GREAT FEATURES

To help you BUY RIGHT
—RIGHT NOW

To help you BUY RIGHT
in the MONTHS TO COME



"WHAT'S HOT IN XMAS MERCHANDISE"

A pictorial and descriptive
presentation of low-priced,
fast-selling merchandise



... and the "WHERE TO GET IT" Directory

Popular Merchandise
Alphabetically Listed
by Trade Name

Be Sure to get your copy of the November 5 issue

featuring

The Billboard Xmas Merchandise Special

SPECIAL! 8 ISSUES ONLY \$1.00!!!

PLUS A FREE COPY OF XMAS MERCHANDISE SPECIAL
(for cash with order)

You can be sure of getting

The
Billboard

XMAS MERCHANDISE SPECIAL

if you send in the coupon NOW!!!

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

1029B

I inclose \$1 for the next 8 issues of The Billboard PLUS a FREE
copy of the XMAS MERCHANDISE SPECIAL (for cash with order).
Offer expires midnight November 12.

Name New Subscriber

Address Extend Subscription

City Zone State

Occupation or profession

PRICES REDUCED

FLASHY-14K Gold Plate

CASH IN ON THESE MONEY MAKERS



No. 227
\$2.25 Doz.
Ladies' 2-stone cocktail, flashy white stone & ruby color baguette.



No. 301
\$2.65 Doz.
Gents' - A real flashy round white stone and a big seller.



No. 705
\$2.65 Doz.
Gents' 2-stone cocktail. Brilliant round white stone and ruby red baguette.

Deposit on all C. O. D. orders. State your business. Above 3 samples postpaid \$1.00.

PROVIDENCE RING CO.
49 WESTMINSTER ST. PROVIDENCE, R. I.

AGENTS & DISTRIBUTORS

(Continued from page 88)

MILLIONS OF HOSE—MANY ORDERS COME to us something like this: Dear Sirs: Your price list was sent me from Missouri or Pennsylvania or California or Texas or Florida or Michigan, etc. Please send me 75 sample pairs of Hose at 12¢ pair as follows: 3 pairs fine, clear, sheer, full fashioned DuPont Nylons in newest packs; 12 pairs full fashioned Nylons, mill rejects; 12 pairs Men's Rayon Half Hose, 12 pairs Men's Rayon Regular Hose, 12 pairs Men's Cotton Service Socks, 12 pairs Men's Classy College Sport Socks, 12 pairs Boy's Classy College Sport Socks; send all 75 pairs for \$9 c.o.d. Notice: No inquiry is necessary; first order the above samples, then order up to 1,000 dozen; you can sell a blue million; you should start now. Sibert Jobbing House, Chattanooga 4, Tenn. Phone 9-7949.

OFFER NEWEST ITEMS FIRST — MONTHLY bulletins tell where to get 100 newest products before reaching open market; details free. Publishers, Gardenville 3, N. Y.

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1500 varieties for stores, taverns, etc., \$4 per 100; free catalog. Koehler, 335 Goetz, Lemay 23, Mo. oc29

PITCHMEN, DEMONSTRATORS, AGENTS— Make big money with nationally advertised Waterless Hand Soap, send \$4 for twelve one pound jars; sell for \$12; money back guarantee. Sahara Co., 224 Winchester Bldg., Grand Rapids, Mich. no12

PLASTIC SCALLOPED TABLE CLOTHS — Latest prints, 54x54, \$6.50 up doz.; Bib Aprons, \$2 up doz.; free samples. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y.

QUALITY PLASTICS AT LOWER PRICES! Proven hits in Tablecloths, Aprons, Garment Bags, Utility Covers; free catalog. B9-11. Acclaim Products, 49 West 24th St., N. Y. C. no5

REAL GIRL PHOTOS—TREMENDOUS PROF- its; sell on sight; 24 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa. oc29

RURAL ROUTE MEN — MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Mount Morris, Ill. de31

RURAL ROUTE MEN, WAGON JOBBERS— Make \$5 a day extra selling popular nationally advertised Waterless Hand Soap; steady repeats. Write Sahara Co., 224 Winchester Bldg., Grand Rapids, Mich. no12

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry items; direct factory connection. Pickering Company, 19 Bank St., Attleboro, Mass. oc29

SELL NEW, USED CLOTHING FROM HOME. auto, stove; Men's Suits, \$1.25; Leather Jackets, 85¢; Overcoat, 46¢; Dresses, 18¢; Ladies' Coats, 38¢; other bargains; catalog free. National Mail Order, 1219K So. Jefferson, Chicago 7. no5

THINK YOU GOT TROUBLE? BRAND NEW Hot Folder you'll like; sample and price list. 10¢; Happy Landing Folders, 15¢; Bed Pan Folders, 20¢; Half Pot's Key Chain, dozen, \$1.50; Esky Coins, \$1 dozen; 9-Inch Lizards, \$3.50; 6-Inch, \$2.50 dozen. Send \$1 with this ad for samples. Lewis, 1108-B E. 42d Place, Chicago 15, Ill. oc29

WAGON JOBBERS—OUR ONLY PRODUCT IS a proven repeater; fully guaranteed; sample, one dollar; curiosity seekers, don't answer. Carolina Chemical Co., Four Oaks, N. C. oc29

WAGON JOBBERS — SELL EXCEPTIONALLY nice line of used clothing for men, women and children; very low prices, dependable; big profits. Eastern Clothing Co., 303 East Houston St., N. Y.

WANTED—MFG. WHOLESALERS, JOBBERS & Sa'men everywhere; patented and articles pending, produces heat and food at its best. Dr. Roberts, S. Patterson St., Valdosta, Ga. no12

WOODEN NICKELS—UNIQUE POCKET PIECE, round as a silver dollar, selling at two for quarter; brings fabulous profits to pitchmen, advertising sale men, etc.; lots of 1,000 (minimum order), \$27.50; samples and literature, 2 for 25¢ postpaid. William Callaghan, Box 812, St. Ignace, Mont. no12

XMAS GIFTS—7-PIECE TOWEL SETS, AT- tractively packed, \$3.15 each lots of 60; \$3.45 in dozen lots; assorted colors; 25¢ deposit, balance c.o.d. Write: Homemakers, 3439 S. Michigan Ave., Chicago, Ill. oc29

BOWLING ALLEY—TWELVE ALLEYS JUST recertified and liberal concession space in main street of university town of 35,000 for lease; only alleys in town. Write or wire Box 132, Gainesville, Fla.

COLLECT AND GROW RICH IS A BOOKLET that is yours for the asking; learn of this opportunity for a life-time, spare or full-time office business of your own where you can make a profit on the work of hundreds of others. T. J. Surface, Pres., Dept 235-K, Roanoke 13, Va. oc29

FREE FOLIO — WHOLESALE SUPPLY Sources, Business Deals, Plans, Ideas, Formulas, Kalamite Co., Box 372, E. Dayton, O. no5

I MAKE BIG MONEY IN THE MAIL ORDER business; you can do the same at home with copyrighted system; write me, I'll tell you how. F. Little, R. D. #1, Glenshaw, Penna. oc29

MAIL ORDER BUSINESS—NEW, 10,000-WORD Hand-Book, by noted expert, shows "how," spare time, small capital—from Idea to Mail-bag; includes: "Business Development Plan," "Profitable Mail Selling Ideas," "Pointers Along the Mail-Order-Trail" and "Starting Questionnaire"; 25¢ postpaid; satisfaction guaranteed. Maupin & Maupin, 327-4 S. 28th, La Fayette, Ind. de24

MAIL ORDER BEGINNERS—START SMALL, grow big; free details. Rowland T. Plain, 1 Laurel Ave., Binghamton, N. Y.

MAKE ORIGINAL JEWELRY—EARRING, PIN, other findings shipped promptly; free list. Lambert, 153 E. 26th St., N.Y.C. 10. no19

OPERATE OWN CONCESSION — "CONCES- sionaire's Guidebook," \$1, gives lowdown, knowhow, secrets; descriptive circular available. Stampico, Detroit 4, Mich. oc29

PIANO TUNING PAYS—LEARN THIS PROF- itable profession at home; our Tonometer and mechanical aids make learning easy; no knowledge music necessary; diploma granted; largest and oldest school—51st year; G.I. approved; write for booklet. Niles Bryant School, 27 Bryant Bldg., Washington 16, D. C. no5

PITCHMEN AND MEDICINE MEN—COMMU- nity Sale Directory of 1,000 sales in Middle West; price, \$1 postpaid. W. W. Simpson, 2705 Jule, St. Joseph, Mo. no19

SELL BY MAIL! SELL THROUGH AGENTS! We plan and write complete campaigns, letters, literature, publicity, investigate. Finkle Advertising, 257-B, South Spring, Los Angeles 12, Calif. no19

TESTED MONEY-MAKERS — 68 PAGE BOOK, 25 cents postpaid; Ideas, Plans, Formulas, Supply Sources; money back if dissatisfied, L. B. Clay, Box 1063, Wichita, Kan. no12

"TEXBURGER," THE SANDWICH THAT IS different; fast, profitable and repeat seller wherever introduced; write today for free literature. Haskell D. Boyer, P. O. Box 1486, Fort Worth 1, Tex. no5

THEATER FOR RENT—DAYTON, O.; DOWN- town; population 300,000; large stage, fully equipped sound and screen, 900 new seats; available Sunday, Monday, Tuesday and Wednesday for acts, movies, burlesk, etc.; stage hands, musicians will co-operate; big money maker; unusual opportunity. Contact Mr. Jacobson, Mayfair Theater, Dayton 2, O. Telephone HEMlock 2742. no19

TRADE MAGAZINES — CURRENT COPIES, business, professions, music, radio, writers' sports; hobbies; all fields; free price list. Commercial Engraving Publishing Co., 34H North Ritter, Indianapolis 19, Ind.

UNTOUCHED FIELD — QUICK MONEY IN small town promotions; work alone or with own crew; free details. Agency, 204-10 Dan-fill Bldg., Paragould, Ark. no5

Buy Direct From Manufacturer



\$5.40 DOZ.

ROYAL

The King of Them All

- Precision
- Flash
- Quality

Beautiful three-piece set: Hooded point fountain pen, mechanical pencil and guaranteed ball pen. Available in four or more colors. Cellophane wrapped.

25% Deposit, Balance C. O. D.

MODERN PEN MFG. CO.

195 Broadway New York, N. Y.
CAAnal 6-8016

SELL NYLONS GUARANTEED AGAINST RUNS!



Guaranteed by Good Housekeeping

AMAZING guarantee gives FREE nylons if hose runs or snag! Impossible? It's true! Regardless of cause—whether fault of hose or wearer—Kendex nylons are replaced FREE if they run, snag or become unfit for wear within the guarantee period up to THREE MONTHS! Complete line of women's beautiful hosiery - all weights, sizes and lengths, including sheerest 15 denier 51 gauge. Not sold in stores. Nationally advertised in Life, Saturday Evening Post, Ladies Home Journal, McCall's and Women's Home Companion. Awarded Seal of Approval by Good Housekeeping magazine. Also complete line of men's fine hosiery guaranteed ONE FULL YEAR or replaced FREE! No money or experience needed to earn big, steady income writing orders in spare or full time. We deliver and collect. Advance cash plus huge bonus. Complete money-making outfits FREE and prepaid. No obligation. Nothing to pay now or later. Opportunity to have others sell for you. Rush your name and address on postcard and you'll be making money next week.

KENDEX COMPANY BABYLON, 17, N. Y.

CHRONOGRAPH WRIST WATCH



\$4.00 Ea.
(6 or More)

Brand New—Not Reconditioned
Sweep-second hand runs or stops at click of button. 2-tone dial. Polished chrome case. Stainless Steel Expansion Band. Six or more, \$4.00 each. Sample, \$5.00. Individually boxed, 1-year written material and workmanship guarantee. Instruction book included.

10% Deposit—Bal. C. O. D.

BURTON SALES CO., Dept. B-25
809 W. Madison St. Chicago 7, Ill.

ANIMALS, BIRDS, PETS

FOR SALE—THE FINEST TRAINED PICKOUT and trick Pony; several routines; fine for school assemblies, \$400; will buy trained monkeys. McIntosh Monkey Circus, Bellevue, Mich.

MONKEYS — FIRST CLASS STOCK; BABY Rheas, \$25; Baby Bonnet Monkeys, \$30; White Face Ringtails, \$35; Kinkajou (South American Honey Bears), \$50. Terms: Cash with order or half cash, balance c.o.d. Don Compton, Box 93, Mt. Vernon, Ill.

42ND ANNIVERSARY SALE NOW IN PRO- gress; write for list; Importers and Dealers in: Snakes, Birds and Wild Animals. Snake King, P. O. Box 126, Brownsville, Texas. oc29

BUSINESS OPPORTUNITIES

BUSINESS OPPORTUNITIES

A NEW TIMELY MONEY MAKER—ELECTRIC Popcorn Popper; heavy gauge aluminum; 110-120 volt AC-DC fingertip agitator control; guaranteed for 1 year against defective materials and workmanship; Underwriter Laboratory approved; free illustration; \$46.80 doz.; sample \$4.25; suggested selling price, \$6.95, f.o.b. Chicago. Ideal Sales, 767 Milwaukee Ave., Chicago 22, Ill. oc29

ANALYZE HANDWRITING FOR PROFIT!!!— Complete outfit, \$1; profits, \$20, \$25 daily; extra charts \$7.50 1,000. Graphologers, POB 971, Philadelphia oc29

ASTRO NUMEROLOGY CHART—FORETELLS alleged lucky dates and numbers for any year. Attractive colored board stocks. Hot mail order or premium; giant horoscope information free. Flury, Box 7A, Darby 17, Pa. no12

CANDY—MAKE, PACKAGE, SELL; BIG PROF- its; start at home; information free. Schenek, 717-B West Penn, Butler, Pa. oc29

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 64 in this issue.

COSTUMES, UNIFORMS, WARDROBES

CLOWNS' AND BURLESK COMICS' PROPS Wigs, Accessories; free lists! (Assortments, 55). "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia oc29

HEADQUARTERS FOR CLOWNS, MINSTREL, and Santa Claus Costumes and Accessories; circulars free. The Costumer, 238 State St., Schenectady, N. Y. no5

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; Principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. ja7

TWO FIBER PACKING TRUNKS, \$15; MAN'S new Eton Suit, 38, custom brown, \$25; new Tuxedo Suits, latest style, \$12.50. Lesser, Paw Paw, Mich.

150 DROP CURTAINS AND DRAPES DIRECT from the stock of Lester, Ltd.; must see to appreciate; list sent on request. The Costume Mart, 67 E. Lake St., Chicago, Ill. Open Tues., Wed., Fri., Sat. noon 'til 5 p.m.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE— 50 complete Candy Corn Machines and Co.'s, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. de24

FOR SALE—POOL AND BILLARD TABLES; Seeburg type, in very good condition, reasonable. Kass, Greenfield Park, New York no5

FOR SALE—SECOND-HAND SHOW PROPERTY

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed S. O. S. Cinema Supply Corp., Dept. C, 602 W 52d St., New York 19. np oc29

"BELLY TANKS"—UNUSED; SIX, TEN OR twelve feet long; free details. Buck Auto Parts, Merced, Calif. oc29

COMPLETE EQUIPMENT FOR 500 SEAT MOVIE Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. no5

(Continued on page 92)

Tempting Values FOR BARGAIN HUNTERS

JUST OUT!
New, Complete Xmas Catalog. Write for your FREE copy today.

LEATHER GOODS • GIFTS • JOKERS ITEMS • TOYS
PREMIUMS • NOVELTIES • BALL PENS • TRICK GOODS
COMBS • POCKET KNIVES • LATEX • CARDED GOODS
RAZOR BLADES • KITCHEN GADGETS • NOTIONS

O. FAUST & Co.

Dept. B-10 Phila. 6, Pa.
223 N. 8th St.

NEW! NEW! NEW! JUMBO JIGGLER

5" High—
4" Diameter



Two to Ten Dice (Two Furnished)
Transparent red plastic with clear glass dome. Top unscrews to change dice.

Postpaid **\$3.00** in U. S.

Sorry, no C. O. D.'s Agents, Write for Proposition.

EQUITY SALES CO.
Equity Bldg. Muskogee, Okla.

BEST BUYS IN IDENTS

Aluminum	White or Gold Plate
\$18.00 Gross	\$24.60 Gross
\$1.65 Dozen	\$2.25 Dozen

Complete sample line, 16 Nos., prepaid or shipped C. O. D. **\$3.85**
25% deposit on all orders.

SLOAN JEWELRY CO.

41 Fulton St. N. Y. C. 7, N. Y.

WRITE FOR OUR NEW FREE CATALOG

Daring values in watches, rings and other JEWELRY



Cel-Max
WHOLESALE JEWELERS

IMPORTERS • EXPORTERS
182 S. Main St. • Memphis, Tenn.

CLEAN UP with Plastic Rayon Towels
Powerful, Quick Demonstration. Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels. Sells \$1; \$54 Gross; 10 Gross \$500. Send \$1 for sample package. 6 Towels. Big profits every pitch. All orders 50% deposit, balance C. O. D.

SUNBEAM PRODUCTS
107 3rd Street S. St. Petersburg, Fla.

XMAS SPECIAL SALES

Bouncing Bird on Suction Cup	Gr. \$15.90
"Busy Biddy" Chicken	Dz. 2.00
"Drinko" Cocktail Shaker	Dz. 5.25
Izzard the Lizard, 9"	Dz. 2.80
Bianche in Bath Tub	Dz. 3.50
Bar Kit—6 Units	Dz. 2.10
"Teddy" Bear Bank-Lite	Dz. 12.00
Noise Mallet Assortment	Dz. .50
Rocket Pin Ball Game	Dz. 2.10
Waffling Doll in Highchair, 13"	Dz. 12.00
Stuffed Dog on Wheels	Dz. 9.60
Scope Cigarette Holder	Dz. 7.20
Mechanical Turtle (U. S. A.)	Dz. 3.40
Crawling Baby (U. S. A.)	Dz. 7.80
Peek-a-Boo Key Chain	Dz. 1.10

Write for catalog of 400 Toy, Household and Jokers Novelty Items.
5% discount on orders over \$50.00.

GORDON MFG. CO. DEPT. C

110 E. 33 St., N. Y. 10

JUST OFF THE PRESS!

JOSEPH BROS.' GREATEST AND BEST NEW 1950 CATALOG

56 pages jammed with the fastest selling jewelry items. Write for yours today!

Ladies' Rhinestone Case Watch, 7-Jewel, \$9.95

17-Jewel, \$12.95

Looks like real diamonds. High grade Swiss movements guaranteed like new. Silk cord band. Gold filled Mesh, Link or Expansion Band \$1.75 add.

25% with order—balance C. O. D.
Wholesale only—none sold retail.

JOSEPH BROS.
5 S. Wabash Ave.
Dept. B-29, Chicago 3, Ill.

MEN'S WRIST WATCHES

- ELGIN
- BENRUS \$9.45
- GRUEN
- BULOVA

Rhinestone Dials, \$2.00 Additional

10 Kt. Yellow R.G.P. cases, modern new designs. Re-conditioned and rebuilt—guaranteed like new.

Men's Heavy Gold Plated Rings

B-121, imitation white stones. Doz.

\$3.00

B-325, with 3 white stones that look real. Doz.


\$6.00

B-79, smart looking signet ring with corner stone. Doz.

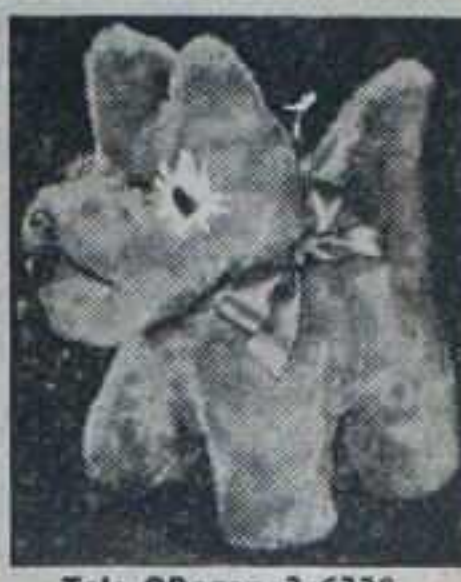
\$4.50

ELECTRIFYING VALUES

Electric Toys—Squeeze and the eyes light up!



ELECTRIC EYE DOG "WINKIE"
#403K—7" high, 7" long



ELECTRIC EYE BEAR
#402K—9" high, 9" long

\$15.00 Samples Doz. **\$1.50** Ea.

Tel: OREGON 3-6330

CUTTLER & COMPANY, INC.
928 Broadway...New York 10, N. Y.

25% Deposit, Balance C. O. D. If you are not on our mailing list, write for our new 1949 Xmas Catalog today!

Hurray! We Hit the Jackpot! ... With Robe-Pak

HERE IS THE PUNCHBOARD OPERATORS' DREAM

ALL WOOL

\$6.50

ROBE-PAK

IS MADE IN TWO SIZES
60x48" \$6.50 Ea.
60x72" 7.95 Ea.

ORIGINAL ROBE-PAK

GENUINE LEATHERETTE ZIPPER BAG, CAN BE HAD IN ANY COLLEGE COLORS WITH MONOGRAM AT NO EXTRA CHARGE.



IT'S A CUSHION ...

Z-I-P ... IT'S OPEN!

OUT COMES A ROBE!

TRIANGLE MFG. CO.
609 SO. TENTH STREET MINNEAPOLIS, MINN.
Makers of LA-TA-DO Products

SEND ORDERS NOW! IMMEDIATE DELIVERY!

POT OF GOLD

NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case

Ea. \$2.90

Less Than Case Lots, \$3.00 Each.

Include 25c Postage for Sample Order

1949 No. 59 Catalog NOW READY—WRITE

State Nature Your Business in First Letter.

WISCONSIN DELUXE CO.
1902 NO. THIRD ST. MILWAUKEE, WIS.

NOTICE, ENGRAVERS AND DEMONSTRATORS




#3A ARTICLE—TWICE SIZE OF PICTURE

Dexter Engraving Jewelry Co.

191 SOUTH STREET
PROVIDENCE 3, R. I.

Heavy Chains, Charm Bracelets, 3A, 2, 3; also Diamond, Clubs, Spads, 4 Leaf Clover. High polished backs and fronts; nickel or gold plated.

\$4.00 Doz. Bulk

Complete Assortment of Jewelry

- COMPACTS
- PINS
- 3-PC. FOUNTAIN PEN SETS
- RINGS (1001 Different Numbers)
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

JEWELRY—That's Our Business

We have everything for

- JEWELERS
- ENGRAVERS
- DEMONSTRATORS

BIELER-LEVINE

5 NO. WABASH AVE. CHICAGO, ILL.

NEW ENGRAVING JEWELRY CATALOG
Newest '49 Styles
NOW READY
Write for Yours Now!
State Your Business

All Orders Shipped Same Day Received
All Phones: CE 6-7966

RING DEMONSTRATORS, FAIR AND CARNIVAL WORKERS, SEND FOR CATALOGUE




We have 42 Exclusive Styles in Expensive Looking, Flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRES — BRIDAL SETS — GAMES — SIGNETS — BIRTH STONES — COCKTAIL RINGS—Set with brilliant White Stones and Red Baguette Combinations

They are just what you need for Department and Drug Store Dollar Ring Sales. Don't wait—cash in on these money makers!

Prices from \$1.00 Doz. up

Engagement \$2.63 Doz.
Wedding 1.63 Doz.
HARRY MAHREN RING CO.
303 5th Ave., N. Y. 16, N. Y.
Red and White Stone Combination. \$2.50 Doz

PITCHMEN! DEMONSTRATORS!

Back Again—Perfected PUNCH NEEDLES!

One of the biggest pre-war sellers now available for immediate delivery. Comes complete with Holder and 4 Nickel-Plated Steel Needles. \$23.00 per hundred sets. Sample set \$1.00. Cash with order.

Terms: 25% deposit, balance C.O.D., F.O.B. Chicago. We also carry Muslin Pillow and Colored Burlap Rug Patterns, Embroidery Hoops and other accessories.

HOME ART and NOVELTY CO.
1140 Farwell Ave. CHICAGO 26, ILL.



COMPLETE LINE OF ALL CARNIVAL MERCHANDISE

CARNIVAL & BINGO SUPPLIES

CATALOGS BEING MAILED OUT NOW

BE SURE AND MENTION YOUR LINE OF BUSINESS

MIDWEST MERCHANDISE CO.

1006 BROADWAY KANSAS CITY, MO.

FAST LOW SELLERS PRICES

ACTION HULA LAMP—Height 26 1/2", shade 16" wide. Short grass skirt. Press button and girl does a Hawaiian dance continuously. Her skirt wiggles like a rattlesnake. VERY HOT ITEM. Ideal for bars, clubs and store windows. "STOPS THE TRAFFIC." Price each complete \$15.00. Lots of 4, \$12.50 each.

S. R. CANTERMAN

NOW YOU CAN BUY DIRECT FROM ONE OF AMERICA'S LARGEST SUPPLIERS OF GUARANTEED RECONDITIONED WRIST WATCHES



MEN'S STYLES \$8.95 With Brilliant Rhinestone Dials \$1.75 Additional

All new 1950 styles beautifully cased and timed to perfection. Guaranteed like new. WHOLESALE ONLY. Large quantity users—Write for prices. 25% With Order—Balance C. O. D.

J. ENGEL & SON 59 E. Madison Chicago, Ill.

FUR COATS JACKETS AND SCARFS! Let us put you in business for yourself! Big profit! Buy direct from reliable wholesale firm latest 1950 style Fur Coats! All sizes and colors. If not satisfied money refunded within 3 days! Wire or write today for free price list and catalog! Agents wanted! ROSE FUR CO., Dept. P-23 28 W. 27th St. New York 1

FOR SALE—SECOND-HAND SHOW PROPERTY

(Continued from page 90) CRETORS, STAR, LONG-EARNS POPPERS—Peanut Roasters, Geared Kettles, Copper Carmel, Candy Kettles, Gasoline, Bottled Gas Equipment. Northside Co., Indianola, Iowa. de24

INSTRUCTIONS BOOKS & CARTOONS

BOOKS AT 2 1/2 UP FOR HEALTH, MAGIC, Crime, Narcotic, Astrology, Athletic, Minstrel, Fun, Snake and other concessions; write your business; 20 different samples; \$1 postpaid. Stein Publishing House, 521 South State St., Chicago, Ill.

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG 10¢—"World's Largest Line" (Pitchmen's Headquarters); fast-selling specialties! Ariane Mfg. Co., 4462-B Germantown, Philadelphia. oc29

FREE—A DOLLAR MAGIC OUTFIT WITH OUR Egyptian Ring Trick; all this and lists, 25¢. Eureka Magic Co., Box 345, Somerville, N. J. oc29

NEW 1949 CATALOG MINDREADING, MENTALISM, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology Books; 164-page illustrated catalog, 30¢; wholesale. Nelson Enterprises, 336-B S. High, Columbus, O. no5

MISCELLANEOUS

CHINESE FIRECRACKERS — 80/16, \$3 PER bundle; 80/20, \$4 per bundle; Lady Crackers, \$5 per bundle; 40/32, \$3 per bundle; 100/12, \$2 per bundle; cash with order. The Beacon Falls Fireworks Distributing Co., Beacon Falls, Conn.

SAMPLE CARTON OF COLORFUL POTTERY—24 pc. large assortment, \$7.50; 48 pc. small assortment, \$10.80; cash, please; prompt shipments. Walter Hirsch & Co., 2775 Pittsburgh Ave., Cleveland 15, O. no19

PERSONALS

ADULT THRILLING POCKET NOVELS — \$2 reprints, four \$1; list 10¢ (refunded). Messa, Box 55-X, Radio City, New York 19.

THE ORIGINAL STUFF — ADULT CARTOON Books, illustrated; old timers had 'em but they're rare now; super assortment, \$2, free enclosures with order; no c.o.d.; state age. V. E. Alberts, 6369B De Longpre, Hollywood 28, Calif. no12

THRILLING, SNAPPY, CUBAN-MEXICAN ART Pictures, Books, miscellaneous; samples, lists, 50¢. \$1. Jordan, 135-A Brighton St., Boston, Mass.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS, BACKGROUNDS IN stock; quick service; photo novelties; photo supplies. Miller Supplies, 1535 Franklin, St. Louis, Mo. no19

COMPLETE LINE DIRECT POSITIVE SUPPLIES Direx and New Eastman Paper. Lone Star Photo Supply Co., 2405 Elm St., Dallas, Tex. no19

DIME PHOTO OUTFITS CHEAP—ALL SIZES; drop in and see them; latest improvements, real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. oc29

DIRECT POSITIVE PHOTOGRAPHERS — WE supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903 P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. oc29

DON'T MISS FILMETTES' NEW 1950 8-16MM. Glamour Movies; list 10¢; dealers free. Filmettes, P.O. Box 126, Toluca Lake Sta., No. Hollywood, Calif.

EASELS: 5x7 \$6.50/100, \$60/1000. INTRODUCTORY sale for six weeks. Regularly \$70/1000. Free sample. Penn Photomounts, 335 Woodland Avenue, Glenolden, Pennsylvania. oc29

SOUND RENTALS—16MM.; FREE CATALOG. National Cinema, 69 Dey St., N.Y.C. 7. no pc29

THE NEW EASTMAN DOUBLE WEIGHT DIRECT POSITIVE Paper now available in all sizes. Marks & Fuller Inc., 70 Scio St., Rochester 4, N. Y. oc29

PRINTING

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS AND 6 1/2 Envelopes, Hammermill Bond, five lines copy, \$2 postpaid; samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. no19

BEAUTIFUL CHRISTMAS CARDS MADE FROM your favorite snapshot; 8 for \$1; additional 10¢ each; send negative; free sample. Rudy Leafma, 375 Riverside Dr., New York 25.

BEAUTIFUL STATIONERY—NAME, ADDRESS; finest ripple bond in gift box; the perfect Christmas gift! \$2 postpaid. The Page Printers, Box 83-BB, Darlington, Md.

HANDBILLS—6x9, UP TO 300 WORDS, 1000, \$4.50; 5000, \$20; size 4x9, up to 200 words, 1000, \$3; 5000, \$12.50 prepaid. L & K Press, Crawfordsville, Ind. no5

250 6 1/2 ENVELOPES AND 250 WHITEBOND Letterheads, 8 1/2 x 11, 5 lines copy, \$3 postpaid. Webster's Printshop, Farmiland, Ind. no5

500 ATTRACTIVE 2-COLOR LETTERHEADS OR Envelopes, \$3.50; prompt service; samples. Mailpress, 1206 Front, Toledo 5, Ohio. oc29

1,000 BUSINESS CARDS, \$4.25. ALLEN, 1424 South Harding, Chicago, Ill.

SCENERY AND BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS, THE best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halstead St., Chicago, CA 6-2544. no5

SALESMEN WANTED

A-1 MEN OVER 40—MAKE A FORTUNE; NO investment; sell sales promotional advertising to grocery stores and other retail businesses; you collect \$22.50, you retain \$15; call-back commission, \$5; extra bonuses, \$25 to \$100 monthly; over rides 50¢ to \$2 per account per man; guaranteed yearly annuity of \$5 on every active account you open. Requirements: Car, one sale weekly; bondable, we pay bond. Coast to Coast International Associates, 150 Chestnut St., Rochester 7 N. Y. (Mention Billboard) oc29

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Sox, Pants, Jackets, Sweaters, Shoes, Uniforms, etc.; sales equipment free; experience unnecessary. Nimrod, 4922-DS Lincoln, Chicago. no26

TATTOOING SUPPLIES

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free. Milt Zeis, 728 Lesley Rockford, Ill. de10

GUARANTEED PELICAN BLACK, REGULAR or concentrated; 12, sharp needles; thousand lots only; sterling silver. Joe Darpel, Hotel Victoria, Norfolk, Va. no5

TATTOOING MACHINES—DESIGNS, COLORS. Needles, Outfits; genuine German Pelican Black Tattoo Ink, \$4.50 Pint; \$8 quart; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. no5

WANTED TO BUY

WILL BUY DROP CURTAINS, CARNIVAL Games, Hobby Horses, Tents, Kiddie Rides. What have you? Send details. Well's Curiosity Shop, 29 So. 2nd St., Philadelphia 6, Pa.

Biggest Profit Makers in WATCH History



Rhinestone DIAL WATCH in 14K Gold Plated Case \$4.25

Brand New — Not Reconditioned Written 1-Year Service Guarantee 8 Flashing Rhinestones and 4 Simulated Rubies



Genuine Swiss 2 PUSH-BUTTON CHRONOGRAPH WITH A JEWELLED MOVEMENT! \$3.75

Written 1-Year Service Guarantee Precision Timekeeper and Stopwatch Radium Dial, Sweep Second Hand Assorted Colored Dials Polished Chromium Case Guaranteed New—Not Rebuilt (With strap and gift box, 20¢ add.)

Above prices for orders of 4 or more watches. \$1 ea. extra on orders under 4. 25% with order, balance C. O. D. DUNHALL Imports Co. 101 Cedar St. New York 4, N. Y.

HOLD THAT TIGER FOR BIG PROFITS

JUNGLE LIGHT LAMP New revolutionary process—"Furette" Finish (Simulated Hair) on hand cast metal. BENGAL TIGER, natural colors. Yellow metal shade, red base. A HOT, HOT ITEM.



DISTRIBUTORS JOBBERS, OPERATORS—WRITE FOR SPECIAL PRICES. Send for FREE CATALOG of complete line TASSON-STEINER MFG. CO. 419 Mickle St. Camden 3, N. J.

FOR IMMEDIATE DELIVERY

HIGHLY POLISHED • ELECTRO PLATED IDENTIFICATION BRACELETS • PINS • GUARD PINS • FOBETTES • from \$14.40 Gross and Up from \$9.00 Gross and Up WRITE FOR CATALOG NOW (STATE BUSINESS) 25% Deposit With Order, Balance C. O. D. SEND \$5.00 FOR SAMPLE ASSORTMENT 'Frisco Pete' 604 W. LAKE ST. CHICAGO 6, ILL.



6000 Smash Hits—In 460 Page Wholesale Book Dealers, agents, salesmen and jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1923 our money back guarantee is a source of confidence to all buyers. 25¢

brings you this latest 1949 wholesale catalog of Tested Sellers. You may take credit for the 25¢ on first order. In that way the Book will not cost you any money. Get your copy now before supply is depleted. SPORS CO., 10-49 Lamont, Le Center, Minn.

BOUNCING SANTA

Colorful Santa Claus That's a Natural for the Holiday Season



Strong spring action, suction cup holds Santa to any flat surface, slightest move makes it bounce and rock. Order now for immediate delivery.

\$1.75 Doz.

\$18.00 Gross

Packed one dozen to display card.

BOUNCING BIRD FOR AUTOMOBILES
\$1.75 Doz.—\$18.00 Gross
Bouncing Bird with Clip
\$2.00 Doz.—\$22.80 Gross

No. 600 GENUINE LEATHER BILLFOLD Alligator Finish, Ass'd Colors, Zipper all around. With plastic change holder, 5 identification windows.

Samples, 75¢ Each—\$7.75 Dozen.

WRITE FOR LIST

ON CHRISTMAS SPECIALS

STAR MERCHANDISE CO.

26 S. Wells St. Chicago 6, Ill.



The Original RUBBER LIZARDS

Forest Green, 9" Long. They look alive—sells fast. Packed 1 dozen to a box.

Doz. - \$ 2.00
Gr. - - \$21.60

	Dozen	Gross
Bouncing Santa Claus	1.50	\$16.00
Bouncing Birds	1.50	14.40
Bouncing Bicycle Bird	1.60	18.00
Bouncing Snow Man	1.50	16.00
Busy Biddle (Original Laying Chicken)	2.50	27.50
Jack-in-Camera, Jr.	.75	8.75
Jack-in-Camera, Sr.	2.95	33.00

25% Deposit with C. O. D. orders.

Send for free novelty catalog.

BENGOR PRODUCTS CO.
119 Fifth Ave. New York 3, N. Y.



A MILLION SALES with CIRCLINE

Fluorescent Fixtures
The greatest lighting fixture yet made.

Here's Your Big Opportunity for Big Money Making.

LOWEST PRICES

Direct From Manufacturer
Write for Catalogue

BELNORD PRODUCTS CORP.

DESIGNERS • MANUFACTURERS • DISTRIBUTORS
FLUORESCENT FIXTURES
714 Cherry St., Phila. 6, Pa. LOmbard 3-7789

NYLONS

10,000 Pair Nylons, 51 gauge DuPont nylons; factory rejects; sizes 8 1/2 to 11; 3 pairs for \$1.00 or \$3.50 per dozen; order now, C. O. D.

STAR HOSIERY SALES CO.

306 Portland Ave. Rochester, N. Y.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

MY PAST EXPERIENCE IS AS A DANCE HALL and roller rink manager and operator for 5 years; also have been a professional roller skater specializing in comedy roller skating acts for 5 years; my age is 32; height, 6'2"; weight, 200 lbs.; am very active, capable of handling large crowds; have pleasing personality; am not quick tempered; am also married and will travel anywhere in the U.S. after Oct. 1st; I also know advertising very well; if interested write: LeRoy Schwader, R. 2, New London, Wis., c/o Earl Affeldt. oc29

BANDS AND ORCHESTRAS

CLUB OWNERS—IT'S TIME FOR A CHANGE! 4 piece society unit, piano, vocal, with rhythm, doubles; now available for next booking; ideal for small smart clubs; neat wardrobe appearance; union. Write Leader, 805 Oakland Rd., Roanoke 12, Va., or phone 2-1148.

DON PASQUAL, PIANIST OF REPUTATION, and his 5 piece rumba band open for engagement; also play fine American music and shows. Don Pasqual, 2243 Southern Boulevard, New York 60, N. Y. SEdwick 3-5106.

"THE NEW SOUND"—4 PIECE UNIT; BONGO, Bass Fiddle, Guitar, Piano; union. Herby Cohen, 2765 Mathews Ave., Bronx, New York.

CIRCUS AND CARNIVAL

WHITE FACE CLOWN WANTS WINTER work, either small circus or indoor shows. Ray Brison, 131 Oley St., Reading, Pa.

MAGICIANS

HIGH CLASS MAGICIAN—ORIENTAL MAGIC that is different; terrific flash, illusions; vanishing ducks, Hindu boy produced from empty temple; sand, water and fire; looking through a body; Aladin changes to sailor; fast act for vaudeville; 1 1/2 hour show for schools and theaters; excellent wardrobe. The Amazing Milos, General Delivery, Boston, Mass.

MISCELLANEOUS

FOR KIDDIE, SCHOOL OR STORE WORK— Ko Ko, the Circus Clown, doing 30 minute show, magic, juggling, clown gags, puffedoes. Ray Brison, 131 Oley St., Reading, Pa.

HOLLYWOOD'S FAVORITE AND FOREMOST Female Impersonator; excellent references; beautiful, different; the Fabulous, Sophisticated "Mr. Jan Lee," Box C-476, Billboard, Cincinnati, O.

I'M A GIRL, 20, EVENING COLLEGE STUDENT in New York City, tired of being secretary; have horse, love all animals, many horses; is there some kind soul who can help me out with a job preferably with horses within reasonable commuting distance of city? Box C-473, Billboard, Cincinnati, O.

VERNON HOFF — FEMALE IMPERSONATOR. Indomitable popular singer and dancer! AGVA. At Liberty in January. 64 W. Randolph St., Room 1021, Chicago.

MUSICIANS

AVAILABLE AFTER TWO WEEKS' NOTICE— Tenor sax, doubling bass clarinet and clarinet; thoroughly experienced on all chairs; locations only, with \$85 minimum. Box C-474, Billboard, Cincinnati, O. no5

COMMERCIAL TENOR, CLARINET—EXPERIENCED, read, transpose well; tone, intonation good; arrange. Contact Musician, 1417 So. 25th, St. Joseph, Mo. Phone 3-0547.

COMMERCIAL TENOR ALTO CLARINET— Read and transpose good. Play on cut or no notice basis. Contact Musician, Box 175, Industrial City, Mo. Ph. 29309.

DRUMMER—AVAILABLE WITH TWO WEEKS' notice; desires change; 10 years' professional experience; good references; locations anywhere. Box C-443, Billboard, Cincinnati, O. oc29

DRUMMER — AVAILABLE OCT 31. LAST three years with fine society bands at top spots. At liberty only because job ending. Read well, cut shows, Latin, new drums, car. Twelve years' experience all types. Best of references. Consider any good commercial deal. Wire or airmail Drummer, Apt. 315, 3160 Second Boulevard, Detroit, Mich. Phone TE 2-4830.

DRUMMER—AGE 26, FINE APPEARANCE; read, fake, do vocals; formerly with Reggie Child's Orchestra; consider large or small on location; travel. Norman Cogan, 41-41 41st St., Sunnyside, N. Y. Hlonsides 6-3242. no5

FEMALE HAMMOND ORGANIST WITH OWN organ, solovox and elec. chimes; beautiful set up; read, memorize, transpose; large library; exp. in shows, dancing or lounge work; unnumbered; brunette, 43 years of age; only first class consider; single or combo; can also do comedy. Box C-480, Billboard, Cincinnati, O.

GIRL TENOR-CLARINET—UNION; DESIRES weekend work in or around New York. Zena Latto, 2031 Bathgate Avenue, New York.

GUITARIST DOUBLING TROMBONE—AVAIL- able immediately; experienced, single, sober; good rhythm and single string; some singing; anything considered; commercial or pop; will travel anywhere; send details. Dick Renberg, 223 Fulton Ave., Waukegan, Ill. Ontario 9775-W. oc29

HAMMOND ORGANIST WITH ORGAN — Flashy outfit, chimes, ace at keys; location only; pay-off is real music, repeat patronage; photo. P. O. Box 208, Chicago. no5

HAMMOND ORGANIST — EXCELLENT PER- former; can double society piano; know the standards, classics, sweet ballad, Latin and jazz; name band experience; available now. Organist, Kenesaw Hotel, Minneapolis, Minn.

HILBILLY FIDDLER—28, UNION, 10 YEARS professional experience radio, stage; just completed Canadian tour. Gene McDonald, R. F. D. 2, Jonesville, Virginia. no5

ORGANIST WITH OWN INSTRUMENT—PAST engagements in top hotels and clubs; male, thirty five; desire something in New York city or vicinity. Address: Organist, 4319 Wowall Drive, College Park, Maryland. Appleton 3091. no5

PIANIST — EXPERIENCED; COMMERCIAL. light classics; union; location only; state salary, etc. married, dependable. Box C-475, Billboard, Cincinnati, Ohio.

PIANO MAN — AVAILABLE IMMEDIATELY for small commercial unit or as a single; South only; union, dependable; state particulars. Piang Man, 30 Sayre St., Montgomery, Ala. oc29

PIANO MAN—PLENTY EXPERIENCE, SOLO combo or orchestra; union; will travel. Race Craig, 36 E. Beach Drive, Panama City, Fla.

PIANO—CAN PLAY, JOIN IMMEDIATELY; experienced, reliable, union; prefer location; no shows. Small band, combo. Wire, phone 2406. Pinky Cooper, 1608 So. 3rd Ave., Columbus, Miss.

PIANO MAN—WANTS STEADY LOCATION work; can play tenor style or jazz; would like to get with a good band, as I like to play and am looking for steady work. Don Hertzell, 1263 Harrison, Topeka, Kansas. Phone 5259.

RINK ORGANIST-RSROA TEMPOS, DANCES, perfect skating rhythm; thoroughly experienced, dependable, cooperative. Better rinks only. Box C-477, Billboard, Cincinnati, Ohio.

RINK ORGANIST—TEN YEARS' EXPERIENCE large city rinks; immediate engagement; now in New York; state proposition. Box C-478, Billboard, Cincinnati, O.

PARKS AND FAIRS

OUTSTANDING PLATFORM TRAPEZE ACT— Available for celebrations, fairs, etc.; flashy act; for literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

PHYSIC PALMIST—DESIRES CLUB WORK. Also do half and half. Nationality half Gior, half Creole. Gorgeous beautiful, Rose Davis, Avella, Pa. Phone 6953.

SIDE SHOW PERFORMER — DOES PUNCH, magic and fire; wants winter work; state your terms. Ray Brison, 131 Oley St., Reading, Pa.

3 FEARLESS STARS, WORLD'S HIGHEST Contortion Trapeze Act; gorgeous girls, beautiful costumes, flashy rigging. Southern Fairs contact Jerry D Martin, Billboard, Cincinnati, Ohio. no5

VAUDEVILLE ARTISTS

AT LIBERTY—B. T. COMEDIAN FOR RADIO, med, vaudeville or nite clubs; play my own music; up in acts and bits; plenty of changes, go anywhere; name your best first letter. F. U. Norton, Nashville, Tenn., Gen. Del.

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

MEDICINE MEN — QUAKER TREATS YOU right; send for sample of medicine ball at no charge. Quaker Products, 220 George St., Cincinnati, O. no12

MIDGETS FOR BIG VAUDEVILLE ATTRAC- tion; experience not necessary; good salary. Midgets, Billboard Office, Cincinnati, O.

TRUMPET, LEAD TENOR, PIANO—TRUMPET must sing good ballad; established commercial band; state age, permanent address, if single, previous bands. Box 125, Billboard, Chicago. oc29

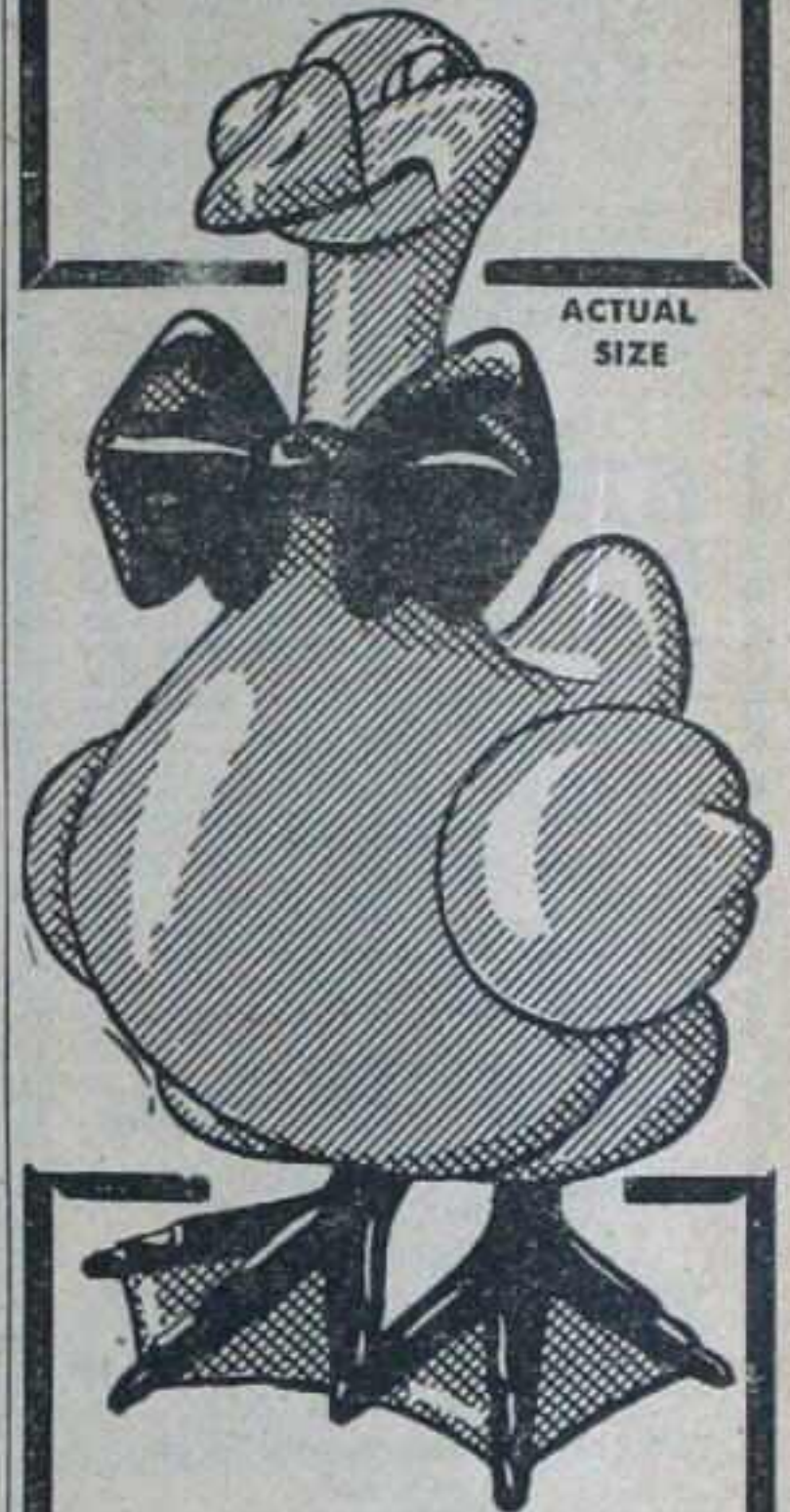
WANTED—MALE VOCALIST FOR ESTAB- lished midwest orchestra, immediately; instrumentalists also write. Box C-466, Billboard, Cincinnati, Ohio. oc29

WANTED—PRODUCING COMIC TO ORGANIZE small company for winter's work in night club. Write, state all in first to Mack Ford, Artist Bureau, KDTH Radio, Dubuque, Iowa.

HERE'S THE AMAZING SUCCESSOR TO "BUSY BIDDY"

GOOSY LUCY

LAYS 5 GOLDEN EGGS AND FLAPS HER WINGS.



ACTUAL SIZE

FIRST TIME OFFERED!
GET YOUR ORDERS IN NOW FOR IMMEDIATE DELIVERY

\$3.90 Doz. Jobbers, Write for Quantity Prices.

Minimum Order 2 Dozen.

Be first with the Goose that lays the Golden Eggs of Profit. Smartly packaged with a brilliant festive card. Lucy is Goose grey plastic, wears a variety of gay colored bows. Individually boxed: 2 doz. to display carton with display card, 1 gross to shipping container with counter display.

Add 5% for Shipping Charges.

THE MACK COMPANY

32 N. Wells St. Chicago, Ill.

FOR THE LATEST IN JEWELRY THAT SELLS

WRITE TODAY TO
Harry Pakula & Company
5 N. WABASH AVE. CHICAGO 2, ILL.
PLEASE STATE YOUR BUSINESS

FUR COATS JACKETS—CAPES



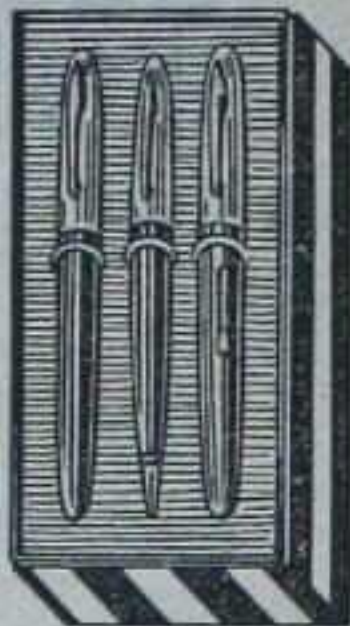
Large assortment of NEW 1949-1950 outstanding creations Perfect quality Excellent workmanship Distinctive furs of all types at popular prices. Buy your fur coat this year from our factory at half price. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

S. ANGELL & CO. Manufacturing Furrier
236 W. 27th St. (Dept. b-3), New York 1, N. Y.

LOWEST FACTORY PRICES

WE WILL NOT BE UNDERSOLD!

3 PIECE PEN SET



3-piece Pen Set - Gold Plated Top - the fastest selling item in the country at the right price. Complete with beautiful box and embossed price tag.

SPECIAL New Price in Gross Lots \$5.75 doz. \$65.00 gr.

This 3-piece Pen Set has a fountain pen, automatic pencil and long-wearing ball point pen. In beautiful colors - grey, black and the new atomic blue and maroon.

This is a tremendous number from now on to Christmas. Great flash.

Sample Pen Set, 75c. Every Pen Set has guarantee slip, also has a gold embossed price tag - \$7.50.

All gold finished 3-piece pen sets. These pen sets all come with guarantee slips and embossed gold price tags and they are individually boxed. The boxes are terrific and beautiful and sell on sight. We positively ship orders same day as received.

SPECIAL \$7.50 Dozen Gross Lots \$84.00 Gross SAMPLE SET \$1.00.

SPECIAL Filigree Ball Point Pen and Key Chain \$2.50 Dz. \$27.00 Gr.

25% Deposit - Money Order or Cash - Balance C. O. D.

We ship same day as orders received

HARRIS NOVELTY CO. 1102 Arch St. Philadelphia 7, Pa. Phone No.: Market 7-9848

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post Bernard, S. Miller Wm H 45c (Books) 20c Hazzard, Stewart 60c Doman, Edw. 20c

- Adamcik, John
Adams, Mrs. Eddie (Red)
Adams, E. J. & Mrs. (Concessions)
Adderton, Robt.
Agin, Benj.
Aiton, Thos.
Albanese, Vito
Aledo, Mrs. Edna
Aley, Clifford
Alland, Maurice
Allen, Cecil
Allen, Leo
Allen, Tommy & Mrs.
Allman, Mrs. A. J.
Anderson, Bob
Anderson, Bud
Anderson, (Seal Circus)
Anthony, Lucille
Anthony, Milo
Arnold, Edw. W.
Arnett, Jack
Arrowood, Pauline
Ashcroft, John Wm.
Audett, Ronnie
Baby Lillian
Bachmann, W. P.
Bagwell, James A.
Bailes, Gladys
Bailey, Dixie
Baker, Hardy Henry
Baker, Prof. R. E.
Baker, Mrs. Sally
Baldwin, Billy J.
Banjamin, Harry
Barfield, Kathleen
Barker, Fred
Barnaby, Geo.
Barney, Leroy
Barrett, Romano
Barrickman, Floyd N
Bartley, Mrs. Roy
Barton, Geo. (Society Circus)
Bastford, John
Bast, Whitey
Bates, Wm. E.
Bauaman, Mrs. Nettie Dutton
Beatrice, Ruth
Beauchemin, E.
Beller, F. D.
Bender, Phillip
Bennor, Jr., Nicholas
Benison, Evelyn M.
Bennett, Chas. (Chuck)
Bercott, John
Bergman, Lila Sears
Berrian, Joe
Bethune, Gus
Bireley, Eddie
Birnie, Wm.
Blark, Louis
Blackburn, Mrs. E. J.
Blair, Clarence
Blakely, Benton H.
Blanks, C. F.
Blanton, J. W.
Blanton, Tommy
Roone, Geo.
Borrenpohl, Ervin H.
Boyer, Mrs. Chick
Bradles, Leck
Bradley, L. E.
Bradley, Wm. C.
Bray's Great Southern Circus
Brant, Chas.
Brashear, Don M.
Brazley, Ann
Breeze, John
Brennan, D. J.
Brent, Josephine
Bright, Louis
Broadbert, Betty
Broadrick, Geo. Thos.
Broome, Jr., E. H. Merr.
Brooks, Arthur B.
Brown, A. W.
Brown, Bishop (White Eye)
Brown, Jr., Geo.
Brown, Paul A.
Brown, Wm. A.
Bruden, Dan
Bruna, Ray
Buchanan, C. T.
Bunnigan, James Red
Burdick, Ted
Burke, Mrs. Pearl
Burleson, Jack W.
Burns, Bob
Burrider, Frank H.
Burns, W. A.
Burt, Murray (Talker)
Burton, Leon H.
Butler, Clyde W.
Butler, Clyde
Butler, Mrs. Neoma
Byrd, Mrs. Mack
Calloun, Mrs. Maudie B.
Cameron, James
Campbell, Clayton
Campbell, Henry (Hank)
Campbell, Maudie M.
Cannon, Monty
Cannon, Mr. Olle
Canter, Homer
Carawan, Mrs. Lydia
Card, Myrtle Flora
Carpenski, Mrs. Johnny
Carr, Clifford
Carrigan, Mrs. & James Margaret

- Frid, Bob
Frost, Jane H.
Fulkerson, Marvin J.
Fuller, John
Fuller, Mrs. Willie Pearl
Gallagher, Luke
Galligher, Orville Lawrence
Gary, Mrs. W. F.
Gates, Jack
Gayer, Archie
Generallo, Samuel
Geren, W. R.
Gerry, Mrs. F. J.
Gibson, Lee K.
Gibson, Raymond
Gilham, Wm.
Gilmore, Harold
Gilmore, James J.
Ginther, Homer M.
Gipson, Gilbert
Gironard, Anthony
Givin, Calvin
Glassburg, Karan
Glynn, Peter
Goad, Dan
Goad, Geo.
Goff, Mrs. Frank G.
Gold Crown Expo.
Goldie, Jack (Spot)
Goldstein, Nathan
Gonker, W.
Gordon, Chas. L.
Gordon, John D.
Gordon, Robt.
Gordon, Robt. T.
Granger, Allen
Great Sutton Show
Green, Beni. (Alligator Boy)
Gregory, Chester
Grey, Ella
Griffin, Barbara
Griffin, Geo. Franklin
Griffin, Earl
Griggers, Winford Reese
Grings, Chas.
Groner, Mrs. Ida E.
Gross, Mrs. Edith
Guadalupe, M. J. (Society)
Gunn, Mrs. Leonard (Red)
Gunn, Mike
Gunter, Harry
Haasnat, Herman
Hady, Mrs. Evelyn
Haines, Fred
Hall, Arthur
Hall, Mrs. Don E.
Hamilton, Frank & Marie
Hamilton, Mrs. Aubrey
Hand, Johnny (Hell Driver)
Haney, Mrs. Charlie
Hansberger, Allan
Hanson, Harlow L.
Hanson, Raymond A.
Hanson, Walter
Happy Holiday Shows
Harbin, L. W.
Hardeman, John
Harkins, H. H.
Harmon, Wm.
Harrington, Red
Harris, Bill
Harris, Lillian Mae
Harrison, Harry T.
Harrison, Pete
Harry's Greater Show
Haron, E. W.
Hartman, Mrs. Mary
Hartman, Wm. (Bill)
Healy, Ina
Heaton, Arthur
Heber, Charlotte
Hendricks, Eddie
Henry, Glenn
Herman, Eddie
Heron, Mrs. Jimmie
Hill, Will (Society Circus)
Hill, James W.
Hill, John A.
Hinc, N. E.
Hinsley, Lee M.
Hoblett, H. Glenn
Holler, Glen
Holler, Paul
Holt, Bill (Hawaiian Nights)
Houisk, Michael
Hoone, John L.
Howard, John
Howard, Wm.
Hoxie Bros. Circus
Huffle, Thos. J.
Hurl, James
Hurst, Martin
Hutchison, Jack
Ireland, Arthur T.
Isabell, Chas.
Jacob, Ralph
Jerdon, Buddie
Jobe, Harold (Curly)
Johns, Freddy
Johns, Miller
Johns, Miller F.
Johnson, Barbara Ann
Johnson, Coster
Johnson, Miss Billie (c/o Betty Johnson)
Johnson, Mrs. E. S.
Johnson, Eddie
Johnson, Frank M.
Johnson, Mrs. Gene
Johnson, Jimmie J.
Johnson, Johnnie Nell
Johnson, Johnney Pete
Johnson, Pete T.
Johnson, Roy W.
Jones, James
Jones, Jim
Jones, John Henry
Jordan, Jo-Jo
Justice, Donald
Kabaloff, David
Kahntroff, Morris
Kamrath, Jerry F.
Kaopuni, Ernest

!!BIG FLASH!! THE NEW 3 PIECE "KIMCO" PEN SET (GOLD CAPPED) Beautifully boxed with guarantee & gold embossed price tag. 5 GROSS LOTS \$66.00 GR. 1 GROSS LOT \$69.00 GR. LESS THAN GROSS \$6.00 DOZEN ALL GOLD PLATED 3 PIECE PEN SETS. GUARANTEED AND GOLD PRICE TAGS. Dz. \$8.00 KIM & CIOFFI 912 ARCH ST., PHILADELPHIA 7, PA. MA 7-2283

ARMY FOOTBALL SUPPLIES Any Collage, Any Team! FOOTBALL BADGE, Illinois, Per 100 \$8.00 GOLD FOOTBALL, American Made, Beautiful Finish, Gr. 4.50 We Carry Full Lines of Sporting Goods. PLASTIC FOOTBALLS, Per Gr. \$2.85 PENNANTS, Heavy Felt with Tie-Backs, 12x30", Per 100 15.00 PENNANT CANES, Per 100 1.50 RIBBONS, Any Color, 2 1/4" Per Yd. in 50 Yd. Rolls (Extra Large) Per 100 5.00 TIN FOOTBALLS, Brown Color, Per 100 4.00 JELLUOID FOOTBALL DOLLS, 4" Asst. Colors, Gr. 14.00 CELLUOID FOOTBALL DOLLS, 6" Asst. Colors, Gr. 22.00 We carry full line of St. Patrick's Day Merchandise. 1/4 Deposit, Balance C. O. D., F. O. B. R. WORTON NOVELTIES 900-902 Gerard Ave. New York 52, N. Y. Phone: Jerome 8-6712

All Extra Heavy Mountings 30 days' money-back guarantee if rings not as represented. Merchandise for resale only.

Three diamond rings with prices: #B2172 \$15.75 PER DOZ. 1/30 14K. Ruby color side stones. #B515 \$16.00 PER DOZ. 1/20 12K. Large white center. Red color sides. Without side stones. #B1010 \$14.00 Doz. #B396 \$18.00 PER DOZ. 1/30 14K. White center. Ruby color or white sides.

FREE CATALOG LISTING COMPLETE LINE. Sample Assortments - \$7.50-\$15.00-\$25.00. \$1 Per Doz. Deposit on All C. O. D. Orders. DES MOINES RING CO. 1155 26TH ST. DES MOINES, IOWA

Western Saddle Horses Special 10 1/2", \$18.50 Doz. From factory direct to you. Immediate delivery. Cash with order. No post cards answered. Notice to our patrons: Keep in touch with us. Due shortly: A hot, new number that will be a knockout or double your money back. Please note new address. C. GAMEISER Box 1324, Church St., Station 8, N.Y.C.

CHINESE FIRECRACKERS 40/16 (1280 1 1/2 in. Firecrackers) \$2.25 per bundle 40/40 (2400 1 1/2 in. Firecrackers) 5.00 per bundle Cash with order, F. O. B. Center. Tex. Special price case lots. HURST-JONES FIREWORKS

MINIATURES of nationally famous beverages ORDER A SAMPLE GROSS \$9.00 F.O.B. Milwaukee (Minimum order) 25% deposit with order; balance: C.O.D. Write for our complete catalog. BILL'S SPECIALTY MFG. CO. 433 N. 2nd ST., MILWAUKEE 3

DEALERS WANTED WATCHES Bulova, Gruen, Longine and Croton Automatic. Also Watch Attachments. RONSONS All models. PENS Parker 51's and 21's, Waterman. Also Elgin-American Compacts, Cigarette Cases, Delta Pearls, Schick and Remington Electric Razors. BOX 410 The Billboard, 1564 Broadway, N. Y. C. 19

BACHELOR'S BATH MAT Here's the greatest laugh item of them all! Acres and acres of them - a Bachelor's Bath Mat of life sized, flesh colored sponge rubber falsies. Ideal as a gift, raffle item, premium. Big Sales Opportunity. Send \$3 for sample mat with 5-day trial money-back guarantee. Write BACHELOR'S BATH MAT CO. 752 N. Broadway, Dept. BB-10 Los Angeles 12, Calif

SPECIAL CHRISTMAS OFFER

Always Big Savings and Always the Best Buys at "ACE" Stuffed Fur and Plush Toys at Their Best.

#252



25% Dep. Bal. C.O.D. if Not Rated.

BUY DIRECT FROM MANUFACTURER

#2045-29" High Grade Rayon Plush Honey Bear or Panda Bear, cotton stuffed, embroidered nose. Reg. list price, \$42.00 doz. Now only \$32.00 doz. in 6 doz. lots only \$30.00 Ds.

Write for Special Price List for Quantity Buyers and of Closeouts.

State nature of your business in first letter. CLOSEOUT-999X 22" Cotton Stuffed Cuddly Doll, printed cloth body, pressed masked face, asstd. colors. Carton of 4 dozen for only \$32.00!

SALESMEN: Choice territories still open. Liberal commission. Send for beautiful catalog "R" of over 100 year round sellers. ACE TOY MFG. CO. 122-30 W. 27th ST., NEW YORK 1

FOOTBALL SPECIALS!

- Football Player Charms Gr. \$ 1.00
Football Charms Gr. 1.00
2-Pc. Tin Footballs Per 100 3.50
No. 5 Satin Ribbon, all colors. 50 Yds. 1.35
10-In. Football Player Doll Doz. 2.10
No. 718 Oak Football Balloons Gr. 5.50
15" Tissue Shakers, 24" stick—any color combination Gr. 9.50
Crawling Babies Doz. \$5.75; Gr. 66.00
Itchy Dogs Doz. \$3.40; Gr. 39.00
Swiss Warblers Gr. .79

25% deposit with C. O. D. orders. Prices do not include shipping charges

KIPP BROTHERS

240 South Meridian Street Indianapolis 25, Indiana

BINGO SUPPLIES and EQUIPMENT

IMMEDIATE DELIVERY!

- Electric Flash Boards
Electric Bingo Blowers

Wire or write for Catalog

John A. Roberts & CO. INC. 817-823 Broadway, Newark 4, N. J.

"ALLYN" FALL SPECIAL

- \$22.50 AUTOMATIC POP-UP TOASTER, factory guaranteed. \$12.50
10 1/2 INCH METAL HORSE, lots of twelve 1.75

Allyn Distributing Co.

415 W. MARKET ST. AXRON, OHIO



WHOLESALE ONLY

Fine quality. Popular flavors. Five stick packs—factory fresh—regular and bubble.

AMERICAN CHEWING PRODUCTS CORP. Fourth & Mt. Pleasant Ave., Newark 4, N. J.

- Rutter, Pete
Ryan, Mrs. Marie
Rycroft, Mrs. J. J.
Rycroft, Nancy
Saunmet, Roy
Samms, Lou
Sanford, Arnold
Schlegel, Golden
Schmuck, Guy O.
Schneppel, Wimpy
Scruggs, Troy
Seevera, Mrs. Lucille
Segal, Ben
Self, Mrs. Fannie Mae
Sengle, Ben
Senior, Wm.
Settle, Jack
Shadle, Dick
Shaffer, Mrs. Ross
Shannon, Betty
Shapran, Frank
Sherman, Carl
Sharp, Bob
Sharpe, Homer & Marlon
Sheen, A. C. (Smoker)
Sherman, Eric
Shipley, Sr., C. W.
Short, Franch
Short, Thomas
Shulman, Wm.
Siegrist, Mrs. Helen
Silva, Candy
Sims, Curly
Sincley, W. E.
Sivak, Joseph M.
Sleeman & Decker
Sloan, Mrs. Doc.
Small, Mrs. Ethel
Smiley, Mary Lou
Smith, Chas. H.
Smith, Geo. R.
Smith, Harry
Smith, Herman
Smith, Jack (Prof. Van)
Smith, James Harold
Smith, Jellen
Smith, K. Max
Smith, Mrs. Rose E.
Smith, Wm. E.
Snyder, Mrs. A.
Snyder, Blaine
Sordet, Jr., Henry
Sorran, Michael
Sparks, Robert
Spencer, Chas.
Spit Cloud, Chief
Spitzencel, Wm. C.
Spitzer, Harry
Spitzer, Mrs. Vickie
St. Clair, Leonard
Stoner
Stachowiak, John
Stanley, Little Bud
Stanley, Kay
Steffen, Hazel
Steven, Eohraim
Stevens, Grant
Sterens, Harry
Stevens, Homer
Stieckley, J. O.
Stover, James
Strauss, Louis
Streeter, Earl C.
Stretch, Mertha
Stutzman, Bobby
Sullivan, Arthur E.
Sunshine Shows
Surrey, R. D.
Sutherland, Millie
Sycro Bros. Show
Tabor, C. H.
Taylor, Archie
Taylor, W. E.
Teer, James A.
Templeton, Ralph (Zip)
Tezzano, Frank
Thomas, Billie J.
Thomas, Mrs. Jack
Thompson, E. W.
Thompson, J. J.
Thompson, Tex
Thorne, Chas.
Thornton, J. R.
Thorpe, John M.
Tinsley, Mary
Tobell, Opal Fay
Tom, E. R.
Towns, Mrs. Dorothy
Tracy, W. R.
Traub, Helen
Trout, Taylor
Trump, James
Tucker, Sophie
Tumoseca, Louis
Turner, Leonard D.
Tuttle, Robt. Virgil
Tyler, Carl
Tyler, Mrs. Ruby
Urich, John
Urich, Miller
Vale, Chas.

- White, Harry
White, Robt.
Whittington, E. B.
Whitmyer, Myra
Wichline, John A.
Wilkinson, Pearl W.
William, A. B.
Williams, Cornfield
Williams, L. L.
Williams, Maude E. R.
Williams, Rebecca L.
Williams, Soapy
Williams, Mrs. Zola
Wilson, Chuck
Wilson, Jimmie
Wilson, Tex
Wise, Miss Pat
Witasek, Ben J.
Wolf, Vernon
Wolfe, Wm. J.
Wood, Robt. R.
Wright, Chas. A.
Wright, John E.
Wright, Wilbert A.
Wick, Donald
Wyatt, A. E.
Wyche, Carl
Yamada, Geo.
Yates, Thurma
Yeager, Edward L.
Yelcis, Rene G.
Zarlington, Mary
Zenzen, Wm.
Zietman, Vern
Zietoo

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg., St. Louis 1, Mo.

- Ackley, Mr. & Mrs. Lawrence V.
Albert, E. J.
Allen, N. K.
Allen, Rex
Anthony, Mr. & Mrs. Milo
Arnold, Wayne W.
Arens, Mrs. Lucy
Atkinson, F. M.
Ayers, Bob
Bailey, Bob
Baldwin, Billie J.
Barr, E. E.
Borton, Wm.
Bell, James Allen
Bell, Vern M.
Bellon, Louis
Beropsky, Mrs. Harry
Bird, Curley
Black, Mr. & Mrs. Joe
Bligh, Francis J.
Bolis, Mr. & Mrs. Fritz
Borsvold, A. E.
Borchert, Mrs. Helen
Brink, Arthur E.
Brown, Royal T.
Bryer, Jr., Ollie
Burgardner, Lee
Burns Twins, & Evelyn
Burns, Frank
Burns, W. C.
Burrongs, Gates
Caldwell, Edward S.
Calviari, C. A.
Carson, Mrs. Evelyn James
Casey, Nell Harold
Castle, Jack
Clark, Clarence
Clark, John R.
Cofar, Buford Lee
Cooper, John W.
Coryell, James D.
Crawlen, Bob
Crawley, Miss Thelma
Crews, J. R.
Curtis, John
Coulter, Louis & Rose
Cutler, Louis & Rose
Dalley, Robert E.
Davis, Mrs. Esther
Davis, H. L.
Davis, Ken
Decker, Bud
Dillin, Jack
Dorrell, James V.
Dukes, D. T.
Dunbar, Mr. & Mrs. Gale R.
Edgar, Roger A.
Eer, Eddie L.
Ellison, Roy
Farmer, Jimmie (Ozell)
Ferguson, Tex
Flanigan, Jim T.
Forster, Mr. & Mrs. Gus
Forster Mrs. William F.
Frank, George
Franklin Edward
Gallagher, Mrs. M.
Gibson, Fred
Gowdy, Mr. & Mrs. M. A. (Hank)
Granger, Allen R.
Gray, Alfred L.
Gregory, R. W.
Haley, H. D.
Hall, Robert S.
Harris, A. J.
Harris, Pearl D.
Harris, Shirley
Harris, William
Harvey, Mr. & Mrs. J. P.
Hant, Mrs. Bessie
Heth, Bob L.
Holt, Frank K.
Holt, Joan
Hoppert, Frank, Mr. or Mrs.
Houssels, Robert E.
Hudson, Buddy (Helen Ann)
Hughes, Mr. & Mrs. W. L.
Johnson, Donald L.
Johnson, James E.
Johnson, Miss Ruby
Johnson, Mrs. Verna
Jordau, Peggy
Kelly, Roughhouse

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 19, N. Y.

- Alvarado, Tonio
Ames, Harry
Austin, Montague
Brey, Raffit V.
Binder, Fred
Burcher, Anthony
Carney, Frank
Carson, Mrs. Rhea
Cherokee Kid
Ciaburri, John P.
Cole, Bruce
Cooper, Jana
Creey, Ralph
Cole, H.
Craden, Tom
Day, Darlene
Delaney, John D.
DeLys, Dmnette
Demitry, Peter
Duvall, Aldene
Earle, Beatrix
Evans, Mr. & Mrs. Edward R.
Evans, Archie
Fannadio, Louise
Fellani, Francis
Frank, George
Gallagher, J. E.
Gilbert, Jack
Gray, Clifford
Hafer, Bob
Hanes, Edno
Hansen, William
Hartzell, Johnny
Hoff, Earl
Horn, James
Howard, Kenneth
Huang, Tai
Humphries, John
Hunt, Phil
Irvine, Florence
Jones, Jeanne
Karazan, Mr.
Kayton, Arnon
Knecht, Alfred
Knoetzschn, Frank
LeMar, Elaine
Lewis, Gene
Livermore, Norman
Luniz, Edward
Marlowe, Don
Meredith, Jane
Nazzo, Joseph
Notes, N.
Noveno, Blanche
Lorraine
Oro, M. H.
Pasco, Betty A.
Patrick, Paul
Paulette, Louisa
Pierce, Jack
Pomeroy, Emily C.
Provencher, L.
Rirard, E.
Rubin, Ida
Schubert, Erwin
Stein, Mr. L.
Thomas, Mrs. E.
Vandye, Leona
Wahlteka, Princess
Wallace, Monte & Nina
Whitely, William L.
Wilcox, Ramsey
Wilkinson, K.
Wilson, Marriot
Williams, Fred
Williams, Arlene
Zubern, Emil

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill

- Alveros, Tony
Anderson, Harry
Betsky, Freida
Day, Mike
Duane, Clyde
Dugan, Frank
Dumont, Cleo
Goldner, Renee
Hager, James
King, Zorita
Licco, Jim C.
Mallwin, James
Marquis, Geo.
Mayer, W. B.
Miller, Joe
Moore, Donald
Morris, Allen
Page, Virgil
Redinger, Geo.
Shainks, Lillian
Short, Thomas
Smiles, Buck
Solis, A. G.
Stone, Lou (telegram)
Stone, Smokey
Sylvester, Jim
Taylor, Kermit (hupt)
Thronton, Richard
Walsh, Jack
Winters, Helen

- Kemper, Geo. H.
Kerner, Mrs. Dorothy
Kinder, Bill
King, Hugh G.
King, Larry
Knapp, Mrs. G. W.
Kopf, J. M.
Korman, Carroll
Lamb, Mrs. Eva
Lampton, Lucky
Lamrock, R. C.
Latano, Tony
LaVell, Mrs. M. M.
Leitner, Carl
Lemke, Joe
Long, Muriel Agnes
Lopez, Linda
McBride, A. W.
McBroom, Author
McKnight, Miss Catherine
McMann, T. J.
McMillin, Mrs. H. J.
Males, James G.
Marchand, Mr. & Mrs. Noah Arthur
Martin, Mr. & Mrs. Jack Chester A.
Matejowski, Chester A.
Mayberry, Wayne
Maynard, Mrs. Kay
Meek, Harold
Meehousae, Clinton E.
Murphy, J. J.
Newmann, Peggy
Ogburn, Phil
Ollendorf, Duane
Obrine, Pat
Palmer, Mrs. Elsie Ned
Parsons, Miss Jeanne
Pasha, Evelyn Bill
Patrick, T. W.
Payne, Mrs. Mabel
Paxton, Pat W.
Peyton, W. A.
Poirier, Edward
Poney, B. D.
Prockins, Ted
Randolph, Robert G.
Redman, Ace
Reeses, Prof. Chet
Richards, John
Richmond, Frank
Robison, Mrs. Lillian
Robertson, Richard
Rogers, Arthur E.
Rogers, Mrs. Florine
Rogers, M. H.
Romanski, Mrs. Ursula
Ruby, C. J.
Sandusky, A. D.
Schaff, Larry
Schmidt, John J.
Schmidt, Mrs. Stanley
Schultz, Leo
Scruggs, W. J.
Sens, Casey
Servis, Mrs. E. F.
Shake, Gilbert
Short, Mr. & Mrs. Thomas
Silcox, Joe
Stacey, Geo. C.
Staufer, Gerald
Steinfeldt, Mr. & Mrs. W. J.
Stoneman, Joe
Sugra, Henry
Sutton, Neil
Sweilgart, Kenneth
Tatum, Alice
Thomas, Kenneth B.
Thomas, Ray Earl
Terry, Mr. & Mrs. C. H.
Townsend, R. P.
Turner, Mr. & Mrs. Joe
VanDyne, D. K.
Wagner, Albert
Waits, Glynis B.
Walker, Mrs. Betty
Ward, Mrs. J. Robert
Wells, Mrs. Delno
Welter, Elmer E.
Wildrick, Elmo W.
Wiley, Carl
Willson, Miss Etta
Wolf, Fred M.
Zebringer, Robert
Zimmer, Miss Fern
Zinkowich, John
Zlomke, Mr. & Mrs. Robert

LITTLE SQUIRT NEW SQUIRT BOY SIPHON



Push button control. Highly polished metal. FITS ANY BOTTLE. Ginner Ale, Charged Water, Seven Up, Coke, etc. Attractively packaged with Two Siphons for large or small bottles. FASTEST SELLING ITEM on the market for Novelty Shops, Hardware Stores, Smoke Shops, Liquor Stores. TREMENDOUS REPEAT SALES.

SAMPLE POSTPAID \$4.00 F. O. B. Hollywood \$28.44 PER DOZEN

NOVELTIES MAGIC LIGHT BULB

Lights in your hand, in your ear, anywhere. Dollar retailer. \$7.20 per doz. Mini-Movies, \$5.60 per doz.; \$39.00 per gr. "Wanted Cards," something new in comedy cards, \$1.00 per doz. Cow Cards \$.85 Ds. Oil Man Cards 1.00 Ds. NEW Metal King Puzzle 1.50 Ds. NEW Six Inch Lizard 1.80 Ds. 8" Murgatroyd Lizard 2.50 Ds. Spittin Dragon 4.80 Ds.

BAR BUGG

New Hot Item—Fly in Plastic Ice Cube. Write for Catalog

MUSICAL TOILET TISSUE HOLDERS

New, Sturdy. \$5.00 Ea. \$57.60 Per Doz. Terms: 25% with the order, balance C. O. D.

ST. PIERRE'S HOLLYWOOD MAGIC CO.

6268 Hollywood Blvd., Hollywood 28, Calif.

ART MODEL PHOTO KNIFE



Two Blades, Highly Polished Carbon Steel. Unbreakable Plastic Handle with Beautiful Art Photo

1584BB \$3.95 Per Doz.

10 Doz. or More—\$3.50 Per Doz.

ROHDE-SPENCER CO.

223-225 W. MADISON STREET CHICAGO 6, ILLINOIS

LUCKY NOVELTY ASSORTED NOVELTIES OF ALL KINDS

PRIZE BOXES 5c Items \$4.50 Gr. 25c Items \$12.50 Gr. 10c Items 7.00 Gr. 50c Items 24.00 Gr. \$1.00 Items \$40.00 Gr.

SLUM GIVEAWAYS

ALL USABLE ITEMS TOYS—GIFTS—NOVELTIES, ETC., ETC. FOR CHILDREN, ADULTS. Some items retail up to 25¢ ea.

3,000 PCS., \$25.00 LOT

Satisfaction guaranteed or money refunded. 25% Deposit, Balance C. O. D.

MDSE. DISTRIBUTING CO. 19 E. 16th St. New York 3, N. Y.

BONITA MOCCASINS

Beautifully Beaded, Padded Soles. Colors: Blue, green, red, white, gold, lime. Even sizes 3-9.



RETAIL \$3.95 pr.

Sent pre-paid when money received on order or C.O.D. plus postage.

GROESBEECK LEATHER CO. 506 San Francisco St. El Paso, Tex.

XMAS CATALOG READY

Write for Your Copy and State Your Business

GIVE ADVANCE ROUTE OR PERMANENT ADDRESS

- MA46—Shoe Laces, 4/4, Black or Brown, State Color. Gro. Laces \$1.00
MA26—5 In. Dancing Skeleton, Composition Body, Wire Arms and Legs. Gro. 9.25
MA27—Fur Trapeze Monkey. Doz. 1.85
MA52—Lizard of Awer, Doz. 2.75
MA30—Ass't Floral Brooch. Gro. 2.50
MA31—Ass't Dog Brooch. Bro. 4.25
MA32—T.P. Knife, 4 Blades. Gro. 3.00
MA33—Metal Whistle on Chain. Gro. 4.50
MA34—Floral Ring, Box of 72.50
MA35—Bloody Finger Trick. Gro. 2.75
MA36—Tin Cricket. Gro.75
MA47—5 In. Comical Straw Hats. Doz.45
MA48—Girl's Toy Wrist Watch. Doz.45
MA53—Man From Mars Skull Cap. Sample 50c; Doz. \$4.00; Gro. 45.00
MA54—Bouncing Birds. Doz. \$1.50; Gro. 16.00
MA37—Compo Dog Statue. Gro. \$1.00
MA42—Bamboo Parade Cane. Medium Weight, 36 In. Per 100 7.50
MA43—Bamboo Parade Cane, Heavy Weight, 36 In. Per 100 13.50
MA44—Maple Parade Cane, Heavy Weight, 36 In. Per 100 17.50
MA45—Maple Parade Cane, American Made, 36 In. Per 100 30.00
MA39—14 1/2 In. Dia. Jap Parasol. Doz.85
MA40—18 In. Dia. Jap Parasol. Doz. 1.65
MA49—16 In. U.S.A. Paper Parasol Doz. 2.00
MA50—7 In. Rubber Squeak Rat. Doz.75
M65—Itchy Dogs. Doz. \$3.50; Gro. 39.00
MA56—Crawling Baby. Doz. 6.50

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

GIVE TO THE DAMON RUNYON CANCER FUND

The Latest Scientific Marvel

No Picture or Words Can Describe
The Radiant Beauty of
**NEO-LITE FLUORESCENT
NON-ELECTRIC SIGNS**

As New as Tomorrow

Reflect — Retract — Magnify — Day or Artificial Light. We make Neo-Lite Signs on order, any name or any wording—thus

PERRY ← 6 in.
FURNITURE ← 4 in.
CO. ← 2 in.

TELEVISION ← Base or Shelf Sign

This 10-letter sign in 6-inch letters, made in Neon, retails for \$105.00. The same 10-letter sign in 6-inch letters made of Fluorescent Neolite retails for \$19.20, only \$1.92 a letter—your cost 95¢ per letter, including frame. 100% profit.

ALL FRAMES AND BASES ARE CRYSTAL CLEAR PLASTIC.

FAMOUS FOR FINE FOOD ← Top and Bottom Frame

This 17-letter sign in 2-inch letters, made in Neon, retails for \$90.00. The same 17-letter sign in 2-inch letters made of Fluorescent Neolite retails for \$16.53, only 99¢ per letter. Your cost 49½¢ per letter, including frame. 100% profit.

BORN 150 DAYS AGO

Tried and proven a tremendous success in Miami, Fla.; Baltimore, Washington, Philadelphia and New York. The rest of the world is virgin territory. This multi-million-dollar baby is only 5 months old and has never been out of its own front yard.

Fluorescent Neolite signs are being sold to stores, salesrooms, garages, realtors, hotels, theatres, business trucks and autos, or any type of business establishment. They are a proven hit wherever shown. Miami, Fla., business men have purchased these signs to the value of \$50,000 in the past 60 days.

In New York they are being used by such stores, firms and chains as Kresge, Philco, General Electric, General Motors, Frigidaire, Jantzen, Leighton's, Mohawk Carpets, and many other coast to coast chains and nation-wide advertisers.

More attractive than Neon at one-fifth the cost, no unsightly transformer boxes—no upkeep, no breakdowns, no batteries. Uses no electricity; reflects and refracts a radiant, glorious light that commands instant attention. It gathers and transmits light fully and faithfully. It creates curiosity because it is a scientific marvel. As new as tomorrow, it yields 100% profit to our agents.

Fifty dollars a day without risking a penny. You can be your own boss and make \$10 an hour selling the most fascinating and decorative product ever produced. No investment required. One-half of each sale is yours. No such chance has ever before been presented on such a sure-fire product. You can't miss. It sells on sight.

AGENTS AND SUB-AGENTS

You can appoint sub-agents on commission, pay them 25 or 33½% and still have a nice profit in addition to the 100% you make on your own sales. Exclusive territory if we see you are a live wire and can produce. We will give you a contract in writing for your protection and cease selling to anyone who might trespass on your territory.

Letters come in 2, 4 & 6-inch & 8-inch sizes. All signs are completely assembled.

PRICE LIST

2-inch Letters49½¢
4-inch Letters74¢
6-inch Letters96¢
8-inch Letters\$1.46

Above prices include luminous crystal-clear plastic frame. Orders shipped same day received, instant service.

SALESMEN'S SAMPLES

We recommend 1 sample sign of each size letter, namely 2, 4 and 6 inch.

SECURITY DEPOSIT \$10

We are now shipping a sample layout consisting of 1 sample 6-inch sign, 1 sample 4-inch sign, and 1 sample 2-inch sign. These are standard samples; you may return them for refund at any time. Act now. Be the first to introduce these sure winners in your town or city.

SECURITY DEPOSIT \$25

This sample layout consists of one 10-letter 6-inch sign, one 10-letter 4-inch sign, and one 17-letter 2-inch sign, namely, TELEVISION (6-inch letters), COFFEE SHOP (4-inch letters), and FAMOUS FOR FINE FOOD (2-inch letters). This is by far the best sales producing sample layout. Your deposit is refundable any time.

TERMS:

SALESMEN'S SAMPLES, cash with the order. Remit by postal money order. Checks must be certified. We ship to agents only. You are in business for yourself, put your telephone number on each sign for big repeat business. You make your own deliveries. Money-back guarantee on all orders. Over 20,000 satisfied Billboard customers have bought our products with a money-back guarantee since 1940.

Manufactured by

J. A. WHYTE & SONS

3026 M. St., N. W., Washington, D. C.

Pipes for Pitchmen

By Bill Baker

DOC FRY . . . is reported to be clicking with herbs and oil at Illinois auctions.

It's a shame, but true, that every now and then we must meet a loud-mouthed fellow who is ready to spout off at the least provocation.

THE FREEDMANS . . . Alex and Olivia, who have been working hats and novelties to sock returns at West Coast events, recently spent a few days' vacation in Los Angeles before taking their layout on the road and to the Arizona State Fair, Phoenix.

B. V. MANGRUM . . . is reported to have the ex on the sheet at the North Carolina State Fair, Raleigh, October 18-22.

If the public leaves your tip with a good impression you don't have to worry about whether you can repeat at your spots.

HORACE BRAZIEL . . . letters from what he terms the "heart of the source of the principal crop, which is tobacco." He adds that, "Kinston, N. C., has been closed since the first of the last war when the government established a marine base there. Here's hoping the world continues to roll."

F. W. VOELCKER . . . widely known in pitch circles, still is confined in Veterans' Administration Hospital, Lyons, N. J. He'd like to read letters from the various pitch laddies.

Tact and courtesy goes a long way in helping you sell yourself to your tips.

JAMES (KID) CARRIGAN . . . reports from Los Angeles that he's still working his new health book, *Youth at 65*, in Pershing Square and at Long Beach, Calif. He adds that other than his friend, Gypsy Dan, he hasn't seen another member of the tripes and keister fraternity for a long time. The Kid still is getting a few dates at the studios in Holly-

wood. He'd like to read pipes here from his many friends in the East.

HARRY FLEX . . . is in Fresno, Calif., where he's reported to be corraling the hermans with the humatones.

PROFESSOR FREDERICKS . . . widely known in pitch circles, is reported to be making his home on the West Coast.

The small pitcher of today may be the giant worker of tomorrow.

BOB WILLIAMS . . . veteran sheet writer, was sighted in Danville, Va., recently working the papers to good returns.

FATHER PATRICK . . . has been working North Carolina spots to good counts with sheet. He is reported to have crashed thru with a good score at Newborn recently.

TEXAS JACK WILSON . . . and his med show entourage are reported to have played Kinston, N. C., recently and disposed of their stock the second day. Wilson's was the first med opra to play the town since before the war.

THEY TELL US . . . that W. S. Metzgar is in McDonald, Pa., framing a glass cutter and knife sharpener layout which he plans to spring soon.

Anybody get any tobacco and cotton money?

BOB POSEY . . . is still making fair dates, having just concluded a successful run in Illinois, Missouri and Indiana territory. He'd like to read pipes here from Tom Kennedy.

DOC CHARLES DALE . . . spent two days in Kinston, N. C., recently purveying sheet to good results.

NOVELTY WORKERS . . . at the recent California State Fair, Sacramento, included Benny Alberman, Morry Levy, L. Midgett, J. A. (See PIPES on page 98)

**OAK-HYTEX
NM-10
Multi-Color**

HOT HANDOUT!
Workers Available
See your Jobber

The OAK RUBBER CO.
RAVENNA, OHIO

**AMERICA'S LARGEST
WHOLESALE SELECTION
MAGIC TRICKS and JOKER'S
NOVELTIES**

We supply recognized Dealers and Jobbers only. Nothing sold at retail.

MAGIC BY "THARDOE"

Write for Our Wholesale Price List

Edward O. Drane & Co.
2453 N. Halsted St. Chicago 14, Ill.

100% PROFIT

on reconditioned Nationally Advertised WATCHES

Send for our new FREE Catalogue of famous watches and other outstanding jewelry buys. The low, low prices and famous brand names will do the selling for you.

FOR EXAMPLE This 7-Jewel Waltham in new chromium case, 12 and 16 SIZE, with free chain, \$18. Your profit \$9.

KANE WATCH CO.
Rm. 113, 104 Canal St. New York 2, N. Y.

ASK FOR FREE CATALOG

ORIENTAL DESIGN RUGS \$27.50 Each

Attn. Merchants, Dealers, Auction Sales. Buy DIRECT from Reliable New York Importer. Glowing Oriental reproduction extra-heavy 9 by 12 room size RUGS! Perfect Quality. Woven through to back of durable, fine selected Rayon-Cotton Yarn to give years of Wear. Greatest Money Maker, today! ALL SIZES, COLORS, \$2.50 up. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order. balance C. O. D. AGENTS WANTED

LO-US TRADING CO.
Dept. P-5 20 W 37th St. New York 1, N. Y.

Manufacturer Offers Sensational Introductory Values, Authentic Replicas of Expensive Costume Jewelry

Lavalier & Earring Sets

With genuine imported Czechoslovakian Rhinestones—Simulated Jewels (Rubies, Sapphires, Emeralds & Amethysts) Sample Ass't — 15 Different Styles—**\$10.00**

Send for circular of our Pin & Earring Sets and Bracelets. Act now for fast sales and big profits.

25% Deposit, Bal. C. O. D.

Star Import Novelty Co.
535 8th Ave. New York 18

BIG PROFITS With Men's Famous WRIST WATCHES

ELGIN
BULOVA
CRUEN
BENRUS
WALTHAM

7-Jewel \$9.45
15-Jewel \$12.45
17-Jewel \$14.50

Rhinestone Dial, \$1.75 Add.
Comb. Expansion Band, \$1.90 Add.
Rhinestone Case, \$2 Add.
New 1950 styles, square, round and rectangular plain cases with leather straps. Reconditioned and guar. like new.

Copies of expensive \$200 & \$300 watches. Guaranteed Swiss movements. Fast sellers.

7-Jewel \$12.95
17-Jewel \$16.50

Write for New 1950 CATALOG Wholesale Only

25% Deposit With Order — Balance C.O.D. Open Account to Rated Houses.

MIDWEST WATCH CO.
5 S. Wabash Av. Dept. Chicago 3, Ill. B-29

New 1949 Catalog is READY!

Send for Your FREE Copy Today!

Our new 1949 catalog illustrates the latest and most complete line of Novelty and Premium Merchandise including Blankets, Electrical Appliances, Glassware, Aluminum-ware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Salesboard operators. Premium Traders etc.

GELLMAN BROS. Inc. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

SLUM BALLOONS
Bingo and Premium Merchandise

WRITE FOR OUR 1949 PRICE LIST

M. A. SINGER CO.

2125 COMMERCE STREET DALLAS 1, TEXAS

LEADING SELLERS FUR COATS

Our Low-est Prices in Years

JACKETS CAPES & SCARFS

ALL GENUINE FURS

Our new 1950 Core Fur Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries.

H.M.J. FUR CO.
150-B W. 28th St., New York 1

MEDICINE MEN!

Write today for new wholesale catalog on unics, oil, saline, soap, tablets, herbs, etc.

LOW PRICES—RAPID SERVICE! (Products Liability Insurance Carried.) We are Many

Manufacturers Pharmacists Established 1934

GENERAL PRODUCTS LABORATORIES, INC.
137 E. Spring St. Columbus 15, Ohio Dept. X

No. 191-H
MEN'S IMIT.
HEMATITE
Gold Flash
Sides
\$3.25 per doz.
\$36.00 per gr.



No. 191-C MEN'S
DOUBLE HEAD
IMIT. CAMEO
With Gold
Flash Sides
\$3.50 per doz.
\$39.00 per gr.



Free Catalog. Minimum order, one dozen.
Over 500 styles \$1.00 and up per doz.
Send 25% with order, balance C.O.D.
STERLING JEWELERS
44 E. LONG ST COLUMBUS 15, OHIO

**THE MOST UNUSUAL XMAS
GIFT EVER OFFERED FOR
YOUR LAW ENFORCEMENT
FRIENDS.**

OFFICIAL NIGHT STICKS
(Policeman's Club)

Made of Seasoned Hickory Wood. 24
inches long. Used by many of the coun-
try's police departments.
The Different Gift for your Policeman,
Deputy, Town Marshall, Sheriff friends.

PER DOZ. \$18.00
F. O. E. Cincinnati, Ohio.
Send \$2.00 for Sample.
25% Deposit, Balance C. O. D.

National Products Co.
606 Vine St. Cincinnati, Ohio.

SPECIAL
0 & 3/0 Size
ELGIN-WALTHAM

BRAND NEW
10 kt. R.G.P. Top,
Steel Back Case,
Gift Figure Dial,
Strap, Boxed,
Reconditioned
Mov.



7 Jewels **\$8.50**
15 Jewels **\$10.50**
Rhinstone Dial,
\$1.25 Extra.
Minimum Order,
3 Watches.
25% Deposit, Bal-
ance C. O. D.
Catalog ready on
reconditioned
watches.

IRVING BERK 145 W. 45th St.
New York 19, N. Y.

NOVELTIES

Big Profit Fast Selling

HORSE CLOCKS \$7.50 Ea.
BOAT CLOCKS 7.85 Ea.
"BUSY BIDDY" CHICKS 2.75 Dz.
BOUNCING BIRDS 1.50 Dz.
RUBBER LIZARDS, 9" 2.50 Dz.
RUBBER LIZARDS, 6" 1.70 Dz.
HALF POTTIE ON KEY CHAIN90 Dz.

25% Deposit With Orders.
WRITE FOR FREE CATALOG

NATIONAL SUPPLY CO.
RICHMOND, VIRGINIA

**QUICK PHOTO
INVENTION!**
PDQ CHAMPION
Photomaster



Makes finished photos
in 2 minutes. Takes
and finishes 30 to 40
everlasting black and
white or sepia photos
an hour. No dark
room. Guaranteed not
to fade. Photos taken
on "SUPER SPEED"
direct positive paper.
Picture size 2 1/2 by
3 1/4 in. Complete easy-to-operate portable
photo studio. 700% PROFIT. Write quick, get
details about the great PHOTOMASTER

Dept. BH
PDQ CAMERA CO.
1161 N. Cleveland Ave. Chicago 10, Ill.

**CONCESSIONAIRES! PREMIUM
USERS! PROMOTION STORES!**

Here's The
**NEWEST,
HOTTEST,
NOVELTY
IDEA of
The Year**



NEW FOR THE PARTY HOUR
"THE GLASS BUTLER"

Triple-Duty Profit Item
Tumbler, Coaster, Ash
Tray

Clever Coaster that contains a secret
built-in ash tray and comes complete
with snugly fitted, decorated 11-ounce
tumbler. Press the button, and tray
in base of coaster opens automati-
cally. Drop ashes into tray. Close with
finger tip and drawer snaps safely
shut. Non-slip nurl aluminum finish.
Novel, attractive. Designed for fast,
profitable sales.

\$18 PER DOZ. \$10.80 PER 1/2 DOZ.
JOBBER AND QUANTITY BUYERS,
WRITE FOR SPECIAL DISCOUNTS

Order From DEPT. B-1, MAR-MATIC MANUFACTURING CO.
1009 EAST BALTIMORE ST., BALTIMORE 2, MARYLAND

FALL SPECIALS !!!
CONSISTENT PROVEN SELLERS
WAGON JOBBERS - POCKET NOVELTY SALESMEN

These Items Sell Quickly and Easily to the Tavern, Cafe, Gift Shop and Filling
Station Trade.

Snappy Suzie in the Shower ... per doz.	\$1.50	gr. \$16.80	IT'S NEW! THE HORNE TOAD LEN. 3" RUBBERY AND LIFE LIKE Dz. \$1.60; Gr. \$18
Little Half Pottie Key Chain ... per doz.	.85	gr. 9.60	
Large Half Pottie (very clever) ... per doz.	1.50	gr. 16.50	
Rubber Lizards 6" Long ... per doz.	1.50	gr. 16.50	
Rubber Lizards 9" Long ... per doz.	2.60	gr. 30.00	
Bouncing Birds with Cup ... per doz.	1.35	gr. 15.90	

(Postage prepaid on \$10.00 Orders)
On C. O. D. Orders Please Send 25% deposit.

STEINBERG & CO., 105 W. 9th St., KANSAS CITY 6, MO.

**The Sensational
SPINNING CLOCK**

PAYS FOR ITSELF IN ONE DAY
FOR TAVERNS, CLUBS, CIGAR
COUNTERS

SPINS EVERY THIRTY SECONDS
FULLY AUTOMATIC

\$60.00 POSTPAID
PORTLAND, OREGON

IT-RO INDUSTRIES
423 N. E. 22 Ave. Portland, Oregon.

TIES Exclusive Patterns

Direct From Manufacturer
Amazing Offer! Earn BIG MONEY
selling eye-catching quality ties to
stores or direct! Finest fabrics, lined
on both ends. Terrific value! Only
\$6.50 doz. or 3 doz. for \$18.00. Your
cash profit, \$6.00 doz. Special prices
on mass lot orders. We also sell
Slide On Ties. Other items. Free
Catalog. Act now!

EMPIRE CRAVATS, 448 Broadway, N. Y. 12

VACUUM CLEANER MEN
NATIONALLY KNOWN **\$9.00 Up**
REBUILT CLEANERS

Our LOW PRICES assure you BIG PROFITS
One-year guarantee Shipped anywhere
Look like new—operate like new. Large
assortment—individually boxed 25% Dep.
Bal. C. O. D. Write for catalog.

**RE-NEW SWEEPER CO., 9591 Grand River
Ave., Dept. 205, Detroit, Mich. Est. 1916.**

Direct from
MANUFACTURER
\$70.00 3 pc. set
Gross



Set consists of Foun-
tain Pen, Ball Pen;
Propel, Repel, Expel
Pencil. All with spark-
ling gold tone celo-
film caps. 14K gold
plated smooth writing
point. Send \$2 for 3
sample sets. Send for
price list. 25% de-
posit with order.
Balance C. O. D.

LINDEN PRODUCTS
2730 Coldspring Road
Far Rockaway, N. Y.

COLLECT AND GROW RICH!

Here's YOUR opportunity to learn
about a life-time, spare or full-time
office business in which earnings run
as high as \$5,000-\$15,000 yearly!
In this dignified profession BIG
profits are made by having hundreds
of others work for you. A copy of
'Collect and Grow Rich'—the book
let that tells the full story—is yours
for the asking. No cost or obligation. T. J.
SURFACE, Pres., Dept. 303-K, Roanoke 13, Va.

**Get This
FREE
BOOK!**

BIG PROFITS

Own your own busi-
ness stamping key
checks, name plates,
social security plates.
Sample with name and
address, 25c.

Bart Mfg. Co.
303 Degraw St.
Brooklyn 2, N. Y.

MIDGET **HIT** CAMERA



Actual Size #1007

**TREMENDOUS
SELLER**

PRECISION MADE

PRICE
\$2.00
Each
Boxed
IMPORTED

Here's the ideal camera for the photo fan.
Small, compact, simple to operate.

THIS IS A REAL CAMERA—NOT A TOY!

**A HIT IN ... Results
... Value
... Action**

25% deposit with order.

DOVAL SALES CO.
6 East 46th St. New York, N. Y.

**A HOT NUMBER!
Make BIG MONEY!**

TIMELITE PHONE

unique
combination
ELECTRIC
CLOCK
and
CIGARETTE
LIGHTER



**It's New!
It's Fascinating!**

An ideal gift for home
or office use! TIME-
LITE phone is beauti-
fully designed in metal,
3/4 size of regular tele-
phone. The Electric Clock is guaranteed
self-starting. Fully automatic "receiver"
lights instantly by pressing button.

Model #147—Bronze Hammerloid
Finish List \$11.95 Each

Model #150—Executive DeLuxe
Plated Finish List 14.95 Each

**WRITE FOR
QUANTITY PRICES**
Distributor inquiries invited.

ALBA ART STUDIOS
Dept. B-1029
1916 S. Trumbull Ave. Chicago 23, Ill.

ENGRAVERS
WITH IT SINCE 1907
Originators of the All-Aluminum Idents.
MEN'S IDENT'S—LADIES' IDENT'S
DOUBLE HEART IDENT'S
(All Aluminum)
\$14.40 GROSS
Men's Massive Large Aluminum Idents.
\$2.00 DOZ.
DAY AND NIGHT SERVICE
Phone: BAyport 1-5336

MILLER CREATIONS
6628 Kenwood Ave. Chicago 37, Ill.

ZIRLONS
Sparkling White
Imported Gemt.
1/2 Ct., 50c; 1 Ct.,
\$1.00; 1 1/2 Ct., \$1.50;
2 Ct., \$3.00. For
resale only. Mini-
mum order \$5, or
write for list.

UNITED JEWELRY CO.
388, Wheeling, W. Va.

FREE
Jewelry
Catalog

**FAST SELLING
ART NOVELTIES**

Send \$2 for special sample
assortment and quantity
prices. Prepaid in U. S. A.

AL HAWKINS AND CO.
Dept. N
Sioux City 7, Iowa



SMASH GO PRICES

FAST-SELLING LOW WILL watches



LC868A
BUY NOW FOR CHRISTMAS and Save!
LC 868A Very attractive Ladies' Rhinestone Dial Watch. 10K. Yellow R. C. P. Case. Stainless Steel Back. Gorgeous stretch band. Very expensive looking. 7 Jewel—\$12.75. 17 Jewel—\$15.95.
CTWW 12. New smart styled watch. Silver colored raised Rhinestone Dial. 10K. Yellow R.C.P. Case. Stainless Steel back. Stretch band to match. 17 Jewel—\$16.95. - 25% with order, balance C. O. D.

FREE - NEW 1950 CATALOG

HUNDREDS OF FAST MOVING JEWELRY PIECES THAT WILL SELL FOR THE CHRISTMAS HOLIDAYS!

LOUIS PERLOFF, Wholesale Jewelers
Dept. BB, 737 Walnut St., Philadelphia 6, Pa.

WATCHES

Diamonds-Jewelry

Make Big Money!

Bulova — Elgin — Bonrus

Waltham — Swiss — Elgin

Expertly Reconditioned.

Send for Free Profit-Making Catalogue.

PLYMOUTH JEWELRY COMPANY

163 CANAL ST. NEW YORK CITY

FAST SELLING TRICK!

4 NICKELS TO 4 DIMES

Precision made of brass. Changes 4 nickels into 4 dimes! No skill required. Everybody wants one! Retail for \$1.50

SAMPLE—\$1.00

\$6.25 for one doz. or \$12.00 for 2 doz. Remit with order.

JOBBERS! ASK FOR QUANTITY PRICES!
D. ROBBINS & CO. 152-B W. 42nd St. New York 18, N. Y.

BARGAINS

SAVE UP TO 50%

Ladies' Hosiery, Lingerie, Toys, School Supplies, Drug Items, Razor Blades, Food Products, Novelties, Specialties, Carded Goods, Dry Goods, Cosmetics, Stationery, Jewelry, Notions, Perfume, Soaps, etc. Send 10¢ for this month's bargain specials and receive new issues each month.

RELIABLE JOBBERS

311 N. Desplaines St., Dept. H, Chicago 6

DISTRIBUTORS AND WAGON JOBBERS

Buy direct from an old and reliable Hosiery Manufacturer. We have an accumulation of ladies' full-fashioned, fine gauge, sub-standard Nylon Hosiery, priced @ \$3.25 per dozen

JEANETTE HOSIERY MILLS

2675 Williams St. Chattanooga, Tenn.

Chinese Firecrackers

- 1 Bundle 1280 1 1/2 Crackers \$3.00
- 1 Bundle 1600 1 1/2 Crackers 3.50
- 1 Bundle 2000 1 1/2 Crackers 4.00
- 1 Bundle 2400 1 1/2 Lady Crackers 6.50

100% Profit—Cash With Order.

BUCK BROTHERS

Columbia, Tenn.

PORTABLE TYPE BINGO EQUIPMENT

Flashboards and Blowers—"Priced so low you can own both!" Jobbers and Agents invited.

LIPKA MFG. CO.

617 E. 11th St. New York 9, N. Y. Spring 7-2327

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In

ACME PREMIUM SUPPLY CORP.
1111 South 12th St. St. Louis 4, Mo.

Sesqui Nut May Soar to 30 Mil

(Continued from page 60)

under way in January. Negotiations are already being carried on with building firms, and contracts are expected to be announced in a couple of weeks.

Also approved was the plan for an amphitheater to be built in Rock Creek Park to house the pageant being written by playwright Paul Green. Unlike the fair buildings, this is to be a permanent structure and will be available for plays after the fair. The pageant itself is slated to run at least a full year.

As the park is under the control of the Department of the Interior, the amphitheater will be operated on a non-segregation policy in line with all activities of the federal government.

Jim Crow is also certain to be banned on the fairgrounds, altho no official announcement to that effect has yet been made. With three million of Uncle Sam's bucks in the sesqui kitty, sponsors are not likely to invite discrimination charges. A church group has already demanded that segregation be formally outlawed.

Besides the money advanced by Congress, the construction of buildings requires an additional \$10,000,000. This is being raised by the sale of exhibit space at \$30 per square foot. With approximately 400,000 square feet of floor space to be available for exhibitors, sesqui leaders figure they will take in some \$12,000,000 from this source alone.

With construction plans all but complete, officials are working on prospective lighting systems and fireworks proposals. Islands in water near the grounds are to be used for mammoth fireworks displays. Colored lights are also to be installed on the islands to focus on the fairgrounds. One plan includes an ingenious filter system which will use water and mud to reflect lights.

Also being worked on is the layout for the midway, which will occupy one-fifth of the entire fairgrounds. Here will be located the various concessions, shows and amusement rides.

The sesqui's working staff is being expanded rapidly, with headquarters established at a temporary building opposite the Willard Hotel on Pennsylvania Avenue, N. W., and F. Street. The sesqui's public relations are being handled under contract by Robert Fowler Associates, Inc., with Fowler and two of his top aids—Gregory Carmichael and Edward Gilliam—directing headquarters operations.

CURVECREST'S OWL

(Continued from page 87)

gan are sponsoring skaters' round-ups to be held at a different rink each month. The first affair will be held at Curvecrest November 12, at which time the place of the December meeting will be drawn from the list of rinks sponsoring the program.

Adult classes, a highly successful feature at Curvecrest last year, have been resumed. They are held each Tuesday evening after the regular session, with attendance restricted to adults. The grown-ups learn skating fundamentals and elementary dances. The regular session on Tuesday nights is designated as beginners' night. Quite a few married couples and older skaters attend this session and take advantage of the class which follows, said Giles.

PIPES

(Continued from page 96)

Dorsey, Benny Stone, Joe Gornail, Joe Reed and Fat Levy.

RED HALLEY . . .

is out on the West Coast working a number of items to successful turns, according to reports hitting the pipes desk.

"Yeah, and he's the guy who had the town in his vest pocket."

HUMPHREY KING . . .

ace knife sharpener and glass cutter purveyor, worked Kinston, N. C., with Texas Jack Wilson's med show and scored good counts with those items.

MR. AND MRS. PHIL KALLAIL . . .

worked specialty items to sock returns at the recent fairs at Sacramento and Pomona, Calif.

Fraternization with each other will prove an elixir toward making your working hours more pleasant.

H. M. S. PINAFORE

(Continued from page 57)

Pinafore's deck—and that is certainly not tradition.

Ordinarily, *Jury* is just something to take, because *Pinafore* isn't long enough to fill up the bill. However, from this pew it seemed the better of the two. Elaine Malbin makes an exceedingly fetching plaintiff, eye-and-earwise. Her accompanying bridesmaids are well sung by Joyce Carroll, Marie Petek and Natalye Green. Morton Bowe is considerably more at ease as the defendant and Ralph Riggs makes a properly raffish judge. Earle MacVeigh more or less redeems his evening as the counsel and Robert Eckles gets quiet fun out of the usher. Somehow there is an impression that more effort has been put into the curtain-raiser than into the main follow-up.

In sum, however, except for an occasional bright individual moment, the best of *Jury* and *Pinafore* stems from the pit, via Lehman Engel's canny batoning of the score.

Bob Francis.

POLACK WESTERN

(Continued from page 78)

ponies, into a ditch; Mr. Berosini's trailer became unhooked, passed the car, and came to rest 300 yards down a hill. The Bartons' trailer was flooded.

Rose Gould went 200 miles out of her way to avoid the storm. Others coming thru without mishap were the Ward-Bell Troupe, Slivers and Jo Madison, the Boginos and Eddie and Evette Kohl. The Boginos purchased a new trailer in Little Rock. The writer and wife were among those at the house warming. What a dinner Mrs. Bogino served!

Coming into San Antonio, the folks making the trip by train had plenty of time to take in the sights. It took us two days to go 500 miles. We had a 10-hour layover in McAlester, Okla. We day and dated the Big Show in San Antonio.

Justus Edwards flew to Boston and back to San Antonio. He was called to Boston by the illness of his brother.

Visitors: Joe and Eva Lewis, Mr. and Mrs. Tom Scapalanta, Frank Pahlman, Mr. and Mrs. Don Robinson, Bob Reynolds, Mr. and Mrs. Mickey Gratis and Col. C. G. Sturtevant.—**FREDDIE FREEMAN.**

OUT IN THE OPEN

(Continued from page 83)

zine. . . William A. Harris, hospital patient at Tampa, is working on plans for a marine museum in that city. He was connected with Frank Buck's "Jungleland" at the New York World's Fair.

H. A. (Kid) Morrison, 72, recently broke into print in The Miami Daily News with a letter to that news-

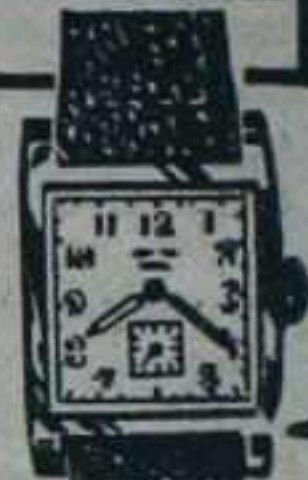
paper regarding a name for a column to be devoted to persons over 60. Morrison informed the newspaper that altho 72 years old he still is posting bills for the Billposters and Billers Union of Miami, working every day. Morrison, a member of the union since 1901, started as a billposter back in 1900 with the Buffalo Bill Show. . . . Capt. Jack O'Diamonds' thrill show will head for lower Texas and California, after a Greensberg, Kan., date November 13. Personnel includes Jack Stevenson, Michael Hobbs, Morrell Martin, Capt. E. S. Eaton, Pat English, Tommy Cummings and Jack Stevenson.

GUARANTEED LIKE NEW!

WALTHAM • BENRUS • GRUEN
ELGIN • BULOVA

\$10.95

Perfect reunits. 10k RGP cases, rock crystal, leather strap. (Silver colored raised rhinestone dial, \$2.00 extra.) 25% With All Orders, Balance C. O. D.



Genuine Swiss
Chronographs
New movements. Radium dial, sweep second hand, chrome case, unbreakable crystal, leather strap. Sample \$5.00. **\$3.98** each in lots of 4 or more

ZERA BROTHERS

402 Mission St. San Francisco 8, Calif. Phone: YUkon 2-0640

FOR SHOOTING BOOTH PROFITS!

CARNIVAL AIR GUNS
Model 15
Lever Action
Handsome sporting model, lever action air gun. 33 1/2" long. Beautiful walnut finish, seasoned wood; blue metal tapered barrel, lever cocking action, chain ring, etc. Precision sights. Shoots No. 3 corks, nothing else.

JUST LIKE "THE REAL THING"
Straight, sharp and SAFE. Everyone pays to shoot Parris-Dunn Carnival Guns—little folks, big folks—they load their own. Sample gun, only \$5.00 postpaid.

CARNIVAL AND TOY JOBBERS
Full line Parris-Dunn Carnival Air Guns, Cowboy Pla-Guns, etc. Write quick for prices and discounts.

PARRIS-DUNN, Mrs. Clarinda, Iowa

Imported SWISS
WRIST WATCHES
With Simulated
RUBIES & DIAMONDS
In Lots of 100 **\$3.75**
Watch Only
In Lots of 6, \$3.95
SAMPLES, \$5.45.
Ladies' Watch, \$1.00 Extra.
Plastic Band, 10¢ Extra.
This handsome rich-looking wrist watch sparkles with the brilliant fire of 4 red simulated Rubies and 8 simulated Diamonds. Styled like most expensive watches. C.O.D. orders from non-rated concerns. 10% with order.
SARO WATCH, 1674 Broadway, N.Y. 19, N.Y.



FIRST QUALITY NYLON

First quality Nylon full fashioned hosiery, 1/4 doz. to box, \$2.50; 1 doz., \$4.50; irregular, 1/4 doz., \$2.00; 1 doz., \$3.50; grade 1, 1 doz., \$4.50; grade 2, 1 doz., \$3.50; fall and winter colors. Limited quantity. Order before Xmas rush. 15¢ cash with C.O.D. orders. Postal money orders. Satisfaction guaranteed.

ROSEMARY HOSIERY Chattanooga, Tenn. P. O. Box 1545

SELL APPLIANCES FOR XMAS . . .

Make real money taking orders for Nationally Advertised Appliances, Vacuum Cleaners, Radios, etc. All wonderful gifts. Get your own needs wholesale. Write for free sales kit.

BI-RITE SALES Chicago, Ill. 1414-A Pratt Blvd.

HAND DIPPED CHOCOLATES

Direct from factory. Jobbers' price. Attractive Cellophaned 1-lb. Boxes, with or without Bathing Beauties or Beautiful Xmas Bands, 48¢. 24 to Case (Case Lots Only); no c.o.d.'s at this low price. Sample, \$1.
Barbara Fritchie Chocolates Frederick, Md.

SALESBOARD SIDELIGHTS

Jerry Scanlan, Chicago, has some cheerful predictions about the board and counter game business future. For the coming winter, Jerry thinks both phases will reach new highs in activity. Firm's Ball Game counter number hit a heavy sales pace during the baseball season, and is still pulling in very good orders in spite of the tapering off of national enthusiasm for the diamond now that the World Series is over. The second counter unit, **Black Beauty**, is moving up into preferred position on many counters over the country, Jerry declares. Meanwhile, Scanlan's boards, Stacks of Bucks, Fins, Let's Multiply, are getting their share of attention.

Mort and Irwin Secore, Secore & Secore, Chicago, have returned from their respective two-week trips. Mort from a tour of New York State, and Irwin from Iowa. Both have some good sales tales to tell. . . . New products being introduced this fall by **Gay Games, Inc.**, Muncie, Ind., are getting on the sales band wagon and drawing favorable operator-player reaction. **Guy E. Noel**, president, reports the firm's featured package tickets, comprising the

Redi-Pak line, are offered in a constantly widening selection and demand for same is correspondingly increasing.

Another Muncie, Ind., firm, **Muncie Novelty Company, Inc.**, continues to pile up solid sales totals with its ticket and game offerings. **H. M. Shoemaker**, official, has it that the Tri-Vendor game is topping the order reports. . . . **H. C. Hay's**, De Luxe Sales Company, Blue Earth, Minn., hops on the good business news train with his reports of "better than expected" activity.

Gardner & Company, Chicago, is aiming its sales sights at customers who want delivery "quick-in-a-hurry." Firm's systemized production routine, automatic equipment and efficient employees are the reason for pleasing the "immediate delivery" boys, **Joe Robinson** relays. Gardner's Sweepstake Charley boards are keeping pace with the popularity of its Girl Boards; offered in nickel, dime, quarter and \$1 play, "Charley" is ready to add volume to any operator's operation, Gardnerites chorus. . . . **Roy Galentine**, Crown Products, South Bend, Ind., expects big things from the new deal for direct operator purchase. Roy thinks its a "born money-maker, designed with the \$ sign" for a real volume builder. Firm's Southern route man, **Moe Burd-n**, backs up Roy with his optimistic reports of business. Crown's jar deals, punchboards are holding up well consistently right down the line, making for a good total of orders, Galentine sums up his report.

UNDER THE MARQUEE

Buck reported progress on his plans to make a picture in Asia, starting next spring. . . . Visitors on Mills Bros.' lot at Ephrata, Pa., included **R. J. Staver**, Lee Bros.' general agent; **George Kienzle Jr.** and **Bob Forberger**, Lancaster, Pa., and **Mr. and Mrs. Herbert A. Douglas**, West Chester, Pa.

Seasoned showmen are people who wish they were in another profession that would give them all the sleep they wanted.

William E. Davis, 48, Ringling-Barnum workman, suffered a broken vertebrae in Fort Worth Monday (17) when a wagon tongue fell on him while the show was loading. He is in St. Joseph's Hospital, Fort Worth. . . . **Doc Waddell**, Mills Bros.' Circus, visited **Walter D. Nealand**, press agent for the John H. Marks Shows, in Williamston, N. C., when the Marks org played that city. . . . **Roy Barrett**, clown, reports he closed his fair season Saturday (8) in Tunelo, Miss., and will open his Shrine Circus dates November 2 in Houston. He plans to attend the outdoor convention in Chicago, November 27-30. So far this season, Barrett has visited Ringling-Barnum, Biller Bros., the Alamo Shows, Dodson's Imperial, Royal Crown, Cavalcade of Amusements, Jimmie Lynch's Death Dodgers and Joie Chitwood's Thrill Show.

Booking pact is a treaty by which two shows pledge one another to stay off of each other's route—but don't.

McIntosh Monkey Circus closed its fair season at Camden, Ky., with the Nelson Breeze Rides and returned to quarters at Bellevue, Mich., to ready for winter dates booked thru the United Booking Agency, Detroit. After those dates, the school season will take the org back thru its Southern territory until next April. Season was very satisfactory. **Gene and Thais** will hunt for several weeks; **Glenn and Bess Mack** will remain in quarters, and **Captain Audette** will rest for a few weeks with his brother in Battle Creek, Mich. . . . **Mignon Ewing**, wife of **Russell (Punk) Ewing**,

CLYDE BEATTY

(Continued from page 78)
Springs; **Yellow Burnett**, Los Angeles; **Mr. and Mrs. Fontaine**, Chicago; **Charles Foster**, Los Angeles; **Richard Shipley**, Honolulu; **Ray Maxwell**, Los Angeles; **Dave Murphy**, Sarasota, Fla.; **Red and Annie Larkins**, Honolulu; **Chester Welch**, Owensboro, Ky.; **Walter Kaner**, New York; **Ed Grady**, Medford, Ore.; **Raymond Miles**, Phoenix Ariz.; **Joe Applegate**, Phoenix; **Pappy Johnson**, Chicago; the **Medini troupe**, Cuba; the **DeWayne troupe**, Los Angeles; the **LaForms**, Los Angeles; **Rhea and Shrevy Etheridge**, Culver City, Calif.

A. W. and Dorothy Kennard, Houston; **Barbara Weir**, Hollywood; **Johnny Milonga and Cathy Cline**, San Fernando Valley, Calif.; **Sancho Morales**, Los Angeles; **Doc Osborne**, Portland, Ore.; **Paul and Beverly Scott**, Los Angeles; **Bill Lewis**, Worcester, Mass.; **Jerry and Joan Lewis**, Los Angeles; **Mel Rennick**, Los Angeles; **Bill Collins**, Hollywood; **Mark Anthony**, Honolulu; **Bobby Kay**, Honolulu; **Shorty and Peggy Sylvester**, Eloi, Ariz.; **Victor Robbins**, Rochester, N. Y.; **Willard Isley**, Santa Anita, Calif.; **Ray Rouseh**, Los Angeles; **Dave Cayuga**, Hollywood; **Fred Mullens**, New York; **Harris Hrading**, Los Angeles; **Doss Gibson**, Monticello, Ind.; **Roger Hayer**, Lamoni, Ia.; **Clyde Berkett**, Los Angeles; **Harry Smalley**, La Crescenta, Calif.; **Denny Nease**, El Monte, Calif.; **Barbara Barry**, Long Beach, Calif.

Frances O'Connor and mother, Long Beach, Calif.; **Wesley and Bob Coleman**, San Antonio; **Oscar and Peaches Jones**, Tucson, Ariz.; **Leon Smith**, Fort Worth; **Fritz Lauber**, Syracuse; **Blackie Seamster**, Phoenix; **Richard Spencer**, Miami; **Eddie (Polock) Say**, Chicago; **Chic Sherman** and **Ralph Browning**, Long Beach, Calif.; **Pat Murphy**, Los Angeles; **Don Lakin**, Brooklyn; **Nate Sobol**, Detroit; **Laurence Cross**, Des Moines.—**LAURENCE CROSS**.

drummer, who was with Ringling Bros. and other circuses, has returned home at Waleria, Calif., after undergoing surgery at the San Pedro Community Hospital.

OPERATORS IN
CLOSED TERRITORY

TRY

LUCKY POKER PAK
LUCKY SEVEN PAK

PROVEN CONSISTENT
MONEY MAKERS!

WRITE FOR
PRICES and
SAMPLE!

CROWN PRODUCTS
BOX 802 • SOUTH BEND, IND.

FOR THE
BEST IN
TICKETS

Original Aces

ALWAYS
DEMAND—

We manufacture all
kinds of JAR DEALS

RED — WHITE — BLUE
COMBINATIONS
LUCKY 7, BINGO, ETC.
SPECIAL DEALS MADE TO ORDER

ACE GAMES COMPANY

Phone: DANube 6-1335
2716 S. Parkway Chicago 16, Ill.

SALESBOARD SPECIALS

1000 B & Boom, Wonder 3 Bar, Each	\$.50
1200 Goldie, Your J.P., Aloha, Each	1.75
25c Play Boards, 4 Tickets to Giant Hole	1.95
1000 to 1200 Hole J.P. or Seal Boards, 5c	1.95
25c Play Boards, 3 Numbers on Ticket	3.25
1000 to 1300 Hole Girly Boards, 5c Play	\$1.95 Up
1000 Hole Plain Boards—50c	20% Deposit

B. F. PRODUCTS
Phone 25-771

1910 Piedmont Road
Charleston, W. Va.

THIS WEEK'S SPECIAL!

DOUBLE SAWBUCK
★ TWENTY FINNS ★
FIN AND SAWBUCK

EXTRA THICK—FIVE NUMBERS
ON TICKET FOR 25c

\$2.00
EA.

GUARANTEED BRAND NEW—
FACTORY FRESH!

GOLD STAR DIST. CO.
506-508 COMMERCE ST.
PHILADELPHIA 6, PA.
MARKET 7-4733

CANDY BARBER POLES

Approximately 5 lbs. One wide red stripe, 6 red pin stripes, one green stripe. Beautifully made. Ribbed. 6 to case, safely packed—18c per lb. 1/2 Cash, Balance C. O. D. Freight paid on 4 or more cases.

FISHER BROWN
2218 S. Harwood Dallas 1, Texas

TURKEY PUSH CARDS

Also all other sizes and types for any and all merchandise.

CATALOG FREE FOR THE ASKING
W. H. BRADY CO. MFRS.
CHIPPEWA FALLS 35, WISC.

WE ARE MANUFACTURERS
All Kinds—PULL TICKET GAMES
• TIP BOOKS •

S Buy Direct From Manufacturer at Very Very Reasonable Prices.

A — Columbia Sales Co. —
L 102 MAIN ST. WHEELING W. VA.
S Phone: Wheeling 340

RED HOT !!

\$4.50 Each

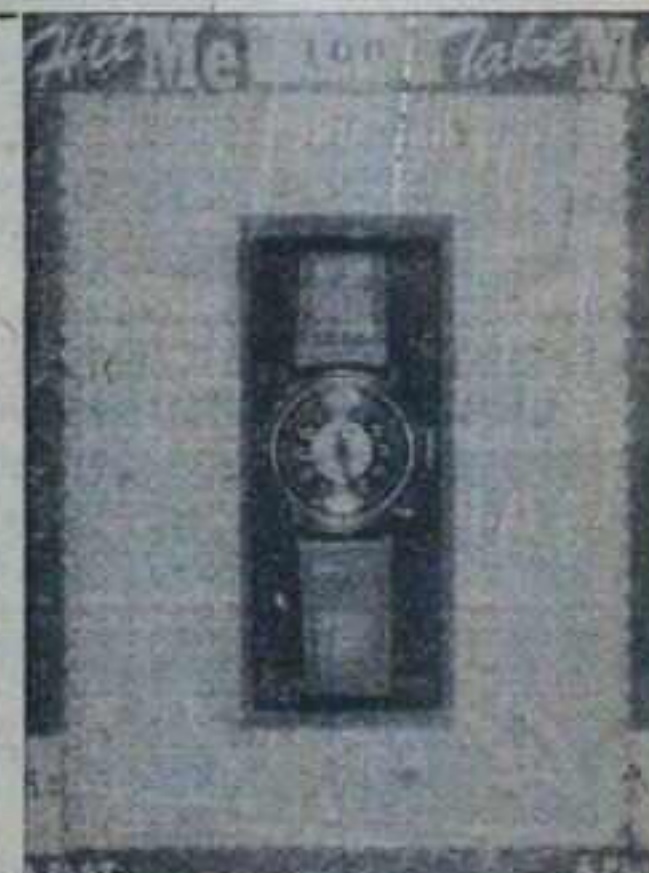
Less than dozen lots, \$5.00 ea.

All Watches Guaranteed.

500 Hole Board, 5c or 10c Play.

25% Deposit with all orders, balance C.O.D.

T. & C. Sales Company
207 North Sandy St., Jacksonville, Ill.
Phone 2097



SALESBOARDS—JAR TICKETS

ALL ORDERS SHIPPED
SAME DAY RECEIVED

Holes Play	Description	Profit	Price
400 5c	LUCKY BUCKS, THICK	Def. \$ 7.00	\$.40
300 25c	QUARTER COLORS, THICK	Def. 15.00	.40
1000 5c	5c CHARLEY, THIN	Def. 17.00	.90
1000 25c	J.P. CHARLEY, THICK	Avg. 32.00	1.15
1200 25c	TEXAS CHARLEY, THICK	Avg. 102.98	1.40
1000 5c	SWING IT THICK GIRL BOARD	Avg. 24.65	2.25
1040 5c	TAKE A CHANCE, THICK GIRL BOARD	Avg. 29.40	2.25
1040 5c	TIGHT SQUEEZE, THICK GIRL BOARD	Avg. 30.25	2.25
500 25c	FULL O'TENS, THICK, 4 Nos. to Ticket	Avg. 49.33	2.50
500 25c	TEN TENS, THICK, 6 Nos. to Ticket	Avg. 61.42	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST.
Stating your requirements. Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

SALESBOARDS

FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN"
NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS
10th year giving immediate delivery on finest boards

LEGALSHARE SALES
P. O. BOX 86-E 222 2nd St.
Ph.: Lexington 6-3218 HUNTINGTON BEACH, CALIF.

in a hurry..

IMMEDIATE DELIVERY on the Complete UNIVERSAL LINE
 "JAR-O-DO"
 JARS—TICKETS
 RED-WHITE-BLUE COMB.
 LUCKY SEVEN
 BINGO—PAD DEALS
 etc.

STOP IN TO SEE US
Rake COIN MACHINE EXCHANGE
 609 SPRING GARDEN ST.
 PHILA. 23, PA.
 LOMBARD 3-2676
 Distributors of Coin-Operated Machines and Salesboards

USED COIN-OPERATED MACHINES
 Music • Vending • Amusement • Bells • Counter
 Only advertisements of Used Machines accepted for publication in this column.
RATE—12c a Word Minimum \$2
 Remittance in full must accompany all ads for publication in this column.
 No charge accounts.
Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN—CIGARETTE AND CANDY
 Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. no12

A.B.T. TARGET MACHINES, \$12.50, 10 FOR \$100; Kicker-Catchers same price. Jules Gould, 541 S. Dearborn, Chicago 5, Ill.

ATTENTION, POP CORN OPERATORS!—When buying any type "Pop" Corn Sex Vendors it's smart to check with the factory first; take advantage of lowest prices, factory guarantee and complete parts service; you get the best deal at the factory. Write, wire or phone Auto-Vend, Inc., 5210 Bonita, Dallas 6, Tex. Phone Victor 4-4525. oc29

ERIE DIGGERS—HAND OPERATED; SOLD ON terms; Merchantsmen, Iron Claws, Microscopes, Rotary Merchandisers; we buy Diggers, Rotaries, National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—10 SHINE-O-MAT MACHINES, like new, with red leatherette covering, \$300 each; have been used only 5 months. Henry E. Becker, Fergus Falls, Minn., Box 157.

FOR SALE OR TRADE—WATERS SALES Board Cabinets and Black Hawk Pellet Board Cabinets. Trade for Peanut or Match Vendors, Slots or Counter Games. Write me what you have to trade. J. F. Greek, 710 Ft. Hill St., Macon, Ga.

FOR SALE—5 PHOTOMATIC-AUTOMATIC Coin Operated Photographic Machines; in excellent condition; will make terms to reliable operator. Finance Co., c/o The Billboard, 1584 Broadway, New York, N. Y.

FOR SALE—6 #331 WURLITZER 2 WIRE BAR Box; take all for \$25 c.o.d. Coleman Novelty, Rockford, Ill.

FOR SALE—SLIGHTLY USED POSTWAR Photomatic; sacrifice for \$300. Dale L. DeMoss, R.F.D. 6, Grafton, W. Va.

MILLS CHROME BELLS, TWO NICKEL, ONE dime, one quarter; \$125 takes lot; 1/3 deposit required. Club Bell Co., St. Joseph 64, Mo.

PHONOGRAPH HARD RUBBER—3" CASTERS with Sockets, \$7.50 dozen sets; sample set, 75c. Coleman Novelty, Rockford, Ill.

POKERING TABLES—PERFECT CONDITION, like new, priced right for quick sale; 12 tables, including stools, \$95 each. James Travis, 709 E. Main St., Millville, N. J. no19

RECONDITIONED NORTHWESTERN PEANUT Machines filled with Mixed Peanuts, all ready for location; single machine \$6.95. In lots of 25, \$6.50; Northwestern Deluxe, porcelain finish, \$15; deposit required. Champion Nut & Chocolate Co., 1194 Tremont Street, Boston 20, Mass. no5

RECONDITIONED NORTHWESTERNS—DE- luxe with stand, \$18; Model 33's, \$7. Cox Vending Co., 859 Edison Dr., San Antonio, Tex. no5

SHOE SHINE MACHINES—TWO ALL-AMERI- can, demonstrators; original cost, \$300 each; quick sale, \$85 each; both, \$150; 1/3 deposit, balance c.o.d. Gillette Music Co., 2510 1/2 Granby St., Norfolk, Va. oc29

SLOT BARGAINS—JUMBO, C.P.O., LATE Heads, \$30 ea.; 5c and 25c Blue Fronts and Original Chromes, \$40 ea. John Burke, South Down Shores, Edgewater, Md.

STAMP FOLDERS DIRECT FROM MANU- facturer at lowest prices; write for prices and samples. Plymouth Press, 506 West 122 St., New York City.

STAMP FOLDERS DIRECT FROM MANUFA- cturer; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

USED PANORAM FILMS, PARTS, SUPPLIES, rebuilt Claws, Aperture Plates, \$6; exchange; send for your needs. Jack Parr, 13 Everett, E. Orange, N. J. no12

WANTED—HAND OPERATED DIGGERS AND Merchandisers, also Penny Weighing Scales. John Burke, South Down Shores, Edgewater, Md.

WANTED—OLD COIN OPERATED BARROOM Pianos; National, Seeburg, Wurlitzer, Nelson, Wiggen, Western Electric, etc.; also extra music rolls. Harvey Ludwig, 1515 Southeast 35th, Portland, Oregon. no19

20 VICTOR "HOT-POP" POPCORN DISPENS- ers, used six weeks; best cash offer. Wagner, 117 1/2 North Third, LaCrosse, Wis. no5

1,000 (5c) STAMP MACHINES, \$2.95 EACH; lots of 10, \$25. Gum, Peanut Machines, \$6. U.S.P., Waterbury 5, Conn.

DOG SHOWS
 (Continued from page 62)

NEW YORK
 Albany—Nov. 27. Foley, 2009 Ranstead St., Philadelphia.
 Binghamton—Oct. 29. Foley, 2009 Ranstead St., Philadelphia.
 Brooklyn—Oct. 30. Foley, 2009 Ranstead St., Philadelphia.
 Syracuse—Oct. 30. Foley, 2009 Ranstead St., Philadelphia.

NORTH CAROLINA
 Fayetteville—Nov. 4. R. G. Singleton, Box 2003.
 New Bern—Nov. 6. Mrs. T. B. Marsh.
 Wilmington—Nov. 8. Mrs. Florence Applewhite, Box 141.

OREGON
 Portland—Nov. 13. Miss M. L. Matti, 3918 S. E. Franklin St.

PENNSYLVANIA
 Philadelphia—Nov. 12. Foley, 2009 Ranstead St.

RHODE ISLAND
 Cranston—Nov. 6. Foley, 2009 Ranstead St., Philadelphia.

SOUTH CAROLINA
 Charleston—Nov. 12. Mrs. Mary B. Chrisoim, 75 Darlington Ave.
 Columbia—Nov. 14. Mary B. Saanett, 2410 Blossom St.
 Florence—Nov. 10. Mrs. Margaret Windham.

TENNESSEE
 Knoxville—Nov. 6. Mrs. S. C. Rippeth, 4464 Kingston Pike.
 Oak Ridge—Nov. 8. Mrs. Daisy Jackson, R. 3, Kingston, Tenn.

TEXAS
 Beaumont—Nov. 12. Mrs. R. M. Reynolds, 2501 Wall St.
 Dallas—Nov. 6. Mrs. R. Key, 1140 St. Lo Drive, Irving, Tex.
 Fort Worth—Nov. 5. Mrs. Oakland Ashby, 3618 S. Jones St.
 San Antonio—Nov. 20. Capt. A. C. Berry, Box 754.

WASHINGTON
 Tacoma—Nov. 12. Idelle Bullins, Bremerton, Wash.

COMING EVENTS
 (Continued from page 62)

LOUISIANA
 Crowley—Internat'l Rice Festival, Oct. 26-27. Mrs. Elizabeth L. Barnett.

MAINE
 Portland—Eika's Charity Circus, Nov. 14-20. Ernest S. Odlin, 92 Free St.

MARYLAND
 Timonium—Eastern Nat'l Livestock Show, Nov. 12-18. Joseph M. Vial, College Park, Md.

MASSACHUSETTS
 Boston—Flower Show in Horticultural Hall, Nov. 3-8

MICHIGAN
 Ionia—Fat Stock Show, Nov. 1-3. Louis Webb, Court House.
 Jackson—Antiques & Hobby Show, Nov. 28-29. L. Verne Slicht, Vermonville, Mich.
 Traverse City—N. Mich. Potato & Apple Show, Nov. 8-9. Arthur Glidden, Federal Bldg.

MISSOURI
 Kansas City—Shrine Circus, Nov. 14-20. Raymond E. Thornton, Continental Hotel.

NEW YORK
 New York—National Horse Show, Madison Sq. Garden, Nov. 1-8. George W. Brasall, 90 Broad St.
 New York—National Hotel Expo., Grand Central Palace, Nov. 7-11. Arthur L. Lee, 141 W. 81st St.
 Rochester—Shrine Circus, Nov. 14-19. Elmer Raithel, 334 East Ave.

NORTH CAROLINA
 Charlotte—Charlotte Expo. & Food Show, Nov. 9-19. James B. Volger, 200 Providence Road.

OHIO
 Bellaire—Jr. Chamber of Commerce Celebration, Oct. 27-29. Glen Allen.
 Cleveland—Food & Home Show, Nov. 10-18. Walter W. Knight, 1847 E. 55th St.

OKLAHOMA
 Oklahoma City—Made in Okla. Expo, Oct. 24-30. Paul Strasbaugh, Chamber of Commerce.
 Tallahassee—Lions Club Halloween Carnival, Oct. 29. Ed Foster.

PENNSYLVANIA
 Philadelphia—World Hobby Expo, Nov. 11-19. Chas. Suitow, 331 Madison Ave., New York.
 Pittsburgh—Junior Beef & Lamb Show, Nov. 1-3. Chas. L. McAdams, Chamber of Commerce.

SOUTH DAKOTA
 Sioux Falls—Tepee Day, Oct. 29. Del Cowley.
 Sioux Falls—Auto Show, Nov. 24-26. DeWalt T. Kieffer, care Argus Leader Pub. Co.

TEXAS
 Beeville—Cattle Show, Sale & Rodeo, Nov. 14-15. Edwin S. Brown.
 Corpus Christi—South Texas Home Show, Oct. 29-Nov. 8. John W. Daly.
 Gilmer—East Texas Yamboree, Oct. 27-30. Joe B. Harner.
 Harlingen—Valley Mid-Winter Fair, Nov. 18-26.
 Houston—Shrine Circus, Nov. 2-15. Phillip L. Johnson, City Nat'l Bank Bldg.
 San Antonio—Fair & Industrial Exhn., Oct. 31-Nov. 7. Omala Grotto.

UTAH
 Ogden—Livestock Show, Nov. 12-16. E. J. Fjeldsted.

WISCONSIN
 Milwaukee—Food Show, Nov. 8-12. M. O. Perschbacher, 225 E. Michigan St.

CANADA
 Amherst, N. S.—Maritime Winter Fair, Nov. 7-12. R. P. McCune.
 Edmonton, Alta.—Livestock Show, Nov. 1-4. James Paul.
 Ottawa, Ont.—Ottawa Winter Fair, Oct. 24-28. H. H. McElroy.
 Toronto, Ont.—Royal Winter Fair, Nov. 15-23. James R. Johnston.

Don't Skip this One!

SKIPPER 3
 2 BARGAINS FROM JACKPOT ON THE WHEEL
 2 \$3.00 OR \$20
 \$15.00 OR \$20.00
 LAST SALE ON BOARD RECEIVES ONE PUNCH IN JACKPOT

ANOTHER FAMOUS GARDNER GIRL-BOARD!

ORDER AS:
NO. 1000 SKIPPER
 TAKES IN: 1000 - 5¢. \$50.00
 PAYS OUT: 22.64
 AV. PROFIT: 27.36
 MAX. PROFIT: 31.00

NOW READY!
A COMPLETE LINE OF GARDNER GIRL BOARDS
 IN ALL TYPES OF PLAY

WRITE FOR CIRCULAR

MOST COMPLETE LINE OF BOARDS FOR EVERY NEED - LEADING PUNCHBOARD MFR. FOR OVER 40 YEARS

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16 ILL.

a Winner....

LUCKY SEALS
 Move Your Merchandise with this board!
 Available in 5c and 10c Play

5c PLAY
 No. 20054-5
 Takes in \$100.00
 Av. Payout \$30.00 Plus GRAND PRIZE

10c PLAY
 No. 20054-10
 Takes in \$200.00
 Av. Payout \$55.00 Plus GRAND PRIZE

HARLICH CORPORATION
 1200 NORTH HOMAN AVENUE
 CHICAGO 51, ILLINOIS

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT.

Holes	Name	Profit	Price
1000 5c	Double Finn	Def. \$24.00	\$ 79
1000 25c	Charley	Def. 50.00	79
1000 25c	Charley, X Thick	Def. 50.00	94
1800 5c	Lulu, X Thick	Def. 18.00	149
1000 25c	J.P. Charley	Avr. \$58.08	\$ 79
1000 25c	J.P. Charley, X Tk.	Avr. 52.08	96
1200 25c	Texas Charley, Seal	Avr. 102.28	149
1200 25c	Texas Charley, X Tk.	Avr. 102.28	149
1000 5c	BIG FORTY	Avr. 24.00	149
1000 10c	READY MONEY	Avr. 50.10	149
1000 5c	Assorted J.P. Bds.	Avr. 27.00	175
1000 5c	Assorted Girls	Avr. 28.00	210
2170 5c	Rd., Wh., Blue Tickets	...\$36.30	\$1.29
120	Tip Ticket Books, Gr.	\$18.75	Doz. \$1.39

WORLD'S BEST BOARDS, TICKETS, CARDS DELUXE MFG. CO.
 DeLuxe Building Blue Earth, Minn.

TURKEY Push Cards
IMMEDIATE DELIVERY
Attractive 1950 Line
now ready
WRITE TODAY FOR FREE CATALOG
RAY MERTZ & CO.
 525 S. Dearborn St. Chicago 5, Ill.

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

Steel Strike May Hit Industry

Mills Improved Position Wins Court Plan Approval

CHICAGO, Oct. 22.—Successful handling of the vast Mills Industries and its subsidiaries by its present management over the past two years was rewarded Monday (17) when a voluntary plan of arrangement between the firm and its creditors was approved by Wallace Streeter, referee in Federal District Court here.

The management of the pioneer coin machine manufacturing firm, founded by Herbert S. Mills in 1889,

has been negotiating with a creditors' committee since late 1947 to evolve a basis for settlement of Mills Industries obligations. Under the terms of the plan of arrangement, 54 per cent of the firm's creditors will be paid in full immediately out of funds on deposit with a court officer since September 30. Remaining creditors will receive full payment with interest under the following scale: 20 per cent to be paid immediately and 20 per cent in four equal yearly payments. Of paramount importance to the plan of arrangement was the fact that during the two years of negotiations, the Mills organization was doing business uninterrupted and was in complete possession of plant and equipment.

Cites Gains

Commenting on the firm's improved position, Chairman of the Board Ralph Mills stated: "Mills present financial situation is excellent. Our bank loans have been reduced by \$2,500,000, our inventories have been reduced, and the company, despite the extraordinary expenses incurred in consolidating operations, has shown a satisfactory profit for 1949. This consolidation also will be reflected in future earnings. Our domestic and foreign markets have been preserved and during the past two years we have fulfilled all sales contracts, rendered full service and supply to all customers and have strengthened our position in industry by greater emphasis on our more profitable lines of manufacture."

Mills current products include bot-
(See Mills Position on page 113)

Begin Delivery On Line-Up, New Game by Keeney

CHICAGO, Oct. 22.—J. H. Keeney & Company, Inc., has initiated quantity deliveries on a straight novelty game, Line-Up, Vice-President John Conroe announced this week. Game uses a puck as its center of activity.

Line-Up gives patrons 15 shots and comes equipped with either a nickel or dime chute. Only one puck is used in the play of an entire game and sloping playfield bounces the puck back for the next shot. Players may make straight shots or, with the use of the games' cork insert along sides, try bank shots.

Object of the new Keeney product is to hit seven line-up buttons at back of playfield. These are worth 50,000 points each. After player contacts all seven, then hits them again, the score jumps 500,000 points per hit. Line-Up also has four double buttons in front of the seven main ones. If player can slide the puck over the front and back buttons on a single shot when each are lit, 1,000,000 points are added to the main score. Game takes approximately two minutes to play. Maximum score is 9,000,000 points.

Rake To Name Agencies in Expansion Move

PHILADELPHIA, Oct. 22.—The Rake Coin Machine Exchange, distributors of a varied line of amusement equipment, venders and salesboards, will authorize the appointment of several authorized agencies. It was disclosed this week. The new agencies, bearing the Rake name, will handle the same equipment as the main office here, but will operate as semi-autonomous enterprises, it was understood.

First agency to be named will open in Pittsburgh next week. Located at 2120 Fifth Avenue in that city, it will be known as the Rake Coin Machine Agency. Featured will be the Northwestern and Silver King lines. Complete parts and service facilities will be maintained, according to Nat Rake. Principals of the Pittsburgh agency are Joseph Blonstein, Lester Wynick and Munroe Greene.

Jennings Bows Export Chief; Adds Robinson

CHICAGO, Oct. 22.—The Export Chief, a new bell with the latest style O. D. Jennings mechanism but stripped of nonessential trim to qualify for lower export duties is now in quantity production. The unit will be on display in the showrooms of all Jennings distributors and dealers as well as at the plant next week, John Neise, sales manager, announced. At the same time the appointment of C. A. Robinson & Company, as a distributor in Nevada, also was announced.

Neise stressed the Export Chief was developed specifically as an operator's item for either domestic or foreign use. Cabinet is finished in a pre-tested baked enamel bergundy color trimmed with cream. It is available with an automatic or token-type major award and with chutes ranging from a nickel to a dollar.

The Jennings official explained that the Export Chief is expected to fill the need for a bell with proven mechanism but without the flash of

While Effects to Date Are Negligible, Firms See Woe In Prolonged Labor Dispute

Games, Music Least Concerned; Venders Largest Users

CHICAGO, Oct. 22.—As another week of the steel strike ended tonight, there was little evidence that it has yet directly affected production in any segment of the coin machine industry, but some apprehension was felt that should the labor dispute continue, shortages would develop. Briefly, officials for music and game firms generally appeared to have enough steel supplies on hand to keep going for the remainder of the year but producers of large venders and bell type equipment, since they use more steel in their output, admitted that even another week of the steel and also the coal strike would put a crimp in their production schedules.

F. H. Parsons, 63, Of Buckley, Dies

CHICAGO, Oct. 22.—Ferdinand H. Parsons, 63, vice-president and comptroller of the Buckley Manufacturing Company, died Tuesday night (18) at his South Side home following a brief illness.

Parsons joined the Buckley organization in 1933. Prior to that time he had been an executive in the accounting field. He was a past director of Coin Machine Institute. A former captain of the Illinois National Guard, Parsons was also an early president of the Chicago Junior Association of Commerce.

Funeral services were held in St. Philip Neri Church Friday morning (21) and interment followed in Calvary Cemetery, Milwaukee. He is survived by his widow, Anna M.; a son, George A., and a daughter, Mrs. Margaret M. Hall.

In the music field, some manufacturers said their steel supplies, which mostly go into the building of playing mechanism and its supports, should be sufficient to carry thru the end of the year. They also felt, that should the strike extend several more weeks, the government was certain to enter the picture.

Game companies explained that their main concern was just how fast their recently increased production commitments would eat into their steel stockpiles. Officials insisted that at present demand rates they would be forced to speed up output to take advantage of the sudden rebirth of quantity buying of the novelty and new type pin units. One point some plants were lamenting was the fact that just before September they were cutting down their inventories in keeping with the slow demand for games in the late spring and over the summer. This was at a period when steel supplies were plentiful. They added
(See Firms See Woe on page 118)

CONGRESS TAKES A VACATION

Tele Promotion

NEW YORK, Oct. 22.—An old arcade peep machine brought a bit of the coin machine industry before hundreds of thousands of television viewers Sunday night (16) on the Ed Sullivan "Toast of the Town" video show over CBS. The machine, brightly painted and set prominently on the front part of the stage, was used to introduce the middle commercial for Lincoln-Mercury, sponsor of the show. Members of the cast peered into the machine, then the camera picked up the filmed plug.

higher priced related equipment as requested by domestic and foreign operators for the past several months.

The appointment of C. A. Robinson is actually an extension of territory as the Los Angeles firm is already a California distributor for Jennings products. To accommodate Nevada trade, Robinson has opened an office at 1725 Wells Avenue, Reno. John Gunnarson, service chief for Robinson, will work out of the Reno office.

Adjourn 1949 Sessions; See Action in '50

Hold Up Several CM Bills

WASHINGTON, Oct. 22.—After one of the longest peacetime sessions in history, Congress packed up and went home this week, leaving unfinished nearly all legislation having any effect on coin machines. Stuffed in cold storage until next year are such bills as those legalizing basing point, providing Social Security for operators, cutting excises, authorizing fractional coins and setting up a graduated cigarette tax.

About the only bill with any effect on the industry to get thru in the first session of the 81st Congress was the one aiding the States in collecting cigarette taxes. By putting restrictions on mail-order ciggie sales, this bill is expected to increase vender
(See Congress Takes on page 113)

Candy Ops "Out of the Woods"

Lower Price, Bigger Bars, More Vend Packs Hail Bid For Op Biz by Candy Mfrs.

1½-Oz. Bar Leads, 2-Oz. Bar Zooms; Unwrap Holiday Line

By Fred Amann

CHICAGO, Oct. 22.—Trends in the confectionery industry have been working for the candy operator since early last year, with signs on all sides now pointing to a steady continuation of vender-sales stimulation. A five-point bid for increased business by leading candymakers, initiated in 1948, places the operator in the best position he has held since prewar days. "Here and now" factors of the manufacturers' five-point more-sales program, directly benefiting the operator today, are (1) bar weight, size is up; (2) price is down, and (3) remaining factors, just now starting to move into focus as important aids to vender operation, are (4) expansion plans by most candy firms (*The Billboard*, October 1) which mean that increased production, selectivity will guarantee a continuation of competitive prices, and (5) introduction of special holiday merchandise designed for venders, which promises boosted sales during the Christmas and Easter seasons.

Points "3" and "5" are added operator advantages, not available during the 1930's and early 1940's.

Price Question

With the all-important price question now largely settled, nickel bars that sold for 80 (and over) and 75 cents per 24-count last year are now 75, 72 and 68 cents. Only a few firms, three at most, now carry an 80-cent line. But the real impetus to candy vender sales and profit is the fact that, in conjunction with these price decreases, bar weight has been upped to a satisfying "nickel's worth" again and vend packs are now available in practically all leading brands.

Results of a bar weight, vend pack survey of leading candy manufacturers over a three-year period graphically illustrates the rise in bar size and in number of vend packs (see accompanying tables). Compiled by *Vend*, sister publication of *The Billboard*, for the years 1947, 1948 and 1949, the survey shows that the 1½- (See *More Vend Packs on page 108*)

F. L. Jacobs Company Shows 2-Month Profit

DETROIT, Oct. 22.—F. L. Jacobs Company reported this week a net profit of \$384,501 for the two-month period ended September 30. President Rex C. Jacobs stated that for the fiscal year ended July 31, 1949, a net loss of \$965,672 was reported, as compared with a net profit of \$409,838 in the previous 12-month period.

Jacobs declared, however, that the loss was after "certain extraordinary, non-recurring charges" which includes writing-off obsolete material for Coca-Cola vending machines and the Lauderall washer of \$1,094,190. Also \$536,354 was charged off for tools, dies, jigs and fixtures.

Jacobs stressed that with the recent disposal of manufacturing and patent rights to Lauderall, Coca-Cola vender production has been transferred to the firm's Traverse City, Mich., plant. The Indianapolis plant, which produced both these items, has been offered for sale.

Result is that Jacobs' sales and production efforts are now being largely concentrated on automotive products, in which it did a \$27,396,737 business during the past year.

Vender Session

CHICAGO, Oct. 22.—The special vending operations session of the 5th Annual and 1st International Popcorn Industries Convention & Exposition at the Palmer House here Monday (24) thru Wednesday (26) will be held Tuesday (25) in Room 7, on the third floor, convention officials announced today. Starting at 10 a.m. and lasting until noon, it will run concurrently with four other individual panel sessions.

Moderator of the vending session will be G. R. Schreiber, coin machine editor of *The Billboard* and editor of *Vend*. Roy Crisswell, Auto-Vend, Inc., Dallas, will talk on coin-operated popcorn equipment, while William Beaudot, ABC Popcorn Company, Chicago, will speak on counter-type warmer units.

Alkuno Set To Bow Big Vender Soon

Four-Column Unit

NEW YORK, Oct. 22.—A low-capacity cigarette vender, specifically aimed at placement in moderate traffic locations, has been engineered by Alkuno & Company and will be introduced to the trade at the National Automatic Merchandising Association convention next month.

Kuno E. Hamann, president, said that 25 units will be made at the outset and subjected to extensive location tests before quantity production is undertaken. They will be placed in the New York area, largely in garages and gas stations.

Such locations, said the Alkuno topper, can be expected to provide sales of "about 80 to 100 packages of cigarettes weekly." He indicated that Alkuno promotion would be aimed at covering these spots, often by-passed as uneconomical by operators using larger equipment. The price of the unit will be \$65, he added, with the stand to list at \$12.

A four-column unit, the vender will have a capacity of 100 packs. It will dispense king-size smokes, as well as standards. A National Rejector coin mechanism is to be used, set for silver quarter, manual operation. Standing 60 inches high on its base, the vender is 18 inches wide. It is seven inches deep at the delivery tray, tapering to four inches at the top. The cigarettes may be viewed thru display windows. The front of the cabinet carries a crystal mirror.

Tooling will begin following the completion of the test period. Quantity deliveries are scheduled to start next February.

Victor Reports Hypoed Popcorn Warmer Activity

CHICAGO, Oct. 22.—Shipment of popcorn counter warmers to the Philippines and Puerto Rico, coupled with a 50 per cent increase in domestic sales over the past three weeks, was announced by H. M. Schaeff, president of Victor Vending Corporation.

Following introduction of its Hot Pop unit last April, Victor reported a steady rise in sales activity by 35 distributors handling the warmer. Heavy demand has been noted in the Washington and Oregon regions, with consistently high acceptance in the East and portions of the West and South, Schaeff said.

He stressed that the popcorn warmer, which also dispenses French fried potatoes, is built from dies 100 per cent designed by Victor. With the exception of the plastic globe, all component parts are stamped out in the Victor plant. Globe die, altho designed by Victor, is used by an outside plastic company to produce the finished item.

Cost of designing and making the dies for the Hot Pop warmer, Schaeff revealed, totaled \$25,000.

With operators and popcorn processors turning in word of the sales-stimulating effect of warmer units, Schaeff believes use of this type of popcorn dispenser will increase greatly during the next few years.

L. A. Cup Vender Training Course Starts; 100 Attend

LOS ANGELES, Oct. 22.—Approximately 100 operators and servicemen attended the first of three 90-minute meetings of the nation's initial "Cup Vending Training Course" requested and sponsored by the industry's representatives and conducted by the Los Angeles Health Department here Wednesday (19).

With Dave Davidson, president of Davidson Bros., and Fred Ramsey, health department's sanitation head, presiding the group heard Ed Stanton, General Vendors and chairman of the regional National Automatic Merchandising Association (NAMA); Dr. L. S. Goerke, medical bureau director; Charles L. Senn, sanitation bureau engineer-director, and Henry Harrison, Dixie Tulip Cup Company.

Kresberg Sets Deal To Vend J. Louis Punch

NEW YORK, Oct. 22.—The All-American Drinks Corporation, producers of the Joe Louis Punch sirup line, completed negotiations with Automatic Products Corporation calling for the sale of its beverages thru the manufacturer's cup vender, Refresh-o-Mat.

Sam Kresberg, Automatic's executive vice-president, said the deal specified exclusive use of his firm's machine in All-American's vending program. Ten Refresh-o-Mats, carrying the Joe Louis Punch decal, will be placed in Harlem this week, he said. It is expected the Harlem area alone will absorb about 100 units within the next few months. The first machine was installed in a barbershop owned by the fighter, Sugar Ray Robinson.

They discussed the health department's legal requirements, sanitation techniques and proposed standards of cleanliness as well as how these can be achieved.

Sked Other Meets

The second meeting will also be held at the Health Center on South Avalon Boulevard Wednesday (26) and the third and final session November 2. At the completion of the series a written examination on points covered in the discussions will be held, with the participants receiving certificates.

Stanton, who, incidentally, co-operated in the staging of the school and operates only cigarette machines, welcomed the group to the meetings. He followed the showing of a film, *Environmental Sanitation*.

Davidson's subject was *Sanitation and Industry Objectives*. He pointed out that while there were some out-of-town operators attending they must necessarily be governed by the regulations in their respective cities and counties.

Points Up Benefits

"The Los Angeles operators are fortunate in having a set-up such as that used by this health department," Davidson told the beverage men. "Here they have a Food Sanitation and Food Advisory Committee that meets once a month and on this board are representatives of the various industries. Because of this, no regulations governing a group are made without consulting someone familiar with that field. There is an ordinance governing beverage machines, but it was drafted only after much research and many discussions."

Ramsey, who is chief of food sanitation, outlined the set-up of the health department, setting it into two categories—Bureau of Sanitation, headed by Senn, and Bureau of Medi-

See Popcorn Section

The National Association of Popcorn Manufacturers, Inc. (NAPM), will open its Fifth Annual, and First International Popcorn Industries Convention and Exposition at the Palmer House, Chicago, Monday (24). In this issue of *The Billboard*, only a special Popcorn Section appears elsewhere, covering not only convention information but feature stories which will be of interest to every operator, distributor and manufacturer who is concerned with this phase of the vending industry.

Be sure to see the Popcorn Section this week.

Another in the great family of Electro Distributors...

S. H. Lynch & Co., Inc.
2101-03 Pacific Avenue
Dallas, Texas

1049 Union Ave. Memphis, Tenn.
900 N. Western Ave. Oklahoma City, Okla.
832 Baronne St., New Orleans, La.
241 Broadway, San Antonio, Tex.
Distributors of Electro in Texas, Louisiana, Oklahoma, Western Tennessee, Mississippi and Arkansas.

America's Finest All-Electric Cigarette Vending Machine



EASTERN ELECTRIC VENDING MACHINE CORP

GENERAL MOTORS BLDG. NEW YORK 19, N.Y.
A PRODUCT OF C-B LABORATORIES

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

BUBBLE BALL GUM

140 or 170 size. Crown Jack Brand with colored centers. 25 lb. ctn. \$ 5.65
100 lbs. or more 21.90

CHARMS

Plastic Charms, small, 1,000 \$2.50
Copper and nickel, small, 1,000 4.50
Copper and nickel, large, 1,000 5.75
Silver Wedding Rings, 1,000 5.95
Gold Wedding Rings, 1,000 7.95
Stone Set Rings, 1 gross 1.95
Sassy Wise Crack Buttons, 1,000 5.95
Cup. & Nick. basketballs, 1 gr. 1.95
Copper alphabet charms, 1,000 4.25
Toy Watches, 2 gross 2.50

STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

\$2.99 each

We are factory distributors for all leading makes of VENDING MACHINES. 1/3 DEP. ON ALL ORDERS.

PARKWAY MACHINE CORPORATION
623 West North Ave., Baltimore 17, Md.



Complete, Separate Service Heads on

ACORN

1¢ or 5¢ All Purpose Bulk Merchandise

Fast to service and exchange on location. Extra heads—removed simply by unlocking—give you many more Acorn Vendors at minimum investment.
Write today!

CALIFORNIA TINEY ALMONDS
VACUUM PACKED IN 5 LB. TINS
SPECIAL, 77¢ LB. F.O.B. L. A.

OPERATORS VENDING MACHINE SUPPLY CO.
1023 South Grand, Los Angeles 15, Calif.

Huey Appointment

WASHINGTON, Oct. 22.—Comdr. William M. Huey Jr., an active member of the board of directors of Spacarb of Washington, Inc., was recently appointed aide and special assistant to John P. Koehler, Assistant Secretary of the Navy. Huey has been in Washington since 1948, when he began a 16-month tour of duty as executive assistant to the assistant chief, Bureau of Supplies and Accounts.

OKLAHOMA CITY, Oct. 22.—System Drink Venders, Inc., here, has obtained a charter from the secretary of state, listing authorized capital stock at \$50,000. The incorporators are A. F. Schmitt, Robert H. Rice and Joseph W. Schmitt.

Mills Automatic Moves Headquarters

NEW YORK, Oct. 22.—After 30 years in its present location, the Mills Automatic Merchandising Corporation will move to new operating headquarters at 4401 11th Street, Long Island City, it was announced this week. The move from 44th Road, in the same borough, will be completed within a few weeks.

With the relocation of its general office in Chicago about six months ago, the firm no longer needs as much floor space, said a company executive in explaining the move. Mills's new offices will be in the building vacated by the International Mutoscope Corporation recently.

NEW NORTHWESTERN MODEL 49 SPECIAL OPERATOR NET PRICE LESS THAN \$10.00 EACH

With each Model 49 Special ordered during this sale at billing price of \$14.75 we will include at no charge, 5 lbs. Spanish #1 Grade Peanuts. Model 49 Special with 5 lbs. Peanuts, \$14.75 Gross take 5.00

Your net cost when machine empties. **\$9.75**

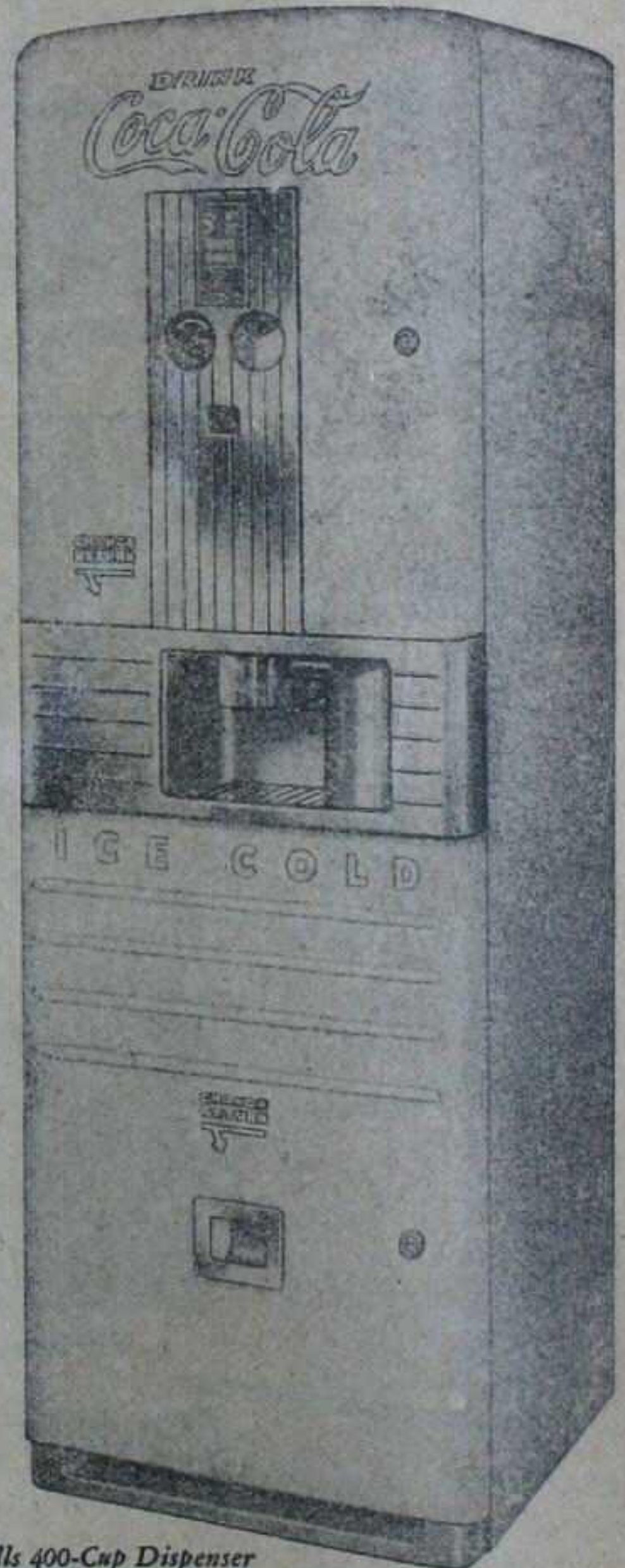
ORDER TODAY AND SAVE

Parts, Supplies, Charms—Write for List. **BADGER SALES CO., Inc.**
2251 W. Pico Blvd. Los Angeles 6, Calif.



It's Hard to Resist the "Sales Appeal" of a Mills Cooler

The Neat, Clean Appearance Creates that Impulse to "Have a Refreshing Drink"



Mills 400-Cup Dispenser

The Mills Automatic Fountain insures dependable dispensing of cup, syrup and carbonated water. A steady profit maker.

No sales are lost for want of the exact change. The Mills coin changer takes nickels, dimes and quarters—delivers the iced beverage and correct change automatically.

Over 60 Years' Experience in the Manufacture of Coin-Operated Machines

MILLS INDUSTRIES, Incorporated

MILLS
AUTOMATIC FOUNTAIN

Fully Automatic with Coin Changer

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS... Write today for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND GEMED RINGS, WEDDING RINGS, RINGS, JACKS, BALLONS, TRILLS, ETC.

BECKER VENDING SERVICE - ORIGINATOR

4100 Fullerton Avenue

Chicago 39, Illinois



UNIVERSAL

MODEL V

TOPPER

HOT-POP

VICTOR'S 4 BIG WINNERS

YOU CAN TURN THE MARKET UPSIDE DOWN and Shake It 'Round and 'Round... But you'll never find better bulk vendors than VICTOR'S. Investigate the tremendous profit potentialities of these great vendors... long famous for their **STABILITY—ENDURANCE—AND ATTRACTIVE APPEARANCE.**

It's Victor's, Exclusively With Successful Operators—Get the Complete Details Now!

VICTOR VENDING CORP. 5701-13 W. GRAND AVENUE, CHICAGO 39, ILLINOIS

Drive-In Theaters' Growth Proves Bonanza for Popcorn

(Continued from page 69)

after the amount popped is closely controlled by the amount of trade for the evening. Actual experience shows that the volume of sales may differ radically from one night to the next because of weather, the type of crowd the picture attracts, plus the size of the over-all audience. The girls are trained to watch the evening's sales trends closely before continuing to pop corn.

Butchers

One or two men, according to the size of the crowd, go out with supplies of corn, covering the "house" as butchers, working from show opening until the end of the first show, when the crowd thins out.

The peak time for concession sales in any drive-in is during the scheduled intermission, usually announced by the public address system and/or by a screen announcement. At this time house lights are turned on and the customers have a chance to stretch, get out of their cars and walk up to the centrally located concession booth. Supplies of popped corn must be prepared in advance to handle this peak, and employees must be ready to deliver the merchandise with the maximum speed and efficiency in the few moments allowed.

The butchers work in neat uniforms, with small lighted wagons, designed to attract attention to the corn they are selling. Ideally, a method of keeping the corn warm is necessary, but the problem of pushing a wagon, even with suitable rubber-tired wheels, around the slopes and gravel of the typical drive-in is too much for the worker, and a compromise must be worked out.

Lefkowitz is planning, in a future de luxe operation, to utilize a small jeep-type car, towing a wagon equipped with heating equipment. In the meantime the wagons themselves are loaded light, so that the corn will speedily be sold and the butcher forced to return for a fresh supply before it has a chance to cool. Others just use baskets to carry a small supply of corn in conventional manner.

The presence of the butcher with the lighted wagon or carrying a basket is the only advertising needed, plus the selling message of the popcorn itself as he passes by. Incidentally, it is important that any lighting be directed downward so that it does not interfere with the patron's enjoyment of the film.

An interesting variation in popping practice is used by James Missel, who has just installed a Manley stadium model popper in the new Oak Drive-In (Royal Oak, Mich.). Here, to reduce the time spent in popping corn before opening time, the early evening supply of corn is popped during the day in the shop and placed in cans to be taken out by the concessionaire when he goes to the stand. The popper then takes care of the balance of the evening supply.

Family-Size Pack

A "family-sized" package is the most popular in drive-ins, because the whole family usually turns out for this type of show, instead of coming in smaller units, it is pointed out by Eisen. At the Wayne the corn is sold in 10 and 15-cent boxes. Some drive-ins use a 25-cent package of suitably larger size. Such price selections must depend upon local practice, but it is likely that the still common nickel box or bag can usually be eliminated in favor of the higher unit of sale.

Another trick, utilized by Lefkowitz, is the installation of bottled gas units as a source of heat for the popper. In most drive-in locations, beyond the settled sections, centrally supplied illuminating gas from pipelines is not likely to be available. The average operator might use electricity, but this does not provide a sufficiently hot flame to do the most efficient

job of popping. "The hotter the flame the larger the kernels will explode, and the greater the apparent volume sold to the public from the same amount of raw stock. Bottled gas is approximately the same as piped gas in its performance," says Lefkowitz.

Selection of a quality raw stock is taken for granted by all sound operators in the field. Typical favorite is a hybrid variety, a survey of suppliers indicates.

L & L installed a Cretor corn tester last year—a machine that pops about a cupful of corn at a time. When a load of corn is received from the grower it is tested on this machine and the results carefully sampled. Basic tests are to determine if the yield of popped corn is right, and if too many shucks or unpopped kernels result. Any stock which does not come up to standard is returned to the grower for adjustment, under the basic contract agreement. This means using a more expensive corn, running as much as \$2 a bag above minimum prices, but Lefkowitz feels it is well worth the extra cost.

Quality seasoning is another essential ingredient in popcorn selling. Coconut seasoning is preferred by concessionaires.

Drug Chain Contends Ia. Cig Price-Fixing Act Unconstitutional

CEDAR RAPIDS, Ia., Oct. 22.—May's Drug Stores here contended this week in a District Court petition that Iowa's new cigarette price-fixing act should be declared unconstitutional because it fails to set up standards or rules by which a dealer can determine whether he is selling cigarettes at less than cost. The contention was made in an amendment to the stores' original petition against the Iowa State Tax Commission which sought to have the cigarette sales act passed by the last Legislature declared unconstitutional.

If the contention is upheld by the District Court, it will have a widespread effect on cigarette vending machines in the State, as it will enable operators to have some leeway in prices, vender spokesmen declared.

NEW!

CHARMS

ASSORTED SPORT CHARMS

- Plastic (6 asst. colors).....\$3.75 M
- Gold Colored..... 6.00 M
- Gold Plated..... 7.00 M
- ALPHABETOS (26 Letters and Numerals) Plastic.....\$2.00 M
- Gold Colored..... 4.25 M

PAUL A. PRICE CO., Dept. B
220 Broadway New York 7, N. Y.

Only Northwestern MODEL 49 SPECIAL

GIVES OPERATORS SO MUCH...

Cuts servicing time in half... more machines serviced per day per man lowering service costs... bigger profits. Globes cleaned and refilled at home or warehouse... by inexperienced help if you want it. No more filling and spillings. No more messy cleaning on location. Greater cleanliness assured. Checking merchandise in returned globe against cash collection assures more accurate accounting and tighter control.

Globe has maximum display value... open view of merchandise from top and four sides. Easily carried by handle of screw-on cap. Easily cleaned at home or warehouse. Easily attached to or detached from machine with flip-of-finger lock lever. Large globe capacity... 5 lbs. peanuts or 5 lbs. pistachios.

Rotary delivery. Complete vender mechanically simple. In-a-door mechanism easily detached. No tools required for servicing. Ultra-modern design... precision built of heavy steel. All parts or units interchangeable. Generous use of stainless steel throughout... wherever needed.

Vends all products without additional parts. Straight 1¢ or 5¢ play. Large cash box holds up to 1350 pennies. Fits on stand, bracket, counter, or attaches to other machines. Finish... baked hammerloid in red, green, gray, tan. Effective slug protection.

NEW REDUCED PRICES
Less than 25\$13.75
Less than 100 13.55
100 or More 13.35
1/2 Deposit—Balance C. O. D.

CAN BE PURCHASED ON "RAKE" 24 PAY PLAN
Write for Circulars and Price List on Complete Northwestern Line.

WE TAKE TRADE-INS—LIBERAL ALLOWANCE

NEW PRICES ON
Genuine Leaf Rain-blow Ball Gum.
25c lb.—All Sizes.
Freight Prepaid from Factory on 150 lbs. or more.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

Manufacturer of
HIGHEST QUALITY CHEWING GUM
BALL GUM
BUBBLE GUM
BUBBLE BASE
SOLICITES INQUIRIES FROM QUANTITY BUYERS ONLY
BARKER BRANDS, Inc.
SEA BRIGHT, N. J.

GIVE TO THE RUNYON CANCER FUND

Delaney Buys Conn. Soft Drink Concern; Plans New Dispenser

HARTFORD, Conn., Oct. 22.—John H. Delaney, who has been associated with the soft beverage industry for many years, revealed that the Canton Springs Ginger Ale Company of suburban Canton, Conn., is now under new management. He has purchased the shares of Mrs. Sarah B. Harris and Morton I. Harris, and is now the majority stockholder and in complete charge and control of the company. Delaney also lives in that suburban town.

The Canton Springs Ginger Ale Company is the owner of the Massacoe Springs, which have been used for water for soft drinks.

Delaney said, too, that the company recently took over the franchise for Cock 'n' Bull Ginger Ale for the entire State of Connecticut and G. F. Heublein Company, Hartford, will be the bottler for it in Connecticut.

The veteran soft drink industry man has developed and perfected a new soda dispenser which will be ready for distribution in the near future. Further details on plans of the new dispenser will be revealed soon by Delaney. The dispenser eliminates the handling of bottled goods to a great extent and lightens the burden at soda fountains and restaurants. A multiple valve permits the use of the dispenser for several flavors in the same unit.

See Popcorn Section

The National Association of Popcorn Manufacturers, Inc. (NAPM), will open its Fifth Annual, and First International Popcorn Industries Convention and Exposition at the Palmer House, Chicago, Monday (24). In this issue of *The Billboard*, only, a special Popcorn Section appears elsewhere, covering not only convention information but feature stories which will be of interest to every operator, distributor and manufacturer who is concerned with this phase of the vending industry.

Be sure to see the Popcorn Section this week.

Supplies in Brief

N. Y. Leads Candy Marts

WASHINGTON, Oct. 22. — New York continued to be the No. 1 candy market of the country last year—buying 11 per cent of the national total of approximately \$1,000,000,000 wholesale — Commerce Department reported on the basis of preliminary figures from its annual survey of sales and distribution. Pennsylvania continued in second place, but Illinois dropped from third to fifth, while California moved up to third and Ohio to fourth. Candy sales in the five leading States mounted to 38 per cent of the national total, according to Commerce estimates.

Half of the industry's output of 2,700,000,000 pounds last year was sold in two areas: The Eastern Seaboard from New York to Virginia (28 per cent) and the Middle West from Ohio to Wisconsin (22 per cent).

Top candy eaters last year resided in Utah where the per capita consumption was 34.5 pounds. Other States in the mountain region also showed higher per capita rates, while those in the Southern States were low, Commerce said.

For August of this year, Census Bureau reported thru Commerce Department that confectionery sales by manufacturers jumped 60 per cent in dollar value over July, although they were off 12 per cent from August, 1948. For the first eight months of the year candy sales were 15 per cent below the same 1948 period.

Sales of the bar goods amounted to 61,463,000 pounds with a wholesale value of \$21,463,000, as compared with 62,033,000 pounds worth \$24,495,000 in August, 1948. Average wholesale price per pound dropped from 39.5 cents to 35 cents over the 12-month period.

Sales of bulk candy were also off, dollar-wise, but were up by weight. This past August showed sales of 9,449,000 pounds worth \$2,072,000, as compared with 8,677,000 pounds worth \$2,646,000 in August, 1948. Average price declined from 30.5 cents per pound to 21.9 cents.

Peanut Prices

WASHINGTON, Oct. 22. — Peanut prices are certain to remain approximately the same for the next four years under terms of the new farm bill adopted by Congress just prior to adjournment this week. The bill, which is a compromise between sliding price support proposals of Agriculture Secretary Brannan and the continued 90 per cent support formula of the farm bloc in Congress, sets peanut supports at 90 per cent of parity until 1954.

Since the bill contains a new method of calculating parity, which figures

in high labor costs, any change in the price of peanuts is apt to be upward. Whenever the figure happens to fall below the parity price the Agriculture Department will have to buy enough peanuts to hike the open market price.

Duty Booty

WASHINGTON, Oct. 22.—Dominican Republic sweetenings, which occasionally wind up in U. S. candy bars, have one of the most intriguing amounts ever levied as a duty by this country. Agriculture Department has reported that the import fee is \$.004709375 per pound.

Big Profits 6 Ways with the New BIG "6" "SILVER-KING"

Vending Equipment
In this BIG "6" Line you'll find a machine for every type of merchandise.
"Candy-King" Bar Vendor
"Package-King" Package Vendor
"Silver-King" Bulk Vendor
"Charm-King" Ball Gum and Charms
"Hunter" Amusement and Ball Gum
"Target" Free Play and Ball Gum
Made to receive 1c and 5c U. S. and foreign coins. Ask your dealer about "Silver-King" or write for FREE Illustrated Literature and complete information.

SILVER-KING CORP.
622 Diversey Pkwy. Chicago 14, Ill.

NEW LOW PRICES
U-SELECT-IT
CANDY MACHINES
U-Select-It, 54-Bar Size, Each \$32.50

Cigarette Machines
DU GRENIER, 7 Col., Like New \$60.00
DU GRENIER W, 9 Col. 45.00
DU GRENIER CHAMPION 50.00
UNEDA MONARCH, 8 Col., Like New 70.00
NATIONAL 9-30 50.00
COUNTER MODEL, 7 Col. 17.50

Half Deposit. Phone: BA. 9-0606
HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.

You'll Make a Pile of Dough With
KOFFEE KING
New Futuramic Hot Coffee Vendor




VICTOR'S AMAZING NEW ALL PURPOSE TOPPER
4 Toppers to a case \$43.00 Per Case
\$10.75 Per Mach With Plastic Globes \$45.00 case

Colored Bubble BALL GUM
140, 170 or 210 count, in 25 cartons
24c lb.
in lots of 150 or more with freight prepaid 23c lb.
FULL CASH WITH ORDER

PISTACHIOS
25 lb. carton Large 55c lb. Small 45c lb Full Cash With Order
Autographed Football Charms \$3.75 per 1000

SPECIAL OCTOBER OFFER
4 Toppers PLUS 25 210 Ball Gum PLUS 1000 Autographed Football Charms, all for ONLY \$51.00

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

Thousands of locations are waiting for the new

ALKUNO 5c GUM AND CANDY VENDOR
Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both.

MODEL 130-MM
Metal Cabinet and Base.
Ht. on Base, 60"x18".
Wt. on Base, 64 Lbs.

Write for new reduced prices

Immediate Delivery in Green, Blue or Tan.

Write for Catalog of Complete Line of 5c Gum and Candy Vendors.

ALKUNO & CO.
408 Concord Ave.
New York 54, N. Y.
Melrose 5-7757

CHARMS
NEW PLATED FOOTBALLS EMBOSSED WITH NAMES OF COLLEGE TEAMS
COPPER PLATED FOOTBALLS... \$5.50 per M
GOLD PLATED FOOTBALLS... 7.00 per M

Penny King Company
415 Neptune Street Pittsburgh 20 Pa.

"GREATEST FORWARD STEP.. in the BULK VENDING MACHINE BUSINESS"

Northwestern
MODEL 49



CUTS SERVICING TIME AND COSTS in Half

Everywhere acclaimed the greatest forward step in the bulk vending machine business, the new Northwestern Model 49 is a winner in every respect. Its new Sani-Carry Globe, with convenient screw-on cap, can be cleaned and refilled at home or warehouse. On location, empty globe is removed from vender and filled globe attached in a jiffy. Result: Servicing time and costs cut in half... profits boosted to new highs. Write, wire or phone for complete details!

THE NORTHWESTERN CORPORATION
818 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

VICTOR'S NEW DOUBLE-UNIT TOPPER

... 3 Exclusive Features



1. Two Units in One
2. NEW Plastic Globe
3. NEW Ball Gum and Charm Vending Wheel

DOUBLE UNIT TOPPER . . .

New Plastic Globe is now standard equipment. Base is strong, compact and can be installed on counter, stand or wall bracket. Each unit individually removable with separate cash compartments.

NEW PLASTIC GLOBE . . .

Designed solely for the purpose of saving operators many thousands of dollars in breakage and merchandise loss. Clear as glass, with 8% increased capacity. Available on all VICTOR models at only 50¢ extra per single unit at time of machine purchase.

NEW BALL GUM AND CHARM VENDING WHEEL . . .

Vends ball gum and charms. Vends 5/8" 170 and 210 count ball gum with no extra adjustment. Vends a combination of all 3 sizes with or without charms.

- * New TOPPER comes in 1¢ only.
- * Vends all kinds of Bulk Merchandise.

ORDER TODAY FROM YOUR VICTOR DISTRIBUTOR!

VICTOR VENDING CORPORATION 5701-13 W. GRAND AVENUE CHICAGO 39, ILLINOIS

PACKED 2 DOUBLE UNITS TO CASE

1 to 5 Cases	\$45.00 per case
6 to 11 Cases	44.00 per case
12 to 24 Cases	43.00 per case
25 cases or more	42.00 per case

OR
\$21.00 PER DOUBLE UNIT

(In 25 case lots)

Finished in Red and Black baked enamel.

WHEN ORDERING please specify whether both units are for ball gum or both for merchandise or one for ball gum and one for merchandise.

Los Angeles Cup Vender Training Course Starts

(Continued from page 102)

cal Services, directed by Dr. Goerke. Dr. Goerke spoke on the Standards of Cleanliness. He declared that various types of infection can be transmitted by sirup, water or cups. The doctor advised the group that the health department considers anything that touches the floor contaminated.

Caution Servicemen

"Servicemen cannot be too careful in handling their machines or its supplies," Dr. Goerke said. "Do not put your wiping rag in the same pocket with your handkerchief. This can spread respiratory diseases. Wash your hands frequently—and well—is a good point to follow at all times. And, above all, wear clean clothes. The rules for good sanitation are simple. If followed, epidemics may be prevented."

Harrison spoke on the activity of the Cup Vending Division of the NAMA.

"While automatic beverage vending in paper cups has been going on for a number of years, there was little development of the industry in the years preceding the war," he declared. "In 1947 it was realized that many problems, including those of sanitation, were new ones for manufacturers and operators of such equipment, and that group action was desirable. The NAMA Cup Vending Division therefore came into being.

NAMA History

"There followed in quick order the establishment of an executive committee and a research committee. The research committee realized the immediate need for professional guidance in the field of sanitation and obtained the services of Sol Pincus, of the New York City health department, and his associate, Irving Kleeman. A report on 'The sanitary and public health aspects of automatic cup vending of drinks' was submitted by these authorities at the December, 1948, NAMA convention."

After citing the figures on the research work, Harrison stated that the group made specific recommendations. Dr. W. L. Mallmann, professor of bacteriology, Michigan State College, Lansing, Harrison revealed, had been named to follow thru on the program and had already started upon the first project of determining sources of contamination in machines, if any, and to establish remedies to eliminate such sources.

Senn used as his theme Sanitation Is Just Good Business. He urged those who feel that regulations are wrong to discuss a remedy with the department.

Offers Help

"We can discuss regulations with you and will be glad to do so. We do not want anyone to feel they are being forced into these cleanliness campaigns," the engineer stated. He cited an example of seeing a clean cup machine do more business than a counter where bottles were sold. He also pointed out that on another occasion he had seen the reverse of this because the machine was not so clean.

Following his talk, Senn was asked why the beverage machines were classified under the sandwich stand ruling. He replied that a ruling that a sandwich stand is a place where sandwiches and bulk drinks are sold was the basis for this interpretation.

Speakers at the next meeting will be Ramsey on Vehicle Requirements; W. A. Schulenburg, specialist Food Sanitation Section, Processing and Maintenance, and Larry Granfield, president, County Beverage Company, San Diego, Headquarters and Trucking.

Victor's New Double Unit Toppers!!!



Packed Two Dbl. Units Per Case
1 to 5 Cs. \$45.00 Per Cs.
6 to 11 Cs. 44.00 Per Cs.
12 to 24 Cs. 43.00 Per Cs.
25 Cs. Up 42.00 Per Cs.
Sample Double Unit, \$23.50.
Specify for Ball Gum or Bulk Vending.
All Plastic Globes on These Units.
Separate Plastic Globes to fit all Victor Machines, \$1.50 each, and since the Globe is square on top, a lid to fit each is 50¢ each. 9 Globes to case. Hold 8% more goods. Get on our mailing list FREE!

ART GRAEFF CO.
1232 Broadway TOLEDO 9, OHIO

HART BALL BUBBLE GUM 25¢ Ctns.

140-170-210-Count, 23¢ per lb. Freight prepaid 150¢ or more. 2 to 5 Ctns., 27¢ lb., F.O.B. Toledo, O. Single ctns., 30¢ lb., F.O.B. Toledo, O. Hart High Quality Premium Non-Bubble Standard Chew, 1/4" at 35¢ lb., prepaid on 150¢ or more. Single ctns., 38¢, 2 to 5 ctns., 37¢, F.O.B. Toledo, O.
Order from this ad. Full cash with order, no C.O.D.'s.
New Victor Vending Machines. Send your name and address and get on our mailing list free. Bargains in used machines, also free Charm list.

ART GRAEFF CO.
1232 Broadway Toledo 9, Ohio

THE BIG 3 FOR THE SUCCESSFUL OPERATOR



1. ACORN

1¢ or 5¢ Vender, \$13.95 Ea.; \$13.45 in 100 lots. Trial order guaranteed.

2. LEAF GUM

100 Lb. Lots. 25¢ Lb.

3. WALT DISNEY CHARMS

Copper & Nickel Plated . . . \$2.50 Lb.
Color Plated 2.75 Lb.
Gold or Silver Plated . . . 3.00 Lb.

AMERICAN DISTRIBUTORS

1349 Fifth Ave., Pittsburgh, Pa.
12046 Linwood, Detroit, Mich.
111 W. Columbus Drive, Tampa, Fla.

New! Improved!

"HUNTER"

Ball Gum Vender



Keeps Cash Pouring In
Fortunes being made with Vending Machines. Thousands of choice locations waiting. Chance for big daily profits. Machines work day and night. FREE Literature tells you how you can start Big Pay Business in your locality. Post card brings amazing facts. No obligation. Old reliable company backs you. Write

RAKE-COIN MACHINE CO.
605-609 SPRING GARDEN ST.
PHILADELPHIA 23, PA.

WRITE FOR FREE CATALOG

On bulk merchandise, gum, music boxes, pin ball machines, games, etc.



TOPPER

UNIVERSAL

HOT-POP

VICTOR'S 3 BIG WINNERS!

TOPPER

An all purpose vender that is "TOPS" in its field. Efficiently vends all types of bulk merchandise including ball gum and charms.

\$10.75 Each

\$10.50 Each 24 or more
\$10.25 Each 48 or more
\$10.00 Each 100 or more

Plastic globes available for 50¢ additional per machine at time of machine purchase. Plastic globe replacements for any present Victor model is \$1.50 per globe, plus 50¢ additional for the square top.

VICTOR'S NEW MONEY MAKER "HOT-POP" POPCORN MACHINE

Non-Coin Operated
OPERATOR MAKES \$4.20 Per Week on sale of 2 lbs. You Collect profits in advance.
\$47.50

UNIVERSAL

An all purpose, custom built vender in an ultra-modern design. Its outstanding beauty will attract and maintain those "top notch" locations.

\$13.95 EACH
\$13.50 EA.—24 OR MORE

1/3 Deposit, Balance C. O. D. on All Orders

PARKWAY MACHINE CORPORATION

623 W. NORTH AVE. DEPT. 5 • MADISON 1447 • BALTIMORE, 17, MD.

Improve Stamp Machine Units

NEW YORK, Oct. 22.—Improved models of Postage Stamp Machine Company units are now being delivered, according to Harry Wartell, co-owner. Empty venders now refuse coins, thru use of a special mechanism on which a patent has been applied for.

The firm, which produces four folder-type models and eight roll-type units, will open a new sales office in Boston within the next two weeks. It now has sales outlets in Newark and Chicago, in addition to its headquarters here. The company's venders are also sold thru 15 regional distributors.

Ice Cream Industry Promotes Winter Biz

WASHINGTON, Oct. 22.—The Ice Cream Merchandising Institute (ICMI) here has announced its Sell-a-Bration program, designed to increase ice cream sales during the colder months, is gaining support from manufacturers in most parts of the country.

Special merchandising material is being used to hypo winter sales, including point-of-sale signs, placards and newspaper mats. Transcriptions help broadcast the message over the radio.

Detailed information is available from ICMI at 1022 Barr Building, Washington, D. C.

Protest Scale Tax

PRINCE ALBERT, Sask., Oct. 22.—A letter has been sent to the city council by the Canadian Rhodes Manufacturing Company, Ltd., protesting the \$15 annual license fee on coin-controlled weighing machines, noting that the fee in other cities amounts to \$2 annually.

Mag Feature Covers Vending Machines In 5 Ct. Candy Field

CHICAGO, Oct. 22.—The nickel candy bar, and its importance in the everyday scheme of American living, is the subject of a feature article in the current issue of *Cosmopolitan*. Prominently featured in the article is the importance of the vending machines in bringing candy to the public.

Termining the 5-cent candy bar "a peculiarly American institution, like the 5-cent cigar and the hot dog," Betsy Simon, the writer, traces the history of the candy bar from its first inception in the United States, thru its war and postwar ups and downs, to its return to store counters and vending machines in its original form.

It is pointed out that "every minute of the day and night Americans drop 45,662 nickels on candy-bar counters and in 300,000 vending machines, making a yearly total of \$1,200,000,000. Last year, vending machines alone dispensed 2,184,000,000 bars, and official surveys estimate that if you divided the total population of the United States into the total number of candy bars sold in a year, you would get 144 as the per capita consumption of these nickel delectables."

Following an outline of how, during the war, "civilians ate anything that dropped out of a vending machine," it is explained that when the war ended, the consumer found his "old loves" back on the counters, but up in price and down in size.

The writer then goes on to explain how manufacturers resisted high raw material prices and, thus, were able to hold the cost of the candy bar to a nickel.

In conclusion, Miss Simon states, "considering the fluctuations of these times, it is comforting to know that the nickel candy bar is so snug and secure."

who

Everybody and anybody who's in business to make a profit and to keep on making a profit in these tough, unsettled times—by selling merchandise and service through vending machines. This means YOU, of course. That's who.

what

Just the biggest, best, most practical, most dollars-and-sensible exhibit and convention ever held for YOU who make your living selling merchandise and service through vending machines. That's what.

where

Atlantic City, New Jersey, the place where anybody, anywhere in the U. S., has to go at least once in his business lifetime to make his business life complete. The convention city of the Eastern seaboard, complete with the big, handy Convention and Exhibit Hall, handy to beautiful hotels, handy to the Boardwalk and handy to EVERYTHING that makes an exhibit and convention a success and a profit to the men who go there. That's where.

when

Just at the right time—just after the Thanksgiving holidays, plenty early to prepare for the New Year, a year everybody knows is going to call for the best SELLING ideas since the war. November 27, 28, 29 and 30, that's when.

why

Because dollar-wise, profit-wise, idea-wise, equipment-wise, it just doesn't make sense (or cents) to pass it up. No gimmicks. No gadgets. No harebrained ideas. Just good, solid, selling ideas. Sold ideas for selling, solid machines for selling, solid products for selling. There's never been a vending machine exhibit and convention like this one. That's why.

1949 CONVENTION and EXHIBIT

N.A.M.A.
NOVEMBER 27-30
ATLANTIC CITY, N. J.

HURRY NOW — For Information on Hotel Room Reservations and Advance Registrations, Write National Automatic Merchandising Association, Room 540, 7 South Dearborn St., Chicago 3, Ill. — NOW HURRY

ATTENTION—25c & 30c CONVERSIONS

Silver, Quarter or combination Nickel-Dime. Guaranteed Parts. Expert Workmanship.

CIGARETTE MACHINES

- NATIONAL ELECTRIC, 9 Cols. \$199.50
- UNEEDA, 8 Cols. 110.00
- UNEEDA, 6 Cols. 100.00
- Uneeda Model 500, 9 Col. 350 Pack Cap. 100.00
- National 9-30, 270 Pack Cap. 75.00
- National 6 Col., 150 Pack Cap. 32.50
- ROWE PRESIDENT, 10 Col. ... 100.00
- Royal, 10 Col., 400 Pack Cap. 95.00
- Royal, 8 Col., 320 Pack Cap. 85.00
- Rowe Imperial, 8 Col., 240 Pack Cap. 70.00
- Special! 8 Col. Cig. VENDOR 39.50
- Special! 4 Col., 100 Pack Cap. 27.50
- Special! 4 Col., 80 Pack Cap. 20.00

CANDY MACHINES

- ROWE, 120 Bar Cap. \$ 85.00
- Uneeda 5 Col., 102 Bar Cap. 75.00
- VENDIT, 150 Bar Cap. 57.50
- Candyman, 72 Bar Cap. with Base ... 65.00
- U-Select-It 35.00
- ROWE 5 COL. 1c GUM VENDOR 15.00



SALE
NATIONAL CANDY VENDOR
\$100.00
9 Col., 162 Bar Cap.
\$85.00
6 Col., 108 Bar Cap.
Wall Model
\$75.00



SALE
\$62.50
DuGrenier
MODEL W, 9 col.,
308 pack cap., also
WD Model.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVERgreen 7-4568 BROOKLYN 11, NEW YORK

EXTRA SPECIAL LEAF RAIN-BLO BALL GUM

ALL SIZES
140, 170 and 210 Count
only 25c per pound

In lots of 500 pounds or over, full cash with order. FREIGHT WILL BE PAID TO YOUR DOOR
26c per pound in smaller quantities, freight collect.

ROY TORR Lansdowne, Penna.

BRAND NEW LUCKY BOY VENDORS

\$9.75 EACH
1c or 5c MODEL

Lots of 5, \$8.75.
Lots of 25, \$7.75.

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum. Fully guaranteed.
1/3 Deposit. Balance C. O. D.

BLOYD MFG. CO.
VALLEY STATION, KY.

More Vend Packs Hail Bid For Op Biz by Candy Mfrs.

(Continued from page 102)
ounce bar (most common to the industry) is now in almost 100 per cent greater supply than a year ago, and almost 300 per cent over 1947 offerings. Specifically, as reported by between 54 and 67 manufacturers, there are now 76 1 1/2-ounce bars

offered by 33 firms, against 39 bars by 21 firms in 1948 and 20 1 1/2-ounce bars by 14 firms in 1947.

The two-ounce bar, which zoomed into third place this year as a leading nickel size, was in fifth place during 1948 and 1947. There are now 19 two-ounce bars on the market by 23 manufacturers compared to seven two-ounce bars by seven companies last year and five two-ounce bars by four firms in 1947. This is a nearly 200 per cent increase over 1948 and a fraction under 300 per cent increase over 1947.

While the 1 1/4-ounce size has dropped off this year (30 bars by 23 firms) over 1948 (35 bars by 21 firms), the decrease has been more than made up by the greater number of 2-ounce bars.

Altho the 1 3/4-ounce bar took second position in 1947, over the 1 1/4-ounce size, this was mainly due to the restricted total number of bars put out by the industry as a whole at that time. Now, with selectivity again at prewar levels, there are almost as many 1 3/4-ounce bars offered as during 1947, in addition to the preponderance of 2-ounce bars. There are now 16 1 3/4-ounce bars by 10 companies against the 19 1 3/4-ounce bars by 12 firms in 1947. The fifth most popular weight (1 3/8-ounce) seems to be static; it has been offered by between six and 12 firms in eight varieties during the past three years.

Vend Packs Increased

A like trend of important increases has taken place in the vend count pack. As of October this year, 15 more firms offer high counts than in 1948, and 39 more than in 1947. Ranging in size from 72 to 288 counts, the 100 count holds the lead. It is offered by 36 companies. Eleven firms have 120 counts, second most popular size.

Taking the 100 count as unofficial "standard" vend pack, it is seen that availability of this count has increased 500 per cent since 1947, when six candy manufacturers offered it, to this year, when 36 firms are bidding for the operator's business with the 100 pack.

Mfrs. Plan Expansion

A prime factor in the continuance of larger, lower priced bar merchandise is the turn-about trend evidenced by major candy firms over the country. Abandoning earlier over-production talk, candymen since June have been working out expansion programs. This includes building new plants, enlarging existing facilities and addition of new automatic machinery. A general feeling exists in manufacturer ranks that potential demand for their product has been underestimated for the immediate years ahead. And spokesmen for leading firms now contend that this fall and winter will prove to be one of the busiest seasons in the industry's history.

A few of the companies embarking upon plant expansion and increased production schedules include Blum's, Inc., San Francisco; Chase Candy Company (San Jose plant); The Sweets Company of America, Inc., Hoboken, N. J.; E. J. Brach & Sons, Chicago; Bunte Bros., Chicago; Just Born, Inc., Bethlehem, Pa.; Mason, Au & Magenheimer, Brooklyn and Westbury, L. I.; James O. Welch Company, Cambridge, Mass., and the New England Confectionery Company.

Vender Holiday Items

Capping the good news story for the candy operator is the beginning of what well might be an industry-wide move to furnish him with sales-sustaining holiday merchandise. First out with this type of item is the Paul F. Baich Company, Bloomington, Ill. This firm announced last month that it was bringing out special vender

ADVANCE DUPLEX-E

and OTHER SANITARY MACHINES AVAILABLE IMMEDIATE DELIVERY

Order Sample Today! Write for Quantity Prices!

LISTO SANITARY NAPKINS

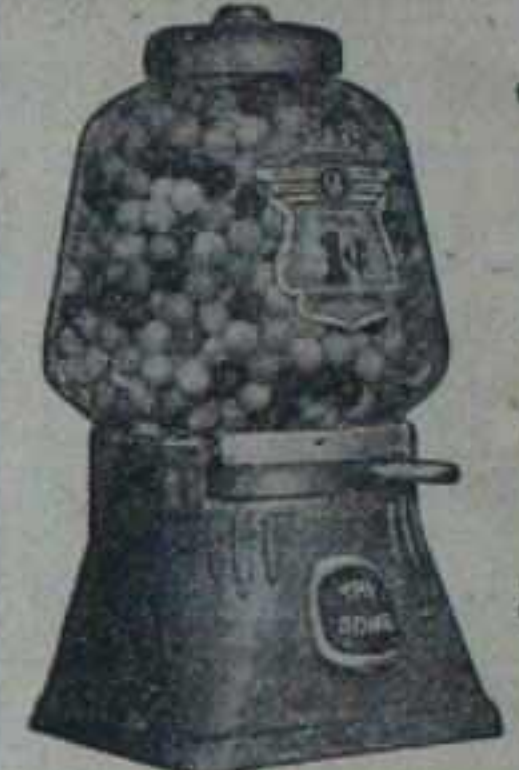
Sample and Prices on Request. Manufacturer and Distributor

J. SCHOENBACH

1645 Bedford Ave., Brooklyn 25, N. Y.

BUY SILVER KINGS KING OF VENDORS

Nut and Ball Gum, Candy, Charms Vendors, 1c-5c. U. S. and Foreign Coins. "Hot Nut" Vendors



Bigger Profits from locations are a natural with Silver Kings or "Charm King" Ball Gum Vendor Designed for sales compelling eye appeal \$10.55 in quantities Sample, \$73.95.

At All the Best Dealers—or Write.

Ask About the New "Hunter."

SILVER-KING CORP.
622 Diversey Parkway CHICAGO, ILL.

BUY WITH CONFIDENCE FROM STEINER

RECONDITIONED—REPAINTED—PERFECT

- U-Need-a-Pak 6 E, 180 Pk. Cap. ... \$50.00
- U-Need-a-Pak 8 E, 240 Pk. Cap. ... \$55.00
- U-Need-a-Pak 9 E, 270 Pk. Cap. ... \$60.00
- U-Need-a-Pak 9 A, 270 Pk. Cap. ... \$60.00
- U-Need-a-Pak 9-500, 350 Pk. Cap. ... \$55.00
- DuGrenier 9 W, 300 Pk. Cap. ... \$60.00
- Rowe Royal, 8 Col., 320 Pk. Cap. ... \$60.00

All Equipped With King Size Coils. 1/3 Dep., Bal. C. O. D.

Write for Details on Our NYLON DEAL

STEINER MANUFACTURING CO.

Serving the Trade Since 1927
363-5 Hudson Ave. Brooklyn 1, N. Y.
Phone: TRIangle 5-0835

ATTENTION POPCORN OPERATORS

You will benefit most in PROFITS and SALES by using the original "POP" CORN SEZ pre-popped corn! Scientifically popped, packaged and sealed by a method originated by "POP" CORN SEZ, our product is designed for you!

Write for details! Ask about our "Pop" Corn Sez Vendors, too — both new and reconditioned.

"POP" CORN SEZ, INC. OF PENNSYLVANIA
Montrose and Delaware Aves. Upper Darby, Pennsylvania

CORRECTION

The price quoted on the 432/480 count in the October 15 issue was in error.

Correct price is—60c lb.

LA RUE INTERNATIONAL, INC.
540 Hayes San Francisco, Cal.

CHARMS—PROVEN SALES BOOSTERS

SENSATIONAL NEW HELMETS FOOTBALLS

Approximately 3/8"

PLASTIC—
6 Bright Colors ... \$ 5.00 M
COPPER Plated 8.00 M
Gold or Silver Plated. 10.00 M

Colorful Plastic \$3.75 M
Brown Plastic 3.75 M
Gold or Silver Plated 7.00 M
Copper Plated 6.00 M

24 TEAM NAMES

5/8" TREASURE BALLS

- With Tattoos \$12.50 M
- With Key Chain 18.00 M
- With Balloons 14.00 M
- With Dice 12.50 M
- With Bracelet 5.50 Gr.

#494 ANIMAL CHARMS

- #494 Bright Plastic \$3.00 M
- #494M Metal Plated 5.75 M
- #494 Color Plated 5.75 M
- #494C Gold or Silver Plated 6.75 M
- #494 Metallic Plastic Bronze or Silver 3.25 M

NEW!!! #500 CHARMS—

- #500 Bright Plastic \$3.00 M
- #500M Metal Plated 5.75 M
- #500C Color Plated 5.75 M
- #500 Gold or Silver Plated 6.75 M
- #500 Metallic Plastic Bronze or Silver 3.25 M

#3 Asst. Small Plastic Charms \$2.50 M
#3M Asst. Small Metal Plated Charms 4.50 M

President Buttons — Pictures and Dates of Office of the 32 Presidents of the U. S.—Washington to Truman \$6.00 M

KARL GUGGENHEIM, INC.
33 Union Square New York 3, N. Y.

OUR PLANT IS GOING DAY AND NIGHT FILLING ORDERS FOR THE SENSATIONAL

ACORN

1c or 5c All Purpose Bulk Merchandisers
Order Yours Today!

Look at These

OUTSTANDING Service Head Features

- Enables you to do a faster, more thorough cleaning job on your merchandise compartment.
- Permits you to service more than twice as many Acorns as any other machine.
- Allows you to arrange charms so they won't become disarranged on location, because the Acorn service head is designed to set upright.

Write for complete details today!

TAK MFG. CO., INC.
11411 Knightsbridge Ave. Culver City, California

Distributors!
A Few Choice Territories Are Still Open.
Write, Wire Phone
M. J. Abelson
Gen. Sales Mgr
1349 Fifth Ave. Pittsburgh, Pa.
Ph.: AT 6478

MR. OPERATOR!

DID YOU KNOW?
There are less used or rebuilt VICTOR MACHINES offered than any other make.

DID YOU KNOW?
That you can buy TOPPER as low as \$10.00 in lots of 100 or more.

DID YOU KNOW?
You can buy 100 TOPPERS for less outlay of cash than you would expect to pay for 25 other machines.

BETTER WRITE FOR TIME PAYMENT PLAN

ROY TORR
LANSDOWNE, PA.



NEW PRICE REDUCTIONS

ON THE NEW SILVER KING CHARM KING TWO GREAT VENDORS

NEW PRICES

Silver Kings — Charm Kings
 Either 1c or 5c
 1 to 5 Cases - - - \$42.00 Case
 6 Cases or More - - 40.00 Case
 For Immediate Delivery—Order Today
 1/3 Deposit, Balance C. O. D.

CAN BE PURCHASED ON "RAKE" 24 PAY PLAN

Write for Price List on Entire Silver King Line



Bigger profits on location are a natural with Silver Kings and Charm Kings, for their eye-appealing cabinets are designed to make sales. The kids particularly go for Charm King, for it gives them both ball gum and charms for a single coin. Both are winners everywhere.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

WALT DISNEY

Character Charms ©w.d.p.



MICKEY



DONALD



PLUTO

Available in 16 Walt Disney Characters! New! Copper, silver, gold and color plated finishes!

They increase sales 500%! They make more money!

Vends perfectly with all gum and bulk merchandise!

Disney character decals available in full color!

Get More "FACE" Value for Your Charm Dollar. Operators, contact your distributor! Distributors, contact us!

CHARACTER CHARMS, INC.

1607 E. 16th St. Los Angeles 21, Calif.

size Christmas and Easter novelty items.

Selling at a nickel thru standard vending shelves and pockets, Beich is offering chocolate-coated Christmas trees and Santa Clauses, rabbits and eggs. Idea is to give the operator a chance at the high candy sales occurring prior to these two holiday seasons. Normally, without special candy to offer, vender sales fall off at those times while over-the-counter business booms.

NICKEL BAR WEIGHTS, 1947-'48-'49

(67 Manufacturers Reporting—October, 1949)

Weight	Count	By
1. 1 1/2 oz.	76 bars	by 33 mfrs.
2. 1 1/4 oz.	30 "	by 23 "
3. 2 oz.	19 "	by 11 "
4. 1 3/4 oz.	16 "	by 10 "
5. 1 1/2 oz.	8 "	by 6 "

(56 Manufacturers Reporting—October, 1948)

1. 1 1/2 oz.	39 bars	by 21 mfrs.
2. 1 1/4 oz.	35 "	by 21 "
3. 1 3/4 oz.	11 "	by 6 "
4. 1 3/8 oz.	8 "	by 6 "
5. 2 oz.	7 "	by 7 "

(54 Manufacturers Reporting—October, 1947)

Weight	Count	By
1. 1 1/2 oz.	20 bars	by 14 mfrs.
2. 1 3/4 oz.	19 "	by 12 "
3. 1 1/4 oz.	10 "	by 9 "
4. 1 3/8 oz.	8 "	by 12 "
5. 2 oz.	5 "	by 4 "

Number of Manufacturers Offering Vend Packs—October, 1949

50 Mfrs.—72 to 238 count
 (of which) 36 mfrs. offer 100 count
 11 " " 120 "

October, 1948
 35 Mfrs.—80 to 238 count
 (of which) 27 mfrs. offered 100 count
 7 " " 120 "

October, 1947
 11 Mfrs.—100 to 225 count
 (of which) 6 mfrs. offered 100 count
 4 " " 120 "

McCain To Rep Automatic Line

NEW YORK, Oct. 22.—George McCain, formerly associated with the International Mutoscope Corporation, has been named factory representative for Automatic Products, Sam Kresberg, executive vice-president, announced this week. McCain will handle the firm's drink and cigarette machines in Texas, Louisiana, Arkansas, Oklahoma, Mississippi and the Memphis, Tenn., area.

Kresberg said Automatic Products will shortly appoint representatives for other areas.

Eastern Sales Rep Named by Coan Mfg.

NEW YORK, Oct. 22.—V. R. Johnson, vice-president of Coan Manufacturing Company, has appointed Carl C. Miller to represent the firm's line of candy and cigarette venders in New York, New Jersey and the New England States. Here this week on a sales trip, Johnson reported increased placement of the cigarette vender as a complementary unit to Coan's U-Select-It candy machine.

Miller will spend much of his time maintaining close contact with operators, it was understood, aiding them with route problems. His temporary headquarters here are at 85 Strong Street.

NCWA Favors Sweetest Day

WASHINGTON, Oct. 22.—National Candy Wholesalers' Association (NCWA) has voted for the establishment of a Sweetest Day Committee to start preparations for the special promotion for 1950. Decision was made during the recent Washington meeting and was due to the successful outcome of the promotion this year.

EPY CHARMS empty machines faster

FAMOUS #1 CHARMS PER M
 Plastic—52 ass't charms \$ 2.50
 Metal-Plated—52 ass't charms 4.50

BIG FAMOUS #2 CHARMS
 Plastic—another 52 ass't 3.00
 Metal-Plated—another 52 ass't 5.75

BOXING GLOVE CHARMS
 Plastic—30 Engraved Champs 5.00
 Metal-Plated—30 Engraved Champs 7.50

FOOTBALL CHARMS
 Plastic—30 Engraved Colleges 3.75
 Metal-Plated—30 Engraved Colleges 6.00

BASEBALL CHARMS
 Plastic—30 Engraved Names 6.00
 Metal-Plated—30 Engraved Names 10.00

A-to-Z ALPHABET CHARMS
 Plastic—Scientific ass't 2.00

FUNNY FACE CHARMS
 (Indians, Devil, Skull, Cannibal, Clown & Pirate)
 Plastic 4.00
 Metal-Plated 7.50
 Plastic—with Rhinestone Eyes 8.50
 Metal-Plated—with Rhinestone Eyes 12.50

RINGS
 Plastic—20 Styles 2.50
 Metal-Plated—20 Styles 6.00

JINGLE BELLS
 1/2"—Ass't Colors 5.00
 3/4"—Ass't Colors 6.00

FORTUNE BALL PRIZES
 With Picture Buttons 10.00
 With Lucky Elephants 10.00
 With Skill Balls 10.00
 With Jewels 10.00
 With Gold Pearls 10.00
 With Dice 12.50
 With Balloons 14.00
 With Key Chains, Undrilled 16.50
 With Bracelets, per gross 5.50

METAL PICTURE BUTTONS
 60 Ass't Subjects 4.50

COLOR PLATED CHARMS
 Series #1 4.75
 Series #2 5.75

24-K GOLD-PLATED AND 100% SILVER-PLATED CHARMS
 Series #1 5.75
 Series #2 6.75

COMING SOON—Three terrific new items will be released in next 60 days. Ten more in the works. Get on our mailing list—so we can send you samples of our new items.

America's Largest Charm M'fg.

EPY

Samuel Eppy & Co., Inc.

113-08 101st Ave., Richmond Hill 19, L. I., N. Y.

WRITE FOR OUR FREE ILLUSTRATED CATALOG!

Rush Your Order Today

VICTOR'S

AMAZING NEW

TOPPER

1 to 5 Cases \$43.00 Per Case \$10.75 Per Mach

6 to 11 Cases \$42.00 Per Case \$10.50 Per Mach

12 to 24 Cases \$41.00 Per Case \$10.25 Per Mach

25 Cases or More \$40.00 Per Case \$10.00 Per Mach

Prompt Delivery

SPECIAL! HART BUBBLE BALL GUM

6 Colors—140, 170, 210 Ct. 25 lb. Cases. Orders for 150 lbs. or more 24c lb. Shipped Prepaid.

NUT and GUM MACHINES

Model	Price
25 Silver Kings, 5c	8.10
25 N.W. Deluxe, 1c & 5c	13.75
35 N.W. 33 Ball Gum	5.95
25 N.W. 33 Nut	4.95
25 N.W. 40 Nut	5.95
5 Atlas All Purpose	5.50

CIGARETTE & CANDY MACHINES

Model	Price
5 Stoner 8 Col. Candy, Cap. 160 Bars	\$120.00
10 Uneda 6 Col. Candy, Cap. 102 Bars	65.00
8 Rowe Presidents, 8 Col. Life-Up Candy, 120 Bar Cap	75.00
3 Du Grenier Chempions, 8 Col. Cigarette 350 Cap., King Size, Silver Quarter Slot	85.00

WE TAKE TRADE-INS—LIBERAL ALLOWANCE

1/3 Deposit With Order. Balance C. O. D.

VEEDCO SALES COMPANY

2124 MARKET ST.

(Phone: LOcust 7-1448)

PHILADELPHIA 3, PA.

T-Nee ALMONDS—FREE for nuthin' if you can find smaller vending almonds anywhere!

Lots of almonds for your customers; lots of profits for you. New crop. French fried, wonderful flavor. New salt process for cleaner venders. Vacuum packed in 52 tins; 6 tins to case.

LA RUE INTERNATIONAL, INC., 540 Hayes, San Francisco, Calif.

Count	Price
875/925	85¢ Lb.
640/800	80¢ Lb.
576/640	75¢ Lb.
432/480	60¢ Lb.

There'll Be a Smile On Your Face When You See

KOFFEE KING
 NEW FUTURAMIC HOT COFFEE VENDOR



FOOTBALL NO CHI JUKE JINX

Operator, Location Survey Reveals Telecasts Are Not Threatening Weekly Incomes

Television Sports Emphasis Diminishing in Midwest

CHICAGO, Oct. 22.—With the first three week-ends of major football in this area over, a survey of operators and locations here reveals that telecasts are offering their smallest competition to music machines in three years. So small is this competition, the operators and locations report the only time their machines are affected is Saturday afternoon, and that actually the income from approximately 4 p.m. (when most of the games end) thru 6 p.m. is almost double its usual volume due to patrons in public locations remaining after game time. Biggest single factor in the tele-juke

box picture this year is the lack of coverage of local professional teams via video. Neither the Cardinals nor the Bears granted sustaining television rights to their home games this year and, apparently because of the heavy asking price for these games, no sponsors were interested in making a pitch for the commercial rights to the games. As a result the Sunday telecasts have been eliminated this year, and the only real competition comes Saturdays.

The survey revealed that while telecasts usually start at 12:45 p.m. Saturday, when the National Broadcasting Company (NBC) picks up an Eastern game, the majority of the locations do not turn their sets on until one hour later when the Midwestern games begin. Of those locations checked, about 5 per cent turned on their sets for the Eastern game, 80 per cent definitely scheduled telecasts of one of the Midwestern games, and the remainder, 15 per cent, turned on a game because of customer request.

Op Report

Operators reported that football last year (when an occasional Friday night game and a weekly Sunday game were also televised in this area) hit their grosses for as much as 20 to 35 per cent. This year, with three weeks' receipts to base their estimates on, the ops say that the coin boxes have been hit from 5 to 10 per cent at the most and, in some locations, income on Saturdays has actually grown instead of diminishing, due entirely to the extra patronage in the locations after the football telecast has been completed.

This situation is similar to the one encountered during the World Series when extra patronage helped to make up the lost gross when the games were being seen.

Operators here are especially happy over the obviously lessening interest, on the part of sponsors, in sports telecasts. The hockey season is already under way, and to date there have been no arrangements made to televise the games in Chicago. Major boxing from Chicago is also giving a brush-off to the visual medium, and basketball will probably follow suit.

Amusement programs, such as the Milton Berle show, etc., have never been too popular in public locations in this area, and now only in isolated cases are sets even turned on for this type of show.

Seeburg School In Decatur, Ill.

CHICAGO, Oct. 22.—A two-day Seeburg service school will be held in Decatur, Ill., at the Orlando Hotel Tuesday (25) and Wednesday (26) to facilitate servicemen's installation and maintenance of the Select-o-Matic, Nate Feinstein, Atlas Music Company, announced this week.

CPMA Picks Hit November Tune

CLEVELAND, Oct. 22.—The Cleveland Phonograph Merchants' Association (CPMA) has named *Nine Times Out of Ten* as its Hit tune of the Month for November, according to Sanford Levine, chairman of record promotion for the association. The tune was cut on a Dome label and features Blaine Smith, vocalist, together with special title strips, will be used on 3,000 music machines in the greater Cleveland area, Levine said.

CPMA also selected a Hit Tune Extra for November. This tune is *The Music Goes Round and Round*, and was recorded by Delvar. Ed Farley is featured.

AMI Reshuffles Distributors in 2 Areas; Form New Firm in Mich.

GRAND RAPIDS, Mich., Oct. 22.—Hermitage Music Company, Nashville, has been signed to distribute AMI products in the central portion of Tennessee, it was announced this week by John Haddock, president of the manufacturing firm. Deal was set by Jack Mitnick, Eastern regional representative for AMI.

Officials of Hermitage Music include C. V. Hitchcock, president; E. H. Cashion, vice-president, and J. F. Tureman, secretary and general manager. These officials met with Haddock and Mitnick in Nashville last week at which time the arrangement for Hermitage to represent AMI was concluded.

Hermitage will take over the AMI distributorship effective immediately, and will handle parts and service for the complete AMI music line.

Music Systems Has Open House

DETROIT, Oct. 22.—Open house held Sunday (16) to celebrate the grand opening of Music Systems, Inc., distributors in this territory for Seeburg machines, drew one of the best turnouts of recent record. The list compiled by the hosts showed a total of 535 operators and their wives represented, according to Louis Nemesh, manager of the Detroit office.

Buffet luncheon and refreshments were served all afternoon to the overflow crowd. A special event was the awarding of a Seeburg Select-o-

GRAND RAPIDS, Oct. 22.—Formation of a new independent distributing firm for the AMI line to cover the entire lower peninsula of Michigan was announced here this week by John Haddock, president of AMI.

New firm is to be known as the Miller-Newmark Distributing Company and will maintain offices in Grand Rapids at 42 Fairbanks, N. W., and at 5743 Grand River Avenue, Detroit. Bill Miller, who formerly conducted the Miller Distributing Company in this city, will head the Grand Rapids office, while Ben Newmark, formerly associated with Atlas Distributing, Detroit, will run the firm's office in that city.

According to Haddock, Miller, thru his own company, was distributor for AMI in the Grand Rapids area. With the merger the firm now takes over the additional territory.

Deal was set by Ed Ratajack, Western regional representative for the manufacturing firm.

Matic 100 unit as a door prize. Winner was Golden Brooks of the Golden Music Company.

Joseph Nemesh, Cleveland, was in town for the opening, while Seeburg was represented by a contingent of home office and district representatives, including Erni Rezeau, assistant sales manager; Charles Smith, in charge of field service; Gunnar Gabrielson, district manager who was here in advance of the opening to make arrangements, and Wyman Deeg, field service manager for Michigan.

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are:

SHOWBIZ BILLS UNSETTLED AS '49 CONGRESS QUITS. The bill to force juke box operators to pay royalties may be revived.

MILLER JUMPS GUN OVER MONROE ON "MULE TRAIN." A new tune for Vaughn Monroe ensues.

DECCA GOING ALL-OUT ON "WAY BACK HOME." New Bing Crosby-Fred Waring disk to get smash-hit build-up.

CAP RECORDS ADDS FIFTH OFFICE. The diskery opens regional office in Cleveland to cover the Eastern Central area.

NEW LABELS BOW. Separate stories give details on Value, Autograph and Rivoli diskeries debuts.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new *Billboard* feature—two pages devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

MAPOA Votes To Halt Hit Tune Plugs

May Resume in 1950

DETROIT, Oct. 22.—The October membership meeting of the Michigan Automatic Phonograph Owners Association (MAPOA) was a well-attended affair, devoted largely to a discussion of current routine business problems.

The MAPOA voted to drop its sponsorship of the regular Hit of the Month promotion for the fall season. Move was made because of the closing of the big outdoor ballroom at Eastwood Park where the parties to select and introduce hits were held. Plans are now being made to resume the activity around the first of the year, with some minor changes in format of presentation.

The MAPOA is working closely with the Michigan Table Top Licensees Congress, Detroit unit, in planning a party which the latter is sponsoring Monday, November 7, at the Club Casanova. Event will include a floorshow, headed by Jackie Kannon, and dancing. Among those expected to attend are Gov. G. Mennen Williams of Michigan, and members of the Liquor Control Commission. Because of the close interests of the two organizations, this party is drawing exceptional attention of the juke box group. Fred Chopan of the Table Top group is making arrangements.

Next regular membership meeting of the MAPOA is scheduled for Thursday, November 10, to be held in the Maccabees Building.

Conn. Operator Org Plans Meet

HARTFORD, Conn., Oct. 22.—The possibilities of a strong Statewide organization in Connecticut of coin machine operators "look very good," according to Jim Tolisano, owner of Superior Music Company, Hartford, and one of the backers of a proposed Connecticut association of coin machine operators.

An organizational meeting, with election of permanent officers, will be held "within the next two weeks or so," Tolisano told *The Billboard* this week. Location of the meeting will be determined soon, he said.

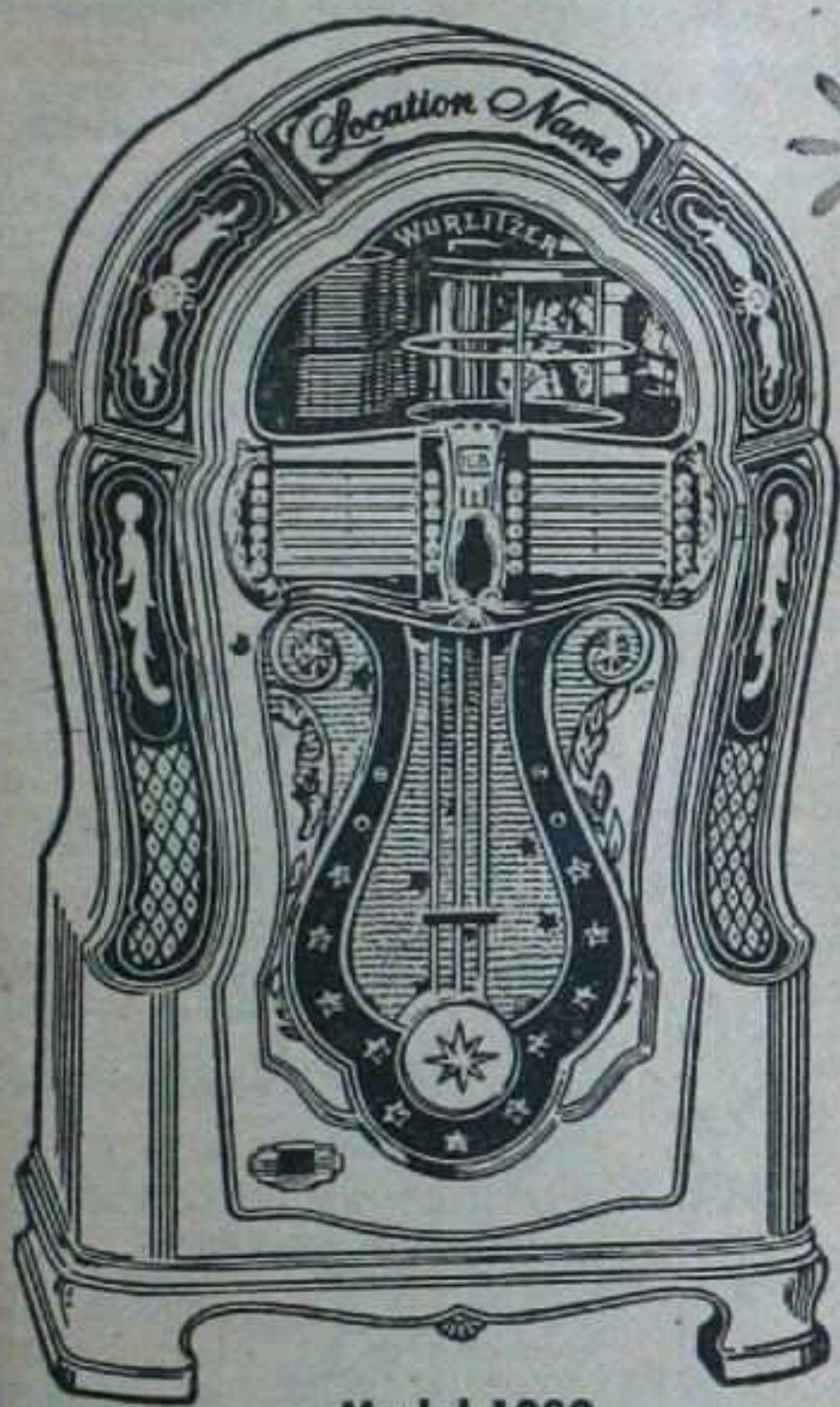
Tolisano added that a get-acquainted meeting for coin machine operators from Connecticut was held last Thursday night (13) at the Hotel Taft, New Haven, with a temporary slate of officers appointed. The slate included Nate Cutler, New Haven, chairman; George Mara, Danbury, business manager; Joe Naclerio, Waterbury, and himself, board of directors. These men were to attend a future meeting of the New York City Association of Coin Machine Operators to view functional operations.

"So far," Tolisano said, "I've heard nothing but all-out enthusiasm to the proposal that we have a State grouping of coin machine operators, and the way matters look right now it's a sure sign that we will have such an organization on a firm footing soon."

A meeting of Hartford area coinmen was held recently in Hartford to discuss the proposed State grouping. These men, too, voiced unanimous approval of the proposal. Next step will be the organizational meeting, Tolisano said.

NO OTHER PHONOGRAPHS
GIVE YOU SO MUCH

WURLITZER



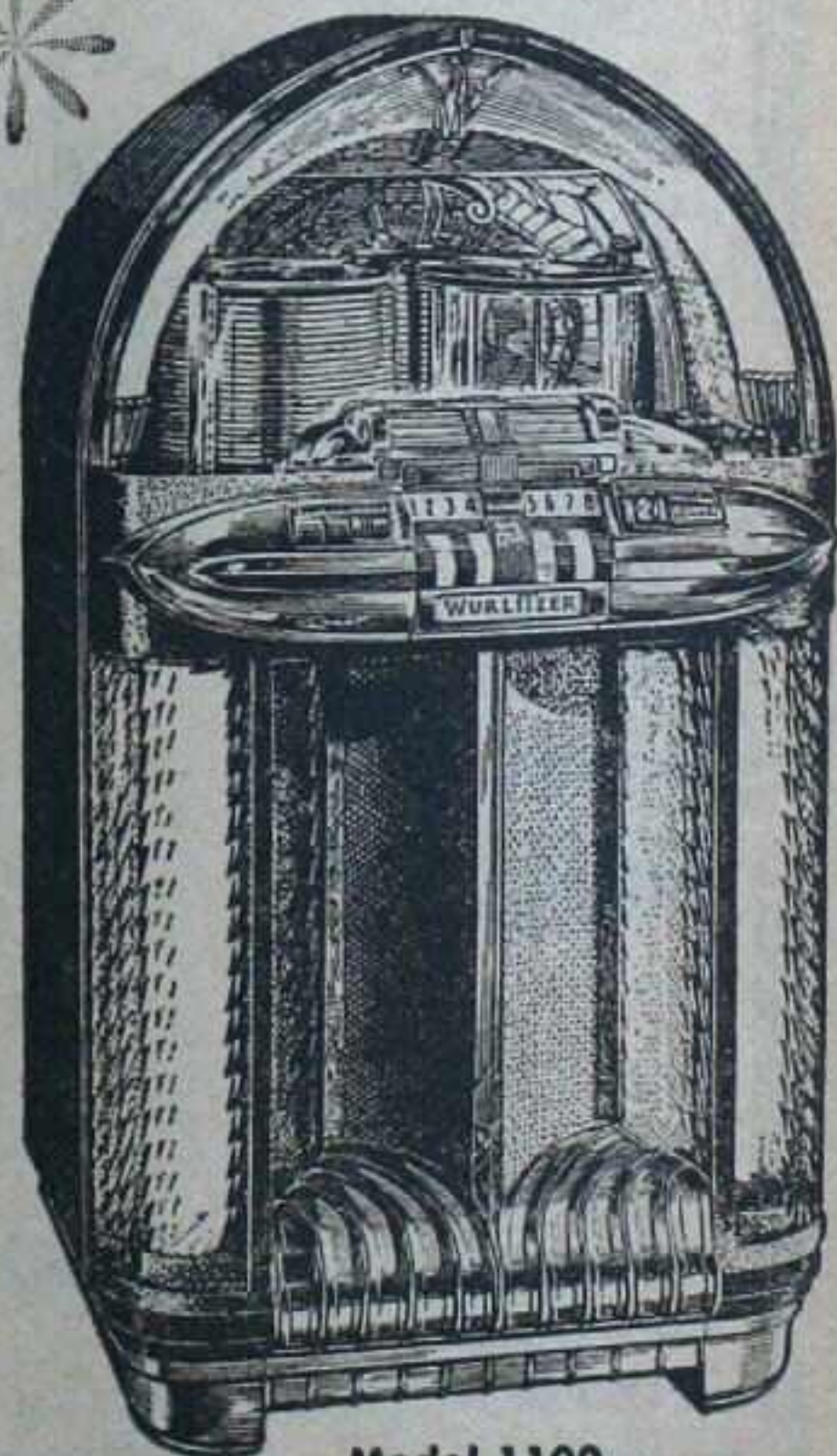
Model 1080

Compare and you will know why

WURLITZER 1100s and 1080s

• • • give you more value than ever before... value that will reflect itself in top earning power this year, next year and for years to come.

Their outstanding quality, modern appearance, play appeal, tone, economical operation, long life, high re-sale value make them the most underpriced phonographs on the market today. Unless wages and material costs drop to a level that does not seem possible, you will never again buy so much phonograph for so little money. The Rudolph Wurlitzer Company, North Tonawanda, New York.



Model 1100

SEE YOUR WURLITZER DISTRIBUTOR FOR FINANCING, TRADE-IN ALLOWANCES AND DELIVERY DETAILS

Active Amusement Machines Co.
666 N. Broad St., Philadelphia 30, Penna.

Alfred Sales, Inc.
881 Main St., Buffalo 3, N. Y.

Angott Distributing Co., Inc.
2616 Puritan Ave., Detroit 21, Mich.

Brady Distributing Co.
522 E. Trade St., Charlotte, N. C.

Brandt Distributing Co., Inc.
1809 Olive St., St. Louis 3, Mo.

Bush Distributing Co.
286 N. W. 29th St., Miami, Fla.
508 Delwood, Jacksonville, Fla.

Cain-Caillorette Motors, Inc.
1502 Broadway, Nashville, Tenn.

Central Music Distributing Co., Inc.
1523 Grand Ave., Kansas City 8, Mo.
2562 Harnes St., Omaha 2, Nebr.

Cleveland Coin Mach. Exchange, Inc.
2021 Prospect Ave., Cleveland, Ohio

Commercial Music Co., Inc.
726 N. Ervay St., Dallas 1, Texas

901 E. Houston St., San Antonio, Texas
1004 N. Walnut St., Oklahoma City, Okla.

Coven Distributing Co., Inc.
3181 N. Elston Ave., Chicago, Ill.

Cruze Distributing Co., Inc.
105 Virginia St., W., Charleston, W. Va.
122 S. Seventh St., Louisville, Ky.

Draco Sales Company
2005 West Alameda Ave., Denver Colo.

Emarcy Distributing Co.
348 Sixth St., San Francisco, Calif.

F.A.B. Distributing Co., Inc.
1019 Baronne St., New Orleans 13, La.

1727 Harden St., Columbia, S. C.
304 Ivy St., N. E., Atlanta 3, Ga.

Hart Distributing Co.
906 Elliott Ave., W., Seattle 99, Wash.

The Arthur Hermann Co., Inc.
282 Central Ave., Albany, N. Y.

Iowa Music Distributors, Inc.
764 Ninth St., Des Moines 14, Iowa

Knudsen Music Company, Inc.
287 North 3rd East St., Provo, Utah

Lieberman Music Co.
1124 Hennepin Ave., Minneapolis, Minn.

Maestro Music, Inc.
117 East Broadway, Tucson, Arizona

Midland Music Distributors, Inc.
409 North Noble St., Indianapolis, Ind.

Music Distributing Co.
420 N. Craig St., Pittsburgh 13, Penna.

O'Connor Distributors, Inc.
2320 W. Main St., Richmond, Va.
400 Water St., Portsmouth, Va.

Redd Distributing Co.
298 Lincoln St., Allston 34, Mass.

Sicking, Inc.
1401 Central Parkway, Cincinnati 14, Ohio

Siegel Distributing Co., Ltd.
477 Yonge St., Toronto, Ont., Can.

40 Powell St., Vancouver, B. C., Can.
853 Notre Dame St., W., Montreal, Que., Can.

Southland Distributing Co.
1128 S. Cremona Blvd., Los Angeles 6, Calif.

Steele Distributing Co.
3300 Louisiana St., Houston, Texas

Sterling Service
Rocky Glen Park, Moosic, Penna.

United, Inc.
4227 West Vliet St., Milwaukee 8, Wis.

Walker Sales Company
2401-7 East Alameda, El Paso, Texas

Williams Distributing Co., Inc.
1082 Union Ave., Memphis 3, Tenn.

The Winters Distributing Co.
1713 Harford Ave., Baltimore 13, Md.

Young Distributing, Inc.
323 W. 43rd St., New York 18, N. Y.

POPULAR

(Continued from page 44)

- Will You Remember?
R. Hayes (Mabuhay) Mer 5333
- Wish They Were You and I
D. Falligant (Hush Little) MGM 10555
- Wouldn't It Be Fun,
The Stardusters (Through A) Dec 24781
- Wrong
D. Allen-J. Richards Ork (When Love)
Discovery 510
- Yesterday's Roses
B. Hannon-J. Ryan (The Game) Dec 24783
- You Go to My Head
D. Kirsten-J. S. Trotter Ork (More Than)
V(78)29-1499; (45)49-0721
- You of All People
D. Ellington Ork (The Creole) Col 38606
- You Wish Me All the Luck in the World
C. LaVere-J. Alexander Chorus (I Don't)
Dec 24774
- You're Driving Me Crazy
Hoosier Hot Shots (Toot, Toot) Col 20632
- You're the One
B. Strong (Dear Hearts) Cap 57-757

HOT JAZZ

- Again
E. Garner Trio (Goodbye) Three Deuces 505
- Ante-Room
A. Haig Quintet (Skull Buster) Seeco 10-005
- Be Still TV
A. Haig Sextet (Short P) HL 2
- Besame Mucho
E. Hall Swing Sextet (Opus 15) Brunswick 80125
- Desert Sands
Stuff Smith Trio (I Don't) Brunswick 80126
- Dipper Mouth Blues
M. Kaminsky & His Jazz Band (Old Fashioned) Brunswick 80124
- Earless Engineering
A. Haig Sextet (Pinch Bottle) HL 1
- Emanon
D. Gillespie Ork (Things to) MGM 10556
- Erroll Garner in Paris
E. Garner (These Foolish) Apollo 798
- Goodbye
E. Garner Trio (Again) Three Deuces 506
- I Don't Stand a Ghost of a Chance With You
Stuff Smith Trio (Desert Sands) Brunswick 80126
- It's a Sin to Tell a Lie
B. Holiday (Wherever You) Harmony 1075
- Jazz Man Strut
P. Dally's Rhythm Kings (Sobbin Blues) Jazz Man JM 29
- Kansas City Man Blues
T. Murphy's Bay City Stompers (Shake That) Jazz Man JM 31

ADVANCE RECORD RELEASES

- Lover Man
E. Garner (What Is) Apollo 797
- Maple Leaf Rag
L. Watters' Yerba Buena Jazz Band (Black and) Jazz Man JM 1
- Memphis Blues
L. Watters' Yerba Buena Jazz Band (Irish Black Bottom) Jazz Man JM 2
- Moose March
B. Johnson's Original Superior Band (Weary Blues) Jazz Man JM 9
- Ornithology
B. Powell Trio (You Go) Blue Note BN 1556
- Old Fashioned Love
M. Kaminsky & His Jazz Band (Dipper Mouth) Brunswick 80124
- Opus 15
E. Hall Swing Sextet (Besame Mucho) Brunswick 80125
- Over the Rainbow
C. Barnet Ork (Over the) Cap 57-744
- Pan Americana
C. Barnet Ork (Over the) Cap 57-744
- Panama
B. Johnson's Original Superior Band (Down by) Jazz Man JM 8
- Pennies From Heaven
A. Haig Quintet (Poop Deck) Seeco 10-006
- Pinch Bottle
A. Haig Sextet (Earless Engineering) HL 1
- Poop Deck
A. Haig Quintet (Pennies From) Seeco 10-006
- Ragged But Right
J. Wittwer (Aunt Hagar's) Jazz Man JM 18
- Shake That Thing
T. Murphy's Bad City Stompers (Kansas City) Jazz Man JM 31
- Short P, Not LP
A. Haig Sextet (Be Still) HL 2
- Skull Buster
A. Haig Quintet (Ante-Room) Seeco 10-005
- Sobbin Blues
P. Dally's Rhythm Kings (Jazz Man) Jazz Man JM 29
- South
Kid Ory's Creole Jazz Band (Creole Song) Jazz Man 21
- Symphonette
T. Dameron Sextet (I Mean) Blue Note BN 1554
- These Foolish Things Remind Me of You
E. Garner (Erroll Garner) Apollo 798
- Through a Long and Sleepless Night
E. Garner Trio (What Is) Three Deuces 505
- Things To Come
D. Gillespie Ork (Emanon) MGM 10556
- Two Kinds of People
J. Wittwer (Ace in) Jazz Man JM 19
- Weary Blues
B. Johnson's Original Superior Band (Moose March) Jazz Man JM 9
- What Is This Thing Called Love
E. Garner (Lover Man) Apollo 797

- What Is This Thing Called Love
E. Garner Trio (Through a) Three Deuces 505
- When We're Alone
B. DeFranco Sextet (Extrovert) Cap 57-747
- Wherever You Are
B. Holiday (It's a) Harmony 1075
- Yellow Dog Blues
T. Murphy's Bay City Stompers (Brother Lowdown) Jazz Man JM 32
- Yelping Hound Blues
P. Dally's Rhythm Kings (Clarinet Marmalade) Jazz Man JM 30
- You Go to My Head
B. Powell Trio (Ornithology) Blue Note BN 1556

INTERNATIONAL

- Ah! Si Vous Connaissez Ma Poule
M. Chevallier (Y a D'la) V 25-7043
- Baci Al Buio
N. Ossani (Tramonto D'un) V 25-7122
- Baby's Waltz
S. Haskell-The Jolly Millers (Silver Bells) Cap 57-90048
- Be Bop Polka
Silver Bell Ork (Chodz Tu) V 25-0212
- C'est La Nature
M. Chevallier (Folies Bergere) Dec 40135
- Chodz Tu Marys Daj Buziaka
Silver Bell Ork (Be Bop Polka) V 25-9212
- Dolcemaria
N. Paone (El Paesano) Etna ET 1300
- Drei Rote Rosen
L. Andersen (Lied Eines) V 25-4108
- El Paesano
N. Paone (Dolcemaria) Etna 1300
- Folies Bergere
M. Chevallier (C'est La) Dec 40135
- Grajcie Mi Skrzypczki
M. Data (Zakwitla Lilja-Walc) Cap 57-90053
- Happy Couple Waltz
J. Matuska & His Bohemian Band (Muziky, Muziky) Cap 57-90050
- Honey, Why Can't You Be Sweet to Me
R. J. Martin Ork (Playtime Polka) Cap 57-90052
- Incline Polka
J. Pecon Ork (The Girl) Cap 57-90049
- Canzone Dello Zampognaro
N. Paone (La Paglia) Etna ET 1301
- La Canzone Dello Zampognaro
N. Paone (La Paglia) Etna ET 1301
- La Paglia Di Gesu Bambino
N. Paone (La Canzone) Etna ET 1301
- Lied Eines Jungen Wachtpostens (Lill Marlene)
L. Andersen (Drei Rote Rosen) V 25-4108
- Marybelle Polka
J. Pecon Ork (Say It) Cap 57-90046
- Muzik, Muziky
J. Matuska & His Bohemian Band (Happy Couple) Cap 57-90050
- New Ulm Waltz
B. Wagner's Dutchmen (Oneta Polka) Col 12423*
- Oneta Polka
B. Wagner's Dutchmen (New Ulm) Col 12423*
- Playtime Polka
J. Martin Ork (Honey, Why) Cap 57-90052
- Pos Pernoun Ta Hronia
N. Gounaris-T. Maroulas (Skasto Kapla) V 26-8223
- Say It Over and Over
J. Pecon Ork (Marybelle Polka) Cap 57-90046
- Silver Bells
S. Haskell-the Jolly Millers (Baby's Waltz) Cap 57-90048
- Skasto Kapla Nihta
N. Gounaris-T. Maroulas (Pos Pernoun) V 26-8223
- The Girl I Left Behind
J. Pecon Ork (Incline Polka) Cap 57-90049
- The Brass Polka
S. Haskell-the Jolly Millers (Uncle Herman) Cap 57-90047
- Uncle Herman Schottische
S. Haskell-the Jolly Millers (Say It) Cap 57-90047
- The Jolly Polkat Polka
The Jolly Polkats (There Is) Cap 57-90051
- There Is a Tavern in the Town
The Jolly Polkats (The Jolly) Cap 57-90051
- Tramonto D'un Sogno
N. Ossani (Baci Al) V 25-7122
- Y a D'la Jole
M. Chevallier (Ah! Si) V 26-7043
- Zakwitla Lilja-Walc
M. Data (Grajcie Mi) Cap 57-90053

CHILDREN

- Dorothy and the Wizard in Oz Album
R. Rice-B. Lynn-P. Jenkins-L. Opertl (3-1") Cap ECO 3047
- Ichabod (The Legend of Sleepy Hollow) Album (2-10")
Bing Crosby . . . Dec DAU-725
- Mr. Toad Album
B. Rathbone-E. Biora (1-12") Cap EAS 3048
- Night Before Christmas Album
F. McGee & Molly (3-10") Cap CC-3050
- Snow White and the Seven Dwarfs Album (3-10")
F. Rich Ork . . . Vocation VP-4
Heigh-Ho . . . Vocation 55053
I'm Wishing . . . Vocation 55052
One Song . . . Vocation 55054
Some Day My Prince Will Come . . . Vocation 55053
Whistle While You Work . . . Vocation 55052
With a Smile and a Song . . . Vocation 55054
- The Happy Prince Album (1-12")
B. Crosby-O. Wells (The Small) Dec (33)DLP-8090; (78)CU-115
- The Night Before Christmas Album (1-7")
D. Keyes . . . Red Feather 1
- The Selfish Giant Album (1-12")
F. March . . . Dec CU-116

- The Small One Album (1-12")
B. Crosby (The Happy) Dec(33)DLP0000
- 'Twas the Night Before Christmas Album—(1-10")
F. Waring & His Pennsylvanians . . . Dec CUS-16

CLASSIC & SEMI-CLASSICAL

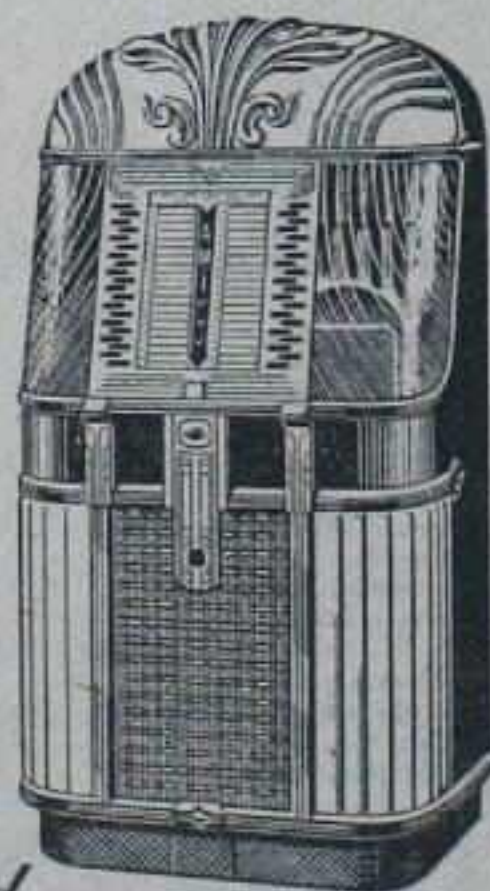
- Annie Laurie
C. Lynch-E. Bossart (Mary of) V(78)4571-M; (45)3-301
- Bartok: Concerto No. 3 for Piano and Ork Album—G. Sander-Philadelphia Ork-E. Ormandy Cond. (Minskovsky: Symphony No. 21 (1-12"))
Col (33) ML 4239; (78) MM-674
- B. Bartok: Second Piano Concerto Album—A. Foides-Lamoureux Ork-E. Bigot, Cond. (1-12")
Voc Polydor (33) PLP 6620
- Because
J. Pearce (Mattinata) Varsity 165
- Berlioz Requiem Album—E. Passani Choir & Ork-J. Fournet, Director (2-12")
Col(33)SL59; (78)MM-769
- Brahms: German Requiem Album—E. Schwarzkopf-H. Hotter-H. V. Karajan (2-12")
Col (33) SL-157
- Christmas Hymns and Carols Album—R. Shaw Chorale (4-7")
V(45)WDM-1077
- Di Capua: O Sole Mio
R. Tucker (Leoncavallo: Mattinata)
Col (33) 3-359
- Eternal Father, Strong To Save
R. Crooks-C. Dickinson (Oh, Little) V(45)49-0560; (78)2182
- Gershwin Second Rhapsody for Piano and Orchestra: Variations on "I Got Rhythm"; Prelude I; Prelude II; Prelude III Album—O. Levant M. Gould Ork (1-10")
Col(33)ML-2073
- G. Gordon: The Rake's Progress Album—Royal Opera House Ork-C. Lamberti, Cond. (Prokofiev Cinderella) (1-12")
Col (33) ML 4229
- Gould: Interplay for Piano and Orchestra Album—Robin Hood Dell Ork of Philadelphia-M. Gould, Cond. (1-12")
Col (33) ML 4218
- Handel: Twelve Concerti Grossi, Op. 6 Album—Chamber Players-A. Busch, Cond. (4-12")
Col (33) SL-158
- Hayden: Quartet in B-Flat Major—Budapest String Quartet (Haydn: Quartet in)
Col (33) ML 4216
- Haydn: Quartet in D Major Album—Budapest String Quartet (Haydn: Quartet in)
Col (33) ML 4216
- Invitation to the Waltz Album—A. Kostelanetz Ork (1-10")
Col(33)ML-2069; (78)MM-815
- Leoncavallo: Mattinata
R. Tucker (Di Capua: O) Col (33) 3-359
- Mary of Argyle
C. Lynch-E. Bossart (Annie Laurie) V(78)4571-M; (45)3-301
- Mattinata
J. Pearce (Because) Varsity 165
- Miaskovsky: Symphony No. 21 in F-Sharp Minor Album—Philadelphia Ork-E. Ormandy, Cond. (Bartok: Concerto No. 3) (1-12")
Col (33) ML 4239
- More Than You Know
D. Kirsten-J. S. Trotter Ork (You Go) V(78)10-1499; (45)49-0721
- Lily Pons in Mozart Arias Album—L. Pons (1-12")
Col (33) Col ML 4217
- Musical Comedy Favorites Album—A. Kostelanetz Ork (1-12")
Col(33)ML-4241
- A Pretty Girl Is Like a Melody
All the Things You Are
Begin the Beguine
Dancing in the Dark
Easter Parade
Falling in Love With Love
I Got Rhythm
I See Your Face Before Me
I'll See You Again
Night and Day
Smoke Gets in Your Eyes
Somebody Loves Me
Oh Come, All Ye Faithful
J. Melton (Silent Night) V(45)49-0485; (78)10-1356
- Oh Little Town of Bethlehem
R. Crooks-C. Dickinson (Eternal Father) V(45)49-0560; (78)2182
- Prokofiev: Cinderella-Ballet Music Album—Royal Opera House Ork-W. Braithwaite, Cond. (Gordon: The Rake's) (1-12")
Col (33) ML 4229
- Robin Hood Album—B. Rathbone & Others (1-10")
Col (33) Col ML 2063
- Schumann: Fantasia in C Major Op. 17 Album—E. Firkusny (1-12")
Col (33) ML 4238
- Silent Night
J. Melton (Oh, Come) V(45)49-0485; (78)10-1356

LATIN-AMERICAN

- Alli Donde Tu Sabes
Oriental Trio (Se Paso) Seeco 836
- Anoche
P. Vargas (Jinetes En) V 23-1400
- Borinquena Linda
Canario (El Jibaro) V 23-1323
- De Mi Dependé
L. Universitarios (Lo Que) Seeco 811
- El Biste de Panchita
M. Lopez (El Juego) V 23-1402
- El Guardia Se Na Fiestra Guapa
D. Santos (Pa Donde) V 23-1404
- El Jibaro Embustero
Canario (Borinquena) V 23-1323
- El Juego De La Vida
M. Lopez (El Biste) V 23-1400
- El Paso Del Serrucho
Tropicana Ork (Rarezas Del) Seeco 822
- En Una Casita
M. Arancibia (Entregame El) V 23-1407
- Entregame El Alma
M. Arancibia (En Una) V -23-1407
- Fiesta en Casa e Sino
Canario (Las Flores) V 23-1322

An **out-of-order** phonograph is an **out-of-order** LOCATION!

Don't spoil a good spot with a spotty performer!



AMI Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

Congress Takes a Vacation; Holds Up Several CM Bills

(Continued from page 101)
sales in States with high cigarette taxes.

The basing point bill, which would permit freight absorption and price differentials in the absence of col-

lusion, nearly passed Congress but was stalled off until January 20 on a 29-29 vote of the Senate. The vote was on a motion to table a previous motion for delay. Since a tie vote defeats any proposal, the tabling motion was rejected. Considered significant is the fact that Vice-President Barkley did not bother to vote, as he is entitled to do in case of a tie. He said that he would vote against the tabling motion and in favor of delay, so his ballot was unnecessary. Barkley's statement immediately started speculation that the bill would be vetoed by President Truman even if it passes next session.

Social Security

The new Social Security bill passed the House, but the Senate was unable to get around to it this session. It is expected to pass by a wide margin when it comes up for a Senate vote in late January or early February. Under the House version of the bill, self-employed coin machine operators would be included under Social Security for the first time, receiving the benefits and paying the taxes. Benefits and taxes for all would be raised every few years under the scale incorporated in the measure.

Excise cuts appear a certainty in the early days of the coming session. Due for a cut or possible elimination is the tax on phonograph parts. The small, the end of the tax might result in lower juke box costs. There appears little hope that the tax on amusement and gaming devices will be touched.

Coinage Bills

Bills providing for the minting of coins in fractional denominations will still be alive next session, but the passage of any is extremely doubtful. Backers of such bills have been unable to come to any agreement as to the type of new coin they want, and committees to which the various measures have been referred have no plans to hold hearings on them.

Given a better chance for enactment is a bill to set up a graduated system of cigarette taxes. Designed to encourage manufacturers to put out cheaper smokes, the bill would give a sharp tax benefit for cigarettes wholesaling for a dime and under, exclusive of taxes. The measure is in the hands of the House Ways and Means Committee, which is under strong pressure from the tobacco industry to approve it. The measure failed to reach a hearing state during the recent session chiefly because the committee was tied up with Social Security bills for two-thirds of the session.

Essex Wire Corp. Purchases Facilities of Cords, Ltd.

FORT WAYNE, Ind., Oct. 22.—Addison E. Holton, president of Essex Wire Corporation, announced the purchase of all machinery and buildings of Cords, Ltd., at a federal bankruptcy sale this week.

Essex will continue to operate the newly acquired facilities in Newark as Cords, Ltd., Division of Essex Wire Corporation. Production and delivery will start approximately November 1.

Firm supplies wire used by coin machine manufacturers.

MILLS POSITION

(Continued from page 101)
tle and cup soft drink venders with changemakers, compressors and condensing equipment for air-conditioning and refrigeration purposes, scales, gum and candy venders and coin-operated amusement equipment.

Mills Industries was represented in the settlement proceedings by two firms Schwartz & Cooper, and Bluford Krinsley, Schultz & Voorheis. Both sets of attorneys pointed out that the entire plan or arrangement was worked out without the appointment of a receiver by the court.

DADDY KNOWS BEST!

Yes, and as daddy of the coin-operated hotel radio industry we are still turning out TRADIOS at the same old stand and in larger numbers than ever. The motel field keeps begging for TRADIOS, so take a tip and get your share of the 1949 Gold Rush. You are dealing direct with the factory when you become a TRADIO operator. And you make more because you get more of the best, for less. We'll tell you how if you'll ask us on a postal.

TRADIO ASBURY PARK NEW JERSEY

Look! Music Operators!



Connect your Seeburg 100 Select-O-Matic to your Packard boxes with the Hawley Adapter TODAY!
No soldered connections needed; clamps on to selective relay bank in a jiffy. Simple, quick easy to install for Packard, Buckley or any 30 wire box. Plays the best sides of the first 24 records. CUTS COUNTER BOX INSTALLATION COST 80% . . . only one Adapter required per location.

\$39.95 each

Terms: One-third cash with order; balance C.O.D.

B & H DISTRIBUTING COMPANY

2845 West Pico Blvd., Los Angeles, Calif.

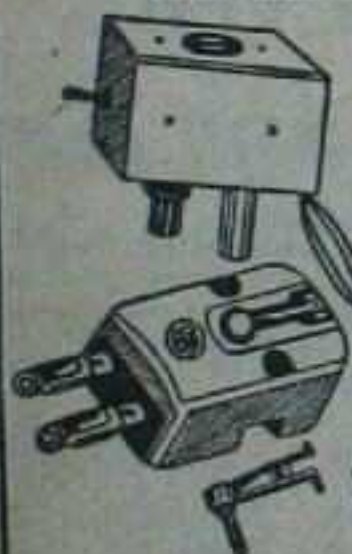
For the Finest in Record Reproduction

Use the New

G. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP

With Removable Needle

- No Needle Scratch
- Only 3/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In



Wurlitzer Seeburg Rock-Ola A.M.I. **\$14.95**

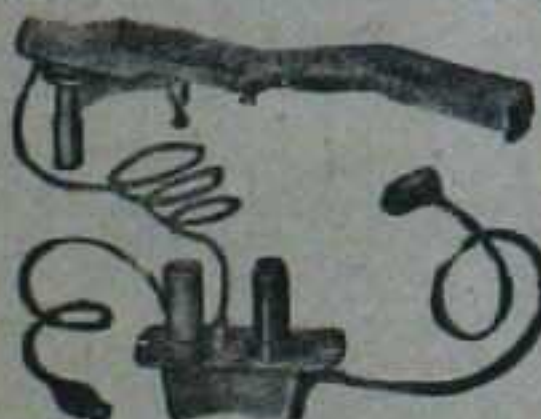
Elec. Cancel \$4 extra Cartridge Only—\$5.00.

Needle Only—\$2.10. Also other makes.

ADVANCE MUSIC CO.
1406 GRAND KANSAS CITY, MO.

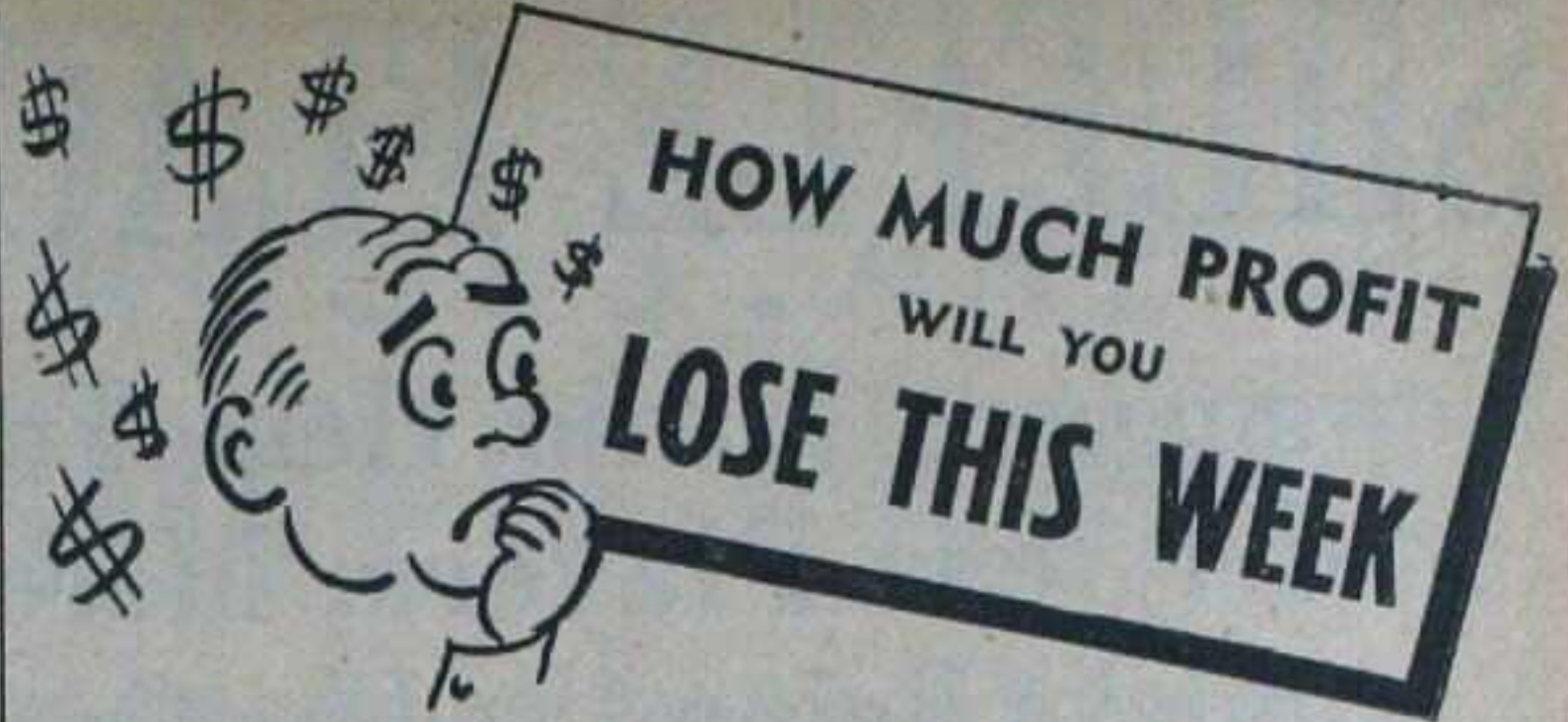
LIGHTWEIGHT PICKUPS

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
ST. THOMAS COIN SALES, LTD.
St. Thomas Ontario, Canada



- ... **Because** your present phonographs in top locations do not offer 100 selections . . . do not appeal to the music tastes of every customer?
- ... **Because** your present installations do not warrant your working out a better financial arrangement with the location owners?
- ... **Because** yearly model changes depreciate your equipment investment too fast?—(There will be no Seeburg model change in 1950 and none is contemplated for several years).

TRADE UP TO THE PROFITABLE SELECT-O-MATIC 100 NOW!

Ask your nearest Shaffer office about the liberal trade-in allowance made possible by the continuing demand for late model used phonos.



SHAFFER-SEEBURG

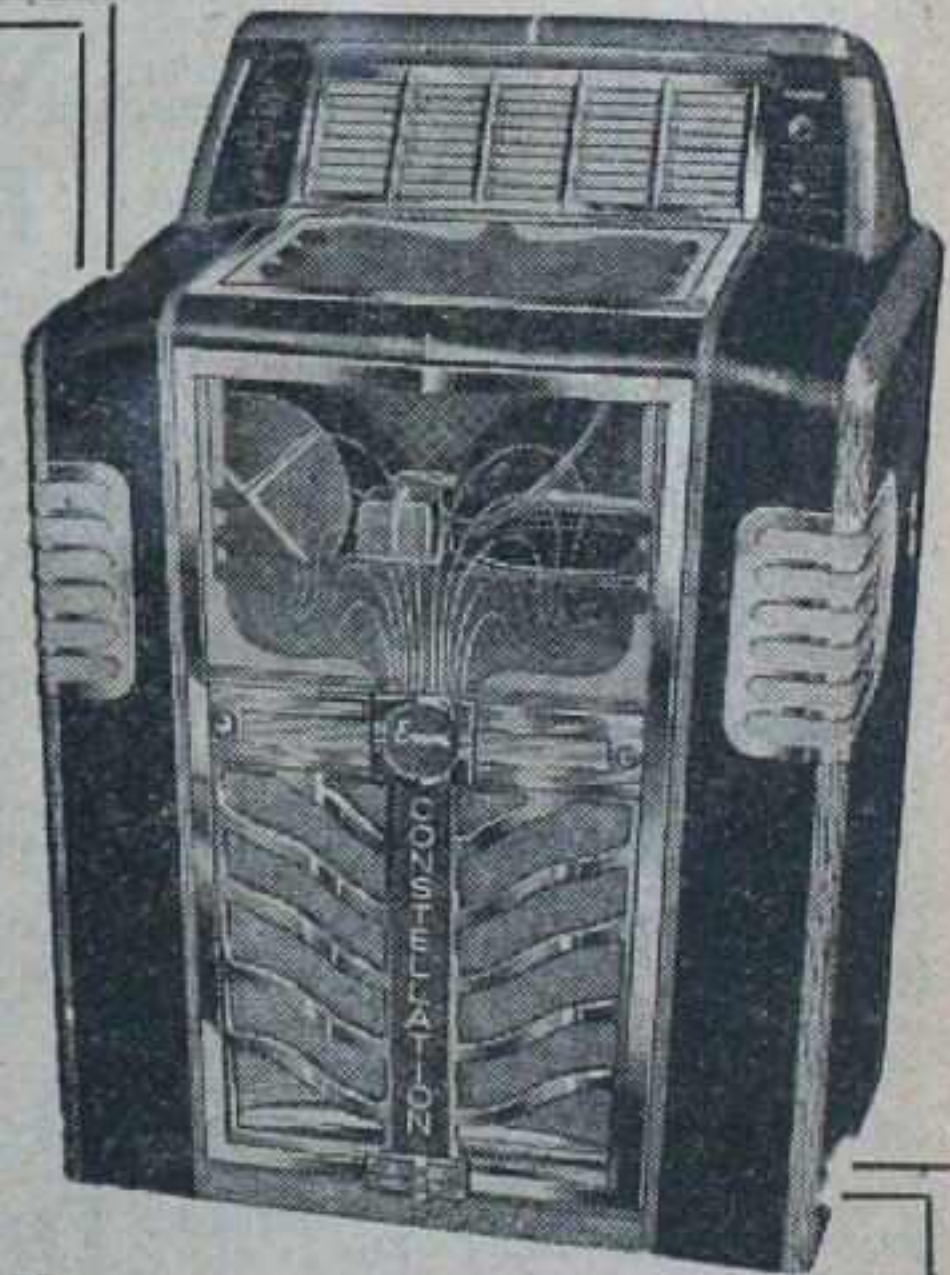


SALES-SERVICE STATES

SHAFFER MUSIC COMPANY

- Cincinnati, Ohio 2333 Gilvert Ave.
- Indianapolis, Ind. 1327 Capitol Ave.
- Columbus, Ohio 606 S. High St.
- Charleston, W. Va. 1619 W. Washington St.
- Wheeling, W. Va. 2125 Main St.
- South Bend, Ind. (Location to be announced later)

How Music Makes Money for Operators of EVANS' 20 RECORD 40 SELECTION CONSTELLATION



Once in operation, Evans' Constellations need only minimum servicing, thanks to Evans' trouble-free performance. Moreover, with Constellation's service conveniences, less of the Serviceman's time is required on standard calls for collections, program changes, etc. All of which adds up to lower operating costs and more earnings in music. See your Evans Distributor or write factory direct.

NOW AVAILABLE—Record Popularity Meter for Original Constellation. GENUINE PARTS for Mills Throne of Music, Empress, Original Constellation.

H. C. EVANS & CO.

1528 W. Adams St., Chicago 7, Illinois
SEE OUR COIN MACHINE AD ON PAGE 128

SHUFFLE FLACK ON UPGRADE

Newspapers, Radio Help To Attract New Players; More Gimmicks Being Used by Ops

See Aid Coming From Co-Ordinated Manufacturers' Program

CHICAGO, Oct. 22.—With league and tournament play getting under way in most cities thruout the country, operators, after spending several months preparing the meets, are turning their efforts to promoting regular play as well. While much time must be put in to assure the successful conclusion of the leagues, ops feel that new players must be brought into the picture so that future competition can find even greater acceptance. It is with this thought in mind that the promotions are being undertaken. Heading the list of promotional activities is the definite effort to get shuffleboard news into local newspapers and plugged via the airlines. While this type of promotion has been almost impossible in the large metropolitan dailies, operators in smaller communities have met with a measure of success. Not only are league schedules being carried by these publications, but results are now beginning to crop up in the columns, and, in some areas where the operator has been especially aggressive, human interest stories and accompanying pictures have been used. In practically all cases, a definite upswing in play has been noted as a result of the publicity.

Gimmicks

With shuffleboard promotion still a comparatively new endeavor for the coin machine field, use of special gimmicks are only just beginning to crop up now. In this regard, the use of special instructors (and in some cases instructresses) have proven excellent play-stimulators.

Window signs, which were popular here early this year, then died out, are making their appearance again this fall in increasing numbers, while interior placards are also going up in shuffleboard locations.

Displays of tournament prizes, such as trophies, are being used to advantage this year. Too, location-sponsored teams, wearing specially designed shirts of bright colors are an attraction to new players.

While individual activity has been (See SHUFFLE FLACK on page 17)

Nation Wide in Chi Expansion; Adds New Item

CHICAGO, Oct. 22.—Nation Wide Novelties, Inc., is continuing its expansion program, it was announced by Charlie Gillard, president, with the current activity being centered in the local headquarters. Firm recently opened a plant in Canada.

A new steel spray booth, 26 feet long, 7 feet wide and 9 feet high, is being installed in the finishing room at the Chicago plant. Seven batteries of lights, new spray equipment, and an electronic heating apparatus are also included in the installation.

New Product

At the same time Gillard revealed Nation Wide, after several months of laboratory and field tests, will shortly introduce a new product, Cle-Wax, to the trade. The product is a combination liquid wax cleaner and polish for use on shuffleboards. The product is said to provide a renewal process for tops by its mere application without the usual process of first washing down the space. Cle-Wax dries in one minute. Buffing is not required and Cle-Wax is not inflammable.

Leagues Mean \$\$\$

The fall season is here and shuffleboard interest in many areas is growing as new leagues and tournaments get under way. In the past, these promotions have proven that they can make money for the operator and the location as they grow.

League play is completely unknown in many areas, and only slightly so in others. In order to help those operators (and other interested parties) who would like to start this type of promotion in their areas, *The Billboard* has prepared a special booklet entitled *Here's How To Set Up a Shuffleboard League*. In this booklet are suggested rules, constitution, league set-ups and promotion ideas which can be adopted by any operator to his locations.

Anyone who would like a copy of this booklet will receive it free by writing to *The Billboard*, 188 W. Randolph Street, Chicago, Ill. Attention, Coin Machine Department.

Write for your copy today.

PUCK PATTERN

Chicago:

Charlie Gillard, head man at Nation Wide Novelties, Inc., has been busy with the opening of the firm's new Canadian plant and the heavy expansion program going on at the local headquarters. Meanwhile, Charlie reports the firm has released three mailing pieces to the trade in the month, and that any distribs or operators who did not receive copies can obtain them by dropping him a line here. Circulars cover accessories, scoring units, and shuffleboards.

House Leagues Now Promoted By Nat. Shuf.

ORANGE, N. J., Oct. 22.—National Shuffleboard Company is concentrating its competitive-play promotion in the house-league field at this time, according to Sol Lipkin, field supervisor. This meets the objection of those location owners who are loath to see regular patrons visit other establishments on tournament nights, he said. National is furnishing a complete package for intra-tavern competition, including instructions, placards and streamers.

At the same time, Lipkin indicated that National may sponsor a State tournament in Texas later this year. Other State and sectional tourneys are in the works.

Monarch Opens Detroit Branch

CHICAGO, Oct. 22.—President Roy Bazelon announced this week that Monarch Shuffleboards has opened a branch office in Detroit in a move to step up service to Michigan operators.

Office is at 2998 Grand River Road, Detroit, and is managed by John Moss. He has been in the coin machine business for almost 20 years and in the shuffleboard sales field for the past two years, Bazelon said. The branch will be stocked with a variety of shuffleboard products produced by Monarch.

Bazelon reported that in addition to shipping quantity orders of scoreboards, the Chicago plant has been busy refinishing and servicing boards for the anticipated heavy league and tournament schedules now getting under way in most sections of the country.

Most plants here are going full blast and do not anticipate any immediate trouble due to the coal and steel strikes. Herb Perkins, Purveyor Shuffleboard president, says the firm's league activities are coming along fine, and now that this phase of the biz is under control, he is eyeing out-of-town leagues which will also start shortly. Meanwhile, production problems at the plant are being handled as fast as they arise by Bill Tucker, Perkins' able right-hand man.

Monarch's Roy Bazelon looks for a step-up in inquiries from Michigan now that the firm has a Detroit branch. . . . Pete Rozgus, Mero, was a busy man Thursday night (20), getting one of his 10 location leagues under way. He says he always likes to get off to a fast start because there are always a lot of other visiting location owners on hand to see a league in operation. Weather, Pete points out, is always a factor, league play proving always sharper when there is a sizable audience. Col. L. Lewis phoned from the South to say that Mero is keeping its all-steel board in production tho making a wooden model as well. He says that the steel dispute has not been a factor yet but advises ops to get their orders in to avoid (See PUCK PATTERN on page 117)

Mero Delivers Wooden Boards, Jr. Scoreboard

CHICAGO, Oct. 22.—Mero Industries is now making deliveries on its 1950 wood shuffleboards and on its junior model scoreboard, Col. L. Lewis, publicity director, announced this week. Firm also produces all-steel boards.

The new model has a natural wood finish with no painted parts or sections. Its playfield is constructed of ¾-inch laminated maple finished in heavy lacquer. The wood boards are delivered with a full accessory kit which includes chrome weights, plastic T square, scoresheets and holder and house rule signs. Lewis says that its price is competitive with the lower priced boards.

The new scoreboard is mounted on the side rather than over the playfield, is compact in size and scores on the point system. Lewis said it was designed for locations which do not require the larger type scoreboards and are in areas where the point scoring is used exclusively.

CSC Sets 1st Major Meeting For Cleveland

To Award \$1,000 in Prizes

CLEVELAND, Oct. 22.—The Cleveland Shuffleboard Congress (CSC) has started a Doubles Tournament here with a guarantee of \$1,000 to be given in prizes. James S. Ross, tournament chairman, said approximately 1,000 players would compete in 100 locations.

The CSC now has more than 500 player-members, it was learned, with each player paying \$1 in dues in order to be eligible for play in the tournament. As of Thursday (20), the Congress reported 46 of the 100 locations had completed their intra-tavern competitions, and the winning teams had been selected to participate in the Doubles Tourney, which will get under way October 31.

ASLI Adds to State Events Set for May

UNION CITY, N. J., Oct. 22.—American Shuffleboard Leagues, Inc. (ASLI), which last week announced plans to sponsor competitive tourneys in at least 25 States next April (*The Billboard*, October 22), has enlarged its program to include Kentucky, Idaho, Nebraska and Iowa.

Ken Poulsen, director, said this week that championship events have been scheduled for Louisville, Boise and Omaha. The tournament in the latter city will be open to players in both Nebraska and Iowa, he added.

At the same time Poulsen announced that the site of the projected coast-to-coast tournament, to be held in May, will be either Detroit, Chicago or St. Louis. The choice will be made after December 1 the deadline for player membership this season. All players joining ASLI before that date, it was said will be eligible for the competitive events. The city eventually chosen will be the one most accessible to the majority of players signing up said Poulsen.

Additional State tournaments will be announced soon, the director declared. He left this week on an extended trip thru the South to make preliminary arrangements and name league secretaries.



LEAGUES ARE A PROVEN PROFIT OPPORTUNITY

Here's great news for operators of all types of shuffleboards from coast to coast . . . an opportunity for you to participate in and cash in on the greatest shuffleboard promotion of all times.

Without it costing you a penny, you can now register and become an Operator Member of the American Shuffleboard Leagues, Inc. It makes no difference what make, model or size shuffleboards you now have. Your registration enables your locations to participate in all local, state and interstate contests for

\$\$ PRIZES AND AWARDS TOTALING THOUSANDS OF DOLLARS \$\$

As an operator, you undoubtedly realize the tremendous profit possibilities of organized shuffleboard play. It stimulates greater interest in the game. Regular players continually bring in new players for fun, fascination and prizes of League competition. It will provide higher incomes for both operators and location owners . . . not only for a day or for a season, but for years to come. Once a Shuffleboard Player—Always a Shuffleboard Player!

As an operator, you can also understand how important it is to build and maintain interest in the game itself. A League, properly formed and conducted, will place the game on a high and popular plane similar in many respects to that attained for bowling by the ABC.

American Shuffleboard Leagues, Inc. is not only the largest but the only Shuffleboard League operating on a non-profit basis from coast to coast! It was organized for the sole purpose of publicizing, promoting and fostering the game of shuffleboard and standardizing league play throughout the country.



WITH YOUR MEMBERSHIP YOU RECEIVE COMPLETE STANDARDIZED KITS OF LEAGUE WORKING MATERIALS. These kits include Schedules, Membership Certificates, Roster Sheets, Window Decals, Score Sheets, Rule Books and all material necessary to promote league play in your locations. In addition, your local league will receive a beautiful 20" Shuffleboard Trophy . . . all absolutely free if you act today! As registrations are received, our District League Organizer will call upon you (without obligation on your part, of course) and explain all details. He will start the ball rolling with greater profits for you.



SEND FOR THIS FREE BOOKLET

It describes simply and accurately the general set-up for American Shuffleboard Leagues and lists in detail the official playing rules of the game.

YOU MUST REGISTER YOUR BOARDS FOR LEAGUE PLAY NOW! DON'T DELAY! MAIL THE COUPON TODAY!

AMERICAN SHUFFLEBOARD LEAGUES, INC. 533 THIRD STREET, UNION CITY, N. J.

Gentlemen: I am interested in the American Shuffleboard Leagues program. I want my team to become eligible for city, state and coast-to-coast championships.

- Please send full information. Please send a free copy of Official Rules.

Name Address City Zone State Business Phone Home Phone I operate boards in Number

AMERICAN SHUFFLEBOARD LEAGUES

INCORPORATED

533 THIRD STREET UNION CITY, N. J. UNION 5-4304

BUY THE BEST at LOWEST PRICE

**BEST HARD WOOD CABINET
BEST HARD MAPLE TOP
BEST MADE**

**BUY DIRECT
SAVE \$200
24 hr. delivery**

New Deluxe 100% Hard Wood Hand-Rubbed Cabinets with finest air and kiln dried climatically sealed Maple Wood or Masonite tops at a price lower than ordinary shuffleboards of inferior wood and finishes. Braced throughout with over 100 glue blocks. 16-18-20-22 ft. lengths.

Climatic Adjusters (6)... \$ 20
Maple or Masonite Tops 125
Used Shuffleboards ... 150
Hard Chrome Pucks (8) 10
Wax, 30¢; Score Sheets, 60¢.



**ELECTRIC
SCOREBOARDS, \$95**



**New overtop or wall model
FRAME & POINT SCORING.**

SHUFFLEBOARD Specialists

1114 S. MICHIGAN AVE. • WE 9-3795-6-7 • CHICAGO 5, ILL.

Turning Back the Clock

15 Years Ago This Week

CHICAGO, Oct. 20, 1934.—Licensing of coin machines on the local level was becoming a part of the coin machine picture. In New York the Metropolitan Skill Games Board of Trade was preparing to meet with the city's license commissioner to discuss game licensing for 1935. First licensing of games took place in November, 1933, and most members of trade favored the idea since it added stability to the amusement game industry. . . . One of the first pinball tournaments was completed in New York under the auspices of D. Robbins & Company. Matches were played on Stoner Super 8 machines. All New York City locations were allowed to enter one player.

Big Jim Weaver, Chicago Cubs pitcher in 1934, entered the coin machine field as a game operator. Gerber & Glass, Chicago, were responsible for signing up the athlete. . . . A survey of New York locations by the Amalgamated Vending Machine Association showed that most equipment bore no association seal. Amalgamated officials recommended that all

operators join some body so that all trade operators could work out their problems as a group rather than as individuals. . . . Manufacturers of venders reported a 20 per cent increase in sales over the first nine months of 1933.

In Los Angeles the Western Vending Machine Operators' Association recommended 15 to 20 per cent commissions at its annual meeting. . . . Mills Novelty lost a plea and was denied a petition to enjoin Connecticut law enforcement officials from interfering with Mills bell products. . . . British operators in London disclosed that profits were running 27 per cent higher than 1933. . . . A. J. Stephens & Company, Kansas City, Mo., was doing a land office business with a coin-operated beer barrel gimmick which was a combination beer sales stimulator and amusement game. . . . Babe Kaufman, who in 1934 was known as the only woman jobber in the coin field, opened new headquarters at 455 W. 42d Street, New York, under the name Babe Kaufman, Inc. . . . New game prices averaged \$39.50 and among those moving briskly at that tab were Exhibit Supply's Drop Kick, Gottlieb's Merry-Go-Round and Stoner's Super 8. Genco's Subway sold for \$32.50.

10 Years Ago This Week

CHICAGO, Oct. 21, 1939. — Los Angeles operators opened a campaign to inform the public on ethics prevailing in the trade and the high type of business man an operator must be to succeed. This broad public relations program was given a fine send-off by *The Los Angeles Daily News* which had numerous photos depicting the civic and social work of coinmen. . . . Sam Sachs, Acme Sales, Brooklyn, opened a large phono remodeling plant near the main office. . . . Kemo Novelty, a Milwaukee operating firm, entered into a joint promotion with the Lawrence Welk band to push Welk records. At the time the band was playing a Milwaukee theater. Results of the tie-in showed increased play on Kemo jukes and increased sales on Welk disks.

The most popular tune in the last week of October, 1939, was *South of the Border*. Meanwhile *The Billboard's* Record Buying Guide advised ops to stock up on *My Prayer* and *Lilacs in the Rain*, which the guide predicted would be top tunes before the end of 1939. Both songs made the predictors look good. . . . In Baltimore, meanwhile, free play games were approved by the court. . . . Leading amusement units at the time were Gottlieb's Lite-o-Card, Chicago Coin's Nippy, Stoner's Clipper, and Daval's Follow-Up. All were in the \$89.50 to \$99.50 price class. . . . Moseley Vending Machine Exchange, Richmond, Va., opened a branch office in Charlotte, N. C. . . . Jim Gilmore was making preliminary plans for the 1940 coin machine show. Gilmore, an old hand at handling trade shows for other types of business, joined the Coin Machine Manufacturers' Association (CMMA) just in time to put on the 1939 event, held in January. CMMA was a forerunner of Coin Machine Industries, later known as Coin Machine Institute (CMI).

Officers of the newly formed Missouri Amusement Machine Operators' Association were Lou Morris, president; G. O. Miller, vice-president; John Beckman, secretary, and Al Miller, treasurer. The org was formed at Jefferson City. . . . Genco's Mr. Chips continued to be a hot game. It was in its 12th week of production.

**A STATEMENT
OF
POLICY**

FROM

Nation-Wide NOVELTIES Inc.

- ★ SERVICE
- ★ PROMOTION
- ★ MERCHANDISING

- ★ INTEGRITY
- ★ QUALITY
- ★ EXPERIENCE

UNTIL the beginning of this summer the title Shuffleboard Manufacturer meant nothing. Distribution and selling prices were haphazard and disorganized. Jobbers, Wholesalers, Operators called themselves "Manufacturers" when in reality they were merely assembling—buying boards from one source, cabinets from another, accessories from still other sources. In many cases the same shipment did not contain two of the same products. Misrepresentation, inconsistency, inability to make shipments, sub-standard products threatened to ruin the entire shuffleboard industry.

Today operators are choosy—they have learned to discriminate between an inferior product and a well-made shuffleboard. Most of the so-called "manufacturers" have gone out of business and the others are going fast—just as fast as the shuffleboard buyer discovers with whom he is dealing. Our experience shows that the trade is now willing to wait for a quality board of superior construction rather than accept any more low-priced inferior products.

A Shuffleboard is not a thing of mystery—it is made of wood (various kinds), assorted pieces of hardware, and when assembled measures 31 inches wide, 22 feet long and weighs about .50 pounds. The principle differences between boards is in the preparation and finish of the wood—the skill and materials of the cabinet-maker.

Nation-Wide Shuffleboards have been made by mass-production methods for quite some time, still maintaining the high quality and superior craftsmanship of individual production under the guiding hands of Nick Wurtz, plant superintendent.

Nation-Wide experienced little of the "Summer Slow-Down" because our product is now a recognized and accepted one—built solidly like the Rock of Gibraltar, yet maintaining the graceful lines of a piece of furniture—attractively priced.

It is one thing to manufacture a product—it is still another to back up your product with "know-how"—service, promotion, merchandising and knowledge of your product. Nation-Wide distributors are Factory-Trained . . . he must learn how his product is made so that he can intelligently sell and service it . . . he must be equipped to handle any problem concerning a Nation-Wide Shuffleboard down to being able to refinish any boards in his territory . . . he must be able to instruct the operator and location owner in the proper care of a board because a well-kept board promotes play . . . he is encouraged to run tournaments and promote league play.

Service is the backbone of any successful organization. Nation-Wide's business is Shuffleboards . . . Shuffleboard Service means the "whole ball of wax" and therefore we not only manufacture boards, but furnish a complete Shuffleboard Kit as well as accessories.

Fred Spencer, director of sales, keeps his distributors constantly informed on new developments by means of correspondence, circulars, posters, photographs, newspaper and magazine advertising.

The Shuffleboard outlook for the future is bright . . . at the present time we estimate that there is less than 15% coverage throughout this country and with proper promotion and good management the shuffleboard market can be expanded many times over and be kept alive for many, many years to come.



Charlie Gillard

**NATION-WIDE NOVELTIES, Inc.
CHICAGO, ILLINOIS**

NO INVESTMENT!

OPERATORS—Available on percentage basis to live-wire operators, our line of finest Hard Maple Top Shuffleboards in America. Complete with scoring units and side lights.
PROTECTED TERRITORIES OUTSIDE CHICAGO
Give full particulars on present equipment operated, approximate number of shuffleboard locations available to you. Give full references in first letter.
Replies held in strict confidence.
BOX 300, c/o The Billboard
188 W. Randolph Chicago 1, Ill.

PUCK PATTERN

(Continued from page 114)

unforeseen developments in the steel situation. Mero Junior Scoreboard was designed with the types of locations which do not need too much flash in mind. He said it should prove a reliable item for operators, since it is in the low cost bracket.

Nils Malmgren, Precision Puck exec, is filling inquiries on the firm's new puck. Firm has stepped up its output to be ready for heavy league requests which already are rolling in. . . . Play in locations near the steel mills in South Chicago has slowed down but not as much as anticipated, operators from that area report.

Union City, N. J.:

Ken Poulsen, director of American Shuffleboard Leagues, Inc. (ASLI), left last week on a trip south to promote league play. In less than three weeks he plans to speak in 15 cities, reaching as far west as Phoenix, Ariz.

Orange, N. J.:

Sol Lipkin, chief field man for the National Shuffleboard Company, just returned from a biz trip thru New England. At the end of the week he took off for the South and West. Promoting league play, he will be gone at least until Thanksgiving Day. Another National exec who hit the road last week was **John Runyon**, office manager. He was off on a special mission to Toledo.

Chattanooga:

The Lookout Amusement Company has set up a 10-team shuffleboard league in this city. The league, it was said, will operate un-

der the Standard Shuffleboard Congress rules, and the winner of the 10-team loop will be sent to Chicago next spring to compete in a major tournament to be run by the congress. **Roy F. Williams**, head of the Lookout firm, said play will start as soon as schedules and eligibility can be worked out.

The Southland Roller Rink has become an active shuffleboard center. Location has a mixed team of three men and a like number of women which has been taking on all comers on its boards, and faring better than average. Team recently edged out a strong group representing the Brainerd Cafe by the score of 4-3.

Detroit:

Maurice Feldman, head of the Central Coin Machine Exchange, is handling the new Tricentral Shuffleboard. He made a one-week trip thru State in the interest of this new product.

Miami:

Willie (Little Napoleon) Blatt reports shuffleboards have really clicked here, and are mushrooming almost by the hour. As of this week, almost all potential locations had been covered, and boards placed. Regular boards, the 22-footers, are going into the average location, but smaller spots are getting their share of the play on shorter boards such as the rebound models. With the 1949-'50 season just a few weeks off now, operators expect to have all their boards on location and in first-class working order to accommodate the many visitors who annually flock to this vacationland.

Shuffle Flack On Upgrade

(Continued from page 114)

on the increase among operators, the bulk of the promotion will have to be done by the manufacturers, they believe, in order to be most effective. The larger concerns have been most active in this regard, but as was pointed out at the manufacturers conference in Chicago last August, the bulk of the load was carried by the

few larger concerns.

However, with the strong possibility looming that the manufacturers will form their association, with its primary concern being the promotion of shuffleboard on a larger, and coordinated scale, operators feel the real impetus of the program will be felt next spring. This will be especially true, they believe, if the manufacturers select as their association director, a man schooled in promotion, who not only can direct the association activities, but can take advantage of the work already done by the ops in their respective areas.

MONARCH LEADS IN EVERY WAY!

- FINEST HARD MAPLE TOPS!
- ALCOHOL RESISTANT!
- FASTEST TOP ON THE MARKET!

INSIST ON MONARCH . . .
SHUFFLEBOARDS — 22 FT.
"SHUFFLETTE" REBOUND — 8 FT.
"ALL-PLAY" DeLuxe SCORING UNIT
 With or Without Frames
 Location Tested—Absolutely Fool-Proof!

MICHIGAN OPERATORS Contact Our Detroit Office: 2998 Grand River. Phone: TEMPLE 1-4458.

Board Equalizers Available. Scientifically Designed.

Monarch Shuffleboard Inc.
 1545 NO. FAIRFIELD AVE CHICAGO 22, ILL. ARMITAGE 6-1434

De Luxe DESIGN
De Luxe MATERIALS
De Luxe CONSTRUCTION

Call your Nearest Distributor TODAY!

— IT'S HERE! —
— IT'S HOT! —
— IT'S SENSATIONAL! —

NEW DE LUXE

GENCO Shuffleboard SCOREBOARD

No Increase in Price!

GENCO

2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

Double-Faced All-Electric Coin-Controlled with CHEAT-PROOF COIN-BOX

The Original
PRECISION PUCK

Is precision ground on bottom and hard chrome-plated—made to last. Will not chip or lose its original shine.

Write, wire or phone for information

**NOT THE CHEAPEST—
BUT THE BEST**

PRECISION PUCK CO.

7936 S. Chicago Ave., Chicago 17, Ill.
Phone: ESsex 5-4699

Trade Directory

New Equipment

Atlas Bantam (bulk tray vender)—Atlas Manufacturing & Sales Corporation, Cleveland.

Coffee-Soup vender — American National Dispensing Company, Lansdale, Pa.

Freshie (five-ball) — Williams Manufacturing Company, Chicago.

Glider (straight novelty)—Genco, Chicago.

Line-Up (straight novelty)—J. H. Keeney & Company, Inc., Chicago.

King Arthur (five-ball)—D. Gottlieb & Company, Chicago.

Quarterback (straight novelty)—Williams Manufacturing Company, Chicago.

Rowe Pennier (penny inserter)—

Rowe Manufacturing Company, New York.

Shuffleboard accessories (drink and cigarette holder attachment)—Bearlee Products Company, New York.

Shuffle-Bowler (straight novelty)—Bally Manufacturing Company, Chicago.

New Addresses

Michigan Self-Service Laundry Association, 18250 Joy Road, Detroit.

Seacoast Distributors, Inc., 1200 North Avenue, Elizabeth, N. J.

Personals

Nat Cutler, of State Amusement, elected chairman of board of directors of the Coin Machine Association of Connecticut.

Juice Bar Corporation, New York, appointed Nancy Applewhite public relations representative.

Mars, Inc., Chicago, announced appointment of G. B. Hurley, treasurer, as executive vice-president and general manager, succeeding H. H. Hoben who recently resigned; Victor H. Gies, director of sales and advertising, elected to board as a director; H. F. Zoelck, comptroller, succeeds Hurley as treasurer, and D. S. Farquharson was elevated to comptroller.

Joseph J. Mittler, executive of L. & M. Distributors of Venice, Calif., elected a director of the National Association of Tobacco Distributors.

Yale & Towne, Stamford, Conn., announced appointment of Richard H. Diesel as production manager; Frank S. Haniewicz, assistant production manager; Diesel succeeds Frank C. Prucha, former production manager, who will retire in November. He will serve as associate production manager on special assignments. Haniewicz succeeds James H. Lear, who returns to the industrial relations department as assistant director.

Distributors

Chicago Coin Machine Company appointed Sandler Distributing Company, Des Moines.

Covideo, Inc., New York, appointed Ralph Stern Associates, West Orange, N. J., for the New Jersey area.

Lawrence Manufacturing Company, Chicago, successors to HolliWare, appointed Ralph P. Ross Company, New York, to cover the Eastern half of the United States.

J. P. Seeburg, appointed Music Systems, Inc., Detroit, for the Michigan territory.

Dr. Pepper Earnings Up for 3d Quarter

DALLAS, Oct. 22.—Dr. Pepper Company's sales and net earnings have increased for the third quarter this year, ended September 30, over the first two quarters. For the September quarter profit was slightly above the \$208,000 returned for the three months ended June 30, but below the \$241,000 for the quarter ended September 30, 1948, the company reported.

Net income for the first nine months this year is figured to be \$525,000, a decline from the \$618,000 for the like period in 1948. Dollar sales for the nine-month 1948 period totaled \$5,629,416, according to firm's report to the Securities and Exchange Commission.

While officials state unit sales to date this year compare favorably with those of a year ago, lower dollar sales are explained by the lower selling price of Dr. Pepper sirup to franchised bottlers during 1949. Company reduced sirup prices 6 cents a gallon last November in a move to boost bottlers' profit margins. Another factor resulting in lower earnings for the first nine months of this year was the higher price paid for sugar, averaging about one-half cent a pound more over 1948.

Firms See Woe In Long Strike

(Continued from page 101)
that while they knew business would improve in the fall, they were caught a little off guard by the amount of increased business.

In the automatic merchandising world, production chiefs were fretting about the possibility of running out of specific parts, which, tho they play a minor role in production under normal times, could cause delays and shutdowns during a prolonged steel strike. However, most vender plants figured they had enough steel supplies and parts to last the next 30 to 40 days, partly because over-all vending production has not been at capacity for a few months.

Bell manufacturers took a different view of the situation. They were advising their distributors, dealers, and operators to stock up on bell equipment while the completed products are available. Right now there is still an adequate supply of bells, but this situation could change drastically if the strike carries over for another two weeks. A bell manufacturer said that one thing to be remembered in a strike of this type is that it takes a full two weeks for steel firms to get rolling after a shutdown, which means that if the strike lasted for another two weeks it would be a month before heavy steel production could be resumed. Another bell firm official said that the coal strike has already made it difficult to get castings for bell output and assembly. But all bell producers stressed the point that they would continue to fill requests in the order in which they are received.

Weymouth Holds Electro Showing

LOS ANGELES, Oct. 22.—Southern California cigarette operators were hosted by Al Weymouth, of Weymouth Service Company, at a showing of the late model Electro machines at the Biltmore Hotel.

With Lew Jaffa, Electro vice-president in charge of sales present, the cocktail party was given to further acquaint operators with the vender Weymouth distributes the C-8 machine and also Vendall in the West, including Alaska and Hawaiian Islands.



IT'S THE
TOPS!

For
SHUFFLEBOARDS

NEW
FORMULA

**KAT'S
WAX**

SMOOTHER—FASTER
BETTER THAN EVER!

★ Specially processed
★ Won't pit or scratch
★ Satisfaction guaranteed

FREE GENEROUS
SAMPLES

Write today—please let us know
your type of business

SOME TERRITORIES STILL OPEN

HANSON-LORAN CHEMICAL CO.
5584 Paramount Long Beach, Calif.

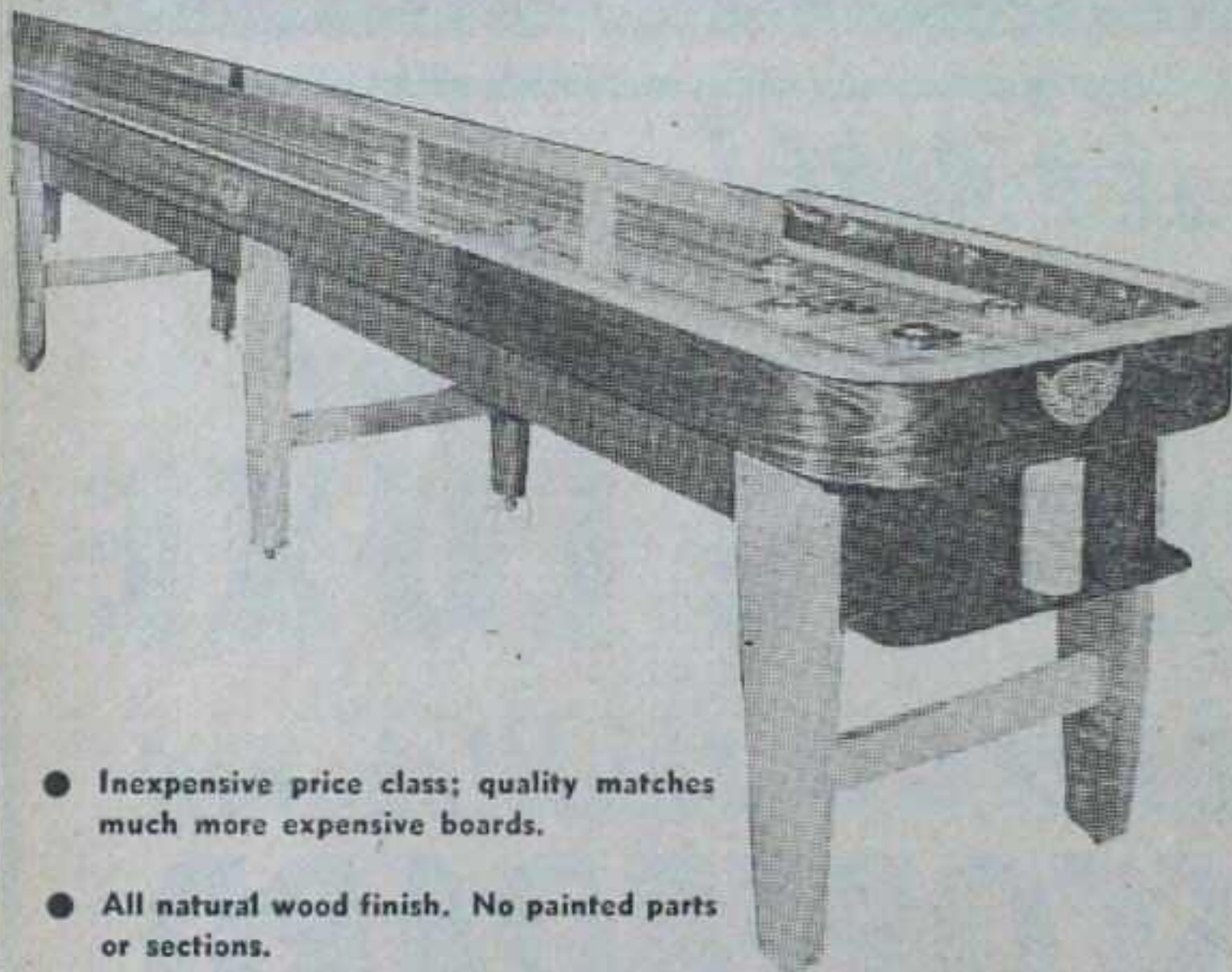
MERO INDUSTRIES

Manufacturers of All-Steel Shuffleboards with Stainless Steel
or Finest Eastern Maple Tops

Announce

It's Here!

The NEW 1950 STANDARD MODEL MERO WOOD SHUFFLEBOARD



- Inexpensive price class; quality matches much more expensive boards.
- All natural wood finish. No painted parts or sections.
- Simple assembly. Sturdy construction.
- Finest 3/4-inch laminated maple top with heavy lacquer finish for long wear.
- Full accessory kit: Chrome weights, plastic T-square, scoresheets and holders, wax, house rule signs, etc.

MERO SCOREBOARDS, SHUFFLEBOARD ACCESSORIES AND SUPPLIES

MERO INDUSTRIES

1332 W. 69th Street

Chicago 36, Illinois

Phone HUDson 9-3400

PURVEYOR "SPORTSMAN" SHUFFLEBOARDS

Maple or Die-Stock Masonite. Complete Line of Supplies at Lowest Prices.

PURVEYOR SHUFFLEBOARD COMPANY

Manufacturers

4322-24 N. WESTERN AVE.

CHICAGO 18, ILL.

COINMEN YOU KNOW

Chicago:

Any member of the trade passing thru the lobby of the Hotel Sherman last week might have thought the annual coin machine convention was under way. Among those huddling were **Dick Hood**, H. C. Evans & Company; **Roy McGinnis**, J. H. Keeney & Company; **Grant Shay**, Bell-o-Matic Corporation; **John Neise**, O. D. Jennings & Company; **Herb Jones**, Bally Manufacturing, and **Martin Nelson**, Chicago attorney. Jones explained that it was "just an informal session on industry matters."

Nate Feinstein, Atlas Novelty Company, reports heavy activity in the novelty game field, with high-score units getting top attention. Too, a rising demand for reconditioned, refinished music equipment has been noted recently. **Nate** and **Joe Kilne** will be traveling thru Illinois this week and next, stopping off in Decatur for a two-day stretch to attend the Seeburg service school in the Orlando Hotel there (25-26).

Victor Vending Corporation personnel have their sleeves rolled up as the firm prepares to meet increased activity on the popcorn warmer front this fall and winter. President **H. M. Schaefer** reports important hikes in orders for the Hot Pop unit over recent weeks, indicating a sales trend for the coming months. . . . **John Conroe**, J. H. Keeney & Company vice-president, displays a pleased smile when cigarette venders are mentioned these days. The Keeney Deluxe electric machine is moving out at a swifter pace as fall buying enthusiasm grows on the operator level.

Visitors at United Manufacturing last week included **Harold Lieberman**, Lieberman Music, St. Paul; **Lou Casola** and **Al Antonetti**, Rockford, and **Lenny Goldstein**, T & L Distributing Company, Cincinnati. **Billy DeSelm**, sales manager, says their visits are concerned with increasing their orders for the novelty game, Shuffle Alley. . . . **Joe Calderon**, AMI, spent last week visiting Southern music men. **John Haddock**, president, was in from the Grand Rapids, Mich., plant to discuss trade developments.

O. D. Jennings officials report business remaining at a high level. Tho this is normally a comparatively slow period for the bell field, he said that orders keep coming in at a steady pace, probably due to the anxiety over the steel strike. . . . **John Neise**, sales manager, is back from a Western trip which included stops in Nevada. . . . **Richard Groetchen**, head of the firm bearing his name, is satisfied with the trade response to Bombshell, the coin-operated billiard table with all mechanical parts. Firm is also in full production on five counter games, Atom, Wings, Pok-o-Reel, Yankee and Klix.

The trend toward new games received added impetus with Williams' Quarterback, Keeney's Line-Up, and Chicago Coin's Bowling Alley bow-
(See CHICAGO on page 120)

Houston:

S. M. (Dan) Lynch, formerly of Dallas, joined Steele Distributing Company, Houston, early in October as sales representative. Lynch has had several years of coin machine sales experience in the Dallas area. Steele Distributing Company has exclusive Wurlitzer sales rights in South Texas territory.

C. M. Robertson, owner of Automatic Music Company, announced definite changes in his music operations effective October 15. **W. Y. Carlton** was named manager of all automatic music operations. All routemen and other employees were put on commission instead of a salaried basis.

Washington:

Harold Klein, who had been with the Silent Sales System of Washington, stopped in town for a short visit recently. Since he has been in Orlando, Fla., for his health, he has been handling Watling scales in that area. Klein likes the traveling entailed in his present position and looks very well, according to **Ira T. Byram Jr.**, manager of Silent Sales. . . . Firm has added two new pinball mechanics, **William M. Schreiner** and **George R. Donahue**. Altho both men are new to the coin machine field, they have had experience in radio and electronics. **William F. Metz**, head technician, is training them in their new jobs.

Joseph Marsden, manager of the Bladensburg office of Silent Sales, is on vacation. During his absence, **Henry W. Shields**, Byram's technical assistant, has taken on the Bladensburg operations. Marsden has been with the company for 10 years.

Henry T. Greene, vice-president of the entire Silent Sales System, has moved his headquarters to the Maryland field. He is now working out
(See WASHINGTON on page 127)

Detroit:

J. R. Pieters, King Pin Distributing Company, was scheduled to visit the Detroit branch last week, coming from his Central Michigan headquarters at Kalamazoo. . . . **Art Levin**, Lynco Coin Machine Company, is looking forward to a marked increase in activity in the field in the next two months. . . . **Arthur J. Walege** has withdrawn from the Washer Rental Company, turning sole ownership over to his former partner, **George H. Forrester Jr.** The firm, which specializes in rental of washing machines, including daily pick-up and delivery service at a flat \$2 a day charge, has moved from the East End to the far Northwest part of the city, on Warwick Avenue.

George Rambaum, Lemke Coin Machine Company, reports the firm's new building is now nearing completion and will soon be ready for occupancy. . . . **Harry Norton**, Lincoln Vending Company, flew to South Dakota to visit his sister and do some pheasant hunting. . . . **Jim Jeffrey**.
(See DETROIT on page 120)

Los Angeles:

Lewis Jaffa, vice-president and general manager for Eastern Electric Vending Machine Corporation, has returned to the firm's home office in New York, following a business confab with **Al Weymouth**, of Weymouth Service. . . . **Jack Johnston**, Long Beach operator, left for a vacation in the Deep South. He'll be gone for a month.

Jim Murphy, Inyokern operator, was down to pick up some new equipment and look over the local coin machine situation. . . . **Perry Irwin**, who hails from Ventura, made one of his frequent trips to Pico Street.

Paul Laymon, of the Paul A. Laymon Company, reports that the Bally Clover Bell continues to be in the spotlight. He should know, he just got in another shipment. . . . **Mr. Kripstein**, factory representative for the Downey Johnson coin counter, was making the rounds recently.

Export vending machine business has shown a marked improvement during the past few weeks, **Jack Leonard**, head of the vending department of Badger Sales, reports. . . . **Judd Lilly** was in from Mont-
(See LOS ANGELES on page 120)

Hartford, Conn.:

The City Licensing Commission at Westfield, Mass., has taken under advisement the matter of adopting locally the recently enacted Massachusetts State law licensing so-called automatic coin devices. A hearing on the subject was recently held by the commission following the receipt of a letter from **Frank Zawrotny**, of that town, who led a strong one-man opposition campaign against the licensing of such machines in Westfield.

A report, covering the months of July-September in 1948 and 1949, by the Connecticut State Tax Department, reveals that taxes collected on the sale of alcoholic beverages and cigarettes went up this year. The department said it took in \$1,346,637.73 in taxes on alcoholic beverages in the July-September 30, 1949, period, \$35,175.46 more than in the similar 1948 period. Cigarette tax stamp sales brought in \$2,165,447.22 in the July 1-September 30 period
(See Hartford, Conn., on page 122)

New York:

Lew Braverman, chairman of the board of directors of the Automatic Cup Dispensers' Association (ACDA), reports that the next meet of the org will be held at the Gramercy Park Hotel Thursday (27). Membership is open to all beverage machine ops in this area. Braverman heads the Drink Dispenser Corporation, one of the outfits with cup venders in the subways.

Charles Gondolfo, president of Futuramic Machines, Inc., and his associate, **Bill Croli**, report that tooling up for output of Koffee King, the firm's coffee vender, is about completed. . . . **Kuno Hamann**, president of Alkuno & Company, is about to break into the cigarette machine field. He will bow a four-column, 100-pack machine next month.

Al Blendow, of Blendow & Meyers, donating the use of his store next week for a charity bazaar. The affair will be run by the Daughters of Israel, who are raising money for the construction of a new building. Al plans to relocate the outlet, in which he is associated with **Al Meyers**, further down coinrow.

Rumors that **Nash Gordon** and **Dorothy Wolk**, of the Automatic Music Operators' Association (AMOA) staff, will do an apache dance at the org's affair Saturday (29) were denied. That part of the entertainment will be left to pros. **Al Denver**, president of AMOA, re-
(See NEW YORK on page 122)

Twin Cities:

Burrel Brown, of the Watertown Amusement Company, Watertown, S. D., was in town telling other operators about his successful hunting trip to Northern British Columbia. He brought back a sheep, a goat, a moose and a wolf. The wolf's hide was turned in to the Canadian government and a \$25 bounty will be received by Brown. . . . Operators were seeking tickets for future home games of the University of Minnesota Gopher football team. After the Gophers defeated Ohio State 27-0, the Rose Bowl possibilities blossomed and coinmen are anxious to see their favorite gridders in operation in the remaining home games. . . . Many operators have been pheasant and duck hunting and report they've been successful.

Kenny Glenn, wholesale coin machine salesman for 15 years, is opening his own distributing firm at 1933 University Avenue, St. Paul. As yet he isn't ready to announce his lines. . . . Speaking of football, **Harold Lieberman**, **Lou Ruben** and **Sol Nash**, of the Lieberman Music Company, watched the Gophers beat the Ohio Buckeyes and already have three reservations in for Rose Bowl tickets next New Year's Day. . . . **Hy Greenstein**, Hy-G Music Company, and his wife, who have been on a two-month tour of Europe and Israel,
See TWIN CITIES on page 122)

Miami:

Coinmen here are getting ready for the start of the 1949-'50 season, reports **Wilile Blatt**, head of Supreme Distributors, Inc. Routes are being expanded in some cases, and equipment is being prepared for the expected rush. . . . Meanwhile, several coinmen who own hotels here are faced with a double problem of preparation, for not only must they take care of their coin machine biz, but they must have the hotels in order for the rush of vacationers. Among those coin machine figures who operate major hotels on the beach are **Lou Koren**, owner of the King Cole Hotel, and **George Saxon** (former Chicago coinman), who has made his Saxon Hotel into one of the leading hostleries in the nation.

Calendar for Coinmen

- October 24-26—Popcorn Industries' convention and show, Palmer House, Chicago.
 - October 25—Western Vending Machine Operators' Association (WVMOA), meeting, Los Angeles.
 - October 26—Michigan Miniature Bowling Association (MMBA), monthly meeting, Jericho Building, Detroit.
 - October 27—Michigan Self-Service Laundry Association (MSSLA), regular dinner, discussion meeting, Leland Hotel, Detroit.
 - November 3—Washington Music Guild, Inc. (WVG), monthly meeting, Washington.
 - November 7—Amusement Machine Operators of Greater Baltimore (AMOGB), regular monthly meeting, 2441 North Charles Street, Baltimore.
 - November 8 and 22—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadway Hotel, Philadelphia.
 - November 10—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.
 - November 10—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.
 - November 14-17—American Bottlers of Carbonated Beverages (ABCB), annual convention and exhibition, Convention Hall, Detroit.
 - November 27-30—National Automatic Merchandising Association (NAMA), annual convention and exposition, Convention Hall, Atlantic City.
 - November 27-30—National Association of Amusement Parks, Pools & Beaches (NAPPB), annual trade show and outdoor convention, Sherman Hotel, Chicago.
- (Association officials are invited to submit convention and scheduled meetings information to the Coin Machine Editor, *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Look To The **GENERAL** For LEADERSHIP

Guaranteed Reconditioned Equipment

SPECIAL!
Williams
STAR SERIES
Thoroughly Recondi-
tioned With Latest
Bat Unit.
\$269.50



Write for our complete bulletin.

5 BALLS	
Ali-Baba	\$ 85.00
Barnacle Bill	99.50
Big Top	110.00
Buccaneer	110.00
Caribbean	59.50
Cinderella	69.50
El Paso	119.50
Floating Power	99.50
Grand award	119.50
Humpty Dupty	55.00
Lady Robin Hood	65.00
Majors ('49)	129.50
Major League	
Baseball	\$9.50
Mardi Gras	\$ 69.50
Paradise	89.50
Phoenix	110.00
Rainbow	99.50
Ramona	110.00
Show Boat	119.50
Speedway	89.50
Spinball	69.50
St. Louis	149.50
Star Dust	89.50
Stormy	49.50
Super Hockey	139.50
Temptation	89.50
Tucson	129.50

Terms: 1/3 cash with order, balance C. O. D.

GENERAL Vending Sales Corp.
BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

SIGNALS . . . 10-14-18!
HOLD EVERYTHING!
Williams
QUARTERBACK
COMING NEXT WEEK!

✓ **LAKE CITY Specials** ✓

COME IN OR WRITE! NOW DELIVERING THE NEW, EXCITING . . . **HOLLYCRANE**

Here It Is! All the Thrills of Bowling! The Best on the Market!
CALIFORNIA SHUFFLEPINS

WILLIAMS QUARTERBACK . . . It's All American . . . Big Gains

BELLS	CONSOLES
Jennings Silver Chief, 10¢	Keeney Super Bell
Jennings Silver Chief, 5¢	Keeney Super Bonus, 5-25¢
Golden Falls, 2/5, 5¢	Evans Bangtail
Golden Falls, 2/5, 25¢	Bally Spot Bell
Black Cherry, 5-10-25¢	Bally Delux Drawbell
Blue Front, 5¢	Mills J Bells
Brown Front, 10¢	
Pace, 25¢	
Columbia, 5¢	
Glitter Gold, 5¢	
Glitter Gold, 25¢	
Jewel Bells, 5-10-25¢	

SPECIAL!
50 BLACK TOP 22 FT. SHUFFLEBOARDS @ \$115.00.
BALLY'S LATEST—CLOVER BELL CHAMPION—Write for Full Particulars.
MILLS' LATEST BELLS! MILLS Q. T. BELL AND MILLS 21 BELL.

We Will Meet or Beat All Advertised Prices In This Area. 1/2 Down, Balance C. O. D.

✓ ✓ ✓ **LAKE CITY AMUSEMENT CO.** ✓ ✓ ✓
1648 ST. CLAIR AVENUE • Cherry 7067 • CLEVELAND 14, OHIO

fast Action!
HI-LO-FIELD
NOW ONLY **\$23.50** EACH **DICE GAME**
★ TOP EARNINGS FOR COUNTER SPACE
★ EASY TO OPERATE ★ FOOL-PROOF CONSTRUCTION
★ NO FEDERAL AMUSEMENT TAX ★ BEAUTIFUL 5 COLOR LAYOUT

The new, larger, more attractive and improved HI-LO-FIELD Dice Game. Earnings from \$50 to \$100 daily in ordinary locations. HI-LO-FIELD is helping thousands of cigar stores, taverns, night clubs and road spots revive their dice game earnings. NO COIN SUOT . . . portable and easily removed from counter. Ideal for closed territories. OVER-ALL SIZE, 14x21 inches.
1/3 Deposit With Order, Balance C. O. D.

VALLEY SALES SERVICE 31 NORTH BROADWAY AURORA, ILLINOIS

COINMEN YOU KNOW

Chicago:

(Continued from page 119)
ing last week. . . . Meanwhile United Manufacturing's Shuffle Alley, Genco's Glider, Bally's Shuffle-Bowler and Exhibit Supply's Silver Bullets are reaching the quantity stage. . . . Ken Wilson, who has been an operator, distributor and manufacturer during his long coin machine career, visited several Chicago plants this week. Ken lives in the Chicago area but has spent the past few months in the East.

Jack Mell, new Amusement Sales staffer, left for a swing thru Oregon, Washington, Montana, Nevada, Wyoming and Idaho. Mell, 20 years in the trade, was with Baker Novelty in his most recent coin machine affiliation, Harry Brown, president, reports. Patti Hilborn, in charge of Brown's office activities, says that Amusement Sales will continue to expand its production and warehouse facilities and in this connection plans to open new quarters in the city in mid-November.

Alvin Gottlieb, D. Gottlieb & Company advertising manager, points out that his firm is the only one producing five-ball equipment exclusively. King Arthur is Gottlieb's current model and firm heads say that it is making a lot of new operator friends. Nate Gottlieb, who is a leading clubman in addition to holding down executive duties at the plant, lined up Marshall Goldberg, former University of Pittsburgh and Chicago Cardinal backfield ace, as guest speaker at a recent meeting of members of his temple.

AMI's loop headquarters was a busy place last week as Lindy Force, manager of general sales, played host to John Haddock, president. Also in town were Ed Ratajack, Western regional representative for AMI, and Bill Miller and Ben Newmark. Latter two have just formed the Miller-Newmark Distributing Company, with headquarters in Grand Rapids, Mich., and Detroit, and were in town to close a distributorship deal with AMI. The deal was arranged by Ratajack.

Los Angeles:

(Continued from page 119)
bello to see the latest in games and renew acquaintances on Pico Street. . . . Phil Robinson, of Chicago Coin, making the rounds. Ditto for Art Crane, of Genco.

Bakersfield was minus one coin machine operator recently when Alex Koleopolus came down to look over the local situation. . . . Charlie Cahoon was another coin operator seen on Pico Street recently.

Mary Solle, of the Leuenhagen Record Bar, is making plans for the firm's next big record preview party with the assistance of Bill Leuenhagen. . . . W. J. Edmunds was in town from his nearby operation in Compton.

Frank Butterfield, of the E. T. Mape Company, reports a good sale in used music equipment. . . . J. F. Cooper, Riverside operator, was in town for a looksee at the latest in games. . . . Cliff Allison, of Lancaster, was down from his Antelope Valley headquarters to pick up some equipment.

Another Bakersfield operator, William Black, was in town for a tour of Pico Street. . . . Mr. Nesbitt, who hails from suburban Arcadia, the home of Santa Anita, was on Pico Street recently. Another visitor was Dan Mohr, of Redondo Beach.

Norman Christ came down from Lompoc for a visit recently. . . . Ditto for Lelia Smith, who hails from Bartstow.

Detroit:

(Continued from page 119)
of Jeff's Music, visited his daughter, who is attending college at Hillsdale, Mich., and was able to watch the home team win a football victory over Alma College in the annual homecoming game. Jeffrey also furnished a juke box for the annual freshman dance at the college.

Golden Brooks, of the Golden Music Company, won the door prize at the open house party held by Music Systems, Inc., Sunday (16)—a 100-record Select-o-Matic.

F. Stanley Collins, who operates in the suburban and surrounding resort areas, has dropped his popcorn vending operations to concentrate on candy, cigarette and nut vending machines. He reports business holding up well into October in the resort sections, in contrast to the usual slump anticipated at this season, and is very optimistic about business prospects.

James J. Abdella, who is taking over national distribution for the vending machine trade on pistachio nut supplies, is installing new roasting equipment. John N. Germack, founder of the business, is due in Detroit from his New York headquarters in the next few days. . . . R. S. Johnson, pioneer pistachio machine operator, is back in the business. He has added new machines at his headquarters in Grosse Pointe. . . . R. Kerman has established headquarters for his vending operations, specializing in the Victor machines, at 11739 Linwood Avenue, where he also acts as a distributor for the line.

Jack W. Warr and Emanuel Silverman teamed up to form the Automatic Salesman Company, with headquarters at 10504 West Seven Mile Road. . . . Isaac Finkelstein, Paul Gold and Paul Chover, who operate the Michigan Vending Company, are branching into the new field with a hot dog steaming unit operation, servicing largely tavern locations. They have formed the new Hot Dog Service Company.

When you buy from Runyon
YOU BUY THE BEST

BEST OFFER ACCEPTED!
STEEL ROLL DOWNS
BERMUDA ADVANCE ROLL
MELODY ROLL TROPICANA
COVER GIRL SINGAPORE
GOLD MINE HAWAII
MIMI

ROLL-A-SCORE (SMALL SKEE BALL)
PREMIER BARREL ROLL, 9 FT.
FIRESTONE SUPER SKEE ROLL
FIRESTONE BONUS ROLL
WURLITZER SKEE BALL

RUNYON SALES COMPANY
Exclusive AMI Distributors in N.Y., N.J. & Conn.
593 10th Avenue : 123 W. Runyon Street
New York 18, N. Y. : Newark 8, N. J.
L'Orange 4-1880 : Bligelow 3-8777

EXTRA CLEAN
1080A's \$349.00
SEEBURG 147M 419.00
1/3 Deposit. Crating Extra.
PORTER MUSIC CO.
7 Maco Ave. W. Asheville, N. C.

OPERATORS

YOUR ATTENTION, PLEASE!

JENNINGS PROUDLY PRESENTS

The "EXPORT CHIEF"

"FOR OPERATORS AT HOME AND ABROAD" *

1. SPECIAL LOW PRICE TO OPERATORS ONLY IN THE UNITED STATES AND ABROAD!

2. AVAILABLE IN ANY DENOMINATION WITH TOKEN JACKPOT! (AUTOMATIC JACKPOT SLIGHTLY HIGHER)



3. WORLD FAMOUS "FEWER OUT-OF-ORDER CALLS" JENNINGS MECHANISM!

4. WIDE CHOICE OF JENNINGS POPULAR REEL COMBINATIONS!

The Machine Built Exclusively for Operators.

Here is your machine, Mr. Operator! Jennings' NEW "EXPORT CHIEF" incorporates every sound and proven idea Jennings has introduced to the public in the last 20 years . . . at a price to interest every operator!

Now you can get the exclusive features of Jennings' famous deluxe models in the new "EXPORT CHIEF" . . . built for operators and sold only at a special low price to operators! Here's a tough, rugged workhorse equipped with the world famous Jennings' "One-Piece"

Chief-type mechanism . . . in a beautiful colored, baked enamel front and attractive oak finish cabinet!

We have been repeatedly asked by many operators at home and abroad to build a machine without the extras needed by fine clubs and casinos . . . a machine trimmed down to meet today's heavy duties on exports and yet containing the basic "life and body" of the finest Jennings' equipment! We therefore bring you the "EXPORT CHIEF" to fill these demands.

*** WE INVITE EVERY OPERATOR TO CONTACT THE O. D. JENNINGS & CO. OR THEIR LOCAL DISTRIBUTOR FOR FURTHER INFORMATION AND PRICES**

O. D. JENNINGS AND COMPANY

4307 WEST LAKE STREET • CHICAGO 24, ILLINOIS • TELEPHONE MANSFIELD 2612

COINMEN YOU KNOW

New York:

(Continued from page 119)
 ported that Jan Murray will emcee the shindig, to be held in the Starlight Roof of the Waldorf-Astoria. A long list of top talent will be featured, he said, with Nick Kenny expected as special guest. Theme of the 12th annual event will be "A Night in Paris."

Ralph Petrosino, who with Harry Wartell owns the Postage Stamp Machine Company, left on a biz trip to the West Coast. He'll stop off at Chicago, Kansas City and Dallas, and be gone five weeks. . . . Lew Jaffa, Eastern Electric veepee, was slated to return from Los Angeles Monday (24).

Mike Munves has bought out Morris Migdin's stock of "Monkey Shines," the photo-electric gun game. He is also waiting for his first shipment of Exhibit's new version of the Dale gun. Reports are that it will be a two-gun unit. . . . V. R. Johnson, vice-president and sales manager of Coan Manufacturing, Madison, Wis., visited U-Select-It candy and cigarette ops here. He has named Carl C. Milter to rep the line in New York, New Jersey and New England.

Harry Berger, of West Side Distributors, has increased his staff to eight. Upped acceptance of his game-lease plan is the reason, says Harry. . . . Al Bloom, Speedway Products prexy, set to start manufacturing a 16-inch home tele console. The same basic set will be used that is housed in his tele-juke. . . . Artie Pratesi, op headquartered in Freeport, L. I., and his brother, Robert, shopped on the avenue.

Murray Wiener, who handles the C-Eight Electro cigarette vender, back in town after a short biz trip in Pennsylvania. He promises an important announcement soon. . . . Al Simon, Chicago Coin factory rep, in the Windy City last week. . . . Irv Wolf, local coffee machine operator, considering adding new vendors in his locations.

Twin Cities:

(Continued from page 119)
 are due back in Minneapolis early in November. They are expected to arrive in New York City November 1 or 2.

George Lawrence, Winona, Minn., who has been operating arcade equipment for some time, has gone into music and pin game operation too and was in the Twin Cities in recent days buying equipment for his locations. . . . Jonas Bessler, of Lieberman Music Company, reports business holding up well. He's expecting early shipment of Chicago Coin's new miniature shuffleboard game, Bowler. Operators say the new shuffleboard miniature is having a strong effect on five-ball operation, with the new games cutting into five-ball grosses perceptibly. . . . Sid Levin, of Hy-G Music Company, said Gottlieb's new King Arthur five-ball unit is receiving fine reception and that the demand is heavy. The Chicago factory, he indicated, is managing to keep up with its deliveries.

Pat Partridge, of St. Cloud, Minn., in the Twin Cities to buy several consoles, reports business in his area is fair. . . . Another St. Cloud coinman, Lloyd Fields, is cleaning up his route and adding a few new music and pin game units as replacements for older machines. . . . Perry Nold, of Cambridge, Minn., picked up several one-ball machines on his visit to this market. . . . Solly Rose, of Hy-G Music Company, reports the operators are giving Universal's new "Photo-Finish one-ball machine quite a whirl and that sales are very good, with deliveries keeping up with the demand. . . . Charles Serson, also of St. Cloud, was in town buying pinballs for placement on his route in exchange for older units.

Hartford, Conn.:

(Continued from page 119)
 this year, as compared with \$2,015,740.27 in the similar period last year.

At the Connecticut State Capitol, a certificate of incorporation has been filed with the secretary of state for a new Connecticut corporation, Hanson Vending Machine Company, Cheshire, listing authorized capital, \$50,000; incorporators, Gustave B. Hanson, Mary Ida Hanson and Luke H. Stapleton, all of that town.

Two honors have gone to Walter H. Wheeler Jr., president of Pitney-Bowes, Inc., Stamford, Conn., manufacturers of stamp-vending machines. He has been named recipient of the Stamford Jewish War Veterans' "Citizen Award" as the person who has done the most in promoting inter-faith relationship during 1949.

Charter N. C. Firm

LUMBERTON, N. C., Oct. 22.—Merchants Sales Corporation, this city, has obtained a charter from the secretary of State to buy and sell vending machines, goods, wares and merchandise. Authorized capital stock is \$50,000, with \$150 stock subscribed by Kenneth Boyd, Cecil Thompson and M. H. McLean Jr., all of Lumberton.

IMMEDIATE DELIVERY ON ALL SHUFFLEBOARD GAMES

★ Keeney's LINE UP	★ United SHUFFLE ALLEY	★ Bally SHUFFLE BOWLER	★ Genco's GLIDER
15 shots, 5¢. Every shot different. Scores over 9 million. Skill Shots, Angle Shots, Bank Shots, Stays alive—every shot a new challenge to player's skill. Write for Price.	Scores exactly like bowling! Spares, strikes, splits, railroads, doubles, turkeys, etc. Score totals automatically, frame by frame! Puck returns to player through new drop chute under playboard. \$345	Bowling with a puck. All the thrills of spares, strikes, splits, etc. Automatic scoring. Length of 9 1/2 ft. makes game more realistic. Gutters all the way down the alley. Write for Price.	Uses 1 puck. Less than 1 minute per game. Fast playing, fast scoring, fast paying. Combination pin game and shuffleboard. Most sensational game in years. Terrific earnings. Write for Price.

CONSOLES

NEW
Keeney TWIN BONUS SUPER BELL\$410
Bally CLOVER BELL MILLS DUPLEX
Universal ARROW BELL
WRITE

RECONDITIONED
Keeney SINGLE BONUS SUPER BELL\$225
Keeney TWIN BONUS SUPER BELL 360
Keeney SUPER BELL, 5¢ 75
Jennings CHALLENGER, 5-25¢ 215
Completely Reconditioned and Refinished.

WE ANNOUNCE WITH PRIDE

EXHIBIT'S NEW SILVER BULLET

A pistol shooting gallery created for COMPETITIVE PLAY. 2 players aim 2 realistic colt pistols, 8 targets, 4 scooting moonshiners pop in and out when hit. Separate score registers for each player. Continuous action! Players never tire of challenging one another. Now available for immediate delivery. Write or phone today for operators' price.

5 BALL GAMES

Perfectly Reconditioned and Refinished.

CARNIVAL	85
HUMPTY DUMPTY	65
BUILD UP	70
BANJO	70
VIRGINIA	70
YANK	75
TRINIDAD	75
ROBIN HOOD	75
TRADE WINDS	75
MARDI GRAS	85
RAINBOW	85
SARATOGA	110
BIG TOP	120

NEW GAMES

5 BALLS
Williams FRESHIE
Exhibit TUMBLEWEED
Chicago Coin TAHITI

ONE BALLS
Bally CHAMPION
Kentucky LEXINGTON

Reconditioned BALLY ONE BALLS

CITATION	\$345
GOLD CUP	175
TROPHY	195

Reconditioned PHONOGRAPHS

WURLITZER 1100	\$495
WURLITZER 1015	350
WURLITZER 780	175
WURLITZER 85	150
Mills EMPRESS	75
Mills THRONE OF MUSIC	75
Seeburg GEM	85
Packard Out of This World SPEAKER	95

DRAW BELLS

Cleanest and finest in the country.

REGULAR MODEL	\$165
DE LUXE MODEL	225

Honestly—these are really perfect. Definitely your "best buy."

REGULATION SHUFFLEBOARDS

Famous Mercury 49'er

22 ft. black die stock top with colored ends. Custom-built construction throughout—perfect condition. Used only 60 days. Only 2 available. Complete with Deluxe Wall Model ELECTRIC SCOREBOARD.

\$395.00

Terms: 1/3 down, balance sight draft.

SLOT SPECIAL

Mills CLUB ROYAL, Console Slot, 2 Machines.
 1 10¢ Play } Both for \$295
 1 25¢ Play }

Shuffleboards SCOREBOARDS

Genco OVERHEAD MODEL
Keeney STANDARD
Keeney DE LUXE OVERHEAD MODEL
Special prices through operators.

EXHIBIT DALE GUN

Reconditioned and refinished. Like New. 100% guaranteed. Now only **\$134.50**

DISTRIBUTORS! SPECIAL!

Brand new cartons for Exhibit Dale Guns. These are factory originals in lots of 10. Only \$25.

House of Values

WORLD WIDE DISTRIBUTORS, INC.

2330 N. WESTERN AVE. CHICAGO 47 Everglade 4-2300

Bally BOWLER

9 Ft. Replaceable Alley!
Allows swing of actual bowling! Completely automatic. Puck returns under playboard.

Immediate Delivery!

Reconditioned Guaranteed 5-BALLS

Humpty Dumpty	\$69.50
Singapore	49.50
Melody	54.50
Monterrey	49.50
Wisconsin	59.50
Catalina	69.50
Crazy Ball	79.50
Speedway	74.50
Samba	49.50
Jamboree	49.50
Contact	79.50
Stormy	59.50
Virginia	69.50

United SHUFFLE ALLEY

Scores like bowling! Spares, strikes, splits, turkeys, etc. Totals automatically, frame by frame! Puck returns under playboard. New drop chute.

Immediate Delivery

Genco GLIDER

Sensational combination Fingame-Shuffleboard. Uses only 1 puck. Less than a minute to play. Earns to \$30.00 daily!

\$295.00

NEW BRASS SLIDES

FOR MODEL 500 ABT COIN CHUTES, 5¢ Play

50¢ EACH

Brand New United SHUFFLE SKILL

1 puck—15 shots. 3 million high score. 8 ft. long. Limited Quantity. **\$160**

MILLS SLOTS

100% Perfect!

Reconditioned and Refinished All With Club Handles

5¢ Brown Fronts	\$ 85.00
10¢ Brown Fronts	90.00
25¢ Brown Fronts	95.00
25¢ Mills Golden Falls, HL	119.50
25¢ Black Cherry (Orig., Used 3 Weeks)	125.00

NEW PIN GAMES

CHICAGO COIN TAHITI
GOTTLIEB KING ARTHUR
EXHIBIT TUMBLEWEED
GENCO CAMEL CARAVAN

NEW ONE BALLS

Universal Photo Finish \$645.00
Bally Champion, F.P. : 645.00
Bally Kentucky, P.O. : 645.00

JOCKEY CLUB

1 Ball P. O., '47 Model, Like New **\$149.50**

VICTORY DERBY P. O.

Guaranteed Perfect! **\$110.00**

HOME OF PERSONAL SERVICE

Atlas NOVELTY COMPANY

2200 N. WESTERN AVE. · PHONE Armitage 6-5005 · CHICAGO 47

Division of ATLAS MUSIC CO.

Assoc. Offices: ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 3
 ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
 ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 3

GIVE TO THE DAMON RUNYON CANCER FUND

100%

Return privilege within 10 days if not satisfied with our reconditioned equipment

SINGING TOWER

20 SELECTIONS

Fully repaired. Perfect condition. Ready for location.

\$99.50 (crated)

1/2 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

12 Citations . . . \$300.00
5 Gold Cups . . . 125.00
5 Manhattans . . . 30.00

LIKE NEW JUST OFF LOCATION

NASTASI COIN MACHINE CO.
 1010 Poydras Street
 New Orleans, Louisiana
 MA 6386

ONE BALL GAMES

Citation	\$294.50	Jockey Special	\$84.50
Victory Special	29.50	Special Entry	49.50

FIVE BALL GAMES

Singapore	\$24.50	Black Gold	\$114.50
Cinderella	49.50	Hump, Dumpty	39.50
Screwball	69.50	Caribbean	34.50
Yanks	49.50	Gizmo	39.50
One-Two-Three	74.50	Telecard	114.50
Trinidad	34.50	Floating Power	84.50
Big Top	84.50	Triple Action	44.50
Ramona	84.50	Bowl, g Champ	114.50
Trade Wind	42.50	Lite-o-Card	39.50
Morocco	49.50	Daw-Wa-Ditty	59.50
Robin Hood	44.50	King Cole	59.50
Ballerina	69.50	Buttons & Bows	119.50
El Paso	134.50	Jack & Jill	69.50

GENERAL DISTRIBUTING CO.
 1225 N. Broad Ave. New Orleans, La.

You'll Strike It Rich With

KOFFEE KING

NEW FUTURAMIC HOT COFFEE VENDOR

ALBUM REVIEWS

(Continued from page 45)

ON A BICYCLE BUILT FOR TWO 75

Dick Robertson Ork (3-10")
Vocalion VP-1
On a Bicycle Built for Two; Two Little Girls in Blue; Little Annie Rooney; The Sidewalks of New York; In My Merry Oldsmobile; Sweet Roast O'Grady; Come, Josephine, in My Flying Machine. Dick Robertson's old-fashioned waltzes and very straightforward delivery of equally old-fashioned songs cleaned up in the jukes in the late '30s. His sort of stuff has risen to popular heights in the past year or so. This gives this package of reissues a pretty good head start. In addition it is a low-price deal and comes in an envelope rather than an album. Should do its best in Midwestern areas.

JUKES All sides still worthy of a whirl.
JOCKS Where they like this stuff, few are able to top Robertson.

SCHUMANN: Symphony No. 4 in D Minor, Op. 120—Philharmonic Orchestra of Prague under Josef Keilberth (1-12") 74

MG 15001
A worthwhile addition to the growing list of Mercury long-play disks is this imported reading of Schumann's Fourth, which is a most arresting and lyrical work. This is one of the series of releases which to date have been made available only via LP and sans shellac duplication. The recording has a good sound tho it is not quite up to the superior quality which some of this company's previous long-play disks have achieved. The performance has plenty of guts and is accomplished with little departure from standard conceptions of the work. The orchestral sound achieves a fine quality.

JUKES Not suitable.
JOCKS For LP-equipped stations only.

ONWARD, CHRISTIAN SOLDIERS AND OTHER BELOVED HYMNS—Robert Shaw, director RCA Victor Chorale-Carl Weinrich (3-7") 75

Victor (45) WMO 1314
Onward, Christian Soldiers; Holy, Holy, Holy; O God, Our Help in Ages Past; All Creatures of Our God and King; All People That on Earth Do Dwell; Now the Day Is Over. Under Robert Shaw's superlative direction, the simple, familiar hymns emerge as rich, resonating church music. Carl Weinrich's organ background and the sonorous chant style of the fine choir enhance the reverential, cathedral effect. Truly classical music, in the best sense of the word, this package isn't headed for flash sales, but should prove a long-lasting family trade item.

JUKES Not suitable.
JOCKS Okay for religious segs.

EDITH PIAF SINGS—Edith Piaf (1-10") 76

Vox Polydor PLP (33) 3050
De L'autre Cote de la Rue; Mon Legionnaire; Embrasse-Moi; Paris-Mediterranee; L'accordeoniste; Elle Frequentait la Rue Pigalle; Je n'en Connais Pas la Fin; Le Brun et le Blond. Several of the selections on this LP platter were available previously, and enjoyed a lively sale on 78 r.p.m. disks. Others have never been available in domestic pressings. French Polydor, which made the first recordings of the great character singer, got much of her best material, as this set evidences, but at that time lacked top quality cutting equipment. In the dubbed LP remake there is a tremendous advance in quality. Every song here is an experience, whether or not one knows the language.

JUKES Not suitable.
JOCKS Any selection for an occasional novelty.

JOLSON SINGS AGAIN—Vaughn Monroe, Phil Harris, Sammy Kaye, Tony Martin, Count Basie, Tommy Dorsey (3-12") 72

RCA Victor P 254
Victor has packaged six hit standards from the Jolson flick: Monroe doing "Sunny Boy"; Harris, "Is It True What They Say About Dixie?"; Kaye, "Baby Face"; Martin, "Toot Toot Tootsie"; Basie, "After You've Gone"; Dorsey, "I Only Have Eyes for You." Strongest job is "Tootsie," which, available as a single, figures to do well. Combined name power on album figures to pull sales in a good bid for competition with the original Jolson package.

JUKES Can use.
JOCKS Can use.

SCHUBERT: QUARTET NO. 14 IN D MINOR ("Death and the Maiden")—Fine Arts Quartet (1-12") 72

Long Playing Mercury Classics MG 10008
This is one of the several domestic long-hair recordings turned out by Mercury. It appeared earlier on regular shellacs and was widely praised not only for the very substantial performance accorded this very lovely Schubert score but for its very excellent technical recording. What was excellent on shellac, turns up to be even more superlative in the long-play medium. This is one of the finest sounding chamber music recordings ever turned out on this side of the Atlantic. Excellent, too, are the David Hall notes.

JUKES Not suitable.
JOCKS LP-equipped long-hair and FM stations will want this for chamber music shows.

OPERATIC RECITAL BY EUGENE CONLEY—Eugene Conley-The New Symphony Ork, Alberto Erede and Royalton Kisch, directors (1-12") 68

London (33) LLP 26
Selections from Bizet: Carmen; Gounod: Faust; Puccini: Turandot; Plotow: Martha; Puccini: La Boheme; Donizetti: La Pavorita; Verdi: Rigoletto; Puccini: Tosca. Conley does 10 familiar arias with feeling and a big, lyrical tenor voice. He exhibits care and devotion for the music, with a happy minimum of theatrics. Recording is not what it should be for presence and clarity, but is passable. A good operatic package.

JUKES Not suitable.
JOCKS Single arias can be selected.

DOROTHY AND THE WIZARD IN OZ—Rosemary Rice-Billy Lynn-Patricia Jenkins-Leroi Operti (3-12") 80

Capitol ECO 3047
Three large plastic disks make for a pretty expensive kidisk package, but the ambitious production merits attention. Fanciful, whimsical tale by L. Frank Baum was adapted for disks by Ralph Rose, who also did "Robin Hood" for Columbia. Music, by Nathaniel Shilkret, catches and enhances the idea thruout. Acting and the overall pacing make for a thoroly charming, tasteful work, which, incidentally, doesn't lean on the original "Wizard of Oz" set too much, but, of course, will gain by the association with that highly successful forerunner. Cover reflects the charm of the characters and their adventures. Set was produced by Walter Rivers.

JUKES Not suitable.
JOCKS Top stuff for a long show.

RAVEL: MOTHER GOOSE SUITE—Andre Kostelanetz Ork (2-12") 80

Columbia MX-320
Kostelanetz, in this package, takes one of his infrequent wax excursions in leading a performance of an accepted full-length work. In this particular instance he does quite a capable job with the enchanting music which Maurice Ravel spun into his Mother Goose Suite. The work is made of five sections each of which describes either in part or in whole a well-known fairy tale. It is one of Ravel's best-known pieces and is indeed one of his most charming. The Kostelanetz performance is greatly enhanced by some superb recording and a fine orchestral ensemble blend.

JUKES Not suitable.
JOCKS Add a good "name" job on a fine work.

CAROLS AT CHRISTMAS—The Sportsmen (3-10") 70

Capitol CC 9005
We Three Kings of Orient Are; Away in a Manger; Good King Wenceslaus; O Little Town of Bethlehem; Silent Night; Wassail. With an organ background, The Sportsmen, the familiar radio foursome, dish out half a dozen Christmas carols and hymns with proper combinations of solemnity and spirit. Cover is unusual and attractive. Performances are okay and recording is creditable. But there are better carol waxings available and tho Capitol's merchandising people will do much to sell these to the public, it's hard to conceive that this set could be more than an average sort of seasonal package.

JUKES Not suitable.
JOCKS Passable carol singing for Christmas.

STARLIGHT SERENADES—Glenn Miller Ork (3-10") 82

Victor P-255
The Story of a Starry Night; Stairway to the Stars; When You Wish Upon a Star; Starlit Hour; A Handful of Stars; Shake Down the Stars. The late Glenn Miller's album packages have been among the top selling Victor items of all time. Tho this one hasn't quite got the guts which a couple of the predecessors have had, there's no reason why this collection of songs about the stars shouldn't do well. The contents are six popular ballads of a not too distant yesteryear all done in the danceable and melodic style of the Miller band and all spotting Ray Eberly vocals.

JUKES Still good for play.
JOCKS Fine memory fare.

STRAUSS WALTZES—Berlin Philharmonic Orchestra under Alois Melichar and Erich Kleiber (1-10") 74

Long Playing Mercury Classics MG 10008
Tales From the Vienna Woods; Intermezzo From 1001 Nights; Village Swallows. Two by the most renowned Johann and one by brother Josef makes up the long-play recording of Strauss family waltzes. This collection is a hit off the beaten track inasmuch as the waltzes are played in their entirety and not with the deletions which most orchestras make. Particularly lovely in its entirety is the familiar "Tales From the Vienna Woods." Brother Josef's "Village Swallows," the single selection conducted by Kleiber in the set, shows that his talents certainly are too completely dominated by Johann's reputation for it is a most charming slice of music. Recording is very good. Available only on LP.

JUKES Not suitable.
JOCKS FM and longhairs with LP on hand will like the full-length "Vienna Woods."

Save at Southern

"The South's Most Complete Coin Machine Supply House"

NEW FIVE BALLS

COTTLIEB	King Arthur	CHICAGO COIN	Tahiti
WILLIAMS	Freshie	EXHIBITS	Tumbleweed

FIVE BALLS — COMPLETELY RECONDITIONED

Aquacade	\$134.50	Harvest Moon	\$119.50	St. Louis	\$142.50
Baby Face	114.50	Hawaii w/f	29.50	Sally	89.50
Banjo	49.50	Holiday	114.50	Samba	59.50
Barnacle Bill	99.50	Humpty Dumpty	59.50	Saratoga	119.50
Big Top	75.00	Jack & Jill	79.50	Screwball	84.50
Blue Skies	99.50	Magic	119.50	Serenade	94.50
Boston	169.50	Major League	39.50	Sharp Shooter	149.50
Buccaneer	109.50	Majors 49	134.50	Short Stop	49.50
Button & Bows	142.50	Manhattan w/f	29.50	Show Boat	119.50
Catalina	49.50	Maryland	149.50	Singapore w/f	29.50
Carolina	124.50	Mexico w/f	24.50	Star Dust	74.50
Champion	149.50	Monterrey	64.50	Summertime	89.50
Cinderella	64.50	Nebraska	109.50	Swanee	124.50
Contact	39.50	Nevada w/f	29.50	Super Hockey	142.50
Dallas	142.50	1-2-3	99.50	Tampico	164.50
Double Shuffle	149.50	Paradise	79.50	Temptation	99.50
El Paso	124.50	Playtime	169.50	Tennessee	69.50
Floating Power	119.50	Puddin' Head	94.50	3 Feathers	149.50
Foot Ball	179.50	Ramona	99.50	3 Musketeers	164.50
Gizmo	99.50	Rancho	89.50	Thrill	79.50
Golden Gloves	164.50	Rondeevoo	69.50	Tropicana w/f	29.50
Grand Award	114.50	Robin Hood	64.50	Wisconsin	49.50
		Round Up	114.50	Yanks	49.50

ONE BALLS — IMMEDIATE DELIVERY

Champion	\$645.00	Citation	\$365.00	Jockey Special	\$150.00
Kentucky	645.00	Gold Cup	195.00	Victory Special	65.00

USED PHONOGRAPHS

A. M. I. Model "A"	\$425.00	Rockola 1422	\$215.00
Wurlitzer 1015	325.00	Packard "Manhattan"	224.50
Wurlitzer 1080	325.00	Aireon "Coronet 48"	295.00
Seeburg 146	345.00	Aireon "Fiesta"	195.00

SOUTHERN AMUSEMENT CO.

P. C. HENDERSON COE STONE

Phone: LD 524 or 5-3609

628 Madison Ave. Memphis, Tenn.

YOUR A.M.I. DISTRIBUTOR
For ARKANSAS, TENNESSEE and NORTH MISSISSIPPI

GET YOUR RESERVATIONS IN FOR THE BIG GAME—

Williams QUARTERBACK

OPERATORS

NEW SALES POLICY 1949 MODEL QUIZZER

Write—Wire—Phone Phone: Warwick 8-8480

TRAINING DEVICES, INC.

1469 Electric Ave. Manufacturer Lincoln Park 25, Michigan

WE WILL BUY For Cash in Any Quantity BALLY TRIPLE BELLS — BALLY SPOT BELLS

ADVANCE AUTOMATIC SALES COMPANY

1350 HOWARD ST. Phone: HEmlock 1750 SAN FRANCISCO 3, CALIF.

AUTOMATIC COIN
America's Bell Machine Center

We Are EXCLUSIVE AUTHORIZED DISTRIBUTORS for Mills Bell Products
7-BRAND NEW MILLS MODELS-7
 21 BELL • BLUE BELL • BLACK BEAUTY
 TOKEN BELL • JEWEL BELL • MELON BELL • BONUS BELL

GUARANTEED FINEST!

Reconditioned **SLOTS** Repainted
 AT NEW LOW BARGAIN PRICES!

- Mills 5c, 10c or 25c Blue Fronts. Ea. . . . \$ 79.50
- Mills 5c, 10c or 25c Brown Fronts. Ea. . . . 79.50
- Mills 5c, 10c or 25c Silver Chrome Bells, Ea. . . . 89.50
- Mills 5c, 10c or 25c 1947 Black Cherry. Ea. . . . 119.50
- Mills 5c, 10c or 25c 1947 Golden Falls, H.L. Ea. . . . 119.50
- Mills 5c, 10c or 25c 1948 Jewel Bell. Ea. 159.50
- Mills 5c, 10c or 25c 1948 Melon Bells. Ea. 159.50
- Mills 5c, 10c or 25c 1948 Black Gold, H.H. Ea. . . . 164.50
- Mills 50c 1948 Black Gold, H.L. . . . 225.00
- Mills 50c 1948 Club Royale 250.00
- Pace 10c Deluxe Comet 59.50
- Walling 10c or 25c Rolatop 49.50
- Jennings 5c or 10c Deluxe Life-Up 119.50

MILLS NEWEST!
21 BELL

3 Ways to Win Jackpot—6 Ways to Win "10" Payout. Up to \$50 on three 7's. In addition to jackpot and standard Awards. Write for details!

BACK AGAIN!
BRAND NEW!

JACK-IN-THE-BOX

Safe Stands **WRITE FOR PRICE** for Slots **Immediate Delivery**

RECONDITIONED ONE-BALLS AND CONSOLES

- Victory Derby P.O. \$ 59.50
- Mills 1948 3-Bells 210.00
- Mills Jumbo, P.O. 69.50
- Buckley Track Odds (No DD) . 189.50
- Buckley 1947 Track Odds, Double Tube Model 850.00

EXHIBIT DALE GUNS Overhauled and Refinished Like New **\$159.50**

UNITED SHUFFLE ALLEY — IMMEDIATE DELIVERY!

COMPLETE STOCK NEW AND USED CONSOLES, SLOTS, PHONOGRAPHS, PARTS
WRITE FOR PRICES ON YOUR REQUIREMENTS!

Terms: 1/3 Dep., Bal. C. O. D.

Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stands for Slots



AUTOMATIC COIN MACHINES & SUPPLY CO.

TELEPHONE: CAPitol 7-8244

4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

LONDON—Headquarters for High Quality Low-Priced Reconditioned Equipment!

PHONOGRAPHS

- Seeburg Classics \$99.50
- Colonel or Envoy 99.50
- 0800, 9800, 8200, RC . . . 99.50
- Wurlitzer 850 \$99.50
- Rock-Ola Super 49.50
- AMI Hi Boy (40 Selection) 59.50

ARCADE

- Tumbler \$39.50
- Total Rolls 39.50
- Goalies 74.50
- All Stars (late serials) \$149.50
- Advance Rolls 69.50
- Rebounds, like new, Each 79.50

PINBALL SPECIALS
\$29.50 EA.—4 for \$100.00

- Gold Ball, Ballyhoo, Kilroy, High Ride, Flamingo, Honey, Carousel, Ginger, Marjorie, Mystery, Crossfire, Torchy.

Terms: 1/3 Deposit, Balance C. O. D.

Exclusive Distributor for SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

FLIPPER GAMES

- Bermuda \$54.50
- Scraw Ball 84.50
- Tennessee 69.50
- Triple Action 64.50
- Humpty Dumpty 54.50
- Trade Winds 69.50
- Merry Widow 84.50
- Spinball 59.50
- Lady Robin Hood 79.50
- Ballerina 79.50
- Virginia 69.50
- Catalina 59.50
- Crazy Ball 69.50
- Shanghai 59.50
- Mardi Gras 74.50
- Yanks 64.50

S. L. London Music Co., Inc.
 3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. Division 4-3220
 2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

LOOK ★ WE GIVE THEM AWAY ★ LOOK

PHONOGRAPHS

- 46 Seeburg M \$315.00
- 47 Seeburg M 349.50
- 750 E Wurlitzer 124.50
- 500 Wurlitzer 50.00
- 48 Mills Metal Cabinet . . . 229.50

MISCELLANEOUS

- Evans Racer, 5c, F.P. . . . \$195.00
- A.B.T. Challenger 12.50
- Dale Gun (Perfect) 110.00
- Chicago Coin Rebound Shuffleboard, Original Crates 175.00
- Seeburg Tear Drop Spk. . . . 14.50
- Williams All Stars 97.50

CONSOLES

- Bally De Luxe Draw \$185.00
- Bally Reg. Draw, R.B. . . . 125.00
- Bally Wild Lemon 210.00
- Bally Double Up 285.00

Yes, we have **SHUFFLE ALLEY!**

ONE BALLS

- Bally Citations \$310.000
- Bally Champions Write
- Bally Gold Cup 179.50
- Bally Special Entry 50.00
- Gottlieb Daily Races 39.50

WE BUY, SELL OR TRADE ★ WHAT HAVE YOU?
ROCK CITY AMUSEMENT CO.

125 SIXTH AVENUE, N.

NASHVILLE, TENN.

Record Reviews

(Continued from page 41)



ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	DISK JOCKEY
		RETAILER
		OVER-ALL
CAB CALLOWAY ORK Bluebird 30-0012	Rooming House Boogie Cab and a jumping small ork build a neat and rowdy dinking of the Amos Milburn hit which should do okay on its own.	80--80--78--82
	I Beeped When I Shoulda Bopped Lightweight novelty deal is handled extremely well by Ca'.	63--69--60--60
BENNY STRONG ORK Capitol 87-787	Dear Hearts and Gentle People Strong lends a spiritual feel to a charming new tune. Strong reading for jukes and jocks.	83--85--80--85
	You're the One (You Beautiful Son-of-a-Gun) The Midwestern orkster tackles an oldie in the same style which has sent his stock soaring. Vibrant stuff for the boxes.	80--80--78--83
BENNY GOODMAN Capitol 87-788	Egg Head The familiar BG beat isn't as strong as usual in this un-boppish instrumental. Good Wardell Gray tenor solo.	71--75--70--68
	Why Don't We Do This More Often? Dolly Houston Same lack of crispness here. Pop tune of several years back is getting the revival treatment publisher-wise.	75--78--75--72
PETE DAILY Capitol 87-789	O Katharina Cute novelty version of the Dutch oldie, with amusing gang vocal and old-timey orking. Could come in for some juke play.	74--74--72--75
	Down Home Rag Ragtime oldie gets authentic treatment, with backroom piano, banjo, etc. Good dance instrumental in a fairly straight Dixie vein.	69--70--68--70
EDDIE MILLER ORK (Vocal Ensemble) Rainbow 80033	(Round Her Neck) She Wore a Yellow Ribbon The old Cavalry song, dressed up with new lyrics for the flick of same name, gets handsome, if fast rendition by fine vocal group, and tonky piano.	79--79--78--80
	Part-Time Sweetheart The honky-tonk pianist and big group put plenty of life and old-time beat into the catchy gang tune. Complete with whistling chorus.	81--82--80--80
JACK SMITH-NORO MORALES ORK Varsity 197	Linda Mujer A Majestic master reissued on the low-price label merges a couple of name talents in a passable rendition of the Latin standard.	69--72--68--68
	Babalu Noro's crack Latin crew and Smith's happy vocal approach make for an entirely satisfying waxing of another and popular Latin fave.	76--78--75--75
LOUIS PRIMA ORK Varsity 194	Chinatown, My Chinatown Prima of the Majestic days is in excellent form for this reissued waxing. Crisp ork work, good Prima vocal and trumpet team for a fine waxing of the standard.	76--80--76--72
	Anniversary Song Another top Prima showcase is this jump conception of the first Jolson flick's hit with Louis singing exceptionally well.	69--72--69--67
HOT LIPS PAGE Harmony 1077	I Never See Maggie Alone Lips' gravel tonsils handle the hit novelty lightly with the aid of some fly rhythm accompaniment.	80--83--79--79
	That Lucky Old Sun Lips tries to do like Louis (Armstrong) and comes off a decided second best tho his production support is superlative.	77--79--75--77
ROSEMARY CLOONEY Harmony 1078	Oh, You Beautiful Doll Rosemary contributes another of her fine vocals with solid ork and choral backing on the oldie being used as title of a coming flick.	75--78--74--73
	Don't Cry, Joe The promising thrush does a commendable job on the hit ballad. She draws sympathetic ork and vocal group support.	83--85--83--81
ALAN HOLMES & HIS NEW TONES Metro M-8004	Two Timer Lightweight rhythm item is treated cleanly by the small Holmes ork.	56--54--54--56
	Be Sure It's Me Boy-girl duet on a slight bounce ballad has its greatest appeal in some neat singing by a lad named Hal Marquess.	63--65--60--63
RAY BLOCH SWING EIGHT (Pat Terry) Signature 223	It All Depends on You Revived rhythm oldie which hasn't happened is done nicely in swinging Dixieland fashion with Pat Terry turning in a fine vocal.	63--65--60--65
	The Wedding of Lili Marlene Jack, Leonard-The Riddlers (Ray Arthur Quartet) Leonard and the vocal group have a highly pleasing waxing of the plug waltz.	66--66--66--66
DUKE ELLINGTON ORK Columbia 38008	The Creole Love Call One of Duke's greatest compositions draws a new and excellent recording. Kay Davis does the Adelaide Hall vocal obligato while Ray Nance offers some piercing plunger trumpet.	81--84--82--77
	You of All People Al Hibbler grabs most of the wax on a rather pleasant ballad. Ork work is first grade.	72--75--68--73
PETE PINTO TRIO Regent 7023	A Dream Told Me Rather indifferent waxing of a not unpleasant tune.	52--52--50--54
	Love Me, My Darling, Love Me Material and performance fail to stir interest.	42--40--40--48

finest
RECONDITIONED
EQUIPMENT
IN THE NATION

Do not confuse our Reconditioned Games with so-called "Close-Outs" or "As Is" Games. Every machine we sell is in BEAUTIFUL SHAPE, READY FOR LOCATION!

BAZAAR (Conversion)	\$ 39.50
BERMUDA	44.50
CARNIVAL	69.50
CATALINA	49.50
CINDERELLA	59.50
CONTACT	54.50
COVER GIRL	49.50
CRAZY BALL	54.50
DEW-WA-DITTY	94.50
FLOATING POWER	109.50
HOLIDAY	104.50
HUMPTY DUMPTY	49.50
LARIAT (Conversion)	39.50
MAGIC	84.50
MARDI GRAS	64.50
MERRY WIDOW	69.50
MONTERREY	59.50
ONE-TWO-THREE	104.50
SALLY	69.50
SCREWBALL	69.50
SHANGHAI	49.50
SPINBALL	49.50
ST. LOUIS	149.50
STARDUST	74.50
SUNNY	49.50
THRILL	69.50
TRADE WINDS	59.50
TRINIDAD	49.50
TRIPLE ACTION	54.50
TROPICANA w/f	34.50
VIRGINIA	54.50
YANKS	49.50

With Order, Balance C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street
Philadelphia, Pennsylvania
RIttenhouse 6-7712

Will Accept in Trade!

Exhibit

DALE GUNS

for

The Sensational Target Game

"Swingin' Monk"

Write, Phone or Call for Best Deal

COINEX CORPORATION

1346 Roscoe St. Chicago 13, Ill.
CRaceland 2-0317

SPOT CASH

For Universal's Photo-Finish, free play or payout; Bally Draw Bells, Citations, Champions or Lexingtons.

Keeney Single or Twin Bonus Super Bells.

Write, wire or phone lowest prices.

SILENT SALES CO.

208 11th Ave., So. Minneapolis, Minn.
GENEVA 3645

HEADQUARTERS for SLOT MACHINES

We Offer Only the Best, Unconditionally Guaranteed!

MILLS—All Models •

BLUE BELLS • BLACK BEAUTY BELLS
CRISS CROSS • TIC-TAC-TOE

Complete Machines and Conversion Kits Used Machines Taken in Trade.

SAVE MONEY WITH

BAKER NOVELTY CO.

1700 W. WASHINGTON BLVD.
CHICAGO 12, ILL.

Record Reviews

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

POPULAR
ANNE SHELTON London 479
The Hours I Spent With You
Miss Shelton's ringing tones do much to sell a likely English ballad.

Johnny Bach 74--80--73--70
Miss Shelton, a chorus and ork serve up a beautiful etching of a Welsh folk tune which the jockeys will like and could help sell.

ART LUND (Leroy Holmes Ork) MGM 10542
So Blue 86--86--86--86
A pretty oldie is revived handsomely by Lund with vocal group aid and a tasty ork backing helping to sustain a mellow mood.

Bye Bye Baby 85--87--83--85
Lund's alone and in top form for this lilting and infectious rhythm ditty from the "Gentlemen Prefer Blondes" score.

ROSEMARY CLOONEY Harmony 1074
Chicago 70--73--69--67
With vocal group and ork production, Rosemary sings fine to make a good disk of the standard.

There's a Broken Heart for Every Light on Broadway 82--85--80--80
The thrush gets a chance to strut her best for this beautiful oldie which is being flick-revived.

RHYTHM & BLUES
Good Evening Corrine 83--84--82--83
Wynonie Harris shouts the blues in his own distinctive style with a rock-ribbed backing. Masters were sliced several years ago and are being issued out of a new Coast diskery.

In the Evening Blues 83--83--83--83
This old blues is a current hit and this version should catch some of the money with Harris' fine shouting doing the attracting.

Lonesome Blues 82--82--80--84
Fine instrumental with much beat and mood spots tenor (probably Arnett Cobb) and growl trumpet. If the new label gets distribution this could be a big rhythm winner.

Be Alone 76--77--75--77
Another rhythm item but not up to the topside's infectiousness. Spots Camille Howard on the last chorus vocal.

Wobbling Duck 69--69--68--70
Modest, well performed swinging jumper features much clean ensemble and some booting Bostic alto.

Wild Man 66--65--65--67
Some neat swing figures set the pace for Bostic's frantic alto sax work.

Mean Mistreatin' Mama 75--75--75--74
Polignant Southern blues is chanted in strong, heartfelt style by the New Orleans shouter.

One Sweet Letter 76--77--76--75
The lads lay down a strong drag beat, and Jack makes a strong plea for his epistle.

Sorry Woman Blues 56--54--58--56
Run-of-the-mill Southern blues alde.

Water Trough Blues 57--55--59--57
Similar stuff.

Is That All I Mean to You 81--82--82--80
Jackson croons a likely looking ballad in vibrant, intense manner.

Why Don't You Haul Off and Love Me? 84--85--82--85
Live rhythm rendition of the folk hit, complete with honkin' sax section and hand-clapping. Fine Moose vocal.

Ja-Hoosey Baby 80--NS--80--80
Moderate blues-jump is projected with a powerful beat, and the gal shouts the suggestive lines with provocative flavor.

Love Me or Please Let Me Be 77--78--76--76
Gal pipes a slow blues-ballad in throaty, sexy, clipped phrases.

COUNTRY & WESTERN
It's Just About Time 84--84--84--84
Acuff endows this ballad of a convict about to be hung with a rare sense of the tragic. Lyric is poetic and sincere, hits with impact.

Lonesome Old River Blues 75--75--75--75
Authentic rendition of a traditional Western blues.

Empty Arms 73--73--73--73
Slow, dreamy waltz ditty harmonized by male voices. Pop appeal here as well as rural.

I'm Cryin' Tonight Over You 70--70--70--70
Routine country rhythm ballad well sung and orked.

This Is the End 66--66--64--68
Sobber done in the real mountain styled boy-girl harmony. For the blue jeans trade.

Poor Ellen Smith 69--71--69--67
Miss O'Day delivers a gory ballad of the kind that's been part of mountain tradition for centuries. Singing and banjo are effective.

Take That Leash Off of Me 65--65--63--67
Gay little jingle gets a light-hearted run thru, Western manner.

That's a Dad-Blamed Lie 65--65--63--67
Similar in spirit and treatment to the slip—lightly rhythmic and casual.

(Continued on page 126)



\$25 DOWN
Balance \$10 Monthly

PENNY FORTUNE SCALE
NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

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.

RECONDITIONED PHONOGRAPHS
GUARANTEED AA-1

WURLITZER	SEEBURG
1100 \$420.00	147 \$330.00
1018 290.00	144 360.00
150 110.00	Classic or
800 120.00	Vogue ... 70.00
750 160.00	Colonel or
100 & 400 ... 50.00	Major ... 70.00
616 35.00	Gem ... 60.00
	Wireless Cellular Job .. 110.00
ROCK-OLA	AMI
1422 \$175.00	Model A ... \$420.00
Belgian Type Pool Table, 10c Slot, Reconditioned \$ 99.00	Crating \$5.00 Extra.
1/3 With Order, Balance C. O. D. Send for Free Illustrated Catalog.	
MARCUS KLEIN	
557 Tenth Ave. New York 18, N. Y. Phone: BRyant 9-0699	

FOR THE BEST DEAL..
Deal with Davis!

- Wurlitzer 1100 .. \$489
- Wurlitzer 1015 .. 319
- Wurlitzer 1080 .. 319
- Wurlitzer 1017 .. 275
- Rock-Ola 1422 ... 219
- Mills Constellation. 279

**GUARANTEED
POSTWAR
PHONOGRAPHS**

**NO
EXTRA
CHARGE**

- Seeburg 148ML .. \$489
- Seeburg 147M .. 389
- Seeburg 147S ... 349
- Seeburg 146M .. 319
- Seeburg H246M. 279
- Seeburg H146M. 250

**PHONOGRAPHS LISTED BELOW ARE COMPLETE
AND IN GOOD WORKING ORDER**

WURLITZER	ROCK-OLA	SEEBURG
750E \$149	Commando \$69	1941 R.C. Special .. \$159
800 109	President 69	Envoy, R.C. 119
900 79		Hightone, R.C. 119
400K 69	PACKARD	Hightone, E.S. 99
400R 64	Twin 12 \$ 39	Colonel—Major .. 99
Victory 49	AMI	Commander—Cadet .. 89
34 49	AMI Singing Tower... \$39	Classic—Vogue 79
414 49	AMI Model 309..... 39	

**THESE PREWAR
PHONOGRAPHS**
Available With—

- ✓ Mechanism Overhauled
- ✓ Worn Parts Replaced
- ✓ Amplifier Reconditioned
- ✓ Tone Head Renewed
- ✓ Speaker Inspected
- ✓ Professionally refinished Cabinet
- ✓ Unconditionally Guaranteed

FOR AN ADDITIONAL \$35.00

WALL BOXES

SPECIAL—Seeburg Prewar 5c	Wireless
Seeburg 3W2-L56, 5c 3 Wire \$29.00	Wurlitzer 3020 \$39.00
Seeburg W1-L56, 5c, Wireless 27.50	Wurlitzer 125 7.50
Seeburg Prewar, 5c, 3-Wire... 12.50	Wurlitzer 320 4.25
Seeburg WB-1Z, 5/10/25, Wireless Baromatic 19.00	Wurlitzer 100 3.50
Seeburg DSB-1Z, 5/10/25, 3-Wire Baromatic 19.00	Wurlitzer 120 3.50
Seeburg S-20-12-30 Wire ... 3.50	Rock-Ola Dial-a-Tune . 3.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE.

DAVIS
DISTRIBUTING CORP.

738 ERIE BLVD. EAST
SYRACUSE, N.Y.—PHONE 5-5194
Branches in Buffalo, Rochester, Albany

**GUARANTEED
REBUILT
PHONOGRAPHS**

Seeburg
Factory
Distributors

Record Reviews

(Continued from page 125)

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	
COUNTRY AND WESTERN		
BANJO MURPHY McCLEES Bullet 692	Blues You Want To Lose Country blues vocal, with accordion, fiddle and banjo solo spotted. Adds to a listenable but unseasonal job.	66--66--64--68
	Five Foot Two, Eyes of Blue Cornhusked version of the revived oldie doesn't figure to have great impact on the pop or the country market.	66--66--64--68
BILLY STRICKLAND & THE HILLBILLY KINGS Regal 5067	Hillbilly Wolf Completely citted warbling and jump boogie woogie orking mark this one as a hybrid. Little chance for appeal anywhere.	45--45--45--45
	All Because of My Jealous Heart Same lack of the real country conception puts the finger on flip, tho tune could impress if done in the proper style.	55--55--55--55
BILL DRAKE Bullet 688	When You Have No One To Love You Undistinguished hillbilly vocal and orking on a run-of-the-mine hill ballad.	50--50--50--50
	Let's Start All Over Again Much better all-round job here, as tempo picks up for an okay fast novelty.	67--67--67--67
BOB FLANNERY Cap 57-40240	Revenge One of those every-once-in-while country tunes that registers truth in an earthy manner. Could step out.	85--85--85--85
	Won't You Come Into My Heart A simple waltz, without the charge of flip.	66--66--66--66
CECIL CAMPBELL'S TENNESSEE RAMBLERS V 21-0123	No Where, No Time, No Place Boys get off a sparkling Western treatment of a likely novelty ditty.	74--74--72--76
	Tear Drops A so-so weeper doesn't get the needed conviction and sincerity from Campbell.	58--58--56--60
JEFF DURHAM & HIS KENTUCKY BOYS Fortune 123	I Sent You Roses Another contribution to the rose fever rampant in the music biz. Song is okay, but rendition doesn't have the homespun country touch.	63--63--61--65
	Okee Doaks Swinging Western stomp, with an infectious Tex Williams type recitation. Tune's an engaging hunk of nonsense.	73--73--71--75
BOB WILLS & HIS TEXAS PLAYBOYS MGM 10512	When It's Christmas on the Range Wills's Christmas entry is a Tin Pan Alley type Western ballad. Rendition is slow.	60--60--60--60
	Santa's on His Way Switch on "Here Comes Santa Claus" doesn't pack much charge.	62--62--62--62
PAUL HOWARD & HIS ARKANSAS COTTON PICKERS King 814	Hora Sta Cotton Picker Despite the country beat maintained by guitars, this is pretty much of a hodge-podge hybrid, based of course on "Hora Staccato."	52--54--52--50
	Twelve o'Clock Waltz Forceful, yet warm warbling of a pretty, danceable country waltz.	75--76--74--74
THE STRING DUSTERS-JERRY BYRD Mercury 6218	Steelin' the Chimes The champ steel guitar man makes his box talk here, in tidy dance tempo.	71--73--70--70
	Wabash Wah-Wah Blues Novel talking-guitar treatment of the oldie "Wabash Blues", is a strong bid for jockey attention.	76--81--73--73
ZEB TURNER King 818	You're Gonna Be Lonesome, Downhearted and Blue Well-performed but commonplace side.	70--70--70--70
	How Can I? Same smooth warbling of routine material.	68--69--68--68
SPADE COOLEY V 20-3547	You Can't Take Texas Out of Me When the brass section swings out and smooth reeds follow, this jumper sounds like a straight dance piece. Needs more Western flavor.	62--62--60--64
	I've Got a Heart Filled With Love Same applies here—plus fact that tune is of mediocre pop caliber.	56--52--56--60
JACK RIVERS ABC Eagle 150	I Don't Write No Letters Tune's bright and catchy, and Rivers warbles it zestfully with a lively Western string backing.	70--70--70--70
	Country Boy Rivers sells the bucolic clik with humor and sincerity.	67--65--69--67
JACK RIVERS ABC Eagle 138	Nebraska Sweetheart Regional rhythm ditty isn't much; gets a casual run-thru.	55--55--55--55
	Nebraska, My Home A slow, sweet lesson in Great Plains geography. This one has something, should do well in Nebraska and environs.	68--68--68--68
EDDIE CROSBY Decca 46180	Blues, Stay Away From Me Male duo harmonizes a country blues, while a steel guitar maintains a striking boogie beat behind. Effective mood piece.	77--77--76--78
	Foolish Notion Ballad in the manner of "Careless Hands," etc., doesn't register.	64--64--64--64
TEX WALLACE ABC Eagle 148	Slipping Around The trenchant hill ditty gets fair coverage from warbler and string group.	56--52--58--58
	Close Your Eyes and Dream Jack Rivers & Abigail Close boy-gal harmony on a pleasant hybrid pop-country romancer.	68--68--68--68

In Any Conference

It's

Williams
ALL-AMERICAN

QUARTERBACK

**OPERATORS INFORMATION
ON REQUEST**

RECONDITIONED PIN GAMES READY FOR LOCATION

Ballyhoo ... \$10.00	Majors of '49 \$115.00	Sunny \$37.50	Wisconsin . \$ 42.50
Barnacle Bill 87.50	Monterrey.. 42.50	Swanee 99.50	Oklahoma.. 142.50
Big Top 89.50	Super	Temptation . 89.50	Tampico ... 157.50
Float'g Power 94.50	Hockey .. 135.00	Tropicana .. 24.50	

VICTORY SPECIAL, REGULAR \$39.50

KEENEY TWIN BONUS SUPER BELLS, 5/25 \$275.00
KEENEY TWIN BONUS SUPER BELLS, 5/5 260.00

NOW DELIVERING NEW EQUIPMENT

Tahiti, Freshie, King Arthur, Tumbleweed, Bally CHAMPION, Bally CLOVER BELL, KEENEY'S ELECTRIC CIGARETTE VENDOR, MILLS "21" BELL, MILLS DUPLEX, MILLS BONUS BELL, MILLS JEWEL BELL, MILLS BLUE BELL, MILLS BLACK BEAUTY, MILLS Q.T. BELL, DOWNEY JOHNSON COIN COUNTER.

Established
1913

ROY MCGINNIS CO.

2011 MARYLAND AVE. BALTIMORE 18, MD. PHONE: BELMONT 1800

SALE!

Used Pin Games in A-1 Condition

- 2 GRAND AWARDS\$109.59
- 4 RAMONAS 99.50
- 6 SALLYS 89.50
- 1 TENNESSEE 69.50
- 2 WISCONSINS 59.50
- 2 TRIPLE ACTIONS 59.50
- 2 GOLD MINES 59.50
- 2 STORMYS 49.50
- 1 SUNNY 49.50
- 3 SINGAPORES 25.00
- 3 POOL TABLES (regular size) \$324.50 ea.

SPECIAL

100 CITATIONS \$319.50
(used 3 mos.) EA.

Immediate delivery on United's "Shuffle Alley"

Chicago Coin's "Bowler"

Phone, write or wire your order.
1/3 Cash with order, balance C.O.D.

F. & W. AMUSEMENT CO.
COOKEVILLE, TENN.

Candy "Bars"

BALTIMORE, Oct. 22.—New benefits attributed to candy continue to climb. Latest is the assertion by Dr. Robert V. Seliger, chief psychiatrist of the Neuro-Psychiatric Institute of Baltimore, that candy can fill an important role as a curative for alcoholism.

Dr. Seliger states that eating candy between meals is the best preventative for that tired, nervous feeling, which often leads to a desire for alcoholic stimulation. He recommends that borderline alcoholics always carry chocolate bars or other candy with them to pop into their mouths whenever they become restless or tired.

F. Sebulske New Head Of Keystone Bottlers

HARRISBURG, Pa., Oct. 22.—Fred Sebulske, general manager of the Pepsi-Cola Metropolitan Bottling Company, Pittsburgh, has been named president of the Keystone Bottlers Association (KBA) to succeed Clarence G. Stoner, of the Stoner Beverage Company here.

Other officials elected by the group were Morris Levin, Philadelphia, first vice-president; Wesley Woodson, Altoona, second vice-president; E. H. Browning, New Castle, third vice-president, and George Derry Sr., Philadelphia, treasurer.

The election was held at the close of a strong convention fight against the State's soft drink tax (The Billboard, October 22).

Washington:

(Continued from page 119)
of the Annapolis office. He was formerly stationed in Baltimore.

W. R. Bolen, president of the Northwestern Manufacturing Corporation, Morris, Ill., was a recent week-end guest of Marvin E. Maddox who handles Northwestern and Watling sales and services here. Bolen has been making a circuit of the East Coast for Northwestern.

The Prince Georges County (Maryland) Hotel and Restaurant Association in conjunction with the coin machine men in Prince Georges County recently held an oyster roast. Guests included location owners, shopkeepers, and tavern managers in the county. Cong. Lansdale G. Sasser (D., Md.), guest of honor, addressed the gathering.

Atlas Amusement Company has several of Williams' new Quarterbacks on order and expects delivery shortly, Anthony J. Cicala, manager, reports.

Revision of the Washington Coin Machine Association (WCMA) by-laws was discussed at a special meeting of the group Thursday evening (27). C. Walter Hendricks, General Amusement Company, was chairman of the committee suggesting the changes. Emanuel Geanaros, of the Washington Novelty Machine Company, and James Smith, of Marlin Amusement Corporation, served with him.

Collection Box Safeguard Made By Conn. Firms

HARTFORD, Conn., Oct. 22.—Two local manufacturing companies have co-operated to produce a device which makes stealing by collectors of coins from parking meters and other types of coin vending machines impossible, it has been revealed. The two concerns are M. H. Rhodes, Inc., manufacturers of parking meters, and the Taylor & Fenn Company, one of the country's oldest machine tool manufacturers.

The machine was developed by Taylor & Fenn at the suggestion of the Rhodes organization. It both seals and unseals the coin collection boxes, and, it is said, the coin collector never touches the money, bringing the coin boxes to a central agency where they are emptied and resealed by the machine for further use.

It was also revealed that the idea for the device came from M. H. Rhodes, who is president of the organization bearing his name. He requested Taylor & Fenn to develop the sealing device and also to produce it in volume. The development is a small, electrically operated machine which automatically opens a full coin box to be emptied of coins, and then seals it for use again. The machine can complete the opening and resealing in a matter of seconds.

According to the two concerns, two inexpensive coin boxes will be needed for each parking meter or other vending machine, one to be carried back to the central headquarters to be emptied, and the other to be utilized in the parking meter or other vending machine.

The method currently in use of sealing coin boxes in numerous cities is said to be a laborious and time-consuming one which involves threading wire loops or paper-sealing the boxes.

It was also pointed out that some cities, like Hartford, have no sealing devices on parking meters, and collectors simply empty the coins on the spot into a bag they carry.

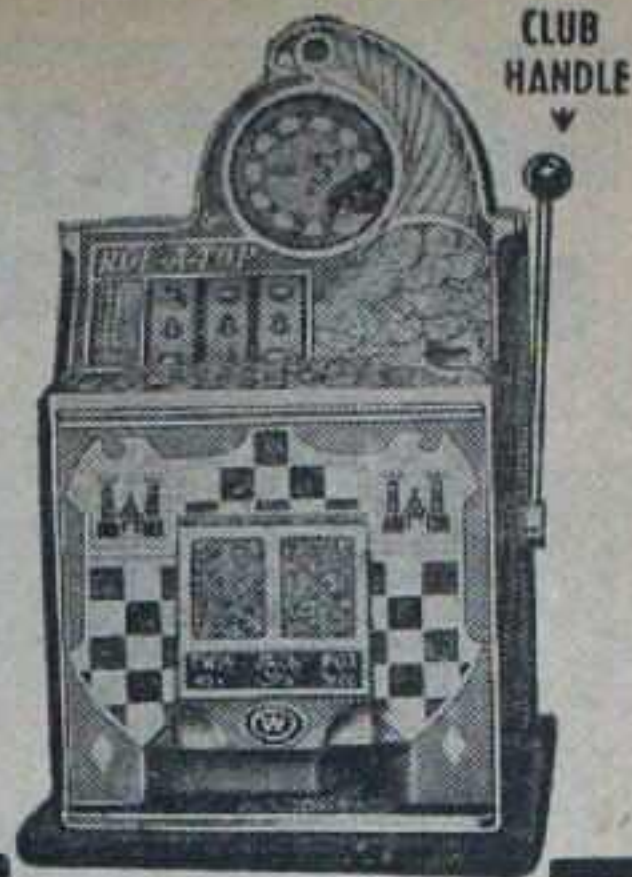
No official announcement has been made by the two concerns as to the price for the device, but it is believed it will sell for between \$150 and \$200. Additional marketing information will be announced soon by the companies.

Peanut Output

WASHINGTON, Oct. 22.—Production of shelled peanuts was up seasonally in September but well below the previous September, Agriculture Department has announced. For the same month the use of peanuts in candy showed an increase over 1948.

Production of shelled grades amounted to 35,000,000 pounds last month as compared with 22,000,000 pounds in August and 50,000,000 pounds in September, 1948.

Peanuts used in candy totaled 13,000,000 pounds as compared with 11,000,000 pounds for the previous September. Salted peanut production was virtually the same for both periods, approximately 11,000,000 pounds.



NEW LOW PRICE!

\$139.50

BRAND NEW ROL-A-TOPS

5c-10c-25c PLAY

FACTORY REBUILTS \$95 EACH

Above Price F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St. CHICAGO 44 ILL.

Est 1889—Tel. Columbus 1-2773
Cable Address "WATLINGITE" Chicago

\$\$ SAVE \$\$ with COVEN

- ALL EQUIPMENT IN A-1 SHAPE THE FINEST AVAILABLE
- GOLD CUPS, Conv. Feat.\$150.00
 - JOCKEY SPECIALS 119.00
 - VICTORY DERBY 29.50
 - DELUXE DRAW BELLS 219.50
 - EVANS BANGTAILS, J.P. Late '46 .. 145.00
 - WURL. 1015 309.50
 - WURL. 780E 129.00
 - ROCK-OLA '39, DeLuxe 39.50

SHUFFLEBOARD ACCESSORIES

- Powdered Wax\$3.90 Case
- Liquid Cleaner & Wax, Qt. Size 8.50 Case
- Gloss Wax, 1 Lb. Can ... 6.00 Doz.

1/2 Deposit With Order
Coven Distributing Co.
3181 ELSTON AVE. CHICAGO, ILL.
Ind. 3-2210

CASH

FOR YOUR **MUSIC ROUTE**
ALSO POST-WAR EQUIPMENT OFF LOCATION

Anywhere in U. S. No Route Too Large. Give Full Details First Letter or Phone.
WEST SIDE DISTRIBUTING CORP.
612 Tenth Ave. New York 19, N. Y.
Circle 6-8464

FOR SALE PHOTOMATON

Excellent Condition, Fully Automatic.
BOX 467
Billboard Pub. Co.
1564 Broadway New York City 19

ATLANTIC'S WEEKLY SPECIALS
✓ triple ✓ tested ✓ values

SEEBURG POSTWAR WIRELESS EACH \$27.50
5c WALL-O-MATICS Lots of 12 or more ONLY \$25.00 EACH
Model #WIL56
Completely Reconditioned Like New—Covers Resprayed, Etc.
1/3 Deposit, Balance C. O. D.
Write for Complete Music List.

ATLANTIC NEW YORK CORP.
Exclusive Seeburg Distributors
583 10th Ave. (Cor. 42nd St.)
New York 18, N. Y. Bryant 9-5620
NEW ENGLAND BRANCH:
624 Franklin Ave., Hartford, Conn.

TOP 5 BALL GAMES

- 10 Paradises\$55.00
- 8 Summertime 55.00
- 4 Barnacle Bills 75.00
- 4 Buccaneers 95.00
- 3 Shanghais 39.50
- 3 Catalinas 39.50
- 5 Merry Widows 59.50
- 2 Crazy Balls 45.00

ARCADE EQUIPMENT

- 5 Western DeLuxe Baseballs\$ 40.00
- 10 Advance Rolls 35.00
- 8 Boomerangs & Tumblers 25.00
- 6 Quizzers, '48 195.00
- 1 Goafee 70.00
- 3 Ten Strikes, '47 Models 75.00

1/2 Deposit, Balance C.O.D.
WISCONSIN NOVELTY CO.
3733 N. 7th St. Milwaukee 6, Wis.

IMMEDIATE DELIVERY!
Exhibit's New Pistol Shooting Gallery
SILVER BULLET

- 1 or 2 Nickel Play
- Adjustable to 15, 30 or 45 Shots
- Thrills of Realistic Hunting
- Shoot With Realistic 45 Colt Automatic Pistol
- Life-Up Score Board Registers Hits

FREE: 1949 Catalogue, 10 Pages, 75 Illus.
MIKE MUNEY
575 11th Ave. at 43rd
N. Y. 19, N. Y. (Bryant 9-4477)

Criss Cross BUCKLEY Track Odds
NEW • USED • REBUILT
CONTACT US BEFORE YOU BUY
We Specialize in Overhauling and Rebuilding All Types of Coin Operated Equipment
LOOK AT THESE PRICES

BLUE FRONTS\$37.50	JENNINGS STD. CHIEF \$100.00
BROWN FRONTS 47.50	MILLS CHROME 50.00
CHERRY BELLS 47.50	ORIGINAL BLACK CHERRY BELLS. 95.00
	MILLS JEWEL BELLS 95.00

\$10.00 additional for complete refinish in hammertone paint job.
Guaranteed in excellent condition—just taken in trade on original Buckley Criss Cross Bells

Console Distributing Co., Inc.
1425 METAIRIE ROAD NEW ORLEANS 20, LA.
Southern Distributor for Original Criss Cross Bells

IMMEDIATE SHIPMENT
BUCKLEY
CRISS
CROSS

JACKPOT BELLE

5¢ 10¢ OR 25¢



FOR MUSIC OPERATORS

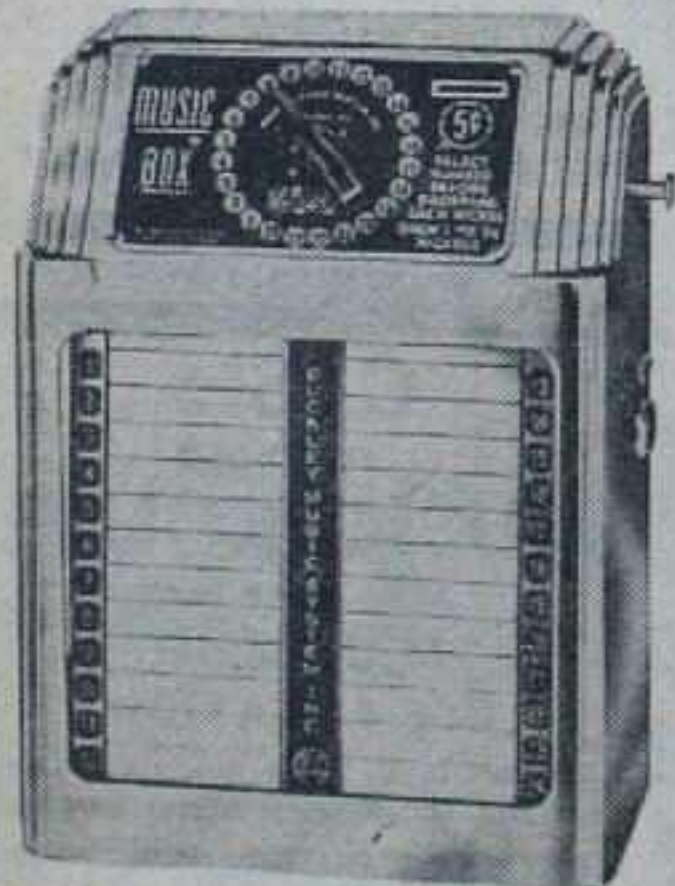
BUCKLEY

WALL and BAR
BOXES

AVAILABLE IN

20-24-32

RECORD SELECTIONS



IMMEDIATE SHIPMENT
WRITE FOR PRICES

BUCKLEY
MANUFACTURING CO.

4223 W. LAKE ST.
CHICAGO 24, ILL.

EVANS' BANG TAILS

More Frequent Payouts!



7-Coin Head—7 Plays—
7 Players... A Winner Every Time!

- ★ Fast Play—Profitable Returns—Brilliant Flash and Player Appeal
- ★ Automatic Awards—from 3 for 1 to 30 for 1 Twin Jackpots, One in Reserve!
- ★ Trouble-Free Mechanism—"Machine Gun" Action Single Coin Payout—All AC Operation—Continuous Belt Coin Conveyor and Many Other Features.

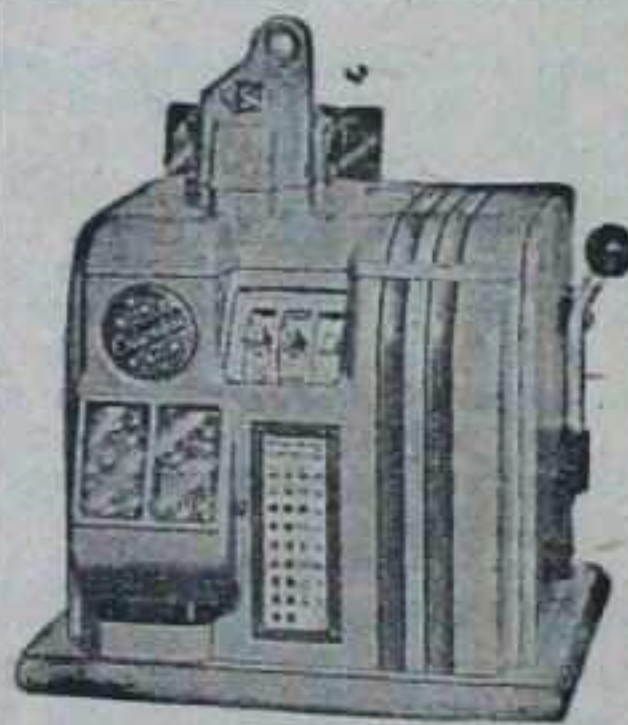
AUTOMATIC AWARD MODELS—REPLAY MODELS
CHECK SEPARATOR MODELS—5c or 25c

ORDER BANG TAILS FROM YOUR DISTRIBUTOR
OR WRITE FACTORY DIRECT

H. C. EVANS & CO. 1528 W. Adams St.
Chicago 7, Illinois

SEE EVANS' CONSTELLATION AD ON PAGE 113

COLUMBIAS



COLUMBIAS PLAY ANY FOREIGN COIN
Size of USA Dime to USA Half Dollar

TWIN JACKPOT
1-5-10-25c
GOLD AWARD REAR
PAY CIG. REELS
1-5-10-25c

DELUXE CLUB BELL
1-5-10-25c
TWIN FALLS CONSOLE
5-10-25-50c
EAGLE — 25-50c

WRITE FOR CIRCULARS

GROETCHEN Tool and Manufacturing Co.

126 N. Union Ave. Phone: RAndolph 6-2807 Chicago 6, Illinois

RECONDITIONED 5-BALLS

Three Musketeers	\$165.00
Sharpshooter	160.00
Majors of '49	135.00
Double Shuffle	135.00
Super Hockey	135.00
Black Gold	130.00
Buttons & Bows	125.00
Big Top	125.00
Telecard	125.00
Carolina	115.00
Floating Power	115.00
Buccaneer	100.00
Barnacle Bill	100.00
One-Two-Three	95.00
Ali Baba	79.50
Jack & Jill	79.50
Screwball	79.50
Cinderella	79.50
Merry Widow	75.00
Trade Winds	69.50
Trinidad	69.50
Bermuda	65.00
Catalina	65.00
Triple Action	65.00
Sally	65.00

NEW FIVE-BALLS

King Arthur—Gottlieb
CamelCaravan—Genco
Tahiti—Chicago Coin
Tumbleweed—Exhibit
Utah—United

ONE-BALLS

Citation	\$340.00
Gold Cup, F.P.	170.00
Jockey Special, F.P.	115.00
Special Entry, F.P.	95.00
Victor Special, F.P.	70.00

25 WURLITZER 1015's

Excellent Condition, Right Off Location \$290.00 EA.

22 FT. PERMATOP SHUFFLEBOARD

Die Stock, Masonite Top \$150.00

EXH. DALE GUNS

Cab. refinished, mechanically reconditioned—\$120.00.

20 CHICAGO COIN

ROLL DOWNS,
\$45.00 EACH

5 WILLIAMS ALL STARS, Thoroughly Reconditioned.....\$125.00 Ea.

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

have you shipped
YOUR
MANHATTAN
for conversion to...

FILM
Cavalcade

BEST DOLLAR
FOR DOLLAR BUY
IN THE NATION

Only **\$74.50**
for Complete Conversion

FLASH We now include the
new and exciting
Film CAVALCADE features
in converting your

TROPICANA to CLEOPATRA
SINGAPORE to MADAME
BUTTERFLY

Also Only \$74.50 For
Complete Conversion

JUMBO

IS COMING

SAVE YOUR
"TRIPLE ACTIONS"

SHIP YOUR COMPLETE GAME
VIA PREPAID MOTOR FREIGHT

NATE SCHNELLER INC.

1427 North Broad St.
Phila. 22, Pa.

STevenson 2-0242

GET ON OUR MAILING LIST FOR
FUTURE NASCO CONVERSIONS

Chicago Coin's

TAHITI

Call or write

LEHIGH SPECIALTY CO.

826 N. Broad St. Philadelphia 30, Pa.
Telephone: Poplar 5-3299

Every Day
Will Be Christmas
With

KOFFEE KING

NEW FUTURAMIC
HOT COFFEE VENDOR



WURLITZER DISTRIBUTOR IN OHIO — GET IN TOUCH WITH US FOR ALL YOUR PHONO NEEDS

NEW COUNTER GAMES

FIVE JACKS: 1¢. This is a brand new version of the original slot. Never needs servicing — completely automatic, \$69.50 each—10 or more, \$60.00 each.
GENCO PUNCHBALLS: Non-coin operated 1¢ or 5¢, similar to a punchboard that never needs refilling—originally \$18.50; our price, \$15.00 each, or 8 for \$100.00.
A.B.T. MODEL F: 1¢ GUNS \$44.50
A.B.T. ELECTRIC SKILL GUNS 47.50
ACME ELECTRIC SHOCKERS, 1¢ 19.50
Silver King DUCK HUNTERS: 1¢, \$45.00 each; 5 or more, \$39.50 each; 10 or more, \$35.00 each.
Silver King SHOOT THE BULL: 1¢, \$45.00 each; 5 or more, \$35.00 each; 10 or more, \$35.00 each.
KICKER AND CATCHER: 1¢, \$35.00 each; 1 free with purchase of 10 or more.

SKILL EQUIPMENT

3 Chicago Coin Bango, F5 Write
 3 Chicago Coin Rebound Shuffle Boards \$ 95.00
 Cleveland Coin Rebound Shuffle Boards 95.00
 9 Ft. Shuffle Boards 85.00
 3 Belgian Type Pool Tables, 10¢ 125.00

CIGARETTE MACHINES

2 10-Col. Crusaders \$125.00
 Uneedapak 500, 15 Col. 85.00
 Uneedapak 500, 9 Col. 65.00
 Uneedapak Monarch 100.00
 National 9A 95.00
 2 National 930 65.00
 2 National 950, King Size 95.00

SLOTS AND BELLS

5¢ Blue and Brown Fronts \$ 65.00
 10¢ Blue and Brown Fronts 75.00
 5¢ Silver Chiefs 75.00
 5¢ Black Cherries 110.00
 10¢ Black Cherries 115.00
 25¢ Black Cherries 125.00
 5¢ Chrome Bells 85.00
 25¢ War Eagles 65.00
 25¢ Walling Rotaries 50.00
 10¢ Walling Treasuries 50.00
 5¢ Paces Comet 50.00
 10¢ Paces Comet 50.00
 5¢ Krinkle Gold 75.00
 10¢ Krinkle Gold 85.00
 10¢ Golden Falls 110.00
 25¢ Golden Falls 120.00

USED CONSOLES

5¢/25¢ Gold Nugget \$325.00
 5¢/5¢ Gold Nugget 295.00
 5¢ Bonus Super Bells 225.00
 5¢/25¢ Bonus Super Bells 325.00
 5¢/10¢/25¢ Bonus Super Bells 395.00
 5¢/5¢/10¢ Triple Bell 295.00
 1947 Mills 3-Bells 250.00
 5¢/10¢ Jennings Challenger 250.00

USED VENDORS

50 Northwestern 1¢ = 39 Nut Vendors \$ 6.50
 50 Silver King Ball Gum Vendors 4.50
 50 Advance 1¢ Ball Gum Vendors 6.50
 25 National 5¢ 9-Col. Candy Vendors 95.00

ARCADE EQUIPMENT

Mountain Climber \$ 95.00
 Strikes & Spares 175.00
 Pitchem & Batterm 75.00
 Scientific Baseball 75.00
 Mother-in-Law Gun 95.00
 Boomerang 50.00
 Exhibit Vitalizer 95.00
 Photomat 495.00
 Quizzers 225.00
 Heavy Hitters 65.00
 Chicago Coin Hockey 85.00
 Knot Holes 49.00
 World Series 95.00
 Tommy Gun 85.00
 Undersea Raider 95.00
 Jack Rabbit 100.00
 Evans Ten Strikes 69.50
 Drivemobile 175.00
 Radar Rocket 175.00
 Chicago Coin Pistol 195.00
 Exhibit Dale Gun 135.00
 Williams All Stars 135.00
 Life League 95.00
 Groetchen Metal Typer 195.00
 Keeney Air Raider 125.00

SPECIALS

10 Pop Corn Sez Vendors, like new \$ 85.00
 Wurlitzer Skee Balls 150.00
 3 Siros Brush-Up Machines 85.00
 2 Falcon Shoe Shiners 175.00
 1 Acme Shoe Shiner 195.00

UNITED DOES IT AGAIN, WITH SHUFFLE ALLEY

Combination Shuffleboard, Bowling Alley with plenty of player appeal—be first with this sensational money maker—WRITE.

TERMS:

1/2 deposit with all orders, balance C. O. D.



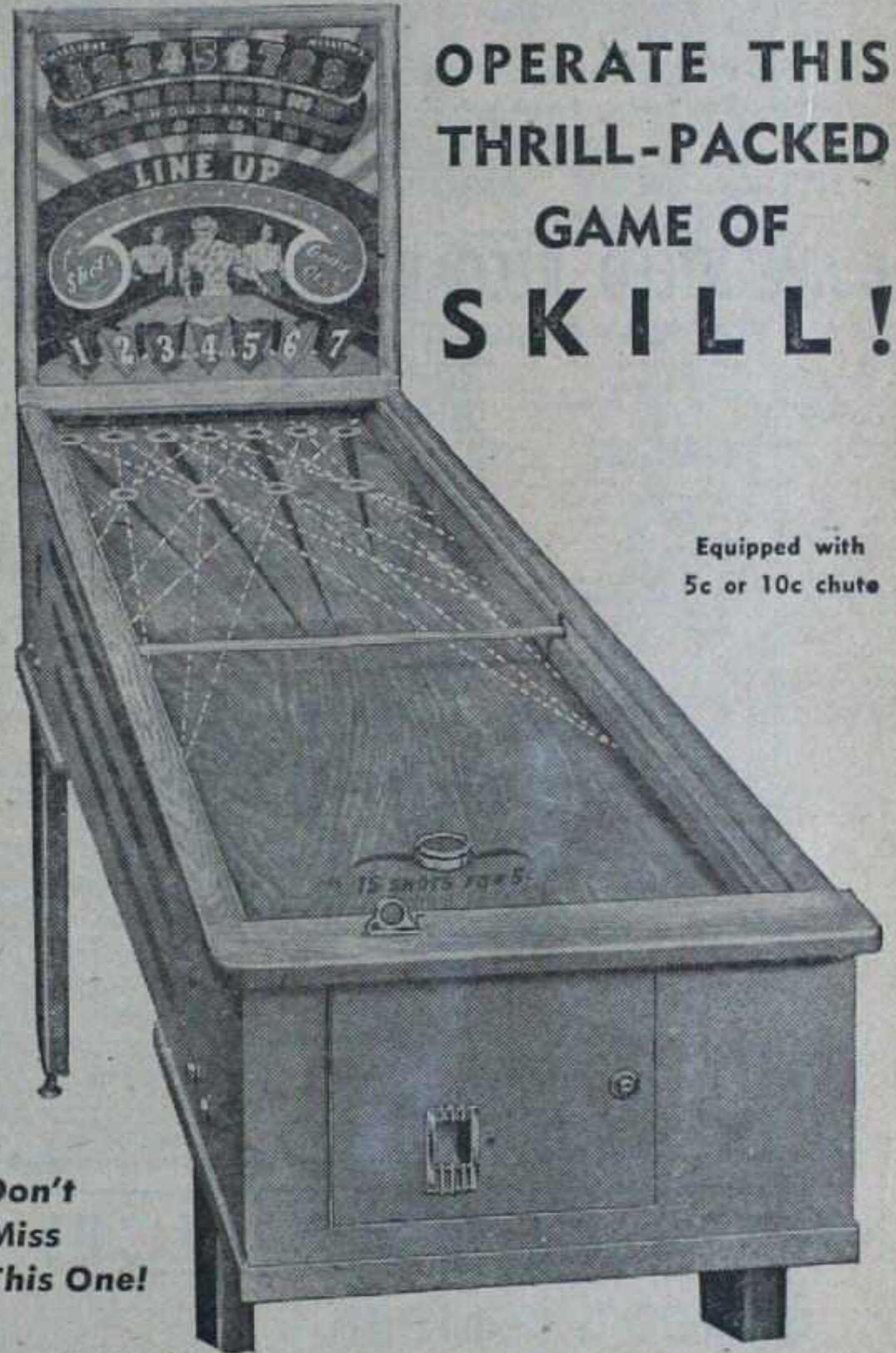
M.S. GISSER, SALES MGR.

DISTRIBUTORS FOR ALL THE LEADING MANUFACTURERS!

CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE · CLEVELAND 15, OHIO
 ALL PHONES: TOWER 1-6715

IT'S NEW! IT'S DIFFERENT! IT'S FAST!
Keeney's
"LINE-UP"



OPERATE THIS THRILL-PACKED GAME OF SKILL!

Equipped with 5c or 10c chute

Don't Miss This One!

HIGH SCORE 9,000,000! QUICK—LESS THAN 2 MINUTES! BANK SHOTS—STRAIGHT SHOTS—COMBINATION SHOTS!

★ It's Keeney's new "LINE-UP"—a thrill-packed game of SKILL! 15 fast puck shots. Seven lite-up buttons at back good for 50,000 each. Lite 'em up and hit 'em again to score 500,000 when lit. Four double-up buttons at front. Slide puck over a lit front and back button to boost the score 1,000,000 on all such combination shots. Shoot straight shots, slithering bank shots from all angles and combination shots to score a possible 9,000,000 top! It's tantalizing. It's fast! Rubber bumper at scoring end and sloping field bounces puck back fast for next shot. Cork insert along sides for bank shots. It's 25% faster. Get's steady play. Earns top money. See it. Try it!

SPECIAL CLOSE-OUT THUMPER BUMPERS

Formerly \$3.95—Now **\$2.25**

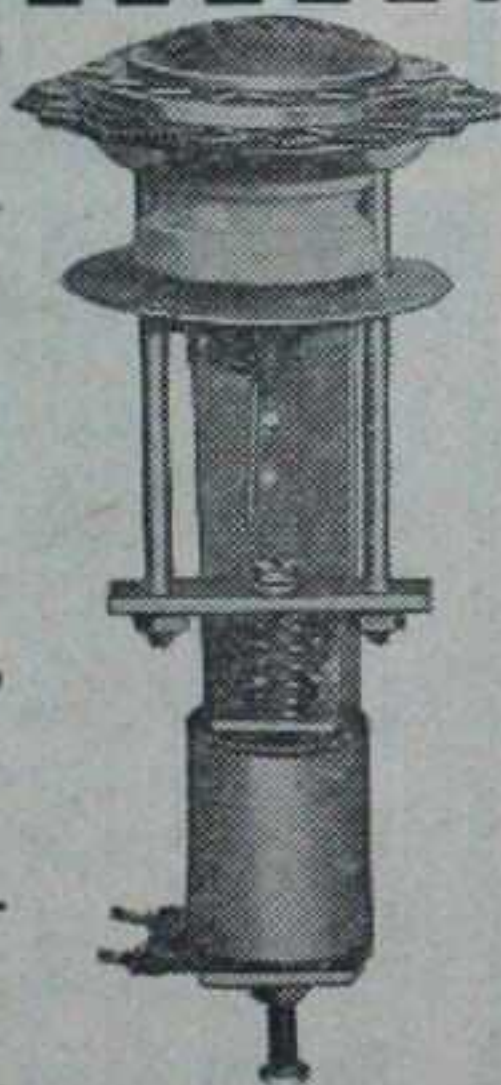
FITS IN PLACE OF OLD BUMPER FOR ANY MAKE OR MODEL PIN GAME

- New 16 Point Daisy Cap
- Easily, Quickly Installed
- Bumper Lights Up
- Adjustable Kicker Stroke
- No Extra Parts To Buy
- Kicks Ball From Any Angle

USE THESE NUMBERS WHEN ORDERING

No. 20 for Williams and Bally
 No. 21 for Gottlieb, United and Exhibit
 No. 22 for Chicago

Be sure to include quantity and part number when ordering.



TRIMOUNT

40 WALTHAM STREET
 BOSTON 18, MASS
 Tel. Liberty 2-9480

THRILLS OF ROSE BOWL—SUGAR BOWL—ORANGE BOWL—... ALL IN ONE ...

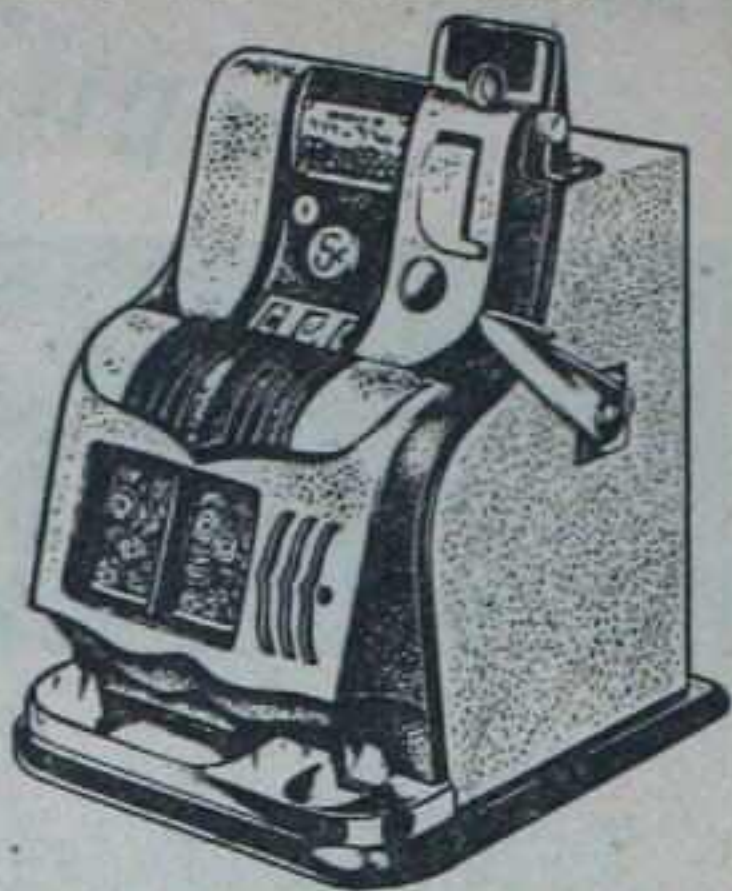
Williams
QUARTERBACK

SEE YOUR KEENEY DISTRIBUTOR

J. H. *Keeney* & CO. INC.
 2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

PLACE IT ON LOCATION NOW!

MILLS' NEW 1949 BELLS



MILLS' NEW VEST POCKET BELL

Operates on 3-5 Mystery Payout System
5¢ Play \$65.00

WRITE FOR QUANTITY PRICES.

MILLS' NEW QT

A "Pony-Size" Bell. Weighs only 25 lbs.
5¢ Play, \$115.00; 25¢ Play, \$137.50.

"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL
5¢-10¢-25¢-50¢ PLAY. WRITE FOR PRICES.

GUARANTEED RECONDITIONED MACHINES

5-BALL FREE PLAY GAMES

Gems	\$17.50
Treasure Chest	17.50
Ranger	17.50
Superliner	17.50
Lucky Star	17.50
Defense	17.50
Brazil	17.50
State Fair	17.50
Zig Zag	17.50
Miss America	17.50
Mystery	17.50
South Seas	17.50
Stage Door	17.50
Canteen	17.50
Step Up	17.50
Sea Isle	17.50
Rocket	17.50
Flying Trapeze	17.50
Torchy	19.50
Tornado	19.50
Broncho	19.50
Ballyhoo	19.50
Hawaii	19.50
Crossfire	19.50
Playboy	22.50
Rio	22.50

1-BALL FREE PLAY GAMES

Victory Special	\$ 54.50
Special Entry	79.50
Jockey Special	129.50
Gold Cup	164.50
Daily Races	54.50
Longacre	32.50
Thorbred	\$32.50
Dust Whirl	32.50
Sportsman	32.50
Pimlico	32.50
Double Feature	32.50

CONSOLES

Bally Double Up, 5¢	\$269.50
Bally Draw Bell, 25¢	224.50
Bally Deluxe Draw Bell, 5¢	224.50
Bally Draw Bell, M.B., 5¢	149.50
Bally Reserve Bell, 5¢	279.50
Bally Triple Bell, 5¢-25¢	349.50
Mills Four Bells	89.50
Mills Jumbo Parade (Cash)	69.50
Mills Jumbo Parade (F.P.)	69.50
Keeney Bonus Super Bell, 5¢	199.50
Keeney Super Bell, 5¢	69.50
Paces Races	149.50
Baker's Paces (Like New)	249.50
Evans Bangtail (Comb.-New)	499.50
Evans Races (Comb. F.P. & Cash)	399.50

ARCADE EQUIPMENT

Bally Hi Roll	Super Skee Ball \$99.50
(NEW) \$149.50	Exhibit Vitalizer 69.50
Undersea Raider 69.50	Mutoscope Movie
RedBallPoolTable 99.50	Iron Model .. 69.50

New Box Stands. Single, Double and Triple Safes for All Bells.

GUARANTEED RECONDITIONED MILLS BELLS

Jewel Bells, Black Cherry Bells, Bonus Bells, Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells. WRITE FOR PRICES.

We Have in Stock at All Times

EVERY NEW COIN MACHINE MANUFACTURED

Write for Circular and Price List. 1/3 Deposit With All Orders

SICKING, Inc.

America's Oldest Distributor
Established 1895
1401 CENTRAL PARKWAY
CINCINNATI 14, OHIO

Associated with SICKING DIST. CO., 2833 W. Pico Blvd., Los Angeles, Calif.
SICKING, INC., 927 Ft. Wayne Ave., Indianapolis, Ind.

BUY WITH INSURANCE!

GENCO'S "GLIDER" UNITED'S "SHUFFLE ALLEY"

We will ship you either or both of the above sensational games on an "insured against loss" basis. If, after installed in ANY location for a period of 10 days, you are not more than completely satisfied—YOU CAN SEND THE GAME BACK and your money will be REFUNDED IN FULL. MORE THAN THAT—we will pay freight BOTH WAYS! YOU CANNOT LOSE ON THIS OFFER!

WRITE—WIRE—PHONE

A. G. SEBRING CORP. 2300 ARMITAGE CHICAGO 47

FALL SALE

ONE-BALLS

Bally CHAMPIONS	Write
Bally GOLD CUPS	\$159.50
Bally JOCKEY SPECIALS	129.50
Bally SPECIAL ENTRIES	69.50
Bally ENTRY, Automatic P.O.	69.50
Gottlieb DAILY RACES	34.50

PHONOGRAPHS

Seeburg 1947, Model 147M	\$389.50
Seeburg 1948, Model 148M	409.50
Seeburg 1946 Hideaway Unit	259.50
AMI Model "B" Phonographs	549.50
Wurlitzer Model #800	129.50

CONSOLES AND ARCADE

Mills Jumbo, Cash & F.P.	\$ 49.50
Mills Three Bells, '48, Cash	169.50
Bally Drawbell, Red Buttons	177.50
Bally Drawbell, Metal Buttons	132.50
Keeney 5¢-25¢ Gold Nugget	312.50

Send 1/3 Deposit, Balance C. O. D. or Sight Draft.

T & L DISTRIBUTING COMPANY

1321 CENTRAL PARKWAY CINCINNATI 14, OHIO
MAIN 0477 — Phone — MAIN 8751

SCOREBOARD \$115.00

18 OR 22 FT. MAPLE TOP
SHUFFLEBOARD \$275.00

ALSO

OVER-TOP SCOREBOARD

WRITE FOR PRICE!

USED SHUFFLEBOARDS \$150 AND UP

EXHIBIT DALE GUN	\$125.00
CHICOIN PISTOL	165.00
GENCO GLIDER	WRITE
SHUFFLE ALLEY	WRITE
TOTAL ROLLS—ADVANCE ROLLS	WRITE
100 STEEL BALL ROLLDOWNS	\$20 AND UP

MID-STATE CO.

2369 Milwaukee Ave., Chicago 47, Ill. Phone: Dickens 2-3444



SLOTS—SAFES

New and Used

5¢ Blue or Brown Fronts	\$ 69.50
10¢ Blue or Brown Fronts	74.50
25¢ Blue or Brown Fronts	79.50
5-10-25¢ Melon Bells	85.00
5¢ Black Cherrys	94.50
10¢ Black Cherrys	99.50
25¢ Black Cherrys	104.50
50¢ Black Cherrys	195.00
50¢ Jewel Bells	245.00
50¢ Pace—like new	175.00
5¢ Standard Chiefs	149.50
10¢ Standard Chiefs	159.50
25¢ Standard Chiefs	169.50
5¢ New Vest Pockets	69.50
5¢ Mills Q.T., A-1	65.00
10¢ Mills Q.T., A-1	69.50
5¢ Columbias	79.50

New Mills and Jennings Slots and Consoles:
New Safes—Single, Double, Triple Revolv-
around.

Write • Wire • Phone • ADAMS 7254

CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH ST. COLUMBUS 15, OHIO

ARCADE EQUIPMENT

Specials

Voiceograph, Like New	\$325.00
Photomatic, Refinished A-1	269.50
Chi Coin Rebounds	119.50
Pitch'em and Ball'em, Floor Sample	269.50
Total Rolls, A-1	49.50
2 Bang-a-Deers, A-1	99.50
Chicken Sams, A-1	59.50
New Chi. Coin Pistol	249.50
Lite Leagues, A-1	49.50
6 Buckley Treasure Isle Diggers, A-1	99.50
New United Shuffle Alleys	345.00
New Genco Gliders	295.00
Undersea Raiders, Bally	99.50
Sky Fighters	79.50
Keeney Submarine	79.50
Goalie, Like New	99.50
Skee Alleys, 9 Ft.	89.50
Exhibit Dale Guns	165.00
Ball a Ball Sr., New	49.50

BADGER'S Bargains

"Often a few dollars less—Seldom a penny more"

LOS ANGELES see
Bill Hoppel
MILWAUKEE see
Carl Hoppel

GUARANTEED RECONDITIONED CONSOLES

NEW BALLY SPOT BELL	Write
KEENEY BONUS 3-WAY, 5-10-25	\$495.00
BALLY TRIPLE BELL, 5-10-25	350.00
NEW ARROW BELLS	Write
KEENEY TWINS, 5-25, F.P., P.O.	89.50
KEENEY SINGLE SUPER, F.P., P.O.	49.50
NEW BALLY RESERVE	Write
KEENEY BONUS 1-WAY, 5¢	225.00
BALLY CITATION, LIKE NEW	359.50
NEW BALLY CLOVER BELL	Write
KEENEY BONUS 2-WAY, 5-25	\$350.00
BALLY DRAW BELLS (R. B. I)	149.50
BALLY DRAW BELL (M. B.)	139.50
MILLS JUMBO, LATE F.P., P.O.	49.50
MILLS JUMBO, P.O.	39.50
BUCKLEY TRACK ODDS	99.50
BALLY HI HANDS	49.50
BALLY CLUB BELL, F.P., P.O.	49.50
BALLY GOLD CUP	159.50

PHONOGRAPHS

WURLITZER MODEL 1100	\$450.00
SEEBURG MODEL 1-48M	450.00
A.M.I. MODEL A	450.00
SEEBURG MODEL 1-47M	350.00
SEEBURG MODEL 1-46M	250.00
ROCK-OLA MODEL 1426	295.00
WURLITZER MODEL 750E	149.50

ARCADE

CHICAGO COIN PISTOL	\$189.50
EXHIBIT DALE GUN	159.50
BALLY BOWLER	195.00
CHI BASKETBALL CHAMP	169.50
EXHIBIT ROTARY MDSR	249.50
UNDERSEA RAIDER	95.00
CHI COIN GOALIE	74.50

Badger Sales Co., Inc.

2251 WEST PICO BLVD.
LOS ANGELES 6, CALIF.
ALL PHONE: DR. 4326

Badger Novelty Co.

2546 NORTH 30TH STREET
MILWAUKEE 10, WIS.
ALL PHONE: KIL. 3030



JOE
ASH

ACTIVE

COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
'NUFF SAID

Cinderella	\$39.50	Robin Hood	\$39.50
Yanks	39.50	Caribbean	34.50
Sally	49.50	Catalina	34.50
Screwball	49.50	Wisconsin	34.50
Templation	79.50	Humpty Dumpty	39.50

1/3 With Order—Balance C.O.D.

ACTIVE AMUSEMENT MACHINES CO.

666 N. BROAD ST.
PHILADELPHIA 30, PA.
FRemont 7-4495

58 FRELINGHUYSEN AVE.
NEWARK 5, N. J.
Bigelow 3-4300

"YOU CAN ALWAYS DEPEND ON ACTIVE--ALL WAYS"

**MILLS
BLACK
BEAUTY**



The Leader in Bell Design!

Good design and good taste in color selection, at one time, were thought unnecessary in regard to Bell coin machines. They were looked upon simply as a mechanical device that required no form of embellishment to enhance their worth. Contrary to that old belief, Mills has put great thought and expense into the planning and presentation of their Bell equipment. Consequently, the Mills Bell line is the leader in Bell design!

BELL-O-MATIC CORPORATION

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS
4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

Another First! Our Newest 5-Ball Wonder!

Chicago Coin's

Tahiti



WITH THE
NEW AND ORIGINAL *plus*
EXTRA BONUS
FEATURE!

- 1 NEW BONUS SCORE FOR EACH BALL PLAYED!**
- 2 SUPER GRAND BONUS AT END OF GAME!**
- 3 NEW "SKILL TYPE" SPOTTER BUMPER!**

Chicago Coin's

8 FOOT LONG!
1 or 2 PLAYERS!

"BOWLING ALLEY"

WITH THE REAL BOWLING THRILL!

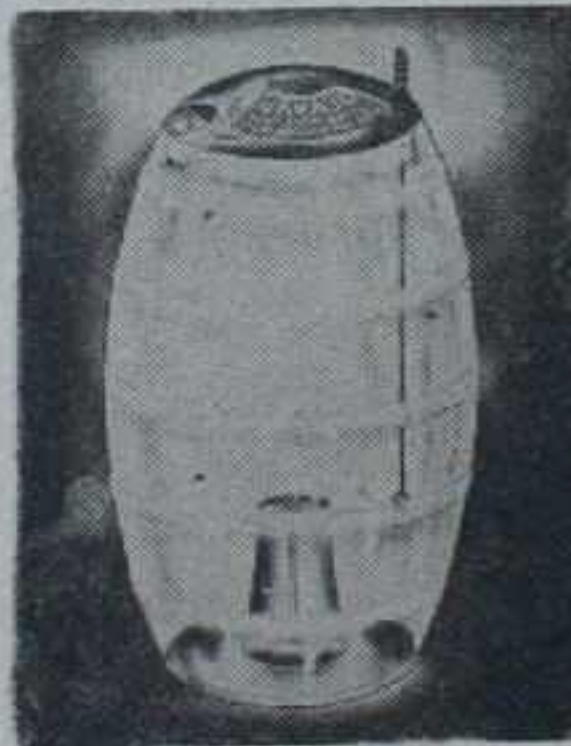
!!!! KEENEY'S !!!!
New 3 Purpose Mystery
FAST! DIFFERENT!
INNOCENT!

5c counter size. Enormous earnings. Operator's dream for closed territory. Ideal for a DEAL. Nothing like it to compete with County exclusive on quantity. **FIRST ORDER LIMITED TO ONE SAMPLE, RETURNABLE WITHIN 15 DAYS FOR FULL REFUND.** Sold direct and only to bona fide operators. No literature furnished. Only a week's test will convince. No replies to curiosity seekers. **DON'T be SECOND in your territory.**
\$99.50

1/3 dep., balance C. O. D.

W. E. KEENEY MFG. CO.
5818 WENTWORTH AVE.
CHICAGO (21), ILL.

KOFFEE KING
NEW FUTURAMIC
HOT COFFEE VENDOR
IS COMING!



NAVAJO

Latest and Best Money Maker

New Game of Skill. Small Investment, Excellent Returns. Takes Pennies, Nickels, Dimes and Foreign Coins. (No Federal Tax)

CONTACT YOUR STATE DISTRIBUTOR

WESTERN DISTRIBUTOR—W. P. WRIGHT

365 Vista St., Ashland, Ore. Phone 3671.

WASHINGTON—STOW SALES CO.

1220 Republican St., Seattle, Wash.

MONTANA—NAVAHO ASSOCIATES

P. O. Box 1847, Great Falls, Mont.

ILLINOIS and MISSOURI—DANIELS SALES CO.

415 East Vandalia, Edwardsville, Ill.

SOUTHERN DISTRIBUTOR

P. & M. Sales Co., 2383 Main St., Dallas, Texas

Write Us for State Distributorship. Samples \$14.50. Cash With Order.

CAUDLE & McCRORY MFG. CO.

116 WINTERS BLDG., 39 W. ADAMS
P. O. Box 4423—Phone 2-7423

PHOENIX, ARIZONA.

PRICES SLASHED TO A NEW LOW

5 BALL GAMES—WITH FLIPPERS		1 BALLS	
STAR DUST	\$ 49.50	CHAMPIONS, F. P.	\$434.50
YANKS	49.50	CITATION, F. P.	334.50
WISCONSIN	49.50	JOCKEY SPECIAL, F. P.	129.50
CATALINA	49.50	SPECIAL ENTRY, F. P.	64.50
CONTACT	49.50	VICTORY SPECIAL, F. P., Chrome Rails	39.50
HARVEST MOON	109.50	VICTORY DERBY, C. P., Chrome Rails	64.50
JACK & JILL	54.50	CONSOLES	
TRINIDAD	44.50	BALLY HI HANDS, Comb.	\$49.50
TRIPLE ACTION	54.50	BALLY CLUB BELL, F. P.	39.50
MAJOR LEAGUE BASEBALL	39.50	JUMBO PARADES, F. P.	39.50
100 POST-WAR Without Flippers ea.	12.50	PACE REELS, C. P.	39.50

PARKER DISTRIBUTING CO.
311 EIGHTH AVE., S. PHONE 4-0194 Nashville, Tenn.

FOR SALE

	Each
2 Two-Way Bonus Bells, 5 & 25¢	\$275.00
6 One-Way Bonus Bells, 5¢	150.00
7 Double Ups	210.00
6 M. B. Draw Bells	130.00
2 Wild Lemons	200.00
1 Gold Nugget	275.00
3 Keeney 3-Way Bonus Bells, Converted Free Play or Payout, 5-10-25¢	600.00
9 Bally Heavy Hitters	40.00
4 High Score Wurlitzer Skee Balls	95.00
10 Cash Pay Jumbos	30.00
50 Q. T.'s, Latest Model, Like New	70.00
10 Bally Special Entries	50.00

1/3 Deposit With Order.

WANTED—100 RECORD SEEBURGS
COIN MACHINE SERVICE, INC.
422 Wilson St. Santa Rosa, California
Phones: Santa Rosa 3713-1498

MUSIC, PINBALL AND CONSOLE ROUTE FOR SALE

Route consists of ninety pieces of equipment combined with record shop and radio sales service. In Southwestern city of approximately 300,000 population. Heavy industrial center and growing. Air base and other military installations and colleges. Net receipts in excess of \$30,000 per year for the past two years, and we have expanded this year. Full price, \$39,500. Selling account of health. Write care
BILLBOARD, BOX D-252, Cincinnati 22, O.

ATTENTION!

Six Seeburg Shoot Mother-in-Law and Bartender Guns—\$49.50 Each.
1 Chico Beacon Shuffle Alley—\$225.00.
OLSHEIN DIST. CO.
1100 Broadway Albany 4, N. Y.

SOUTHERN'S FALL FESTIVAL OF VALUES!

FREE PLAY GAMES

All Baba	\$ 99.50
Alice in Wonderland	99.50
Aquasade	139.50
Baby Face	99.50
Baffle Card	14.50
Ballerina	69.50
Barnacle Bill	99.50
Bermuda	59.50
Big Top	109.50
Black Gold	139.50
Blue Skies	79.50
Boston	159.50
Bowling Champ	139.50
Buccancer	89.50
Buttons & Bows	139.50
Camel Caravan	169.50
Carnival	79.50
Carolina	119.50
Carousel	14.50
Catalina	49.50
Champion (Chicago Coin)	159.50
Cinderella	89.50

Circus	\$ 79.50
Contact	39.50
Cover Girl	39.50
Crazy Ball	59.50
Dallas	139.50
Dew Wa Ditty	79.50
Double Shuffle	159.50
Dynamite	14.50
El Paso	129.50
Fast Ball	14.50
Floating Power	119.50
Gin Rummy	149.50
Golden Gloves	159.50
Gondola	149.50
Harvest Moon	129.50
Holiday	109.50
Humpty Dumpty	49.50
Jack & Jill	79.50
King Cole	89.50
Lady Robin Hood	59.50
Magic	69.50
Majors, '49	129.50
Major League	39.50

Manhattan	\$ 19.50
Mardi Gras	59.50
Maryland	149.50
Merry Ole King	39.50
Merry Widow	69.50
Moonglow	99.50
Monterrey	49.50
Morocco	79.50
Oklahoma	149.50
One, Two, Three	89.50
Paradise	79.50
Phoenix	99.50
Pinch Hitter	129.50
Playtime	159.50
Puddin' Head	89.50
Rainbow	79.50
Ramona	89.50
Round Up	109.50
Sally	79.50
Saratoga	99.50
Screwball	79.50
Serenade	89.50

Sharpshooter	\$149.50
Showboat	119.50
Singapore	19.50
Speedway	59.50
St. Louis	129.50
Stardust	59.50
Starlite	19.50
Summertime	69.50
Super Hockey	149.50
Swanee	129.50
Tampico	159.50
Telecard	119.50
Temptation	99.50
Three Feathers	139.50
Three Musketeers	169.50
Trinidad	49.50
Tropicana	19.50
Tucson	129.50
Utah	169.50
Virginia	69.50
Wisconsin	49.50
Yanks	49.50

ONE BALLS

Victory Special	\$ 39.50
Special Entry	99.50
Jeckey Special	169.50
Hot Tip	\$ 49.50
Gold Cup	199.50
Daily Races	29.50
Citation	350.00
Big Parlay	49.50
Longacre	39.50

SPECIAL! ONLY ONE LEFT!

SEEBURG CUSTOM BUILT SERVICE PANEL
ORIGINAL COST \$3,250.00
CLOSEOUT, only \$1,250.00

Arcade Equipment

Star Series	\$279.50
Chicago Coin Pistol	169.50
Enterprise Bank Roll	59.50
Challengers	14.50
Target Masters	79.50
All Stars Baseball	149.50
Exhibit Dale Gun	139.50
All Star Hockey	\$49.50
Parachute Gun	59.50
Bag-a-Bunny, conv. from Chicken Sam	59.50
Jungle Fury, conv. from Rapid Fire	59.50

BRAND NEW BUDDY

GREATEST 1c CIGARETTE MACHINE!
 ORIGINAL PRICE \$33.00 — CLOSING OUT AT \$14.50 EA.
ALSO HAVE SOME NEW AMERICAN FLAG - AMERICAN EAGLE - POK-O-REEL - REX \$14.50 EA.

BRAND NEW ALKUNO

5c GUM AND CANDY VENDOR

Model 130 M-M	\$39.50
BASE	10.00
SAMCO PEANUT VENDOR	7.50

USED 2-IN-1, 9 FT. SHUFFLEBOARD.....\$69.50
USED NATIONAL SHUFFLEBOARDS.

A-1 Condition
CRATED.....\$375.00 (pick up uncrated, \$25.00 less)
LOTS OF 6 OR MORE UNCRATED\$300.00 EACH

CONSOLE BARGAINS

5c BONUS SUPER BELL	\$225.00
CLUB BELL	59.50
5c DRAW BELL, REGULAR	199.50
5c DRAW BELL, DELUXE	219.50

PHONOGRAPHS

SEEBURG

E. S. Lotone	\$159.50
R. C. Lotone	179.50
R. C. 9800	109.50
R. C. 8800	109.50
Vogue	129.50
Classic	119.50
R. C. Cadet	109.50
146 M	325.00
147 S	395.00
147 M	425.00
R. C. 8200	159.50

WURLITZER

750-B	\$149.50
780	119.50
850	99.50
800	109.50

ROCK-OLA

1422	\$225.00
------	----------

PACKARD

400 Hideaway	\$119.50
--------------	----------

MUSIC ACCESSORIES

Seeburg 3W2-L56, Postwar 3-Wire Box	\$32.50
Seeburg W1-L56 Postwar 5c Wireless Box	25.00
Seeburg WRS-1Q 30-Wire Box, Metal Cover	4.50
Seeburg 5c Wireless Box, WS2Z, Plastic Cover	8.50
Seeburg 5c Wireless Box WS2Z, Metal Cover	12.50

NOTICE! DISTRIBUTORS AND JOBBERS!
CONTACT US FOR ALL TYPES OF USED MACHINES FOR RESALE!

FOR IMMEDIATE SERVICE, CONTACT YOUR NEAREST SOUTHERN OFFICE!
ACT FAST FOR THESE BUYS! GET YOUR ORDERS IN AT ONCE!

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

DISTRIBUTORS OF A.M.I. PHONOGRAPHS WALL BOXES

TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT
NOW DELIVERING LATEST GAMES OF ALL LEADING MANUFACTURERS

Established 1923
 624 S. Third St., Louisville 2, Ky.
 240 Jefferson St., Lexington 2, Ky.
 3011 E. Maumee Ave., Ft. Wayne 4, Ind.

228 W. 7th St., Cincinnati 2, Ohio
 603 Linden Ave., Dayton 3, Ohio
 325 N. Illinois St., Indianapolis 4, Ind.



Exhibit's **NEW GREATER!**
PISTOL SHOOTING GALLERY

SILVER BULLETS

A COMPETITIVE GAME
2 NICKELS and ONE NICKEL PLAY
(ADJUSTABLE 15-30 or 45 SHOTS)
ONE PLAYER 1 NICKEL • 2 PLAYERS 2 NICKELS
ONE or TWO PLAYERS - 1 NICKEL

TWO GUNS TO SHOOT—where the quickest draw to shoot fastest—aim the straightest is the WINNER... TWO LIGHT UP SCORE BOARDS register the HITS of each player. A LONE PLAYER can also enjoy target practice shooting.

EIGHT TARGETS to AIM AT. MOONSHINE JUGS and MOONSHINERS

Has all the exciting thrills in the sport of realistic hunting. You are chasing 4 scooting moonshiners IN and OUT of their HIDE-OUTS at an apparent distance of 50 feet away from you. All this takes place in a colorful typical native backwoods scene.



BEAUTIFUL QUIET TONE CABINET — CHROME TRIMMED befitting to any type location. Occupies approximately 4 square feet of floor space.

YOU SHOOT with a realistic 45-COLT AUTOMATIC PISTOL with the sensation of the RECOIL and GUN KICK with each shot.



BUILT to serve the most realistic indoor target practice shooting ever offered to make a daily habit with location crowds all year round for BIG EARNINGS.

SEE IT!! GET IT!! FROM YOUR DISTRIBUTOR

EXHIBIT SUPPLY CO.

(ESTABLISHED) 4222-38 WEST LAKE STREET
1901 CHICAGO - 24, ILL.

EVERYTHING IN COIN MACHINES

EMPIRE'S SUPERMART

WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

GET ON OUR MAILING LIST

NEW PIN GAMES

CHICOIN TAHITI
EXH TUMBLEWEEDS
GOTT. KING ARTHUR
UN. RAMONA\$139.50

CHARMS

WALT DISNEY CHARACTERS
Metal Plated\$7.00 M

NEW ONE BALLS

UNIV. PHOTO FINISH ..\$645
BALLY CHAMPION, F.P. 645
BALLY KENTUCKY, P.O. 645

New Phono Special

WURL. 1080\$445.00
WURL. 1100WRITE
WURL. 1017 HIDE-
WAY345.00
EVANS' CONSTELLA-
TION, 40 Selec....WRITE

NEW SKILL GAMES

UN. SHUFFLE ALLEY \$345.00
UN. SHUFFLE SKILL. 235.00
EXHIBIT SILVER
BULLETSWRITE
EV. BAT-A-SCORE .. 355.00
FLASH HOCKEY .. 79.50
CHICOIN PISTOL, F.S. 210.00
TARGET MASTER .. 235.00

SEEBURG '46
R. C. HIDEAWAY
\$295.00

SPECIAL!

NEW COUNTER GAMES

BUDDY, Cig. Reels\$24.50
S. K. HUNTER 45.00
ABT MODEL F 47.50
ABT CHALLENGER .. 45.00
ABT SKILL GUN 57.50
SHIPMAN ARTSHOW .. 49.50
DAVAL BEST HAND .. 34.50
KICKER & CATCHER.. 34.50
BALLY HEAVY HITTER, Brand New Closeout 99.50
GUSHER, 5¢\$39.50
S. K. TARGET KING .. 45.00
ACME SHOCKER 24.50
SKILL THRILL 24.50
NON-COIN EAGLE 39.50
CAMERA CHIEF 17.50
IMP, 1¢ or 5¢ 19.50
FIVE JACKS 69.50

NEW SLOTS

MILLS BLACK BEAUTY, H. L.; BLACK GOLD, H. L.; BLUE
BELL MELON BELL, BONUS BELL, JEWEL BELL.
JENNINGS SUN CHIEF, STANDARD CHIEF, LITE-UP CHIEF.
COLUMBIA, J.P.\$139.50 DE L. COLUMBIA\$169.50
VEST POCKETS 65.00 Q.T., 5¢, \$115.00; 25¢ .. 142.50

SLOT SAFES, STANDS, ETC.

CHICAGO METAL REVOLVING SAFES — DE LUXE
Single—\$132.00 • Double—\$192.00 • Triple\$288.00
UNIVERSAL—Single Safe—\$87.50 • Double Safe 128.50
EXH. FLIPPER KIT—\$3.95 • NICKEL NUDGER 3.95
BOX STANDS—\$27.50 • 5-WAY SR. COIN CHANGER. 37.50
EXH. ROLL TILT—\$2.75 • NEW THUMPER BUMPER 3.95
PARTS FOR PONSER'S PRO-SCORE—IN STOCK.

GENCO GLIDER FAST MONEY MAKER..... \$295
NEW WILCOX-GAY RECORDIO-GRAM..... \$249.50

WANTED TO BUY! LEXINGTONS • ALL STARS
LATE FLIPPER GAMES
CITATIONS • DIGGERS
VEST POCKETS • STAR SERIES

NEW CONSOLES

UNIV. ARROW BELL,
Twin Multiple\$800.00
MILLS 3-BELLS 250.00
EVANS RACES 931.00
CLOVER BELL 845.00
BALLY TRIPLE BELL 895.00
EVANS WINTERBOOK 826.00
EVANS BANGTAILS 671.00
JENN. CHALLENGER 595.00
EV BLACK DIAMOND 731.00

NEW VENDORS

ACORN VENDOR\$13.95
ATLAS DE LUXE 1¢
NUT & B G VEND 14.50
ATLAS 5¢ BANTAM
TRAY VENDOR
N.W. STAMP VEND 12.50
POP CORN WARMER 69.00
KLEENEX VENDOR 49.50
HARION SCALE 79.50
FRANTZ SCALE 115.00
AMERICAN SCALE .. 169.50
SILVER KING 13.95
S. K. HOT NUT VEND. 29.95
5¢ 4-WAY MINT 14.50

NORTHWESTERN

NEW 49 SPECIAL\$13.75
MODEL '49 15.95
DUAL NUT 45.00
DE LUXE 27.00
MODEL 39 12.75
MODEL 40 9.50
33 BALL GUM 10.50

ABT LIKE NEW SKILL GUNS \$39.50
ALUMINUM STANDS FOR
ABT GUNS\$12.50

UNITED'S SHUFFLE-ALLEY

ALL THE THRILLS OF BOWLING!

ORDER AT ONCE FOR IMMEDIATE DELIVERY!
IT IS... TERRIFIC



\$345.00

RECONDITIONED FLIPPER TYPE 5 BALLS GUARANTEED

Sharpshooter \$159.50
Super Hockey 154.50
Black Gold ..149.50
Buttons & Bows 149.50
Bowling Champ 144.50
Aquacade 144.50
Big Top 139.50
Floating Power 139.50
Majors '49 ..\$134.50
Showboat ... 134.50
Baby Face ... 129.50
Grand Award 129.50
Buccaneer .. 129.50
Round Up ... 129.50
Serenade ... 129.50
Holiday 129.50
Moon Glow ... 124.50

Barnacle Bill \$124.50
One-Two-Three 119.50
Blues Skies .. 119.50
Temptation . 119.50
Sally 114.50
Morocco 104.50
Puddin' Head 109.50
All Baba 109.50
Magic 109.50
Carnival\$ 99.50
Screw Ball .. 99.50
Gizmo 94.50
Thrill 89.50
Jack 'N' Jill.. 89.50
Trade Winds. 89.50
Star Dust ... 79.50
Merry Widow 79.50
Crazy Ball .. 79.50
Mardi Gras .. 79.50

Triple Action \$79.50
Spin Ball 79.50
Contact 79.50
Cinderella ... 79.50
Ballerina ... 69.50
Robin Hood.. 69.50
Trinidad ... 69.50
Bermuda 69.50
Catalina 69.50
Humpty D'ty. 69.50
Rondeevoo ... \$ 69.50
Virginia 69.50
Tennessee ... 64.50
Shanghai ... 59.50
Maj. Leag. B.B. 59.50
Yanks 59.50
Stormy 59.50
Build-Up ... 59.50
Banjo 59.50
Melody 49.50

5c - 10c - 25c
JEWEL BELL CABINETS
Complete With Drill-Proof Handles and Instructions
WHILE 200 LAST **\$34.50 EA.**

HUNDREDS OF PRE-FLIPPER 5-BALLS, thoroly reconditioned and with flippers installed. **\$39.50 EA.**

RECONDITIONED COUNTER GAMES

DEUCES WILD, 4 Way\$14.50
CROET, 10¢ ATOM 14.50
DAVAL'S 21, 1¢ or 5¢ 14.50
LUCKY PACK, 1¢, Cig. 14.50
SPARKS, Token Payout 17.50
GINGER, Token Payout 17.50
MERCURY, Token Payout .. 19.50
LIBERTY, Token Payout 24.50

SLOTS

MILLS BLACK CHERRY, 5-10-25¢ ..\$125.00
MILLS CLUB ROYAL, 5¢ or 10¢ 179.50
MILLS JEWEL BELLS, 5-10-25¢ 150.00
MILLS GOLDEN FALLS, 5-10-25¢ .. 119.50
MILLS BLUE FRONT, 5-10-25¢ 79.50
MILLS BROWN FRONT, 5-10-25¢ .. 89.50
5¢ MILLS BONUS BELL 99.50
MILLS ORIG. CHROME, 5-10-25¢ .. 99.50
5¢ MILLS VEST POCKET 44.50
25¢ Q.T., BLUE CABINET 89.50
PACE COMETS 50.00
WATL. ROL-A-TOP, 5-10-25¢ 79.50
JENN. 4-STAR CHIEFS, 5-10-25¢ .. 69.50
JENN. SILVER CHIEF, 5-10-25¢ .. 79.50
STANDARD CHIEFS, 5-10-25¢ 165.00
JENN. LITE-UP CHIEFS, 5-10-25¢ .. 175.00
JENN. CIGAROLA XV 99.50
GROET. COLUMBIA, D.J. 79.50

THE GREATEST ONE-BALL EVER MADE!!
PHOTO-FINISH
FREE PLAY, PAYOUT OR COMBINATION IMMEDIATE SHIPMENT



ONE BALLS

CITATION, F.P., LIKE NEW\$369.50
TROPHY, P.O. 295.00
GOLD CUP, F.P. 219.50
JOCKEY CLUB, P.O., '47 MOD. ... 189.50
JOCKEY SPECIAL, F.P. 169.50
BALLY ENTRY, P.O. 149.50
SPECIAL ENTRY, F.P. 129.50
VICTORY DERBY, P.O. 99.50
VICTORY SPECIAL, F.P. 79.50
GOTT. DAILY RACES, F.P. 79.50
TURF KING, P.O. 49.50
LONGACRE, F.P. 49.50
JOCKEY CLUB, P.O., '42 MOD. ... 49.50
KENTUCKY, P.O. 49.50

ARCADE

TELEQUIZ, 48 Model, Like New ..\$395.00
STD SCALE METAL TYPER 349.50
WMS. ALL STARS 199.50
PHOTOMATICS, Rebuilt, Stainless Steel Cab. 395.00
EXHIBIT DALE GUN 169.50
CHI. COIN BASKETBALL CHAMP 249.50
DRIVEMOBILE 129.50
SUPER BOMBER 129.50
CHICOIN GOALEE 129.50
UNDERSEA RAIDER 119.50
SCIENTIFIC POKERINO 119.50
TEXAS LEAGUER 49.50
LIBERATOR OR PERISCOPE 79.50
HOCKEY CHICOIN 69.50
EXH. 4-COL. CARD VEND., 2¢, & Std. 99.50
ABT CHALLENGER, Like New 29.50
GOTT. 3-WAY GRIPPERS 24.50
KICKER & CATCHER 24.50
ABT SKILL GUNS, Like New 39.50

Write for Prices on This Terrific Money-Maker!

PARTS SPECIALS OF THE WEEK!

Tubular Coin Wrappers, 65¢ per M.
Shuffleboard Wax, \$4.80 doz.

CONSOLES

KEENEY 3-WAY BONUS SUPER ..\$499.50
EV. WINTERBOOK, Late Mod. 395.00
5-25¢ TWIN BONUS SUPER 369.50
BALLY TRIPLE BELL 365.00
EV. RACES, Comb. F.P. & P.O. ... 345.00
MILLS 3 BELLS, Fir. Sample 325.00
EVANS 48 BANGTAILS, J.P. 295.00
JENN. CHALLENGER, 5-25¢, LATE
EV. GALLOPING DOMINOES, J.P.,
Latest Mod. 275.00
25¢ KEENEY BONUS SUPER BELL 269.50
5¢ KEENEY BONUS SUPER BELL 235.00
BALLY DE LUXE DRAW BELL .. 225.00
BALLY HY BOY, Like New 175.00
BALLY DRAW BELLS, Reg. 165.00
TWIN SUPER BELL, 5-25¢, Prewar 109.50
MILLS 4-BELLS, 5-5-5-5 99.50
KEENEY 5¢ SUPER BELL, COMB. 79.50
WATLING BIG GAME, F.P. 69.50
BALLY BIG TOP, P.O. or F.P. 69.50
MILLS JUMBO, LATE HEAD 69.50
PACE REELS—CHR. RAIL, COMB. 69.50
JENN. SILVER MOON, P.O. or F.P. 69.50

CIGARETTE AND CANDY VENDORS

ROWE STANDARD, 8 COL.\$ 90.00
ROWE DELUXE, 8 Col., 120. 100.00
ROWE IMPERIAL, 8 Col. 60.00
ROWE CRUSADER, 10 Col. ... 115.00
STEWART-McGUIRE, 7 Col. 70.00
DuGRENIER, Mod. W., 9 Col. 80.00
U-SELECT-IT, 52 Bar 35.00
U-SELECT-IT, 74 Bar. 45.00
STONER UNIVENDOR, 6 COL. 115.00

ROLL DOWNS

TOTAL ROLL\$ 49.50
ADVANCE ROLL 74.50
SUPER ROLL 69.50
ESSO ARROWS 74.50
PRO SCORE 79.50
BOX SCORE 119.50
STEEL BALL ROLLDOWNS 39.50

NEW REBUILT SLOTS

BLUE BELL
BLACK BEAUTY, H.L.
JEWEL BELL
CRISS CROSS
5¢-10¢-25¢\$165.00 Ea.
80¢ 245.00 Ea.

HOLLY CRANES

Finest and Greatest Money Maker. Attractive and Eye Appealing. The Only Console Size Crane on the Market. Write for Fullest Details.

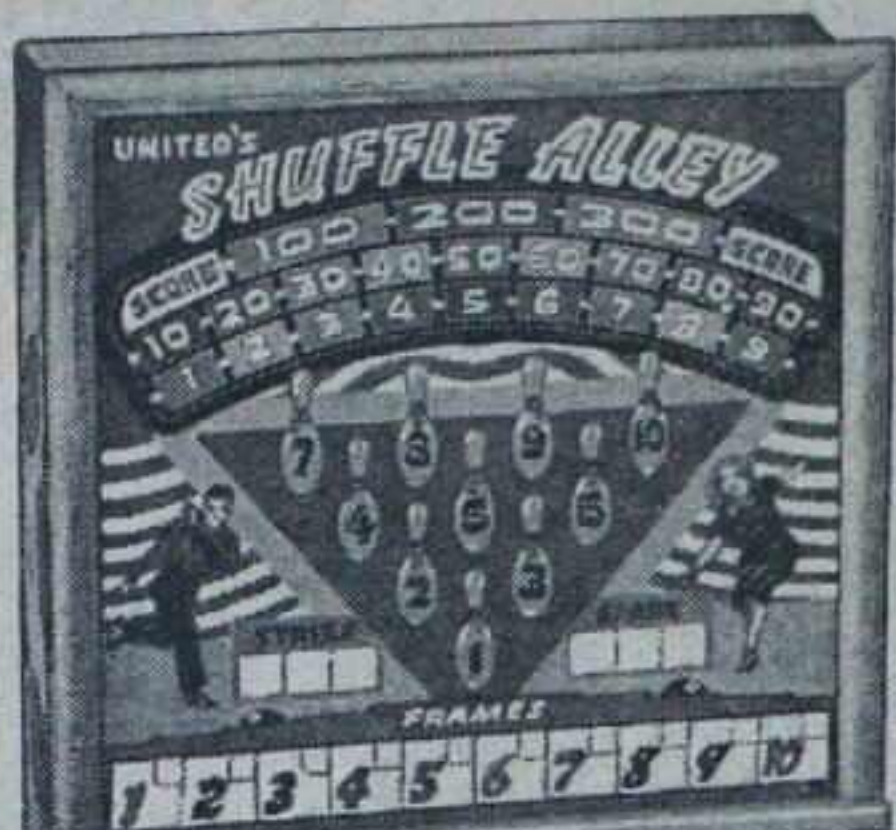


Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • Phone: EVERGLADE 4-2600 • CHICAGO 22, ILL

Distributors for All the Leading Manufacturers

UNITED'S SHUFFLE-ALLEY



ALL THE THRILLS OF BOWLING
 SCORES EXACTLY LIKE BOWLING
 TOTALED AUTOMATICALLY

WEIGHT RELEASED AT START OF GAME
 RETURNS TO PLAYER AUTOMATICALLY
WEIGHT LOCKED WITHIN GAME AT FINISH

GREATEST NOVELTY GAME OF THIS ERA
EXCELLENT FOR COMPETITIVE PLAY
DEFIES DESCRIPTION

ACCEPTED EVERYWHERE!
LEGAL IN CHICAGO

BOWL
 STANDARD BOWLING SCORING
 TOTALED AUTOMATICALLY

EQUIPPED WITH
NEW DROP CHUTE

JUST DROP IT IN

APPROXIMATE SIZE
 2 FT. WIDE X 8 FT. LONG

SEE YOUR DISTRIBUTOR



UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



Long Live The King !

AND THE SMART OPERATOR

WILL LONG REMEMBER

King Arthur



**IMMEDIATE DELIVERY
FROM YOUR DISTRIBUTOR**

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

TWENTY-TWO YEARS OF LEADERSHIP!

Bally SHUFFLE-BOWLER

SKILL-SIZE: 9½ FT. LONG, 2 FT. WIDE

Realistic Gutters
ON EACH SIDE OF ALLEY

REAL BOWLING THRILLS

OFFICIAL BOWLING RULES AND SCORES
 Strikes, Doubles, Turkeys
 Spares, Splits
 Railroads

PUCK RETURNS TO PLAYER AUTOMATICALLY

STRIKE IT RICH

AUTOMATIC SCORING ON FLASHY BACK-GLASS



CONVENIENT MECHANISM DRAWER IN SIDE OF CABINET

Real bowling thrills! Real shuffle science! 8 ft. 9 in. long alley, flanked by realistic gutters, provides the exciting skill-appeal that insures repeat play by the hour. Location tests prove SHUFFLE-BOWLER to be biggest money-maker in shuffle class. Order today for quick delivery.

Bally CHAMPION
FREE PLAY ONE-BALL

Bally KENTUCKY
AUTOMATIC ONE-BALL

STILL SMASHING ALL ONE-BALL RECORDS

Bally SPOT-BELL
SINGLE-CHUTE MULTIPLE-COIN BELL CONSOLE

Bally CLOVER-BELL
TWIN-CHUTE MULTIPLE-COIN BELL CONSOLE

ADVANCING ODDS GET FAST MULTIPLE-COIN PLAY

SINGLE-SYMBOL winners attract and hold biggest, steadiest play in console class. See SPOT-BELL and CLOVER-BELL at your distributor today. You'll be convinced.



It's a smart
SUBSTITUTION
 WHEN **PHOTO-FINISH**
 "CARRIES THE BALL" TO WIN
TOP MONEY
 FOR OPERATORS!



THE BIG GAME SEASON IS HERE!

A smart coach always substitutes a good player when another loses ground for his team. Alert operators are likewise able to spot the "weak links" in their location equipment. Like a star halfback—Universal's PHOTO-FINISH is crashing choice locations everywhere—scoring the HIGHEST MONEY WINNINGS in 1-ball history. Want to win?

Replace WITH PHOTO-FINISH!

The Best
 FOR YEARS TO COME!

UNIVERSAL'S
Arrow Bell

**REPLACE
 WITH THIS
 PROVEN
 WINNER!**



- ★ "WILD" ARROWS make every symbol wild!
- ★ POSITIVE ADVANCING ODDS!
- ★ BIG JUMBO MOTOR-DRIVEN REELS sustain everlasting suspense!

INSTANTLY CONVERTIBLE AUTOMATIC or FREE PLAY



FREE PLAY
 Convertible to
 1 or 5 Ball Play.
 Also
AUTOMATIC
 Each Armor Plated

Write • Wire • Phone
 See Your
 Universal Distributor



UNIVERSAL INDUSTRIES, INC.
 Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY • Telephone Uptown 8-2345 • CHICAGO 40, ILLINOIS

Copyrighted material

TIPS

100

SELECTIONS



the **Select-O-Matic** mechanism



the **Select-O-Matic**

the **Wall-O-Matic**



This modern music system—the Seeburg Select-O-Matic “100”—gives you more of everything. “Music for everyone”—100 selections, all visible at one time, cataloged under five musical classifications. New playing appeal—thanks to the completely visible operation of the remarkable mechanical “brain.” Remote control at its finest—100 selections right at the finger tips of the public with the Wall-O-Matic “100.” Scientific sound distribution.

Your Seeburg Distributor will gladly tell you how Select-O-Matic “100” Music Systems will bring new opportunities to you—your locations—the public.



Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago, Ill.